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**«UKRAINE AND THE WORLD: INFORMATION AND
HUMANITARIAN PROBLEMS OF DEVELOPMENT
IN THE CONDITIONS OF SYSTEMIC REFORMS»**



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REFORMS IN THE FIELD OF FINANCE AND TAXATION AND THEIR IMPACT ON THE ECONOMIC SECURITY OF THE STATE

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TAXATION IN FINLAND

The tax system plays a fundamental role in the functioning of the state, serving as a powerful tool for regulating the market economy. Its importance lies not only in financing public expenditures, but also in stimulating economic development, ensuring social justice and regulating economic processes.

Financing public expenditures is the main function of the tax system. The state provides access to vital public services through taxes paid by citizens.

It is important to emphasise that the tax system should be fair, transparent and understandable for taxpayers. This will promote voluntary compliance with tax laws, broaden the tax base and stimulate economic growth.

Implementing and improving the tax system is one of the key tasks facing the state.

As in most countries around the world, taxes in Finland play a key role in filling the state treasury. The taxation system is based on the principles common in the European Union.

Finland is considered to be an economically developed country with a low level of corruption and a high Social Progress Index score, despite a fairly high tax burden on the population. The main legal act regulating tax policy in Finland, as well as in Ukraine, is the Tax Code, which divides taxes into direct and indirect taxes. However, unlike Ukraine, Finland uses a progressive method of taxation, which provides for an increase in the tax rate as income grows.

Finland has a clear taxation system that covers all residents of the country:

- Individuals who live in Finland for more than 183 days a year, regardless of their nationality, are considered residents and are liable to pay taxes on all their income, whether earned in Finland or abroad.

- Legal entities incorporated in Finland or established under Finnish law are also residents and pay taxes on all their income, whether in Finland or abroad.

Non-residents are subject to a limited taxation regime:

- Finns who are not permanently resident in Finland pay taxes only on income derived from Finnish sources.

- Foreigners, foreign partner companies of Finnish companies and migrant workers staying in the country for less than six months also pay taxes only on income derived from Finnish sources.

The taxation of non-residents differs from that of residents both in terms of principles and rates applied.

General tax rates in Finland [4]:

1. Personal income tax:

- 6.25% for income up to EUR 26400 per year;
- 17.5% for income from 26400 to 43500 euros per year;
- 21.5% for income from 43500 to 76100 euros per year;
- 31.25% for incomes over EUR 76100 per year.

2. The corporate income tax is 20%, however, depending on the size and scope of business, individual rates may apply to companies. For example, to encourage the development of small businesses, the tax rate may be reduced to 8%. This tax also includes capital gains tax, which is also 20%.

3. Dividend tax is applied to individuals at the rate of 30% and to companies and organisations at the rate of 20%.

4. The value added tax rate is set at 24% for all businesses with revenues exceeding EUR 10 thousand per year, but a reduced rate is applied to certain goods and services. For example, 14% for food and catering services and 10% for books, cinema, cultural events, etc.

Finland is characterised by a high level of tax compliance culture based on a well-designed system and active participation of citizens in determining the priorities of budget spending.

Well-founded tax legislation is the basis of the system, which ensures strict compliance by taxpayers. Transparency and openness of the budget process allow citizens to access information on how their tax contributions are used. The ability to influence budget decisions through broad mechanisms of public control ensures trust in the government.

An important factor is the effectiveness of the use of budget funds. Citizens see concrete results of the government's work, which confirms that their tax contributions are used wisely.

This approach is based on mutual trust between citizens and the government, which is a key factor in the country's stability and prosperity.

In 2023, Finland is ranked 13th in the global ranking of global startup ecosystems, improving its position by 1 position compared to the last two years. In terms of regional rankings, Finland has also moved up one position, overtaking Estonia and ranking 5th in the EU and 7th in Europe [5].

Finland is proud to have one of the most developed startup ecosystems in the world, based on a number of key factors:

- Adoption of advanced technologies
- Highly skilled workforce
- Ample opportunities for scientific research

Finnish society is characterised by stability, consciousness and transparency. Low levels of bureaucracy and a commitment to the introduction of the latest technologies make Finland attractive to investors looking to invest in innovative sectors.

The public sector plays an important role in this. The Finnish government offers various incentives and actively supports start-ups, recognising their role in economic development.

The country's tax system also contributes to the development of the innovation

sector. The state provides financial support and tax management services for innovative enterprises at the early stages of development, as well as offers them preferential tax rates.

Thanks to this, Finland is constantly improving its position in the rankings of global startup ecosystems, striving for the highest level of innovation development. This, in turn, contributes to improving the quality of life and well-being of Finnish society.

The experience of the Scandinavian countries, including Finland, can serve as a model for Ukraine in the field of tax policy, as it is based on a high culture of tax payment and their effective use.

In countries with developed market-based socially oriented economies, such as Finland, the income tax is the priority source of state budget revenues. Therefore, it is advisable for Ukraine to use a progressive taxation system, which provides for an increase in the tax rate with an increase in the taxpayer's income.

A good taxation system is also characterised by clearly defined and unambiguous rules that do not allow for any loose interpretation of tax legislation by either taxpayers or tax authorities. This eliminates the possibility of tax evasion through loopholes in tax regulations and reduces the number of conflicts between taxpayers.

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DEVELOPMENT OF TRANSFER PRICING IN THE CONDITIONS OF EUROPEAN INTEGRATION

Given the recent geopolitical changes caused by the spread of Covid-19 and the full-scale war in Ukraine, resulting in the stagnation of the world economy, further comprehensive globalization is doubtful. Increasingly, the world community is hearing ideas about the protection of national interests, the development and localization of own production facilities, their curtailment in potentially risky jurisdictions, etc.

In these turbulent conditions, Ukraine continues its European integration measures. Thus, on June 23, 2022, the European Council granted Ukraine candidate status. Further steps of the European Council will depend on the fulfillment of conditions for harmonization of legislation by Ukraine.

The list of requirements for joining the European Union (EU) currently does not include the harmonization of tax legislation in the area of transfer pricing (TP). However, this does not mean that further integration will not require changes to the current regulatory and legal acts.

The main subjects of transfer pricing regulation in Europe are the EU (in particular, represented by the European Commission and the EU Joint Forum on Transfer pricing) and the Organization for Economic Cooperation and Development (OECD). The main international legal principles in the field of transfer pricing are defined by a number of EU documents [1], which are based on the requirements and guidelines of the OECD: Code of Conduct on transfer pricing documentation for associated enterprises in the EU, the EU Arbitration Convention on the elimination of double taxation in connection with adjustment of the profit of associated enterprises, Manual on the Handling of Multilateral Mutual Agreement Procedures and Advance Pricing Arrangements, Bilateral Advance

Pricing Arrangement Manual, Guidelines on low value adding intra-group services.

In October 2018, the EU Joint Forum on TP agreed the Report on a coordinated approach to transfer pricing controls within the EU [2]. This report can serve as a guide for the further development of the control system for transfer pricing in Ukraine. To date, the system of relations between the taxpayer and the tax authorities in the field of transfer pricing is exclusively fiscal in nature. In the case of integration of the national economy of Ukraine into the EU economy, the interests of all parties must be satisfied, which will require frequent concessions of national interests.

Thus, the report of the EU Joint Forum directly foresees as a goal the establishment of a coordinated approach to the control of transfer pricing within the EU in order to avoid double taxation or non-taxation. This document describes the following principles, which we should already pay attention to: coordination of actions between tax authorities of EU members, transparent relations between the tax authority and the taxpayer.

In order to ensure the above principles, the tax authorities of EU member states can carry out simultaneous control of group companies, carry out a joint audit of a company or group of companies by a single audit group based on the EU tax authorities of two or more member countries, or multilateral control in accordance with the EU Fiscalis program.

Therefore, from the above, we conclude that this approach in the control of transfer pricing excludes the possibility of tax evasion by companies of the group, at the same time, a coordinated check objectively requires applying proportional adjustment. At the same time, in the event of the introduction of a coordinated approach to the control of transfer pricing, item 39.5.5.2 of the Tax Code of Ukraine (TCU) should be changed [3].

Prior agreement on pricing in controlled transactions (APA) and mutual agreement under international agreements (MAP) becomes important in such circumstances and it is also necessary to prepare in advance.

In connection with the possible expansion of sources of information, to which the control bodies of Ukraine currently have practically no access (intra-group information), we should also expect more frequent use of the last method of TP - the profit split method

[4]. The integration of Ukraine with the EU can also be a positive factor in the field of transfer pricing for taxpayers as well. The special approach to justifying transfer pricing with regard to low value-added services will probably be regulated by law.

The provision of such intra-group services is a widespread practice for transnational companies (TNCs), while Ukrainian taxpayers are constantly faced with the need to justify prices (profitability) in such transactions, using one of the methods of transfer pricing provided by the current legislation of Ukraine. In the same time the OECD Guidelines on TP for TNCs and tax authorities, taking into account the changes made by the Final Report of BEPS 2015 (Actions 8-10), provide for a special, simplified approach for such transactions [5].

Summarizing the above, the main aspects of the integration of TP legislation into the system of European rules and policies are:

- ensuring a unified approach in checking the application of the "arm's length" principle by tax authorities;
- sustainable use of APA and MAP,
- unhindered access to tax information in EU countries regarding TNCs also presented in Ukraine
- application of fair and predictable distribution of profits between all jurisdictions, including Ukraine
- application of generally accepted practices for services with low added value.

The consequences of the integration will clearly affect the economic security of Ukraine, then ultimately related to the distribution of TNC profits, as well as to the funding of the state budget from the income tax. Potentially, such an impact should be positive, but it is premature to draw comprehensive conclusions at this stage of the analysis.

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FORMATION OF THE MODERN TAX SYSTEM IN UKRAINE

The formation and functioning of the tax system in different times and eras was and remains the focus of research by scientists and scholars. For the modern tax system, the questions of the theory of taxation and the methodological foundations of its formation, which are an important component of building an optimal taxation system, remain relevant. At the same time, the problems of the optimal functioning of the domestic taxation system have not been sufficiently investigated today. The question of the very process of development of taxation, the theoretical justification of the processes of the formation of tax systems and the formation of economic views on the processes of

taxation also requires in-depth research [1, c. 101].

The balanced development of the public finance system depends on the Tax Code of Ukraine and the adoption of the new Budget Code of Ukraine. This includes a program of engaging experts from scientific institutions and higher education institutions to participate in a broad explanatory process regarding the approval of approved codes, as well as the creation of scientific, analytical and other publications taking into account changes in tax and tax legislation [2, c. 11].

Currently, taxes are the most effective means of state control over social production, its pace and structure, and also influence the promotion of scientific and technological achievements and the size of social guarantees for the population. Scientists who researched the problems of taxation and reforming the tax system were: A. Sokolovska, T. Savchenko, V. Fedorov, A. Lastovetskyi, V. I. Vakulych, O. Soskin and others [3].

Tax and budget systems have always been and will be subject to criticism, since they must be based on mechanisms for overcoming a significant mass of social and personal contradictions, the optimal resolution of which is practically impossible, especially considering that the economy is at different stages in each period stages of development (rise, peak, decline, crisis), depending on which the content of both tax and budget policy differs, at the same time exacerbating the mentioned contradictions and increasing public tension regarding the evaluation of both fairness and efficiency of the system (primarily in the area of taxation: between the state, on the one hand, and business entities and the population as taxpayers - on the other). In fact, this state of affairs often leads to the violation of certain, even universally recognized, principles of fiscal policy, such as fairness, efficiency, stability [4, c. 172].

According to UN data, by 2022, 5 million Ukrainians will have left our country due to the war. Most of these people receive EU countries, their means of existence are social and financial assistance from these countries, as well as their personal savings. If all these people lived in Ukraine under normal conditions, their living would be subject to VAT taxation and the budget would receive the usual amount of tax revenue. In April

2022, the state tax budget was more than halved. But all of them remain citizens of Ukraine and are tax residents in Ukraine, so the funds should be directed to the Ukrainian budget. First of all, we note that for the duration of martial law, single tax payers of the 1st and 2nd groups (a part of micro-businesses – natural persons-entrepreneurs) are exempted from paying the single tax and submitting tax returns for this tax [5].

The tax system of Ukraine was formed over many years, but the system can be called perfect or complete impossible. Permanent changes and additions to legislative acts turned out to be not only ambiguous, but also introduced even more inconsistency and contradictions into the modern taxation system of Ukraine. It can be concluded that frequent changes testify to the instability and inability of the effective functioning of the current tax system of Ukraine.

The disadvantages of the tax system are such as: the priority of fiscal policy, the absence of a single tax law, the high cost of administering certain types of taxes and fees compared to the budget revenues generated from their collection, uncoordinated activities of tax subjects [6, c. 471].

The serious disadvantages are: firstly, it is the imperfection of the current tax legislation and permanent minor changes in laws that do not solve old problems, but only form new ones; secondly, it is a fiscal priority a policy that keeps tax legislation within limits and does not allow focusing attention on other problems; thirdly, the complex and unclear taxation system.

In conclusion, it can be noted that the formation of a modern tax system in Ukraine is an extremely important process for the stable economic development of the country. This process requires systematic, comprehensive analysis and consideration of a large number of factors, including the economic situation, tax objectives, legal framework, administrative capabilities and responsibilities. The focus on achieving efficiency, transparency and social justice in the tax system will allow Ukraine to maintain sustainable economic growth and raise the standard of living of citizens. In the future, it is necessary to implement operational deregulation and updating of state policy in the direction of tax and customs spheres. After the Victory of Ukraine, a significant reduction

in the administrative and tax burden on business will contribute to greater concentration of funds in circulation and will create a resource for overcoming post-war challenges.

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BLOCKCHAIN TECHNOLOGIES IN ACCOUNTING PROCESS

This paper explores the transformative potential of blockchain technologies in redefining accounting and analytical support systems within business entities. By leveraging the inherent characteristics of blockchain—decentralization, immutability, and transparency—it proposes a model where financial transactions are not only more secure but also seamlessly integrated into management processes, thereby enhancing decision-making and strategic planning.

Brief Overview of the Traditional Accounting Systems

Traditional accounting and analytical support systems have been the backbone of financial reporting and decision-making processes in business entities for decades. These systems, heavily reliant on manual entries and centralized databases, have facilitated the tracking of financial transactions, management of accounts, and preparation of financial statements according to statutory requirements and management needs. Over time, software advancements have automated many of these processes, improving efficiency and accuracy. However, these systems still operate within a framework that requires significant human intervention and oversight. The centralized nature of traditional accounting systems means that all data is stored in a single location, making it easier to manage and access but also creating a single point of failure and vulnerability.

Challenges Faced by Conventional Systems

Despite advancements in digital technologies, traditional accounting systems face several challenges that can compromise their effectiveness:

1. Inefficiencies: Manual data entry, reconciliation processes, and the need for repeated verification across different systems lead to operational inefficiencies. These

tasks are time-consuming and prone to human error, impacting the overall productivity of the accounting function.

2. Susceptibility to Fraud: Centralized systems, with their concentrated data storage and access points, are inherently vulnerable to fraud and data tampering. The manipulation of financial data can lead to significant financial losses and damage to the organization's reputation.

