

To promote its own brand, the company uses product placement, the drink and the Red Bull logo often appears in many films and TV shows, such as Scary Movie 2 (2001), The Big Bang Theory (2007–2019), Terminator 3: Uprising machines ”(2003),“ Silicon Valley ”(2014–2019). With digital streaming services, consumers can come back to their favorite movies anytime and on any supported device.

Red Bull keeps up with the times and begins to promote its brand in a variety of mobile applications. The company has developed about 20 mobile applications that cover many areas of user activity (an application with its own TV, in which you can watch online broadcasts of various sports, personal applications of sports teams, a virtual reality games). In all programs, a brand logo or a drink flashes, which further contributes to an increase in demand for products.

The experience of using digital marketing by many global companies proves that the classic methods of marketing tools are complemented by modern digital tools. The use of digital marketing can play a key role in the growth of a company's sales, thanks to the use of a modern method of advertising a product and attracting the necessary audience that may be interested in the product.

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THE INFLUENCE OF GLOBALIZATION PROCESSES ON THE ACCOUNTING SYSTEM IN UKRAINE (ВПЛИВ ГЛОБАЛІЗАЦІЙНИХ ПРОЦЕСІВ НА СИСТЕМУ БУХГАЛТЕРСЬКОГО ОБЛІКУ В УКРАЇНІ)

Смутило О. В. - здобувач вищої освіти групи Б 4/1

Науковий керівник - Глумакова О. І., викладач кафедри іноземних мов МНАУ

У статті розглянуто особливості впливу глобалізаційних процесів на розвиток системи бухгалтерського обліку в Україні, проаналізовано результати і наслідки впливу глобалізаційних процесів світової економіки на розвиток системи бухгалтерського обліку в Україні.

Ключові слова: бухгалтерський облік, глобалізація, глобалізаційні процеси, положення (стандарт) бухгалтерського обліку.

The article considers the peculiarities of the impact of globalization processes on the development of the accounting system in Ukraine, analyzes the results and consequences of the globalization processes of the world economy on the development of the accounting system in Ukraine.

Key words: accounting, globalization, globalization processes, provisions (standard) of accounting.

Globalization is one of the most important characteristics of modern world economic development, which directly affects all spheres of public life. Globalization processes are constantly evolving. Particular importance in the study of the impact of globalization processes should be given to the accounting system in Ukraine.

In foreign literature, the question of the impact of globalization processes on the accounting system is considered in the works of J. Galbraith, P. Yeshchenko, A. Anderson, L. Burton, A. Arsenko, J. Stiglitz [1] and many others. This influence was reflected in the publications of such domestic scientists as O. D. Gudzynsky, M. Ya. Demyanenko, V. M. Zhuk, O. M. Petruk, I. B. Sadovska, G. G. Kireytsev and others.

The existing accounting system is conservative and imperfect, does not take into account the current conditions of business entities and does not use the latest advances in information and communication technologies. The lack of a proper theoretical justification of accounting as a science, inhibits the development of the accounting system in the face of globalization in Ukraine.

Professor Kireitsev GG concluded the following on the impact of globalization processes on the development of the national accounting system and the consequences of this impact: «Globalization of the economy should be understood as the creation of global industries, organization of global commodity and financial markets» [2].

In addition, the preparation of financial statements in accordance with IFRS [3] will mean a change in accounting methodology. Then at the stage of its grouping and generalization on the relevant accounts, registers and reports. The methods of valuation of accounting objects are also changing. The consequence of the above is a change in the Chart of Accounts, accounting records, in the methods of valuation of assets and reflected business transactions, ie in the methodology of accounting.

In summary, we can assume that failure to take into account the interests and needs of direct users of accounting information will reduce the efficiency of management and, accordingly, reduce

the efficiency of the enterprise. The purpose of the first system will be the formation of information for the preparation of financial statements in accordance with the requirements of IFRS, the second - "internal", the purpose of which will be the formation of information in accordance with management requirements [4].

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

Стець А.В. - здобувач вищої освіти групи Б 4/2

Науковий керівник – Глумакова О.І., викладач кафедри ініцземних мов МНАУ

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