**ABSTRACT**

**Objective:** General concept of neo-institutional measurements of business processes is an approach developed by the author, which fits in with the practical search for appropriate methods and tools that would optimize effectiveness and efficiency of business process management. The objective of the following discussion is to prove the thesis that effectiveness of business processes that take place within a company depends on the quality of support of such processes that is included in the set of supporting factors, as well as on neo-institutional determinants of business processes.

**Methodology:** In the article, the author used primarily long-term observations of the functioning of enterprises, critical literature analysis and thought experiment.

**Findings:** The concept was based on long-term of author’s experience in business management and it was essentially grounded in the model of the new institutional economics. On the basis of critical analysis of the literature and with the use of empirical research results from different industries and countries, it defines four hypotheses, which make ground for the concept in question. These are: hypothesis of rational change of condition, hypothesis of expected determinants of business processes, hypothesis of rational determinants of business processes and intensity of impact hypothesis.

**Value Added:** The concept presents a new holistic and behavioral method for business processes analysis.

**Recommendations:** The general concept of neo-institutional measurements of business processes may become a new economic approach concerning the issues of effectiveness and efficiency of business processes, but also it may become the ground for creation of a new catalogue of recommendations for managers, who, on a daily basis, make difficult managerial decisions.