3. Lack of Real-time Data Access: Conventional systems often struggle with providing real-time access to financial data. The delay in data processing and reporting can hinder timely decision-making and financial analysis, putting businesses at a competitive disadvantage in fast-moving markets.

Impact of Blockchain Technologies on Accounting Processes

This thesis aims to explore how blockchain technology, with its decentralized, immutable, and transparent nature, can address the aforementioned challenges faced by traditional accounting systems. Specifically, it will examine blockchain's potential to:

- Enhance the integrity of financial transactions through its tamper-evident ledger, where once a transaction is recorded, it cannot be altered without the consensus of the network.
- Improve efficiency by automating transaction recording through smart contracts and eliminating the need for reconciliation by providing a single, immutable version of the truth.
- Deepen analytical depth by providing real-time access to financial data, thereby enabling more dynamic and strategic decision-making processes.

By delving into the mechanics of blockchain technology and its application in accounting and financial reporting, this thesis will shed light on its benefits, challenges, and future prospects in transforming accounting practices for better management and decision-making capabilities within business entities.

Blockchain Fundamentals and Their Application in Accounting

Decentralization: Democratizing Financial Data

The principle of decentralization is at the core of blockchain technology. Unlike

traditional accounting systems that rely on a central authority or intermediary (such as a bank or financial institution) to verify transactions, blockchain operates on a peer-to-peer network. This network validates transactions through consensus, ensuring that all participants have a synchronized ledger without the need for a central authority. This democratization of financial data can lead to more equitable and efficient financial ecosystems where errors and discrepancies can be resolved more transparently. In accounting, this means the possibility of real-time verification of transactions and balances, making financial data more accessible and trustworthy for all stakeholders involved.

Immutability: Ensuring the Integrity of Financial Records

One of the most significant advantages of blockchain technology is the immutability of its transaction ledger. Once a transaction is recorded on a blockchain, it cannot be altered or deleted without the consensus of the network, making each entry permanent and tamper-evident. This feature is particularly relevant to accounting and financial reporting, where the integrity of financial records is paramount. Immutability can help prevent fraud and errors in financial statements, as every transaction is verifiable and traceable back to its origin. This level of integrity ensures that financial statements accurately reflect the economic activities of a business, providing a solid foundation for decision-making.

Transparency and Security: Enhancing Stakeholder Trust

Blockchain technology enhances transparency and security in financial transactions in several ways. First, while individual transaction details can be kept private, the existence of the transaction itself is visible to all participants on the network, making the financial system more transparent. This visibility allows stakeholders, including investors, regulators, and the public, to have greater confidence in the financial information provided by businesses.

Moreover, blockchain's security features, including cryptographic hashing and consensus protocols, make it extremely difficult for unauthorized parties to alter the transaction data. This security aspect is crucial in protecting sensitive financial

information and preventing unauthorized access and fraud. In the context of accounting, the combination of transparency and security provided by blockchain can significantly enhance stakeholder trust, as it ensures that financial reports are both accurate and secure from manipulation.

Impact on Accounting

Real-time Reporting: Facilitating Up-to-the-Minute Financial Data

Blockchain technology significantly enhances the accounting process by enabling real-time reporting of financial data. In traditional accounting systems, the process of recording, verifying, and consolidating financial transactions can be time-consuming, often resulting in delays before financial statements are updated. Blockchain, with its decentralized ledger, allows for immediate recording and verification of transactions across the network. This capability means that financial data is always up-to-date, providing business entities with the ability to access and analyze financial information in real-time. This immediacy can transform financial management and decision-making processes, enabling more dynamic and strategic responses to financial data.

Fraud Reduction: Assisting in Preventing and Detecting Fraud

The immutability feature of blockchain is a powerful tool in the fight against financial fraud. Since each transaction recorded on a blockchain is permanent and unchangeable, the opportunity for malicious tampering is greatly reduced. Additionally, the transparency and traceability of transactions mean that any attempt at fraud can be quickly detected and traced back to its source. This level of security and accountability is particularly valuable in sectors where financial integrity is paramount. By incorporating blockchain into their accounting systems, businesses can enhance the reliability of their financial reporting and reduce the risk of fraud.

Cost Reduction: Streamlining Transaction Processes

Blockchain can streamline transaction processes, significantly reducing overhead and operational costs associated with traditional accounting systems. By automating the recording and verification of transactions through smart contracts and eliminating the need for intermediaries, businesses can achieve more efficient transaction processing.

This efficiency not only reduces the costs associated with manual entry and reconciliation but also minimizes the expenses related to auditing and compliance. The reduction in operational costs can have a substantial impact on a business's bottom line, making blockchain an attractive technology for improving financial processes.

Audit and Compliance: Simplification of Audit Processes

The inherent characteristics of blockchain, such as its immutability and transparency, can simplify the audit process and ensure adherence to regulatory requirements. Since every transaction on a blockchain is recorded with a timestamp and cannot be altered, auditors can verify the accuracy of financial information more easily and with greater confidence. This reduces the time and resources needed for auditing, making the process more efficient. Furthermore, the clear and unalterable transaction history aids in compliance with regulatory standards, as businesses can provide indisputable evidence of their financial activities and controls.

Challenges and Limitations

Technical Complexity

The implementation of blockchain technology in accounting systems introduces a steep learning curve and significant infrastructure requirements. Understanding the nuances of blockchain, including smart contracts and consensus mechanisms, requires specialized knowledge. Additionally, setting up a blockchain infrastructure can entail substantial initial investments and ongoing operational costs.

Regulatory Uncertainty

The legal landscape for blockchain applications remains in flux, with regulations varying significantly by jurisdiction. This uncertainty can hinder the adoption of blockchain in accounting, as businesses must navigate a complex web of compliance issues that could affect the legality and viability of blockchain-based systems.

Integration with Existing Systems

Compatibility and interoperability with existing accounting systems and software are major challenges. Ensuring that blockchain solutions can seamlessly interact with legacy systems without disrupting existing workflows or compromising data integrity

requires careful planning and execution.

Future Prospects

Innovations in Blockchain

Ongoing advancements in blockchain technology, such as the development of more scalable and energy-efficient consensus algorithms, promise to further revolutionize accounting. Innovations like zero-knowledge proofs offer new ways to maintain privacy while ensuring data integrity, potentially overcoming some of the current limitations.

Adoption and Adaptation

For broader adoption of blockchain in accounting practices, several strategies can be pursued:

- **Education and Training:** Increasing awareness and understanding of blockchain among accounting professionals can facilitate its adoption.
- **Standardization:** Developing industry-wide standards for blockchain applications in accounting can help ensure compatibility and interoperability.
- **Collaboration:** Encouraging collaboration between businesses, technology providers, and regulators can help address technical and legal challenges, paving the way for more widespread implementation of blockchain in accounting.

Conclusion

This thesis has explored the significant potential of blockchain technology to revolutionize accounting and analytical support within business entities. By leveraging the core attributes of blockchain—decentralization, immutability, and transparency—accounting processes can be made more efficient, secure, and transparent. Real-time reporting, enhanced through blockchain, facilitates immediate access to financial data, thereby enabling more dynamic decision-making. The technology's inherent security features significantly reduce the risk of fraud, while its ability to streamline transaction processes can lead to considerable cost reductions.

However, the integration of blockchain into existing accounting frameworks is not without challenges. The technical complexity of blockchain, regulatory uncertainties, and issues of system integration and interoperability must be addressed to realize its full

potential. Despite these challenges, the case studies of Maersk and IBM's TradeLens platform, as well as Walmart's food traceability initiative, demonstrate blockchain's practical benefits and its transformative impact on accounting and supply chain management.

The journey of blockchain in accounting is still in its early stages. Ongoing research, development, and collaboration among tech developers, business entities, and regulatory bodies are crucial to navigate the challenges ahead. Standardization of blockchain practices within the accounting profession, alongside the development of legal frameworks that accommodate the unique aspects of blockchain technology, will be pivotal in ensuring its successful adoption.

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CONTROVERSIES OF THE MONETARY POLICY OF THE NATIONAL BANK OF UKRAINE DURING THE WAR

At the beginning of the full-scale war, there was a consolidation of Ukrainian society around the single goal of protecting the country from the aggressor. Politicians stopped arguing, and citizens demonstrated such examples of altruism and self-sacrifice that surprised the whole world.

The National Bank of Ukraine (hereinafter referred to as the NBU) reacted to the situation immediately and adequately: it fixed the exchange rate, introduced a number of strict currency restrictions, ensured the uninterrupted operation of banks and the payment system, which allowed to avoid panic and protect the hryvnia from significant depreciation. In addition, the NBU decided to leave the key policy rate unchanged at 10%, which, combined with the exchange rate peg, de facto meant the suspension of the inflation targeting regime.

However, shortly after the withdrawal of Russian troops from Kyiv, the position of the central bank changed. In particular, the NBU began to publicly call on the government to raise interest rates on government securities in order to increase the volume of funding for the budget [1]. The Ministry of Finance did not agree to do this, as it tried to minimize spending on non-military purposes.

At the end of spring 2022, the Chairman of the NBU publicly stated that economic incentives were beginning to replace the psychological shock from the outbreak of the war and the predominance of charitable motives, businesses were aiming to maximize their profits, and households were trying to increase their incomes and protect their savings [2]. After that, the NBU raised the key policy rate from 10% to 25% per annum. The central bank reported: "this resolute step aims to protect households' income and savings in the hryvnia, raise the attractiveness of hryvnia assets, reduce the pressure on the foreign exchange market" [3].

The increase in the key policy rate of the NBU forced the Ministry of Finance to raise the rates on government securities almost twice, which (together with the increase in the volume of bond placements) led to a significant increase in the cost of servicing the government debt. Budget expenditures on interest payments on government bonds increased from UAH 114.6 billion in 2022 to UAH 204.5 billion in 2023.

In addition, the strict monetary policy made it impossible for banks to lend to the real sector of the economy on a market basis. Almost all new business loans in 2022-2023 were granted within the framework of state lending support programs, which also increased budget expenditures.

Another consequence of the increase in the key policy rate was a sharp increase in the interest costs of the NBU on certificates of deposit (bank deposits in the central bank). In 2023, such expenses reached UAH 90 billion, which was more than double the volume of 2022 (UAH 40.8 billion) and eight times the volume of 2021 (UAH 10.7 billion).

**INNOVATIVE REFORMS IN THE FIELDS OF FINANCE AND TAXATION:
KEY STRATEGIES FOR STRENGTHENING THE ECONOMIC SECURITY
OF THE STATE**

Innovative reforms in the fields of finance and taxation in the modern world play a key role in strengthening the economic security of the state. The main strategies include the digital transformation of financial processes, stimulating innovation in the financial sector, and increasing the transparency and efficiency of the taxation system.

First, the digital transformation of the financial system involves the introduction of modern digital technologies to facilitate financial transactions and ensure security and transparency. This may include electronic payment systems, electronic services for reporting and paying taxes, as well as the use of blockchain technologies to ensure the security and transparency of financial transactions [4].

The second strategy is to stimulate innovation in the financial sector. This may include supporting the development of financial technologies (Fin Tech), creating favorable conditions for the development of financial start-ups, and simplifying their registration and licensing procedures. It is also important to create funds to finance innovation projects in the financial sector and to attract the private sector to invest in financial innovation.

Finally, improving the transparency and efficiency of the tax system is a key strategy. This can be achieved by automating tax collection and analysis processes, implementing artificial intelligence technologies to detect tax fraud and avoid tax evasion, and ensuring transparency in the use of public funds. Such measures will contribute to increasing the efficiency of tax collection and reducing corruption in the taxation system, which in turn will contribute to strengthening the economic security of

the state.

An additional strategy is to promote the financial inclusion of the population, especially in the small and medium business sector. This may include the development of microfinance and lending programs for small businesses, the creation of special financial instruments to support low-income entrepreneurs, as well as the development of innovative financial services that take into account the needs and capabilities of different social and economic groups of the population.

Strengthening international cooperation in the field of finance and taxation is also an important strategy [2]. This may include joint programs for the development of financial markets, exchange of experience in the field of tax policy and administration, as well as cooperation in the fight against international tax evasion and tax avoidance.

Finally, an important component of an effective strategy is the involvement of the public and stakeholders in the process of developing and implementing reforms in the field of finance and taxation. Broad public participation can help ensure greater legitimacy and support for reforms, as well as ensure greater effectiveness and relevance of these reforms to society's needs [1]. An additional strategy may be the development of innovative financial instruments and mechanisms aimed at reducing financial risks and ensuring the stability of the financial system. This may include the development of new financial products, such as social investment bonds or financial risk insurance, as well as the implementation of financial regulatory and supervisory mechanisms that contribute to the prevention of systemic financial crises and ensure the stability of the financial sector.

In addition, an important aspect is the improvement of financial literacy of the population and enterprises [4-5]. Financial literacy initiatives can include financial education programs for the general public, awareness campaigns on sound financial planning and personal finance management, and financial planning advice and support for small businesses.

Equally important is the integration of the principles of sustainable development and environmental responsibility into financial and tax policies. In particular, the

development of innovative environmentally oriented financial products and mechanisms aimed at supporting projects to reduce greenhouse gas emissions and energy efficiency can help achieve environmental goals and stimulate green economic development.

All these strategies together can contribute to the strengthening of the economic security of the state through the creation of a sustainable, innovative and stable financial and tax system that will contribute to economic growth, sustainable development and increase the welfare of the population.

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STRATEGIC PRIORITIES FOR DEVELOPMENT OF INCLUSIVE FINANCIAL SYSTEM IN CONTEXT OF ENSURING NATIONAL SECURITY IN UKRAINE

Security is one of the basic social necessities and corresponds to the fundamental human principles of freedom, dignity, self-respect, and the right to a safe social environment and a basic social standard of living. Security is one of the most important determinants for the proper functioning of the state and the socioeconomic system as a whole.

From this point of view, the basic principles of national security [1] and the national strategy of economic security [2] have been defined in Ukraine at the legislative level. According to the strategy, the main task of the state in the field of economic security is to

continuously improve the competitiveness of Ukrainian economy, gradually strengthen economic stability and ensure the invulnerability of the national economy to external and internal threats.

One of the most important elements of economic security of the states is financial security. Financial security is defined as the level at which citizens, households, enterprises, regions, states, societies and intergovernmental organizations are provided with sufficient financial resources to meet their needs and fulfill existing obligations [3].

Given the humanitarian vector of modern economic development, and in particular the widespread concept of sustainable development, the strategy considers it important to focus on the issue of financial inclusion and bring Ukraine's financial system closer to human needs.

In addition, the strategy notes that the development of financial inclusion in Ukraine is not at a satisfactory level.

That is why the purpose of our study is to demonstrate strategic priorities for the development of an inclusive financial system in the context of ensuring Ukraine's national security.

In this connection, it should be noted that today the issue of financial inclusion is very relevant not only for Ukraine, but also at the international level. Accordingly, the UN provides a definition of financial inclusion as universal access, at a reasonable cost, to a wide range of financial services, provided by a variety of institutions. Inclusive finance aims to improve access to financial services for both individuals and micro-, small and medium-sized enterprises [4]. And on December, 15 (2015), the UN General Assembly adopted a resolution emphasizing the need for "full and equal access to formal financial services for all" [5]. The National Bank of Ukraine (NBU) has also developed a definition of financial inclusion as the creation of conditions for the involvement of all segments of individuals and businesses in using a variety of financial services, available in terms of infrastructure and price, officially regulated, and that satisfy the needs of the population in order to stimulate the country's economic growth and reduce social inequality in society [6].

