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## **IMPACT OF THE DIGITAL ECONOMY ON ACCOUNTING (ВПЛИВ ЦИФРОВОЇ ЕКОНОМІКИ НА СТАН БУХГАЛТЕРСЬКОГО ОБЛІКУ)**

*У статті подано умови про цифрову економіку, що зростає із*

збільшенням залучення в систему бухгалтерського обліку даних неекономічного характеру, та реалізуються нові розробки ІТ-технологій . З використанням цифрової економіки стає можливим вивчення можливостей оцінки нових об'єктів обліку.

**Ключові слова:** Цифрова економіка, бухгалтерській облік, блокчейн, інформаційні зрушення.

*The article presents conditions for the digital economy, which is growing with the increasing involvement of non-economic data in the accounting system, and new developments in IT technologies are being implemented . Using the digital economy, it becomes possible to study the possibilities of evaluating new accounting objects.*

**Keywords:** digital economy, accounting, blockchain, information shifts.

The digital economy is not and cannot be a separate industry. This is the basis, context, and link between a significant number of processes, industries, and operations. Digitalization is the transformation of knowledge and information into digital form, which provides quick and easy access to information and exchange of information between people by connecting to digital equipment. The development of the digital economy also has a certain impact on the state of accounting.

Digitalization of accounting provides an opportunity to use remote communication, which is more efficient and allows you to perform certain operations at a distance. At the same time, the importance of accounting operations and the role of an accountant is not downplayed. Digital accounting, by contrast, in the context of using the Internet as a means, evaluates a professional accountant.

So, the main positive impact of the digital economy on accounting, we can note the following. There is a cash flow in real time; there is a decrease in certain costs; the importance of automating accounting and reporting activities increases due to accuracy; there are such features of the accounting process as the speed of exchange and reliability of storage; the ability to use accounting consulting to your

advantage; the identification and increase of new accounting objects; the development of innovative methods for evaluating new accounting objects; the formation of approaches to the integration of various types of accounting, etc. The positive impact of the digital economy on accounting allows generating, transmitting and interpreting financial and accounting data in electronic format, as well as developing theoretical, methodological and applied aspects of accounting development.

Using the digital economy, it becomes possible to study the possibilities of evaluating new accounting objects, in particular, such as intellectual human capital, Social Capital, customer base, innovative products, and so on. The importance of the digital economy increases with the increasing involvement of non-economic data in the accounting system. New developments in IT technologies are being implemented, such as cloud technologies, open technology platforms, electronic reference and information systems, and the creation of a single international format and content of financial statements in electronic form. In our opinion, thanks to the digital economy, an accounting system should be created that integrates information about the internal business processes of the enterprise and the external environment.

According to some accountants, regarding accounting methods in the digital economy, "it is advisable to abandon the stereotypes of their perception as something once and for all resolved, static and unshakable. While maintaining the methodological core of accounting, it is important to develop and expand the range of methods used, while ensuring their compliance with both traditional and new accounting tasks» [1].

Thus, interest in blockchain technology, which is changing the world as much as the Internet did in its time, is growing every day on the part of all civilized states and international institutions. The list of leaders in its implementation includes the United States, Canada, Brazil, Australia, Israel, the United Arab Emirates, Georgia, Estonia, the United Kingdom, France, and Germany. Ukraine is no exception, for which the scale and pace of digital transformation should become

key characteristics of the country's development, and since 2016 this technology has been gradually introduced in various industries [2].

A blockchain is a distributed data registry that stores information about each transaction made in a closed peer-to-peer user system. Data is stored as a sequence of blocks (hence the name – blockchain) with transaction records. They cannot be forged, because each new record confirms existing chains. To change certain data, you need to change the information in all other blocks. At the same time, since the system is distributed, up-to-date information about entries in it is stored by all its participants and automatically updated when any changes are made. Unlike centralized money systems, where information Consequently, significant technological and informatization shifts caused by the digitalization of the economy, as well as the growth of the information potential of the economic space, cannot but affect the state of accounting and Accounting Science. They also dictate new opportunities for the development and modernization of the accounting profession.

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