

СЕКЦІЯ 3.
Стратегії економічного розвитку
та фінансова стабілізація
у контексті європейської перспективи

УДК 336.76:005.51(477)(043.2)

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**THE FORMATION OF THE ANTI-CRISIS POTENTIAL
OF FINANCIAL REGULATION SYSTEMS IN UKRAINE
UNDER THE CONDITIONS OF DIGITALIZATION**

In the conditions of constant dynamic changes in the economic environment, which have been observed in recent years, the stable functioning of financial systems becomes critically important for ensuring the sustainable development of the country. The relevance of this problem is additionally due to profound changes taking place in the field of financial regulation. At the same time, one of the most important and urgent tasks is the formation of the anti-crisis potential of financial regulation and control systems in the conditions of intensive

implementation of digital and information technologies in business processes at all levels.

The transformations taking place in the modern economic environment involve the large-scale introduction of information technologies and digital tools into the financial sphere, which significantly changes the conditions for the functioning of financial systems. In addition, digitalization leads to the emergence of new opportunities, but at the same time creates new challenges and threats, which may manifest themselves in the form of increased risk of cyber attacks, financial fraud, and other crimes in the digital environment. In this regard, the understanding and effective use of digital tools in financial regulation and control systems becomes extremely important to ensure the stability and security of financial markets. That is why the development of new approaches to the formation of financial, accounting, analytical support, focused on ensuring the effective anti-crisis potential of financial regulation systems, will significantly contribute to the creation of new strategies and tools for preventing manifestations of financial crises, identifying risks and increasing the effectiveness of supervision over the functioning of financial institutions. The implementation of such strategies, in turn, will ensure the stability of the financial system, protect the interests of depositors and other market participants, as well as contribute to maintaining trust in financial institutions and the financial activities of other business entities.

Special attention should now be paid to the opportunities provided by the latest digital and information technologies to increase the effectiveness of analytical tools in the field of financial regulation. In particular, the development of automated systems for the analysis and monitoring of financial transactions can significantly improve the detection of illegal actions of participants and market manipulation, which can provide more effective control over financial transactions. In addition, digital financial and accounting tools can be used to develop simulation models and forecast the development of crisis situations in the country's financial

system. This opens up wide opportunities for state regulatory bodies to make informed decisions in advance and develop strategies aimed at preventing and managing financial crises. In addition, the study of the impact of digitalization on financial reporting and auditing is gaining special relevance in this aspect. Given the rapid changes in the information field, it is already necessary to develop new accounting standards and methodologies in order to reliably assess the financial condition of companies that use digital technologies and tools. The key guidelines for changes in the field of modernization of financial and accounting tools in the digital economy are as follows:

- expanding the display of the enterprise's sphere of activity in accounting and financial reporting;

- improving the quality and efficiency of financial regulation and control;

- identifying and increasing the number of business processes subject to analysis and control;

- development of innovative methods of assessing business processes;

- formation of approaches to the integration of various types of financial, accounting, analytical tools into the system of financial regulation;

- the use of more advanced information technologies in accounting and analytical processes;

- development of theoretical, methodical, and applied aspects of the development of financial and accounting, as well as analytical instruments of financial regulation and control. In this aspect, special attention should be paid to studying the possibilities of evaluating business processes that are subject to analysis.

At the same time, the regular inclusion of non-economic data in the analytical system, which comes in the form of qualitative characteristics of business processes, is observed [1-3]. In a practical aspect, the integration of new analysis and control tools is implemented on the basis of innovative developments in IT technologies, which include cloud technologies, open

technological platforms, electronic reference information and analytical systems, the creation of a single international format and content of financial reporting in electronic XBRL form. Thus, these trends shape opportunities for creating such a system of financial regulation and control, which integrates data that determine both the state of the company's internal business processes and the external environment [4].

As one can see, a sufficient selection of innovative technologies is possible in the process of anti-crisis management. At the same time, the entire set of the latest technological tools, which can be used in the process of financial regulation and control, can also be divided into three functional groups of innovations, namely:

1. Process innovations that affect and change all links functioning in business processes. They represent innovations and changes as a result of interaction with macro-environmental factors, planning of material and technical support of business processes, management of cash and material resource flows, personnel, organizational, and structural transformations, and creation of innovative processes in product manufacturing.

2. Product innovations, which are the material embodiment and result of innovative transformations and the development of new types of activities. They provide for the creation (within the framework of business processes) of a system of appropriate technological processes necessary for the production of new competitive products that require the design to achieve a certain quality and efficiency of business processes.

3. Allocative innovations (reorganizational), which consist in the nature of redistribution of resources of business entities. Such innovations represent the restructuring or reorganization of enterprises for the purpose of redistribution of resources and constant interaction of all its structural divisions, as well as the interaction between employees of the business entity within the framework of functioning business processes.

Thus, that an important component of the digitalization of financial regulation and control systems is the automation of the collection, exchange, analysis, and use of information in electronic and digital form

and the creation of a general information system within business processes.

Accordingly, the competitive advantage of enterprises that possess information and communication technologies of financial regulation and control is obvious, and today it is necessary to advance more actively on this path. Therefore, the construction of digital systems of financial regulation should focus on the use of the latest financial, accounting, and analytical tools, due to which the introduction of information technologies into business processes will take place. In general, using the achievements of the digital economy will make it possible to eliminate the current problematic aspects of financial regulation.

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