In accordance with the above definitions, we highlight the following basic components of an inclusive financial system:

- a financial system whose services are available at a price and infrastructure for individuals and enterprises;
- financial system that is oriented on digitalisation of financial services, which may be digitally enabled (G20 High Level Principles for Digital Financial Inclusion (2016));
- safe and stable financial system, which is able to withstand external and internal shocks and simulate economic growth;
- financial system that cover the financial needs of all people, in particular households, people with low incomes, rural communities etc., and has adequate institutional infrastructure to facilitate financial stability, resilience, and long-term security.

In accordance with these requirements, the World Bank's report on financial inclusion will be used to analyse the development of an inclusive financial system in Ukraine. We will also analyse the availability of banking services, especially loans to citizens and households, since Ukraine has a bank-centered financial system.

According to the World Bank Databook on financial inclusion (2022), 83,6% of Ukrainian adults have a financial account, which is more than double the figure in 2011 (41,3%) and higher than the global average data (76,2%), but lower than in developed countries (96,4%). In general, a similar situation occurs in terms of such indicators as: "financial institution account", "account, by individual characteristics" (women, adults in the poorest 40% of households, adults out of the labor force, youth (ages 15 – 24), "made or received digital payments in the past year", which illustrates, that in relation to all these indicators the situation in Ukraine is better than the world average and slightly worse compared to highly developed countries [7].

The situation is more complicated in terms of the opportunity for Ukrainian consumers to use such financial services as savings and loans. In particular, according to the World Bank Data Book on Financial Inclusion (2022), savings in any form are

available to only 35.2% of Ukrainians, which is lower than the world average (48.8%) and much less than in highly developed countries (76.1%). World Bank Data show that 56.6% of Ukrainians used loans in any form, but 32.2% borrowed money not from financial institutions, but from family or friends, which is significantly higher than the world average (27.4%) and much more than in developed countries (13.7%) [7].

Such a situation is evidence of the limited access opportunities of Ukrainians to the basic services of the financial system: savings and loans. Therefore it illustrated the problems with the development of the inclusive financial system of Ukraine which is not able to stimulate economic growth and welfare in the society.

This is confirmed by the statistical data of the NBU regarding the dynamics of the deposit and loan portfolio of the Ukrainian banking system, which illustrates the positive dynamics of bank deposits and the negative trends in the dynamics of bank loans observed since 2018. The negative trend in the dynamics of bank lending to the national economy of Ukraine poses a threat to national economic security, as the share of bank lending to the private sector (% to GDP) is dynamically decreasing and as of September 2023 it consists only 23.6% of GDP, while in comparison with the world average, this indicator is much higher and consist 144,5o, in high income countries much higher - 162%, in USA - 213,3%, in UK- 130,7%, in EU- 89,9% [9].

It is obvious that such trends are caused by a number of problems in the activity of Ukrainian banking systems in war time conditions, in particular, macroeconomic instability, high risks, lack of business activity and investment demand, etc. But at the same time, it should be noted, that despite the existing problems, the banking system of Ukraine earned a record profit of 83 million of UAH in 7 months of 2023 from investments in high-yield and relatively low-risk government securities [8]

Accordingly, it is appeared a well-known crowding-out effect in the economy, when banks, lending to the state, which is obviously also very necessary in the conditions of war, limit lending to business entities and households, which does not stimulate the growth of the inclusiveness of the Ukrainian financial system.

This situation confirms the necessity of developing of the National Strategy for ensuring Inclusive Financial System in Ukraine, which should be focused on two strategic priorities: 1.increasing the bank lending to the national economy and improving the effectiveness of the credit channel of monetary transmission mechanism; 2. developing the institutional environment of the functioning of the banking system with a focus on the creation of an inclusive banking system (for example, using the potential of state banks as specialized institutions for financing households, small businesses, strategic sectors of the national economy, etc.).

Conclusions. In my opinion, the implementation of this strategy should contribute to obtaining benefits for the financial system, which will become more stronger, more stable and closer to the needs of consumers of financial services, for economic entities and households, which will receive a greater access to financial services, as well as for the entire national economy, which will become stronger, more inclusive and resistant to various threats.

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SICHERHEIT IM MEDIENRAUM

Die Digitalisierung hat unser tägliches Leben in vielerlei Hinsicht verändert, und der Medienbereich spielt dabei eine zentrale Rolle. Wir holen uns Informationen online, kommunizieren mit Freunden und Familie über soziale Medien und konsumieren Unterhaltung auf digitalen Plattformen. Die zunehmende Konnektivität bringt jedoch auch neue Herausforderungen mit sich, denn der Medienraum ist nicht ohne Gefahren.

Herausforderungen für die Sicherheit im Medienbereich:

- Desinformation und Fake News: Falsche Informationen und manipulierte Inhalte können sich online schnell verbreiten und die öffentliche Meinung beeinflussen.
- Hassreden und Cybermobbing: Anonyme Online-Nutzer können Hassreden verbreiten, andere belästigen oder bedrohen.
- Datenschutzverletzungen: Hackerangriffe können zu Datendiebstahl und Missbrauch von persönlichen Informationen führen.
- Cybersicherheit: Malware und andere Bedrohungen können Computer und Netzwerke beschädigen.

Lösungen für mehr Sicherheit im Medienbereich:

- Medienkompetenz: Nutzer sollten lernen, Informationen kritisch zu analysieren und Quellen zu bewerten, um Desinformation und Fake News zu erkennen.
- Jugendschutz: Plattformen und Anbieter von Medieninhalten sollten Maßnahmen ergreifen, um Kinder und Jugendliche vor schädlichen Inhalten und Cybermobbing zu schützen.
- Verstärkung der Strafverfolgung: Die Strafverfolgungsbehörden sollten mit den neuesten Trends in der Internetkriminalität Schritt halten und über die notwendigen Ressourcen verfügen.

Der Kampf gegen Cyberkriminalität und die Verbreitung illegaler Inhalte erfordert eine enge internationale Zusammenarbeit. Förderung der Cybersicherheit: Unternehmen und Einzelpersonen sollten Maßnahmen zur Stärkung der Cybersicherheit ergreifen, um sich vor Malware und anderen Bedrohungen zu schützen.

Zu den aktuellen Herausforderungen im Bereich der Cybersicherheit gehören der Mangel an qualifizierten Fachkräften, die zunehmende Komplexität von Angriffen und die Integration von Geräten und Systemen in ein einziges Netz. Diese Herausforderungen erfordern innovative Ansätze und eine kontinuierliche Entwicklung von Sicherheitslösungen.

Der Mangel an qualifizierten Fachkräften im Bereich der Cybersicherheit ist ein ernstes Problem, da die Nachfrage nach Experten in diesem Bereich ständig steigt. Es ist

wichtig, dass Regierungen, Unternehmen und Bildungseinrichtungen zusammenarbeiten, um die Aus- und Weiterbildung von Fachleuten zu fördern. Durch spezielle Schulungen und Zertifizierungen können wir sicherstellen, dass wir genügend qualifizierte Experten haben, um den wachsenden Bedrohungen zu begegnen.

Die zunehmende Raffinesse der Angriffe stellt eine weitere Herausforderung dar. Die Angreifer werden immer raffinierter und verwenden fortschrittliche Techniken, um Sicherheitssysteme zu umgehen. Um dieser Herausforderung zu begegnen, müssen sich die Sicherheitslösungen ständig weiterentwickeln. Unternehmen und Organisationen müssen in die neuesten Technologien investieren, um ihre Netze und Systeme wirksam zu schützen. Dazu gehören der Einsatz fortschrittlicher Verschlüsselungstechnologien, Systeme zur Erkennung von Eindringlingen und regelmäßige Sicherheitsaudits.

Die zunehmende Vernetzung von Geräten und Systemen, auch bekannt als das Internet der Dinge (IoT), bringt ebenfalls neue Herausforderungen mit sich. Mit der wachsenden Anzahl von vernetzten Geräten steigt auch die Angriffsfläche für potenzielle Angreifer. Es ist wichtig, dass Hersteller von IoT-Geräten von Anfang an Sicherheitsmaßnahmen implementieren, um Schwachstellen zu vermeiden. Darüber hinaus sollten Benutzer von vernetzten Geräten bewusst sein, dass sie möglicherweise anfällig für Angriffe sind und entsprechende Sicherheitsvorkehrungen treffen.

Schlussfolgerung: Die Sicherheit im Medienraum ist eine komplexe Herausforderung, die nur durch die gemeinsamen Anstrengungen von Politik, Wirtschaft, Zivilgesellschaft und Einzelpersonen bewältigt werden kann. Durch die Verbesserung der Medienkompetenz, den Schutz von Kindern und Jugendlichen, die Stärkung der Strafverfolgung, die internationale Zusammenarbeit und die Förderung der Cybersicherheit können wir alle dazu beitragen, den Medienraum zu einem sichereren und geschützteren Ort zu machen.

Die Welt der Cybersicherheit entwickelt sich schnell und bietet viele Karrieremöglichkeiten in einem vielversprechenden Berufsfeld.

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STRATEGIE DER WIRTSCHAFTLICHEN ERNEUERUNG DER UKRAINE NACH DEM KRIEG

Die Ereignisse des Krieges zeigten eindrucksvoll die Fähigkeit, dem Feind der Ukraine, dem größten Land, das vollständig in Europa liegt, und der sechstgrößten Volkswirtschaft, Widerstand zu leisten. Da die Größe unseres Landes nicht klein ist, möchte der Feind es verkleinern, die Ukraine spalten, ihr Territorium, Menschen und Ressourcen wegnehmen, um sich gegen sie zu wenden.

Im ersten Jahr nach der umfassenden Invasion am 24. Februar 2022 verlor die ukrainische Wirtschaft 30–35 % des BIP. Dies ist der größte Rückgang der Wirtschaftsaktivität, den das Land seit der Unabhängigkeit erlebt hat, und es wird Jahre dauern, bis es sich erholt davon. Auch nach dem Krieg wird es in der Ukraine höchstwahrscheinlich aufgrund des massiven Flüchtlingszustroms zu einem gravierenden Arbeitskräfte mangel auf dem Arbeitsmarkt kommen.

Die Wirtschaft der Ukraine litt stark unter den Verwüstungen der russischen Invasion und der Notwendigkeit, Produktionskapazitäten und Arbeitskräfte für Kriegsanstrengungen einzusetzen. Diese Zahlen vermitteln nur einen Eindruck von einigen wirtschaftlichen Veränderungen – der großen und anhaltenden Kluft zwischen Staatseinnahmen und Staatsausgaben, der schnellen Inflationsrate, die sich daraus ergibt, dass die Zentralbank Geld druckt, um die Lücke zu schließen.

Der Konjunkturplan besteht aus zwei Phasen, 2023-2025 und 2026-2032, und umfasst 850 Großprojekte, die eine Finanzierung in Höhe von insgesamt rund 750 Milliarden US-Dollar erfordern.

Es ist geplant, die Restaurierung aus allen möglichen Quellen zu finanzieren. Zu diesem Zweck haben die ukrainischen Behörden eine Reihe von Fonds geschaffen:

- Armeeunterstützungsfonds;
- Humanitärer Fonds;
- Fonds zur Wiederherstellung von Eigentum und zerstörter Infrastruktur;
- Fonds zur Unterstützung kleiner und mittlerer Unternehmen;
- Fonds für wirtschaftliche Erholung und Transformation;
- Fonds zur Bedienung und Rückzahlung der Staatsschulden. Außerdem

wurde speziell für den Wiederaufbau ein separater Fonds zur Wiederherstellung der Ukraine geschaffen.

Seit Beginn des Angriffskrieges haben die EU und ihre Mitgliedstaaten sowie europäische Finanzinstitutionen bis zu 50 Milliarden Euro an finanzieller, humanitärer, Nothilfe-, Haushalts- und Militärhilfe für Ukraine bereitgestellt: 37,8 Milliarden Euro zur Unterstützung seiner allgemeinen wirtschaftlichen, sozialen und finanziellen Stabilität.

Dazu gehört ein beispielloses finanzielles Unterstützungspaket von bis zu 18 Milliarden Euro bis 2023. Rund 12 Milliarden Euro Militärhilfe wurden zudem im Rahmen des Europäischen Friedensfonds und direkt von den Mitgliedsstaaten bereitgestellt.

Was die US-Hilfe betrifft, so stellten die Vereinigten Staaten vom 24. Januar 2022 bis 15. Januar 2023 etwa 73,2 Milliarden Euro an bilateraler finanzieller, humanitärer und militärischer Hilfe für die Ukraine als Reaktion auf die russische Invasion, die im Februar 2022 begann, bereit.

Mit der richtigen Planung kann die Ukraine ihren Fokus ändern und Nachteile in Chancen verwandeln. Ukrainische Politiker sollten das Wachstum der Arbeitsproduktivität hervorheben – und die Folgen des Krieges als Chance zur Modernisierung der Wirtschaft und des Staatsapparats nutzen, einschließlich der

Einführung einer CO2-armen Produktion, der Erhöhung der Energieintensität der Wirtschaft und der Nutzung von Informationsfortschritten Technologie zur Verbesserung öffentlicher Dienstleistungen.

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UKRAIŃSKA PRZESTRZEŃ MEDIALNA W WARUNKACH ROZWOJU TECHNOLOGII CYFROWYCH

Niezwykle intensywne nasycenie przestrzeni medialnej produktami informacyjnymi ma także swoje negatywne konsekwencje, które mogą stanowić zagrożenie dla pojedynczego człowieka, określonych warstw społeczeństwa, a także społeczeństwa określonego kraju, a nawet społeczeństwa niektórych kontynentów. Nowoczesne technologie cyfrowe dają niezwykle możliwości nasycenia przestrzeni

medialnej produktami informacyjnymi dowolnej formy i rodzaju, które mogą być tworzone zarówno w sposób profesjonalny, jak i przez zwykłych ludzi.

Edukacja medialna to element procesu edukacyjnego, mający na celu kształtowanie kultury medialnej w społeczeństwie, przygotowanie człowieka do bezpiecznego i skutecznego współdziałania ze współczesnym systemem środków masowego przekazu, zarówno tradycyjnymi (publikacje drukowane, radio, telewizja), jak i najnowszymi (internet, telefonia komórkowa) media z uwzględnieniem rozwoju technologii informacyjno-komunikacyjnych. Na tym etapie rozwoju człowieka podmiot społeczny wszedł w nową fazę, gdzie głównym przedmiotem pracy jest informacja i wiedza, narzędziami pracy są technologie informacyjne i środki komunikacji, a samo społeczeństwo stopniowo staje się informacyjne(1) W obliczu wyzwań bezpośrednio wpływających na tożsamość i suwerenność narodową rząd Ukrainy podejmuje zdecydowane działania mające na celu ochronę przestrzeni informacyjnej kraju. Szczególną uwagę zwraca się na wzmocnienie ram prawnych, w szczególności poprzez przyjęcie nowego prawodawstwa odpowiadającego współczesnym wyzwaniom w dziedzinie mediów. Na Ukrainie rozwój przestrzeni medialnej wspierany jest na poziomie legislacyjnym. Podstawowymi dokumentami dotyczącymi działalności środków masowego przekazu oraz tworzenia, rozpowszechniania i wykorzystywania informacji są:

- Ustawa Ukrainy „O informacji”, która reguluje stosunki dotyczące tworzenia, gromadzenia, otrzymywania, przechowywania, wykorzystywania i rozpowszechniania, ochrony i ochrony informacji;

- Ustawa Ukrainy „O środkach masowego przekazu (prasie) drukowanych na Ukrainie”, która określa podstawy prawne działalności środków masowego przekazu drukowanego;

- Ustawa Ukrainy „O radiofonii i telewizji” reguluje stosunki powstałe w sferze radiofonii i telewizji na terytorium Ukrainy, określa warunki prawne, ekonomiczne, społeczne i organizacyjne ich funkcjonowania, mające na celu o realizację wolności słowa, prawa obywateli do otrzymania pełnej, rzetelnej i funkcjonalnej informacji, do

otwartej i swobodnej dyskusji o sprawach publicznych.

Tym samym Ustawy Ukrainy stały się ważnym krokiem na drodze do ochrony dziedzictwa kulturowego i językowego, podkreślając znaczenie zachowania tożsamości narodowej w warunkach konfrontacji informacyjnej. Po pierwsze, u wielu osób wykształcił się świadomy nawyk ufania treści przekazów informacyjnych emitowanych przez telewizję i media drukowane. Chodzi o informacje tworzone w sposób profesjonalny: przez dziennikarzy, obserwatorów i uznanych ekspertów. Po drugie, konsumując informacje krążące w przestrzeni medialnej, ludzie praktycznie nie mają możliwości sprawdzenia niezwykle dużej liczby źródeł informacji pod kątem rzetelności, przydatności i rzetelności. Dlatego w ostatnim czasie powszechne są takie zjawiska jak podróbki, propaganda o negatywnym wydźwięku itp. Po trzecie, „Internet i sieci społecznościowe stały się potężnym środkiem i subtelnym narzędziem manipulowania świadomością” (2).

Wierzę, że rozpowszechnienie technologii internetowych w większości sfer życia społeczeństwa stawia przed ekspertami ds. mediów nowe wyzwanie, jakim jest rozwój kompetencji cyfrowych społeczeństwa, obejmujących nie tylko umiejętności identyfikowania obiektywnych informacji ze źródeł medialnych i ich prawidłowego postrzegania, ale także specyfikę techniczną korzystania z usług internetowych. Dlatego niektórzy eksperci ds. mediów zauważają, że ogólnie rzecz biorąc, osoba potrafiąca korzystać z mediów jest w stanie:

- racjonalnie i sprawnie znajdować dostęp do niezbędnych informacji;
- krytycznie postrzegać, interpretować i oceniać poziom otrzymywanych informacji medialnych i znalezionych zasobów medialnych;
- efektywnie i bezpiecznie wykorzystywać otrzymane informacje zgodnie z wyznaczonymi celami;
- rozumieć ekonomiczne, prawne i społeczne aspekty korzystania z informacji, przestrzegać norm etycznych i prawnych podczas uzyskiwania dostępu do informacji i korzystania z nich;
- umie przeciwstawić się zagrożeniom informacyjnym, chronić przestrzeń

prywatną przed szkodliwymi treściami.

Stworzenie przez państwo warunków zapewniających obywatelom możliwość rozwijania umiejętności cyfrowych z jednej strony, a stworzenie podstaw prawnych do realizacji zbioru praw cyfrowych jest kluczem do sukcesu cyfryzacji w państwie. Należy zatem wziąć pod uwagę, że działalność edukacji medialnej osiąga nowy jakościowo poziom w związku z dynamicznym procesem transformacji cyfrowych. W końcu kompetencje cyfrowe definiuje się jako nową kompetencję, której rozwój jest potrzebny społeczeństwu i której potrzeba jest ustalona na poziomie legislacyjnym. Uwypuklenie cyfrowych praw człowieka będzie krokiem na drodze do wzmocnienia pozycji Ukrainy na arenie międzynarodowej jako rozwiniętego państwa europejskiego.

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TOPICAL ISSUES OF TECHNOLOGY PARKS DEVELOPMENT IN UKRAINE

In an era marked by rapid technological advancement and globalization, the role of technology parks in fostering innovation, entrepreneurship and economic development

has become increasingly prominent and important. Technology parks are often designated as hubs for technological research, development, and commercialization of knowledge-intensive products. They serve as an environments for collaboration between academia, industry and government, propelling societies toward the forefront of innovation-driven economies.

At the heart of the technology park model lies the convergence of talent, technology and infrastructure, creating synergies that amplify the innovation potential of participating parties. By providing access to state-of-the-art facilities, support services and collaborative opportunities technology parks offer an environment conducive to experimentation, flow of ideas and breakthrough discovery across a wide spectrum of technological domains.

Moreover, technology parks serve as instruments for regional development, driving job creation and attracting investment. Through strategic partnerships with local communities, educational institutions and businesses technology parks stimulate knowledge spillovers and promote the innovation ecosystem.

It is important to note that technology parks have different names around the world: research park, science and technology park (hereinafter referred to as STP), business innovation centre, innovation park, techno-city, technopole, technopolis and innovation and technology centre [1, p. 14]. In 2015, it was estimated the existence of over 400 science parks worldwide, while a European Union (EU) report in 2013 estimated that in the EU Member States there were 366 STPs [2, p. 17].

International Association of Science Parks and Areas of Innovation defines science parks as follows: «A science park is an organisation managed by specialised professionals, whose main aim is to increase the wealth of its community by promoting the culture of innovation and the competitiveness of its associated businesses and knowledge-based institutions. To enable these goals to be met, a Science Park stimulates and manages the flow of knowledge and technology amongst universities, R&D institutions, companies and markets; it facilitates the creation and growth of innovation-based companies through incubation and spin-off processes; and provides other value-

added services together with high quality space and facilities» [3].

UNIDO, together with the United Nations Conference on Trade and Development (UNCTAD), the World Bank (WB) and other entities, define an STP as «facility areas that support and promote technological development, including through research and attracting technology-based companies, with the purpose to facilitate innovation and knowledge-based economies, providing an environment and ecosystem conducive to innovation, knowledge-based work and R&D activities» [4, p. 16]. According to the European Commission, the trends that have contributed to the creation and growth of STPs include the following:

- the rapid growth of the information and communication technologies sector, starting with the small hardware companies using the new generations of microprocessors, followed by the explosion of software development activities, and then the internet and web technologies, mobile and wireless, computer games, digital media, etc;

- a similar trend emerged from biotechnology and other life-science businesses. From the 1990s onwards, the venture capital markets steadily grew and extended and had an appetite to invest in life sciences;

- the realization by public policy makers that STPs tended to create more employment than other forms of commercial property development and that the jobs were of higher added value gave rise to the importance of public sector endorsement of STPs [5, p. 6].

In 1999, the Law of Ukraine «On the Special Regime of Innovative Activities of Technology Parks» No. 991-XIV dated 16 July 1999 (hereinafter referred to as the Law on Technology Parks) was adopted. According to the Law on Technology Parks (as amended on December 05, 2012), a technology park is defined as a legal entity or a group of legal entities (participants of a technology park) acting in accordance with a joint activity agreement without establishing a legal entity and without pooling of contributions in order to create an organisational framework for the implementation of technology park projects for the production implementation of knowledge-intensive developments, high

technologies and ensuring industrial output of products competitive on the world market. According to this Law, 16 technology parks have been established in Ukraine [6].

In Ukraine, a technology park is defined as a form of innovation enterprise in accordance with the Law of Ukraine «On Innovation Activity» No. 40-IV of July 04, 2002 as amended on March 31, 2023 (hereinafter referred to as the Law on Innovations) [7]. An innovation enterprise may function as an innovation centre, business incubator, technopolis, technology park, etc. (part 2 of article 16 of Law on Innovations).

The first technoparks began its activities in 2000 after the adoption of the Law on Technology Parks. In 2004-2005, the formation of technology parks virtually ceased. No technology park projects were registered in 2005-2007.

In early 2006, the President approved a new version of the Law of Ukraine No. 3333-IV dated January 12, 2006 «On Amendments to the Law of Ukraine «On the Special Regime of Innovative Activities of Technology Parks» and other Laws of Ukraine», which partially restored tax and customs privileges for project implementers, but significantly reduced state support measures. These measures stimulated a new push for the creation of technology parks in 2007-2009, but that process virtually stopped by the end of 2009 [8].

In accordance with the Strategy for Innovative Development of Ukraine until 2030 technology parks have not been implementing projects for the last 10 years [9]. It is also worth noting that the current Law on Technology Parks is in force as of December 05, 2012 and needs to be updated in line with current trends of innovative development of Ukraine.

Therefore, outdated legislation governing technology parks in Ukraine coupled with their limited activities presents significant barriers to their effectiveness as drivers of innovation and economic growth. The technology parks in Ukraine have significant potential to drive innovation and economic growth, but require updated regulations and increased activity to fully capitalize on their opportunities.

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REFORM OF THE ACCOUNTING AND ANALYTICAL SYSTEM FOR THE MANAGEMENT OF TAX RISKS OF BUSINESS ENTITIES

In modern economic conditions, one of the priority areas of business activity should be the management of its tax risks. Effective management of tax risks involves clear clarity about the current state of the company's tax affairs and the predictability of their dynamics in the future. This will ensure financial stability, painless adaptation to legislative changes, and minimize the factor of unpredictability.

Any activity needs its support, the absence of which makes it impossible both as a whole and individual process in particular. Tax risk management activities are no exception. The effectiveness of tax risk management largely depends on the availability of quality information about all areas of the enterprise's operation because it is difficult to find any area that would not have a potential impact on the tax aspects of its activity. It is the available information that plays a primary role in making management decisions.

Since tax risk management is designed to minimize financial losses, this process mainly uses financial information about the business entity's activities, which is contained in its accounting and financial statements. In general, according to the calculations of

scientists, the specific weight of accounting and analytical information in the information support system of the business entity is about 70% of the total amount of economic information [3, p. 21].

Therefore, it can be argued that the key role in tax risk management rests on the accounting and analytical support of this activity, which is a complex system of formation, collection, analytical and synthetic processing, accumulation, and transmission of justified and relevant accounting and analytical information, formed using methods accounting and economic analysis for management decisions [2, p. 22].

Accounting and analytical support is a component of the information support of the enterprise and represents a complete information system, the purpose of which is to provide high-quality and timely economic information to interested external and internal users to make information-based management decisions to ensure the sustainable development of the enterprise [3, p. 20-21].

At the same time, given the great importance we attach to accounting in the system of information support for risk management, a certain level of prudence must be observed in the formation and use of accounting information, which is currently enshrined in national legislation by the relevant principle of accounting [1, p. 335].

Traditionally, such components of the accounting and analytical support system are distinguished as accounting, analytical and control. The following tasks are set before them:

- the accounting subsystem collects information about economic facts, registers them and summarizes in the form of reporting;
- the analytical subsystem investigates cause-and-effect relationships between economic phenomena to identify reserves of economic growth;
- the control subsystem supervises economic processes and detects deviations.

In the context of tax risk management, the key importance of these components is explained as follows:

- accounting component: tax reporting is based on accounting and financial reporting indicators;

- analytical component: analysis of indicators of financial and tax reporting allows to identify indicators of possible tax risks;

- control component: control over the correctness and completeness of the enterprise's accounting and reporting of all its economic operations is a prerequisite for a low level of its tax risks.

The accounting and analytical system uses accounting data, planning data, norms and regulations, reporting data, reference and information funds and a system of analytical indicators [5].

A qualitatively built system allows effective management decisions to be made in a timely manner based on data from analytical calculations and accounting information and will be aimed at ensuring the protection of the economic interests of the enterprise [4].

In our opinion, we can talk about the possibility of reforming accounting and analytical support for tax risk management by setting up an independent accounting and analytical system for managing tax risks of economic entities, which should ensure:

- identification of tax risks associated with the activities of business entities;
- assessment of the consequences of these risks;
- development and implementation of measures to prevent and minimize tax risks.

Under these tasks, within the framework of such an independent accounting and analytical system, the following components can be distinguished:

1. Tax risk accounting. This component should be used to identify and store information about tax risks associated with the business entity's activities.

2. Analysis of tax risks. As part of this component, the process of assessing the probability and consequences of the occurrence of tax risks should take place.

3. Responding to tax risks. Its task is to develop and implement measures to prevent and minimize tax risks.

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DEVELOPMENT OF GREEN ENERGY IN UKRAINE

In the context of growing awareness of the need to combat climate change and pursue energy independence, green energy has become a key direction of development in many countries worldwide. Ukraine, as one of the largest countries in Europe, also shows significant interest in implementing energy technologies based on renewable energy sources. Green energy encompasses a wide range of technologies, such as solar energy, wind energy, hydroelectric power, biomass, and others, that allow for the production of electricity and heat with minimal carbon emissions and other harmful substances. These technologies are environmentally friendly, sustainable, and safe for the environment.

Today, many countries around the world, including Denmark, Sweden, Japan, New Zealand, and Mexico, are actively implementing the concept of a "green" economy,

demonstrating rapid rates of economic growth, high macroeconomic indicators, and improvements in the standard of living, which indicate a high level of economic development [1, p. 535]. Considering these results, we can assert that the "green" economy has a positive impact not only on the environment, such as slowing down excessive extraction and use of natural resources and transitioning to the use of renewable energy sources, but also on economic development.

Among the important activities related to the "green" economy, the implementation of renewable energy sources, energy efficiency in buildings, sustainable energy-efficient transportation, agriculture and water management, as well as waste management and efficient use of materials in production processes can be used.

However, it should be noted that there are numerous challenges in the development and transition to the "green" economy. Among the main issues, researchers highlight the lack of internal financial resources, the absence of favorable investment conditions, economic risks associated with the implementation of energy-efficient and waste-free technologies, low levels of environmental awareness, and so forth [2, p. 17].

In our view, Ukraine possesses significant potential necessary for the practical implementation of the "green" economy. However, to realize this potential, it is necessary to consider the following principles and approaches:

1. Increase economic efficiency by gradually reducing the use of raw materials, water, materials, fossil fuels, etc.;
2. Implement green technologies, products, services, and processes, and promote the efficient operation of green businesses and the expansion of their share in the economy's structure;
3. Stimulate the creation of new green businesses and the transition of existing businesses to greener ones, which should be facilitated through the implementation of appropriate tax, pricing, financial, and investment policies [3];
4. Adhere to resource efficiency and energy efficiency, and implement green technologies, which are priority areas for obtaining credits and investments. It is also

advisable to introduce state certification of green enterprises, services, technologies, and products to provide them with incentives for obtaining credits and investments;

5. Undertake structural shifts towards an energy-efficient and low-carbon economy with the prudent use of natural resources, which involve a comprehensive approach to the implementation of green industry, the infrastructure sector, and environmental services, as well as the creation of eco-innovation clusters.

Therefore, we can conclude that the "green" economy is an integral part of sustainable development and involves the harmonious coexistence of economic, social and environmental systems. As for the development of the "green" economy in Ukraine, there is a lack of a unified approach and a clear strategy for the development of this sphere, as well as the presence of a number of other important problems that require immediate solution. There are also problems of natural resource utilization, environmental protection, etc.

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THE INTRODUCTION OF THE E-HRYVNIA AS A TOOL FOR ENSURING THE ECONOMIC STABILITY OF THE STATE IN CONDITIONS OF UNCERTAINTY

In the context of global uncertainty, fortifying a nation's domestic market is crucial for ensuring economic stability. The implementation of digital technologies, particularly Central Bank Digital Currencies (CBDC), plays a vital role in this effort. These innovations contribute to the modernization of the financial system and the development of digital infrastructure. They facilitate payment transactions, enhance transparency, and foster trust in the national currency, collectively working towards overall economic stability. The introduction of the e-hryvnia, developed by the National Bank of Ukraine (NBU), stands as a valuable tool for ensuring economic stability, especially in times of uncertainty. This electronic form of the Ukrainian currency aims to advance payment infrastructure, digitize the economy, and increase transparency in transactions, instilling trust in the national currency. Implementing the e-hryvnia can help monitor financial flows, combat corruption, and improve economic functionality. Additionally, it offers an alternative to existing cashless payment methods. To further fortify economic resilience, the integration of Central Bank Digital Currency (CBDC) is essential. Serving as a financial inclusion tool, CBDC facilitates retail payments and reduces transaction costs, contributing to sustained domestic demand.

Amid persistent trade conflicts, serving as a source of uncertainty in the international economy [1], prioritizing the economic stability of a state becomes a paramount objective. Achieving this goal broadens the possibilities for further long-term economic development planning. One effective means to ensure economic stability involves boosting domestic consumption [2] and reinforcing purchasing power among the

populace. The theoretical underpinning justifying the practical expediency of implementing measures for fostering domestic consumption development stems from the works of J.M. Keynes, the originator of the Keynesian model of economic development, and post-Keynesian scholars such as P. Samuelson, J. Hicks, R. Harrod, O. Domar, and others. As highlighted by V.V. Vydobora, "the scientific concepts of J.M. Keynes and his followers regarding overcoming economic downturns and stimulating economic growth through state intervention remain quite relevant, especially during periods of emergence and exacerbation of crisis phenomena" [3, p. 40]. The integration of such Keynesian principles contributes to building resilience in the face of economic uncertainties, promoting stability, and fostering sustainable long-term development. The e-hryvnia, serving as a means (instrument) for facilitating instant retail payments by individuals, may emerge as an alternative to existing means and instruments of retail payments such as cash, bank transfers, payment cards, and electronic money. The advantages of e-hryvnia include ease of use, security (backed by the National Bank), rapid user status acquisition, and transaction speed [4, p. 36]. The implementation of e-hryvnia, as the digital currency of the National Bank of Ukraine, can significantly impact the attainment of the state's economic stability. This innovative initiative will facilitate the expansion of financial operations by ensuring immediacy, security, and transparency across various domains, including retail non-cash payments, targeted social payments, settlements for securities, corporate transactions, and cross-border operations [<https://promo.bank.gov.ua/euah/>]. Furthermore, the introduction of e-hryvnia may foster the development of infrastructure and the ecosystem of digital financial services in Ukraine, fostering a symbiotic relationship between the public and private sectors, thus enhancing competitiveness and innovation in the country's financial and IT markets. This strategic move could also enhance the management of financial resources, promoting more efficient fund utilization and the development of novel financial instruments, thereby contributing to the economic stability of Ukraine.

In conclusion, amidst global uncertainty and trade conflicts, prioritizing economic stability is crucial for sustained development. The implementation of digital technologies,

particularly the e-hryvnia as a Central Bank Digital Currency by the National Bank of Ukraine, serves as a strategic move to fortify the domestic market. Aligned with Keynesian principles, the focus on boosting domestic consumption and reinforcing purchasing power supports economic stability. The e-hryvnia, facilitating instant retail payments and offering advantages like ease of use and security, contributes to transparency and trust in the national currency. Additionally, the integration of CBDC fosters collaboration between the public and private sectors, enhancing competitiveness and innovation in Ukraine's financial and IT markets. This strategic approach aligns with contemporary economic theories, ensuring resilience and promoting sustainable long-term development.

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MODELING AND FORECASTING OF SOCIO-ECONOMIC TRENDS: CHALLENGES AND OPPORTUNITIES FOR BUSINESS

In today's world, where socio-economic conditions are constantly changing, businesses must be ready to adapt to new realities. Modeling and forecasting socio-economic trends is becoming a key tool for making informed management decisions.

Modeling is the process of creating a model for further study of an object (process, phenomenon) [1].

Forecasting is an activity that describes what is most likely to be expected in the future, possible prospects, solutions to problems, and determines the desired state of development of a phenomenon [2].

Modeling and forecasting of socio-economic trends is an important component of strategic management for business. This allows companies to adapt to changes in the economic and social environment, identify opportunities for development and mitigate risks. We consider it appropriate to highlight the challenges associated with this process:

1. Unfavorable economic conditions. The presence of unfavorable market conditions can make it difficult to accurately forecast and adopt effective strategies.

2. Instability of the political environment. Policy changes can have a major impact on the economy. For example, new laws or tax rates can significantly change the business environment.

3. Technological changes: Rapid technological development can lead to radical changes in business models and competitiveness of enterprises.

4. Demographic changes: Changes in the population can affect the labor market, demand for goods and services, and consumer preferences.

The authors emphasize a number of opportunities for business to use modeling and

forecasting of socio-economic trends:

1. Use of data analytics. With the help of data analytics, businesses can collect and analyze large amounts of information to identify trends and patterns.

2. Creating development scenarios. The development of different scenarios allows businesses to prepare for different possible developments and develop strategies accordingly.

3. Strategic partnerships. Partnerships with universities, research institutions and other companies can provide access to new data and innovations.

4. Ecosystem approach. Considering socio-economic trends in the context of business ecosystems can help identify new opportunities for cooperation and development.

5. Machine learning. The use of intelligent systems and machine learning to improve the accuracy of forecasts and the speed of response to changes.

To summarize, effective modeling and forecasting of socio-economic trends allows businesses to be more flexible and adaptive in a changing environment, which is key to success in today's environment.

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PROBLEMS OF LOCAL BUDGET SYSTEMS

Local finance is an important element of the economic system, determining the financial condition and development of specific regions. Consideration of this topic includes an analysis of the features and characteristics of local finances, as well as the disclosure of their functions in the context of meeting the needs and development of communities. Local finances, acting as an important component of public finances, not only reflect the financial condition of a specific region, but also determine its socio-economic potential. It can also be said that the local budget is a key tool for financial planning and management of the region. Consideration of revenues and expenditures of the local budget requires careful study of the mechanisms of revenue generation, their distribution and use for the implementation of strategic goals. This part of the analysis makes it possible to better understand the financial accounting of the region and the focus of financial resources on socio-economic development.

Local budgets are the budgets of an administrative-territorial unit - oblast, district, city, settlement, village, approved by the relevant council. The local budget of the oblast unites the oblast budget, the budget of districts and cities of oblast subordination. Funds, which are usually aimed at the development of such spheres of activity as education, culture, health care, physical culture, social security.

Revenues of local budgets are formed at the expense of tax and non-tax revenues. Tax revenues are generated at the expense of taxes and fees assigned to local budgets. This process is regulated by the annual Law of Ukraine on the State Budget of Ukraine. Non-tax revenues are formed at the expense of: payments; income from property belonging to local authorities; income from the economic activity of enterprises of the communal form of ownership. Extra-budgetary special purpose funds are formed at the expense of voluntary contributions of enterprises and fines.

As I have already partially mentioned, the expenditures made from the budgets of villages, towns, and cities of regional importance include expenditures on local self-government bodies, education, primary health care (district hospitals, medical dispensaries), palaces of culture, clubs, and libraries.

The most important problem of local self-government bodies is financing for the development of the social sphere. It does not mean social protection, but the development of such spheres of activity as education, culture, health care, physical culture, social security. The current system of local budgets is not effective. Moreover, it is regressive and has no prospects. There are many reasons for this. But here are the main ones:

1. It is not possible to balance the budgets of all levels. Even if we take local budgets at the level of regions, they can be divided into three categories:
 - subsidized - those that receive an additional payment, material assistance that does not have a specific purpose and is irreversible.
 - "donors" - those who provide, so to speak, help, funds.
 - self-supporting.
2. The question of the formation of the revenue part of local budgets is not only-not regulated, but in the conditions of a market economy it cannot withstand any criticism. The main source of income for local budgets is local taxes and fees. Local taxes and fees in the local budget occupy a small share, approximately 10%, while in Europe and America this percentage reaches 55-70%.
3. The policy of the state regarding the development of local self-government and the establishment of budgetary relations is not scientific, but rather intuitive.
4. Excessive centralization of the management of budget flows.
5. Absence of a regulation mechanism between budgetary relations at the horizontal level.

Of course, the first months of the war had quite a negative impact on the financial and material basis of local self-government. In addition, the state had to provide stable economic conditions for business, therefore certain tax benefits were introduced, to which local self-government bodies also had to adapt. And the local self-government fulfilled

this task perfectly, because in the following months they supported business from their own funds and formed various programs to support business entities.

The transfer policy was slightly adjusted by the Government when making changes to the state budget, so the subventions from the state budget were significantly lower than in 2021 and ranged from 7 to 19 billion hryvnias per month. In total, in 2022, local budgets received 555.1 billion hryvnias of revenues from general and special funds. Of course, the largest specific weight was tax revenues of UAH 393.5 billion, or 70.9% of all revenues. Official transfers accounted for almost 25%, i.e. a fourth of all income.

Taking into account the priority of expenditures and the requirements of martial law, first of all local self-government bodies reduced all non-priority expenditures (Chart 4). It is obvious that in the conditions of the war, expenditures on public order, security, and the judicial system experienced the greatest relative growth. Spending on social protection also increased. In turn, expenditures in the field of education and health care, although not significantly, decreased by 7% and 6%, respectively. The largest relative decline in expenditures was in the field of nature protection -79% (expenditures decreased from 2.4 billion hryvnias in 2021 to 0.5 billion hryvnias in 2022).

Local finances play an important role in the functioning of the economic system, providing the necessary resources for the development and maintenance of socio-economic initiatives at the regional level. Local budgets, their incomes and expenditures constitute the main instrument of regulation of these financial relations. However, the problems of local budgets, in particular financing the development of the social sphere, remain an important task for local self-government bodies, which must find effective strategies to ensure sustainable development and meet the needs of citizens. Ensuring the financial stability of local finances is a key factor in ensuring economic prosperity and improving the quality of life at the regional level.

We can say that many of the following challenges are now emerging: settling imbalances between the levels of development of different communities, ensuring stable development, restoring damaged infrastructure, clearly demarcating powers between all levels, supporting democratic decision-making.

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THE ROLE OF DECENTRALIZED FINANCE IN THE MODERN MONETARY SYSTEM

Introduction. In the context of globalization and technological progress, decentralized financial instruments are playing an increasingly important role in the monetary system. Initially perceived as an alternative to the traditional financial sector, these instruments can no longer be considered merely a complement or an optional substitute for traditional finance. They are transforming the way we conduct transactions, access credit, insurance, and other financial services.

Technologies such as blockchain are the backbone of decentralized finance and provide it with the benefits of transparency, security, and decentralized governance. However, they also bring new types of risks to the system: volatility, cybercrime, and regulatory issues.

This study aims to examine how decentralized financial instruments interact with the modern monetary system. Specifically, to find out what opportunities and risks they

pose, both for individual users and for the financial system as a whole. Given the rapid development and adaptation of DeFi, such an analysis is important not only for academics and policymakers, but also for the general public.

The study utilizes a variety of methods, including a literature review, statistical analysis, and case studies. Efforts are focused on examining the impact of DeFi on financial stability, financial inclusion, and regulatory issues. This will help to form a deep understanding of the potential and limitations of decentralized financial instruments in the context of modern monetary circulation.

Object of research. The object of this study is decentralized financial instruments and their interaction with the modern monetary system. It includes various types of tokens of DeFi platforms and products, such as decentralized exchanges (DEX), credit pools, stable coins, and their interaction with traditional financial instruments.

This object analyzes the factors that contribute to the growth and adaptation of decentralized financial instruments, as well as factors that limit their effectiveness or pose potential risks. Particular attention is paid to regulation, volatility, cybersecurity, and financial inclusion.

This area of study has been chosen because of the significant impact that decentralized financial instruments can have on the monetary system and the potential for dramatic changes in the financial infrastructure. Assessing this relationship is critical to understanding the future evolution of global finance.

Materials and Methods. This study uses a combined methodological approach that includes both quantitative and qualitative methods.

1. **Data analysis:** We examine statistical data from decentralized exchanges, lending pools, and other DeFi platforms. This includes analyzing transaction history, cryptocurrency volatility, and liquidity parameters.

2. **Semantic Analysis:** Processing of textual information from academic publications, press releases, and forums to collect data on the public perception and prevalence of DeFi.

3. **Interviews with Experts:** Conducting interviews with representatives of

traditional financial institutions, as well as with developers and users of DeFi platforms.

4. Case Studies: Analysis of specific examples of DeFi use for financial transactions that were traditionally performed through centralized institutions.

5. Theoretical Analysis: Study of legal aspects, cybersecurity principles, as well as fundamental economic models that may affect DeFi.

6. Modeling and Simulation: Use of computer models to simulate different scenarios of DeFi's interaction with traditional money circulation.

These methods are chosen to provide a multifaceted understanding of the impact of DeFi on the modern financial system. The combination of different methods allows us to take into account numerous aspects of the problem under study and ensures a high level of reliability of the results.

Results. Growth of DeFi Platforms: The study showed that the number of decentralized financial platforms is growing. If in 2019 the total blocked value of DeFi assets was only USD 0.6 billion, in 2023 it will amount to USD 89.1 billion. This indicates an increased interest in such tools from users and developers.

Diversification of tools: A wide range of financial instruments is available on DeFi platforms, including stable coins (USDT, USDC, etc.), credit pools (AAVE, Compound), derivatives (Lido Finance, Rocket Pool), etc., which provides more flexible opportunities for users.

Cybersecurity issues: It is noted that decentralized systems are not completely immune to attacks and malicious actions, such as "rug pulls" or smart contract exploits.

Regulatory Challenges: An analysis of the legal environment shows that the lack of a clear regulatory framework may pose a challenge to the mass adoption of DeFi. As of November 2023, the MICA regulation is only being implemented in the European Union, and the Law on Virtual Assets has not entered into force in Ukraine.

Impact on Traditional Money Circulation: Modeling has shown that the growth of DeFi could lead to a shift in money circulation, including the potential cannibalization of traditional banks' resources. As of the first half of 2023, the inflow of funds to the crypto market amounted to \$331.1 billion. According to preliminary forecasts of Ukrainian and

foreign analysts, the crypto market capitalization is expected to grow to 30% of the total global money turnover.

Economic efficiency: It has been found that DeFi can provide a more efficient and transparent allocation of resources compared to traditional financial systems.

These results point to the deep and broad impact of decentralized financial instruments on the modern financial ecosystem. This includes both positive aspects, such as diversification and efficiency, and negative aspects, such as cybersecurity and regulatory challenges.

Conclusions.

1. **Integration into the Money Supply:** Decentralized financial instruments do not just exist in an isolated space, but are actively integrated into the general money circulation, creating new opportunities and challenges.

2. **Diversification and Innovation:** The availability of a variety of financial instruments stimulates innovation and diversification, which can lead to greater financial stability.

3. **Security Challenges:** Despite decentralization, security issues remain open and require further analysis and regulatory intervention.

4. **Regulatory Uncertainty:** The lack of a clear regulatory framework is a significant barrier to mass adoption and may expose users to risks.

5. **Cost-effectiveness:** DeFi can offer more efficient capital allocation mechanisms and lower transaction costs.

6. **Interaction with the Traditional Sector:** Potential cannibalization of resources of traditional financial institutions requires a cautious approach and strategic planning for DeFi integration.

Overall, DeFi instruments offer both benefits and significant risks. Further research and regulatory initiatives are critical to optimize this new direction in money circulation.

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CURRENT ISSUES OF ECONOMIC DEVELOPMENT OF BUSINESS ENTITIES IN THE CONTEXT OF SYSTEMIC REFORMS

The modern Ukrainian economy is constantly in a state of transformation, which is determined by systemic reforms. At present, the main directions and content of systemic reforms in the domestic economy are determined by the factor of martial law in Ukraine. The work of entrepreneurs in these conditions, compensation for losses and insurance of war risks, relocation and return of business, liberalization of tax policy, and implementation of institutional reforms are currently in the focus of business attention. Therefore, stimulating business activity as a result of systemic reforms should primarily pursue the goals of ensuring the stability and survival of the economy and business, eliminating existential threats and achieving our country's victory in the war. [1]

In 2019, the Servant of the People party signed a Memorandum on the Top 10 Priorities for Economic Reforms. The memorandum was joined by more than 100 business associations representing almost 40,000 enterprises and companies, and it was also signed by the Economic Expert Platform coalition, which unites 14 leading think tanks. The Memorandum contains 17 key areas of reform and more than 70 crucial issues

for the Ukrainian business environment. [2]

An independent annual assessment of the implementation of the Memorandum is summarized by traditional large business forums. In October 2023, such a forum, entitled "Dialogue between Civil Society, Business and Government: A Course for Ukraine's Recovery", was held in Kyiv with the support of the Centre for International Private Enterprise (CIPE), and another analytical review of economic reforms for the year and the state of implementation of the top 10 priorities of Ukrainian business for 2022-2023 was the topic of discussion. The results of the reviews of the country's strategic documents indicate a very slow progress of reforms as of the end of 2023. For example, in the more than 9 years of the Association Agreement with the EU, our country has fulfilled only 72% of its international obligations, the Economic Strategy 2030 has been implemented by only 20%, and the Recovery Plan for Ukraine - by 15%. [2]

Thus, the biggest successes of the authorities in the context of systemic reforms include: (1) building a crisis-resistant economy and financial sector (even during the war), creating certain conditions for businesses to exercise their super adaptability; (2) ensuring the country's steady movement towards the European community and real confirmation of the EU candidate status; (3) practical implementation of the regulatory course to reboot the Bureau of Economic Security, tax and customs authorities; (4) opening the VAT refund register and other state registers; (5) opening electronic declarations of assets and liabilities. (6) the process of easing currency restrictions has begun, which has already led to the liberalization of the currency policy, and even to a return to the controlled flexible official rate of the national currency from October 2023. The gradual reduction of the key policy rate continues.

As failures of the economic reforms of 2023, it is logical to mention: (1) the curtailment of the "military tax reform" under pressure from international creditors, in particular the possibility of paying a single tax of 2% of income (instead of paying income tax and VAT); (2) the reputational and functional bankruptcy of the Bureau of Economic Security, and the comprehensive reform of the tax service and customs is slow and uncertain; (3) neither the exit capital tax nor the reduction of the payroll tax burden have

been implemented and will not occur in the near future; (4) the unsuccessful completion of the tax amnesty in 2023; (5) the massive blocking of tax invoices in October-November 2022, when one in six VAT payers was affected.

The Memorandum between the government, business and analytical centers will continue in time. Moreover, in wartime, business faces new challenges and problems, so the key priorities must be updated. In particular, the development and implementation of transparent mechanisms for compensation for war losses, war risk insurance, and the creation of a transparent mechanism for the distribution of international aid. [3]

On February 26, the Cabinet of Ministers and representatives of Ukrainian business signed a statement on deepening cooperation between the state and entrepreneurs to improve the business climate in Ukraine. [4]

The parties declared their intention to work together to create favorable conditions for doing business in Ukraine and noted the need for entrepreneurs to pay taxes. The state, for its part, pledged to: create conditions to prevent unlawful pressure on business by law enforcement agencies; reduce the administrative burden and increase the transparency of the taxation system; increase the transparency of customs; create a favorable business climate; continue deregulation of economic relations, where possible and appropriate; implement programs for the development of Ukrainian manufacturers, including through access to public procurement and stimulation demand for Ukrainian goods; promote investment through access to cheap financial resources, development of industrial infrastructure.

For their part, business representatives declared their commitment to: pay taxes in the amount stipulated by law; officially employ workers and pay full salaries; not cooperate with Russia; invest in production and business development in Ukraine; and ensure a decent return of veterans to the work environment.

The signatories of the joint statement identified the following as priority areas for cooperation between the state and entrepreneurs: developing practical solutions to reduce pressure on entrepreneurs by law enforcement agencies, including the development of relevant amendments to the CPC; rebooting the Bureau of Economic Security; defining

the criteria for classifying businesses as "white" and the list of benefits for such businesses; creating a platform for receiving feedback from entrepreneurs; developing initiatives to support the development of Ukrainian manufacturers; development of solutions to improve and digitalize the booking and travel system.

Thus, the problems of economic development of business entities in the context of systemic reforms are complex and multifaceted. However, with the right policies and reforms, it is possible to ensure favorable conditions for the survival and development of business during martial law and, as a result, strengthen the stability of the state's economy, eliminate threats and ensure economic conditions for achieving victory in the war.

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THE IMPORTANCE OF FINANCIAL LITERACY AND ITS IMPACT ON FINANCIAL WELLBEING

Financial literacy is the possession of skills, knowledge, and behaviors that allow an individual to make informed decisions regarding money. Financial literacy, financial education and financial knowledge are used interchangeably [1]. It encompasses understanding basic financial concepts, the ability to effectively manage personal budgets, distinguishing between different types of investments, and making informed financial decisions. Financially literate individuals can achieve financial independence and plan their futures with confidence. Investing in education and developing financial skills can open up new opportunities for financial growth and success.

A person who understands financial issues is knowledgeable not only in the sphere of finance but economy on the whole and can apply this knowledge for promoting his/her future wellbeing and financial growth to reach private financial goals. Properly designed financial education has the potential to encourage innovation and help improve access and use of financial services. Financial literacy is relevant for sustainable development as well as business environment. Since the beginning of the 20th century, researchers from different countries have started to become interested in the economic and financial risks as factors that influence entrepreneurial environment and conditions in which the investment activity happens [2].

Financial literacy empowers individuals not only in the realm of finance but also in the broader economy. Those who grasp financial concepts can leverage this knowledge to enhance their future well-being and achieve personal

financial objectives. A well-designed financial education framework has the potential to spur innovation and enhance access to and utilization of financial services.

In essence, financial literacy is indispensable for navigating today's complex financial condition. It equips individuals with the tools and understanding needed to make sound financial decisions, manage risks effectively, and pursue opportunities for financial growth and stability. As such, fostering financial literacy is not only beneficial on an individual level but also contributes to the resilience and prosperity of societies and economies as a whole.

Financial literacy, the ability to understand and use various financial skills including personal financial management, budgeting, and investing, is crucial for both individual prosperity and overall economic stability. As we move towards an increasingly digital and global economy, financial literacy becomes not only a tool for personal financial growth but also a necessary skill for future innovation and economic progress.

Holistically, the benefit of financial literacy is to empower individuals to make smarter decisions. More specifically, financial literacy is important for a number of reasons.

Financial literacy can prevent devastating mistakes. Floating rate loans may have different interest rates each month, while traditional individual retirement account contributions can't be withdrawn until retirement. Seemingly innocent financial decisions may have long-term implications that cost individuals money or impact life plans. Financial literacy helps individuals avoid making mistakes with their personal finances.

Financial literacy prepares people for emergencies. Financial literacy topics such as saving or emergency preparedness get individuals ready for the uncertain. Though losing a job or having a major unexpected expense are always financially impactful, an individual can cushion the blow by implementing their financial literacy in advance by being ready for emergencies.

Financial literacy can help individuals reach their goals. By better understanding how to budget and save money, individuals can create plans that set expectations, hold them accountable to their finances, and set a course for achieving seemingly unachievable goals. Though someone may not be able to afford a dream today, they can always make a plan to better increase their odds of making it happen.

Financial literacy invokes confidence. Imagine making a life-changing decision without all the information you need to make the best decision. By being armed with the appropriate knowledge about finances, individuals can approach major life choices with greater confidence realizing that they are less likely to be surprised or negatively impacted by unforeseen outcomes.

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GLOBALIZATION: OPPORTUNITIES AND CHALLENGES

Globalization opens up a wide range of opportunities for national economies. It provides access to international financial markets and the possibility of attracting foreign investments, which contributes to the development and modernization of economies. In addition, globalization expands the export capabilities of national enterprises, which contributes to the growth of production and increased incomes.

However, with opportunities come challenges. Increasing competition on the world market may raise the question of the competitiveness of national enterprises. In addition, there is a threat of financial instability due to dependence on external financial markets and the possibility of spreading crisis situations.

The impact of globalization at the level of an individual country is characterized by the degree of interconnection of its economy with the world economy. The degree of integration of the economies of different states in the global economy is based on several main indicators, including: the component of foreign trade turnover and GDP; foreign direct investments sent to and from the country and portfolio investments; the flow of royalty payments into and out of the country associated with technology transfer. Globalization at the world level is determined by the intensity of international economic and social ties, the activity of movement of capital, goods and services, resources, inventions, developments, etc. Thus, globalization is a multi-level process that plays a leading role in the formation of a supranational economy.

An important feature of globalization trends is the decisive role of developed countries, where the majority of TNCs come from and which determine the activities of leading international economic organizations, have a decisive influence on the formation of general conditions of international exchange, and radical changes in the ratio of various sectors and branches of the economy - from the raw materials industries and those that produce products with a low level of manufacturability, to high-tech, knowledge-intensive industries for the production of goods and the provision of services. It is said that the largest MNCs in the world have bigger budgets than some developing countries. Although cautiously, it is possible to identify some studies which present a completely different view to this criticism. First, in the political arena, MNEs cannot compare with the capacity of coercion that the government has over its citizens; in this regard, the government continues to have the central role [4]. Therefore, if MNEs are established under a jurisdiction, these will have to develop under the competent laws, which ultimately are dictated by the national government. The way that critics establish that MNEs are more economically powerful than some countries is by comparing the sales of

companies to the GDP of the countries, and these are not comparable variables, since they do not measure the same. As a result from this criticism, Grauwe and Camerman made a comparative study about the added value of companies and the result refutes criticism. The authors conclude that "companies are surprisingly smaller compared with other nation-states"[3]. Therefore, countries with a more competitive economic structure benefit, as a result of which most of the global income remains with them in the process of redistribution. At the same time, this phenomenon has a tendency to increase the pace, which increases the economic differentiation of national economies in the conditions of globalization.

According to economists, at the basis of modern processes of globalization are qualitative changes in the technical-technological, transport-communication, information base of the economy, accompanied by the wide use of bio- and aerospace technologies, achievements in the field of artificial intelligence [2].

World experience of the second half of the 20th century. proves that specific conditions, features of national development, crisis situations and internal transformations can neither cancel nor postpone the effect of the objective laws of globalization of development [1]

However, in addition to opportunities, globalization also brings threats, which can generally be divided into two categories: short-term and long-term. Short-term threats are related to the foreign policy of developed countries, strategies of economic growth and promotion of national economic interests in the world space. Long-term threats are determined by the nature of globalization. Actually, the result of redistribution is that the dominant country receives most of the resources and benefits. The unfair distribution of benefits caused by globalization has created the threat of conflicts at the regional, national and international levels. This leads to uneven distribution of income as a result of globalization. The latter need others, that is, their own goals, for successful participation in global economic relations.

It is important to characterize the qualitative and quantitative components of the globalization process. The volume and structure of foreign trade, investment support,

GDP growth rates belong to the quantitative components, the formation of international structures, the closeness of international ties and the effectiveness of socio-economic relations characterize the qualitative side of the globalization process.

In the conditions of globalization, the national economy is trying to introduce new "rules of the game" to create favorable business conditions, which are possible under an effective economic policy. Its main task is to create a competitive "business model".

However, the most important aspect of globalization is a higher level of competition between business entities. In this context, the creation of a competitive model of the national economy is considered a priority development vector. The formation of the global market significantly intensified in the last years of the 20th century, and the current stage of its consolidation is characterized by the development of economic regional associations, which account for about 80% of world GDP and 85% of world exports.

When studying the essence of the process of globalization and analyzing polarized approaches to its consequences, it is necessary to single out, first of all, the long process of development, within which the formation of a new economic system takes place. Globalization does not at all mean alienation of the state from the management of economic processes. It leads to the transformation of the economic functions of the state, within which the latter delegates certain powers to the global level.

At the same time, the process of globalization affects the main structural characteristics of the national economy, expanding the sphere of influence that is not limited by geographical boundaries, forms global rules of economic development and creates a competitive environment for the country. The impact of globalization is ambiguous and contradictory, while the total result is determined by the level of national ability to conduct an adequate policy of developing its own competitive advantages.

Globalization brings the greatest benefit to countries that implement an effective policy of increasing their competitiveness. Also, in the absence of a unified policy for the development of the national economy, crisis phenomena arise, the formation of long-term international competitive advantages of the country in the world economy is restrained, and international competitive positions are weakened. Consequently, there is a problem

of choice regarding the use of the advantages of globalization and countering its threats due to the underdevelopment of institutions. Therefore, the presence of the country's institutional capacity to optimally use the advantages of globalization and neutralize its threats, the ability to form appropriate mechanisms for the development of global competitiveness are considered as key tasks of the economic policy of any country, including Ukraine.

Competitive development of our country's economy is possible under the condition of awareness and formation of a national economic multi-level model, in which each component will strengthen its influence on the overall positive effect. Transnational cycles of reproduction, formation and distribution are considered as components of a higher level. The second level involves the mechanisms of the country's inclusion in the system of regional relations in the EU standards, and the third - bilateral relations with countries that correspond to Ukraine in terms of level of development. Therefore, the strengthening of global globalization and integration processes actualizes the issue of choosing the place and role of the national economy and its components in the world economic system.

So, in the world of the modern economy, globalization is a necessary and steady process that affects every national economy. Globalization provides many opportunities for the development and modernization of national economies. It provides access to international financial markets, attracts foreign investments and promotes the growth of exports.

However, with opportunities come challenges. Increasing competition in the world market and the threat of financial instability can create serious problems for national economies. In this context, it is important that each country has an effective economic policy aimed at preserving and developing its competitive advantages. In addition, it is important to understand that globalization is a multi-level process that affects the development of economies at different levels - from international to national. It creates conditions for expanding international economic ties and creating a competitive environment for countries.

Therefore, in the conditions of globalization, it is important not only to consider opportunities and threats, but also to actively work on the development of the national economy and the formation of competitive advantages. This requires effective economic policy, flexibility and an innovative approach to development.

In general, globalization is a complex phenomenon that requires careful study and an adequate response from each country. Successful and sustainable development of national economies in the global world can be achieved only with an understanding of its features and appropriate strategies.

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REFORMS IN THE FIELD OF FINANCE AND TAXATION AND THEIR IMPACT ON THE ECONOMIC SECURITY OF THE STATE

Taxes are a complex and extremely influential financial category for all economic phenomena and processes. On the one hand, taxes are the financial basis of the state's existence, a measure of its capabilities in the global economic space for the development of science, education, culture, guaranteeing economic security, and improving the public welfare of citizens. On the other hand, taxes are a tool for redistributing the income of legal entities and individuals in the state, their mobilization and use affects the interests of not only every entrepreneur or citizen, but also entire strata of the population and social groups.

Reforms in the field of finance and taxation have a significant impact on the economic security of the state. Here are some aspects of this influence:

1. Increasing financial stability: Reforms in the field of finance are aimed at strengthening the banking system, expanding financial regulation and supervision, as well as increasing the transparency of financial transactions. This helps prevent financial crises and ensure the stability of the economic environment.

2. Increasing the efficiency of taxation: Reforms in the field of taxation are aimed at reducing the tax burden, simplifying the tax system and combating tax evasion. This can increase the attractiveness of the country for investors and stimulate economic development.

3. Supporting financial inclusion: reforms can contribute to ensuring the availability of financial services for all segments of the population, including small and medium-sized businesses. This helps increase financial access and reduce poverty.

4. Stimulation of economic growth: Reforms in the financial sector can stimulate lending and investment in the real sector of the economy. This helps to increase production, attract new technologies and increase the competitiveness of the national economy.

5. Ensuring sustainable development: Fiscal and tax reforms can help reduce greenhouse gas emissions, stimulate investment in green energy sectors and sustain long-term economic growth.

Therefore, reforms in these areas can significantly affect the economic security of the state, contributing to its stability, development and sustainable growth.

Let's consider the key reforms for the recovery and development of the economy:

1. Reform of the tax and customs service

One of the most discredited in society - the comprehensive reform of tax authorities and customs - during 2021-2022, as before, is proceeding slowly and uncertainly, given the extremely high personnel turbulence in both departments, where full-fledged managers have not yet been appointed.

The institutional reform of customs never took place, despite all the necessary legislative prerequisites and a balanced plan of the CMU. Over the years, a number of managers have changed, personnel rotations of regional customs managers have been carried out - however, the reform cannot be considered implemented.

The reform of the tax service, which began at the same time as the customs reform, shows slightly better results, in particular in the fight against tax minimization.

2. Judicial reform

Last year, two key draft laws for the launch of judicial reform were implemented: No. 3711d, which provides for the creation of the Higher Qualifications Commission of Judges with a commission for the selection of personnel for the Supreme Judicial Court.

Independent international experts and Law No. 5068 have the decisive vote in it, which ensures the restart of the High Council of Justice (HCJ) with the participation of international experts, who will have a decisive vote, and also provides for an integrity

check of the members of the HRC and changes the procedure for bringing judges to disciplinary responsibility.

These two projects became laws and were signed by the President, the reform of the judicial system is slowly being implemented.

Three years ago, an effective High Anti-Corruption Court was created and the Supreme Court of Ukraine was renewed - which show signs of independent justice.

During this time, the High Anti-Corruption Court handed down dozens of convictions to deputies, judges, prosecutors and other high-ranking officials.

3. Reform of the tax system — updated Tax Code

Experts identified the following as priority steps for improving the tax system: implementation of measures to de-offshore the economy, a radical reduction in the amount of harmful direct taxes (transition to taxation of only distributed income and reduction of taxes on labor, modifications of the land tax), strengthening of border control and responsibility for smuggling, implementation of obligations EU regulations, as well as the new version of the Budget Code, which will provide for the reduction of inefficient state budget expenditures, which are redistributed through public finances, to the target indicator of 33-35% of GDP, optimization of the structure of expenditures.

In recent years, changes have been made to the tax legislation, which allow to minimize the flight of profits (capitals) abroad.

The implemented regulations will limit "offshore schemes" and improve the control of transfer pricing, will lead to a significant reduction of offshore schemes, but, along with the creation of a modern toolkit in Ukraine for the protection and strengthening of the national tax base, they will have several negative consequences.

In particular, they introduce a more aggressive model of interaction with taxpayers into the activities of the tax service, granting new discretionary powers (for example, rules regarding business purpose or inspections of permanent offices), which can contribute to the increase of corruption.

Reducing the burden on the wage fund and replacing the income tax with an innovative tax on withdrawn capital, as well as the reduction of general state

expenditures, remain an extremely important task, but it will be possible to implement it only in the post-war year.

In connection with the war, about half of Ukraine's budget is formed thanks to the help of international partners, so agreeing to additional reductions in revenues seems unlikely.

4. Creation of a single body for the investigation of economic crimes, liquidation of the tax police and other economic divisions of law enforcement agencies

The long-awaited liquidation of the tax police and the launch of the Bureau of Economic Security of Ukraine (BEB) took place at the end of last year, along with ambiguous personnel decisions.

The former Head of the Fiscal Service has been appointed to the post of head of the new law enforcement agency, and the first personnel competitions showed that more than half of the employees are former employees of the Federal Tax Service/Tax Police.

At the same time, not having become a department with a "new face" and despite nine months of its official existence, the BEB, according to expert monitoring, has not yet been able to demonstrate to society either significant work results, nor to work properly and in full.

The activities of the Bureau are opaque, the information provided by the Bureau is not confirmed. This creates risks of preserving the ideology of aggressive tax collection in Ukraine.

Introduction of modern labor law based on freedom of employment contract, simplification of employee documentation

Significant positive changes in 2022 took place in the Labor legislation. In the summer of 2022, draft law No. 5371 was adopted on the liberalization of labor legislation, which provides for a free labor contract for small and medium-sized businesses, making it the main means of regulating these relations.

Within the framework of a free labor contract, the parties regulate their relations at their own discretion: regarding the system and mode of payment, employment and dismissal, working hours, length of the working week, holidays and weekends, etc.

This is especially important in today's world, where hundreds of new creative professions have appeared, which require a special regime of organization and labor remuneration. At the same time, this free labor contract has everything necessary to protect the employee.

It must necessarily contain all guarantees for the employee provided for by international conventions, as well as essential conditions (place of work, date, term of validity, terms of payment). The implementation of this law will lead to the modernization of labor legislation in Ukraine, departure from outdated Soviet norms, approximation to world trends of leading economies, reduction of bureaucracy and state intervention in market relations.

This reform provides an opportunity for workers and employers to more flexibly change the conditions of cooperation, reduces administrative costs, which will ultimately provide an opportunity to establish better working conditions.

5. Simplified taxation system

The simplified system of taxation, accounting and reporting in 2020-2021 became the arena of real political battles.

Payers of the single tax received a long-awaited increase in the marginal amounts of income, since August 1, 2021, software recorders of settlement operations have been introduced, "labor" fines have been reduced, and since the beginning of the war between the Russian Federation and Ukraine, the taxpayers of the single tax have generally been exempted from the calculation and payment of the single tax and the EUV for themselves 1 and 2 groups.

From 01.01.2022, single tax payers of groups 2-4 still received forced fiscalization of calculations, which is a complication for taxpayers. During martial law, the requirement for fiscalization was suspended, but not abolished.

The Small Business Development Promotion Council at the President's Office has developed a systemic project of the law, which will provide for fiscalization exclusively for certain risk categories of payers and strengthen control over unregistered entrepreneurs, provides for effective mechanisms to encourage the buyer to receive a check and other innovations aimed at improving administration.

Such changes, according to experts, are positive, according to recent studies, the optimal model of fiscalization is a model in which risk categories of payers should be fiscalized, and those entrepreneurs who, due to physical limitations, cannot exceed the limit turnover of groups of the simplified system should not be fiscalized .

6. Energy sector reform

The following key areas of reform were recorded in the Declaration of Intent and in the top 10 priorities:

- Determination of cross-industry monopolies on the coal and electricity market and conditions for their forced separation, stimulation of gas production and simplification of access in the field of gas production.

- Design and construction of direct current inserts for the purpose of safety promoting the free exchange of electricity with the countries of the European Union and limiting the monopoly on the electricity market, or full synchronization with the EU.

- Ensuring the environmental sustainability of the energy industry by creating a system of public monitoring of emissions from large combustion plants, developing and implementing quotas, an emissions reduction plan, and introducing a significant environmental tax on emissions.

- Provision of permanent, available and sufficient financial resources for the implementation of energy-efficient projects in individual and multi-apartment buildings. Focusing on the development of distributed energy resources.

Of these points, only one has been fully implemented - regarding synchronization. In February 2022, the path of synchronization with the EU was chosen, and synchronization was fully ensured. All other points, unfortunately, are either not implemented or at the initial stage of implementation.

At the same time, draft law No. 3790 was adopted as a whole, which provides for the full opening of agreements and contracts in the mining sector. Recently, Ukraine and the EU signed an agreement on cooperation in the extraction of critical materials, and the adoption of this law makes such cooperation transparent and open.

Also, the basic draft law "On energy efficiency" No. 4507 was developed and adopted as a whole, and the law on simplifying connections to energy networks (No. 5009) was adopted as a whole.

7. Introduction of paperless technologies: prohibition of state bodies to request information contained in state databases

Over the past year, the functionality of the Diya public services online service, which is designed to provide electronic services to citizens and businesses, has been significantly expanded.

With the help of Diya, you can register and close a business, get various certificates online, apply for subsidies, sign up for covid vaccination and much more.

A systemic decision was also adopted to minimize bureaucracy (draft law No. 5495) — it is legally prohibited for state bodies to demand from individuals and legal entities information contained in state registers.

What new challenges appeared in wartime?

Analytical centers and leading business associations have discussed and formed a number of priorities aimed at the recovery and development of the economy, including:

- Implementation of the state program of guaranteeing military risks based on the principle of insurance and providing insurance companies of Ukraine with access to reinsurance (permit foreign currency payments) for the formation of packages with large, in particular, military risks.

- The Cabinet of Ministers should urgently determine and publish the list of territories where hostilities are (were) taking place and territories temporarily occupied by the armed forces of the Russian Federation, in accordance with Law No. 2120.

- Introduction of transparent and effective mechanisms for compensation of damages to citizens and businesses for lost property;

- Provision of an effective mechanism for travel outside Ukraine on business trips and business trips for company managers, employees and self-employed persons;
 - Improvement of responsibility for collaborative activities, clear distinction between forced entrepreneurship in the occupied territories and assistance to the aggressor state;
 - Creation of a transparent mechanism for the distribution of international aid to the regions;
- Preservation of tax residency for Ukrainians temporarily staying abroad;
- Stimulating the transition of Ukrainian business from Russian software to Ukrainian software;
- Implementation of the demining program in the liberated territories.

The implementation of these and a number of other changes will enable entrepreneurs and citizens to survive in this difficult time, restore jobs and production facilities, and even attract new investments in the reconstruction of Ukraine.

As you can see, the Parliament adopted a number of important positive projects during its three years of work. At the same time, a significant number of reforms necessary for the recovery and development of the country were not implemented.

It remains to be hoped that the Parliament will speed up the implementation of important institutional and economic reforms and that most of the steps mentioned in the material, which the country is waiting for, will be implemented during the next year.

THE INFLUENCE OF EUROPEAN INTEGRATION ON THE SOCIO-ECONOMIC ADVANCEMENT OF UKRAINE

European integration represents a civilized path chosen by Ukraine, fulfilling one of the essential requirements of the Dignity Revolution. It holds a significant position within Ukraine's foreign policy priorities.

For Ukraine, embracing European integration serves as a pathway to modernize its economy, surmount technological lag, allure foreign investments and advanced technologies, foster job creation, enhance the competitiveness of local industries, and gain access to global markets, notably the EU market. Positioned as an integral part of Europe, Ukraine aligns its socio-economic development model with that of prominent European nations [1].

Issues of European integration are covered in the works of such scientists:

V. Geets, A. Goncharuk, V. Movchan, V. Poselsky.

Throughout its evolution, the European Union has achieved significant levels of legal harmonization, political cohesion, economic collaboration, cultural enrichment, and social welfare.

The pivotal moment in the relationship between Ukraine and the EU occurred on June 14, 1994, with the signing of the Partnership and Cooperation Agreement in Brussels. This agreement lays the foundation for dialogue between EU member states and Ukraine across economic, political, and cultural domains.

On March 21, 2014, Ukraine and the EU signed the political part of the Association Agreement in Brussels, 28 EU countries signed the agreement. However, a week before the agreement was signed, the government suspended the European integration process. This led to mass protests, which led to the removal of the president from power.

The political benefits of Ukraine's integration into the EU are linked to the creation of reliable mechanisms for political stability, democracy and security. Convergence with the EU is a guarantee, and the use of its requirements - a tool for building democratic institutions in Ukraine. In addition, EU membership opens the way to collective structures of common security of the European Union, provides more effective coordination of actions with European countries in the field of export control and non-proliferation of weapons of mass reduction, allows to intensify cooperation in combating organized crime, smuggling and illegal migration.

The social benefits of EU membership are related to the existing high level of social standards and the development of the humanitarian sphere, the effective protection of workers' rights, and a developed system of environmental protection.

From the economic point of view, European integration promotes the growth of economic productivity and the pace of technological modernization under the influence of competition in the single European market and ensuring free access to new technologies, capital, information; advanced training of the labor force for the conditions of their free movement within the EU single market; creation of preconditions for the accelerated increase of interaction in the branches with the raised level of science and manufacturability; improving the quality of regulatory institutions in the budget, banking, finance and corporate governance[2, P. 27].

In general, the formation on the borders of Ukraine an integration association with common trade rules, tariffs, administrative norms and procedures are beneficial for Ukraine, if the introduction of doing business with European companies and improving the conditions of trade and investment. Enlargement will be a possible factor in accelerating the economic development of new EU members, which means the emergence of new business opportunities for Ukraine.

Given Ukraine's accession to the EU, the following advantages can be identified for the trade and economic sphere in the long run:

1) The enlarged European Union can become the most important market for Ukrainian goods and a source of Ukrainian imports and become Ukraine's main trading partner;

2) The conditions of access of Ukrainian exporters to certain commodity markets of the new EU members will improve as a result of the previous reduction of the level of tariff protection and increase of the level of competitive environment in the candidate countries;

3) The introduction of EU financial regulation institutions in the candidate countries should reduce the achievement of smuggling and other forms of shadow transactions, which will have a positive impact on the state budget of Ukraine [3].

Speaking of the factors that hinder Ukraine's movement to Europe, it is appropriate to highlight such problems:

- Slowness in economic reforms, lack of visible results of internal socio-economic transformations;

- High level of corruption and economic crime;

- Lack of consensus due to the European choice both among the population and at the level of public institutions;

Lack of experienced specialists in European integration, forward the middle political elite and civil servants of Ukraine.

Summarizing the above, the main prospects for Ukraine's accession to the EU include the following:

- Establishing a stable political system;

- Perception of Ukraine as an important subject of political relations;

- Application of EU standards in production;

- Formation of the middle class;

- Reforming education, health care, social protection.

Given all the advantages, we must accept and recognize the weaknesses that will occur after accession, such as the partial loss of sovereignty; loss of competitiveness of

certain industries; the complexity of the transition to the European price level, etc[4, P. 215].

Ukraine will gain a number of significant advantages when joining the EU, but in order to avoid certain threats, it is necessary to gradually implement strategic directions of development. To become a full member of the EU, Ukraine must not be aloof from the events taking place on the European continent, because only then will it be able to become an active subject of European policy and ensure economic growth.

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ADAPTATION OF INSPECTION PROCEDURES FOR QUALITY CONTROL OF AUDIT SERVICES IN RESPONSE TO INCREASED RISKS OF FINANCIAL STATEMENT MISSTATEMENT DUE TO FRAUD IN WAR CONDITIONS

International Standards on Auditing describe in detail the auditor's responsibilities

related to fraud risks in the audit of financial statements. In particular, ISA 240 [1, p. 168] emphasizes the obligation to consider the effect of fraud on the financial statements, including the need to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or not; identify and assess the risks of material misstatement of the financial statements, whether due to fraud; obtain sufficient and appropriate audit evidence relating to the assessed risks of material misstatement, whether due to fraud or not, by designing and performing appropriate audit procedures.

However, the quality control inspections completed by the APOB Quality Assurance Inspection in 2023 identified significant deficiencies in the application of ISA 240 requirements in 83% of audit firms. Almost all of the audits reviewed by APOB either concerned the financial statements for the “war” year 2022 or 2021, which were completed after the start of full-scale military aggression in February 2022. However, if we consider the frequency of finding the fact of inadequate compliance with ISA 240 for each audit engagement reviewed by the APOB, this indicator varies significantly from one audit firm to another, depending on whether they have been reviewed by the APOB Quality Assurance Inspection or the Quality Control Committee of the Audit Chamber of Ukraine (ACU) in the past.

APOB's inspections also show that there is a direct correlation between the likelihood of a deficiency in compliance with ISA 240 and the use of specialized software for end-to-end documentation of financial statement audits, journal entry analysis and audit data analytics (ADA) by audit firms.

It can be assumed that if audit firms use modern technological resources to conduct an audit and as the average time spent on a financial statement audit engagement increases, the likelihood of identifying deficiencies in the application of ISA 240 during a quality control review decreases.

However, the absence of identified deficiencies does not necessarily indicate the effectiveness and efficiency of audit procedures. It is important to emphasize that while the ongoing war, now lasting over two years, has created new conditions and

circumstances for pressure, opportunities, and justifications for manipulating financial statement figures, the sizes of actual or indirect losses caused by military actions, it therefore requires auditors to consider these factors during audits. Nevertheless, in virtually none of the financial statement audit engagements reviewed by APOB were any “red flags” indicative of potential fraud or risks of financial statement misstatement due to fraud identified, in addition to the two standard and inherent risks of every audit: the possibility of management override of internal controls, and the possibility of management personnel manipulating revenue recognition.

Despite the new realities, the vast majority of audit firms have not changed their audit programs, approaches to audit procedures for considering fraud, assessing the reliability of audit evidence obtained, which may indicate a desire for formal compliance with the requirements of ISA 240, and to create the impression that auditors seek to avoid any red flags of possible fraud rather than face the hassle that would arise if information about actual or suspected fraud came to their attention, as this would require proper response and action. This hypothesis fully explains the low effectiveness of external audit in detecting fraud [2, p. 23].

It should be noted that the methods and ways of planning and organizing quality control inspections, including the consideration of a risk-oriented approach in the development of annual plans and schedules for conducting quality control inspections, the conduct of quality control inspection procedures, and the criteria for evaluating the significance of deficiencies are defined by the new edition of the Guidelines [3], approved in October 2023. Although the Guidelines were significantly revised during the war, they failed to adequately reflect:

- the risk of inappropriate response by the audit firm to actual or suspected fraud when applying a risk-based approach to the preparation of a schedule of quality control inspections;
- exposure to an increased risk of fraud in the preparation of financial statements by the management of certain categories of entities in order to form a sample of completed audits for further verification of the quality of their performance;

- determining approaches to the selection of working papers, taking into account the likelihood of a material misstatement of the financial statements due to fraud, for the purpose of their further review;

- methods and criteria for assessing the effectiveness and efficiency of the audit firm's fraud review procedures.

At the same time, it is almost impossible to identify red flags of fraud indicators, if they have not been identified by the auditor and reported in the audit documentation, under current quality control procedures, which together lead to an increased inspection risk that the quality control inspection will not find that the auditor has not complied with its responsibility under ISA 240 when there has been actual or suspected fraud that has materially affected or may materially affect the financial statements.

Taking into account the analysis of current approaches to external quality control of audit services, the following is proposed to adapt the methodology for planning and conducting quality control inspections in response to the increased risks of financial statement misstatement due to fraud in wartime, in addition to the issues addressed in the Guidelines:

at the level of the APOB Quality Assurance Inspection:

- consider introducing the use of advanced technologies, including AI, to analyze large volumes of data and identify potential fraud risks in the financial statements of entities;

- to establish an effective exchange of information between the APOB and other regulators on known signs of possible fraud and unexpected changes in the financial statements of entities;

- introduce periodic specialized trainings for inspectors of the APOB and the ACU Quality Control Committee with a focus on identifying and responding to fraud indicators within the framework of ISA 240;

determine the nature, time and scope of the quality control audit at the level of the audit firm, taking into account

- history of deficiencies in the application of ISA 240 as a result of the most recent quality control inspections;
- the audit firm's use of specialized software to document the audit process, ADA, and information on internal training in the use of such programs;
- the average time spent on the statutory audit of financial statements compared to the average for the audit industry as a whole;
- the facts of modification of audit programs to assess and respond to the risk of fraud caused by the consequences of the war, including industry specifics, location of production assets, and supply chain features;
- information on the participation of the audit firm's employees in trainings and seminars on fraud, availability of relevant guidelines and manuals on this issue;
- availability of guidelines for using external market data and resources for accessing market data, tools for analyzing media commentary, social media, and analytical reports;
- the use by the audit firm of tools for analyzing financial ratios in analytical procedures to assess the risks of material misstatement of the financial statements;
- whether the audit firm has fraud specialists, the extent to which they are involved in assessing the risks of material misstatement due to fraud, discussing such risks with the engagement team, determining appropriate responses and critically evaluating audit evidences obtained.

Implementation of these proposals will allow to integrate the latest technological solutions into the activities of the APOB and the ACU, increase the competence of inspectors in the field of fraud detection, develop the application of a risk-based approach to inspections, and increase the overall efficiency of inspections for compliance with the requirements of ISA 240.

Under such conditions, public oversight of audit activities will contribute to narrowing the expectation gap between the public and auditors regarding the latter's duties and responsibilities in addressing fraud, will help strengthen the economic security of the state in wartime and post-war economic recovery by enhancing the confidence of

investors, regulators, and other interested parties in the quality and reliability of financial statements.

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NAVIGATION EQUIPMENT ON BOARD MODERN VESSELS

Abstract: *Navigation is extremely important for marine vessels. Therefore, navigation technologies change and new navigation devices appear, which become more useful and important every time.*

Formulation of the problem. Based on the results of generalized research on navigation devices on board modern ships, it can be seen that modern technologies are developing and thanks to this, new devices appear on ships that provide them with protection and help in sailing on ships. In connection with the information and technical development of mankind, the practical methods of owning a ship are constantly being improved, and this increases the productivity and quality of work of a sailor and is aimed at increasing the safety of ship traffic. Along with this, there are many unsolved problems that are still relevant.

The main research materials.

Safety of navigation is a direct obligation of countries party to the International Convention for the Safety of Life at Sea (SOLAS Convention, 1974), which provides that every government must take all measures, including the prompt communication of information relating to the safety of navigation to all persons concerned, whether to ships or coastal stations. This task depends not only on the collection, processing and storage of navigational and hydrometeorological information, but also on technical measures aimed at the transfer of this information and its reception on board the ship.

Ensuring the safety of the process of operating complex technical transport vehicles is an urgent problem for the global maritime industry, which feels the lack of information about risk levels and the consequences of their incorrect assessment. Among the requirements for ship management and operation, the presence of a highly professional crew as well as modern navigation equipment is of great importance. In view of this, navigational safety is one of the components of the integral concept of safe operation of the merchant ships. Modern experience in the implementation of technically complex projects requires the use of digital technologies, including the application of digital modeling and design.

Nowadays, sailors are well-trained to handle all modern navigation equipment to make sailing smoother and safer at sea. The vessel today is equipped with various advanced navigation systems that provide accurate voyage data. Thanks to modern

facilities and automation. There are the following navigation devices: Marine Gyro Compass, Radar, Magnetic Compass, Autopilot, ARPA, Automatic Tracking Aid, Speed & Distance Measuring Equipment, Echo Sounder, Automatic Identification System (AIS), Voyage Data Recorder (VDR), GPS Receiver, Navigation Lights and other.

As for “emergency navigation”, David Bjorch, the founder and director of the Starpuff School of Navigation, describes it in his book as follows: “It’s just navigation with limited or improvised tools, whatever circumstances”. Cases of failure of GPS systems quite a lot are still frequent, because according to information on the official website of the United States Coast Guard, 24 cases were documented in 2018 when due to a malfunction of the satellite navigation took place the emergency situation. And only in one case there was a problem with the equipment, in all others the reason for this, as indicated in the reports, there were “unknown obstacles”.

Implementation of NAVDAT maritime information system, its integration with the modernized Global Maritime Distress and Safety System on the basis of the e-navigation concept within the context of maritime technology development is quite capable to play an important role in the navigation information and communication support system of navigation process. It is fully capable of providing an effective communication component in the maritime safety system by increasing the speed of data transfer and expanding the types of transmitted information on safety of navigation

Conclusions. Modern means of navigation of sea routes are a system of coastal, floating and space objects and are intended for: determining the location of a vessel at sea, guarding navigational hazards, channels, fairways and recommended courses under conditions of any visibility; orientation of the navigator regarding dangers; driving ships in narrows, on approaches to ports and their water areas. Navigation helps to avoid collisions and other emergency situations at sea that can lead to the death of people, navigation rules ensure and avoid violations of the safety of all participants in maritime traffic, helps sea vessels to find the shortest and fastest way to their destination, which saves time and fuel, and it is also important for ensuring international and trade

communication between countries.

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THE IMPACT OF REFORMS IN THE FIELD OF FINANCE AND TAXATION ON THE ECONOMIC SECURITY OF THE STATE

The topic of reforms in the field of finance and taxation and their impact on the economic security of the state is very important, since the financial system and taxation are key components of the economic and social policy of any country. Reforms in these areas can have a significant impact on the economic situation, and, accordingly, on the general economic security of the state.

Tax reform: Modernization of the tax system may include reducing or increasing taxes, simplifying tax payment procedures, introducing new types of taxes or abolishing old ones. This can have a significant impact on economic activity, investment, consumer behavior and a country's overall competitiveness.

Fight against corruption: Reforms in the financial sector can be aimed at fighting corruption and financial crimes, which can improve the economic security of the country, increase the confidence of foreign investors and improve the investment climate.

Financial stability: Reforms in the financial sphere can be aimed at ensuring financial stability, in particular, through regulation of the banking system, financial market and macroeconomic policy. This can reduce the risks of financial crises and provide a more stable economic environment.

Stimulating economic growth: Finance and tax reforms can be aimed at stimulating economic growth by promoting entrepreneurship, innovation and investment in key industries.

Social justice: Tax reforms can be aimed at ensuring greater social justice through income redistribution, the introduction of a progressive tax system and social protection measures.

International cooperation: Due to globalization, financial and tax reforms may also include cooperation with other countries and international organizations to combat tax evasion, capital flight and other global financial challenges. Supporting small and medium-sized enterprises (SMEs): Reforms can be aimed at facilitating conditions for SMEs, for example by reducing tax and administrative burdens. This can stimulate entrepreneurial activity, increase employment and contribute to the development of regional economies.

Investments in human capital: Reforms can include investments in education, health care and other areas of human capital. This can increase worker productivity and make the economy more competitive.

Sustainability and transparency of the rules of the game: It is important that reforms in the field of finance and taxation are predictable and transparent for businesses and citizens. This helps increase confidence in the financial system and reduces investment risks.

Balance between fiscal discipline and social protection: Reforms should ensure a balance between the need for fiscal discipline and the state's ability to provide social

protection and development. Deficiencies in this area can lead to social tensions and threats to economic stability.

Adaptation to changes in the world economy: Taking into account globalization and technological changes, reforms should facilitate the adaptation of the economy to new conditions of competition and ensure its development in the international context.

Public debt management: Reforms can include strategies to reduce public debt and its management, which is important for financial stability and maintaining economic security.

Conclusion

Reforms in the field of finance and taxation have a significant impact on the economic security of the state. They can promote economic growth, stimulate investment and support social justice. However, the success of such reforms depends on their careful development, taking into account the interests of various social groups, effective management and ensuring the stability of the legal environment. A reliable financial system, transparent taxation and an effective fight against corruption are key components of the country's economic security. Therefore, it is important that reforms in these areas are comprehensive, balanced and aimed at achieving the overall goals of stability and development.

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INNOVATION AND ENTREPRENEURSHIP IN THE CONDITIONS OF WAR

Modern challenges facing Ukraine present a chance to establish new connections between science and society, increasing their importance both in scientific and technical progress, innovations, and in enhancing the country's defense capabilities, making socially significant decisions, and formulating national strategies for development, military doctrines, etc. Innovations contribute to positive structural changes in the economy and society, helping to increase the productivity of the economy, strengthen its competitiveness on the world stage, and ensure sustainable economic growth in the long term. For many years, Ukraine lacked an effective innovation strategy recognized and supported by all spheres of domestic innovators and expert groups. Now, war can finally bury the remnants of science and innovation in the industrial environment [1].

Innovativeness becomes a key factor in the effectiveness of reforms during periods of transformation of economic systems, especially in conditions of increasing challenges, such as war on the territory of Ukraine. The current crises are changing the conditions of business activity, strengthening factors of competitiveness and requiring revision of business strategies. In the search for innovative methods of entrepreneurship, special attention is paid to increasing the intellectual capacity of business, which will contribute to the identification of sources of intellectual added value, thereby developing the potential for highly profitable economic growth and harmonious development of enterprises [2].

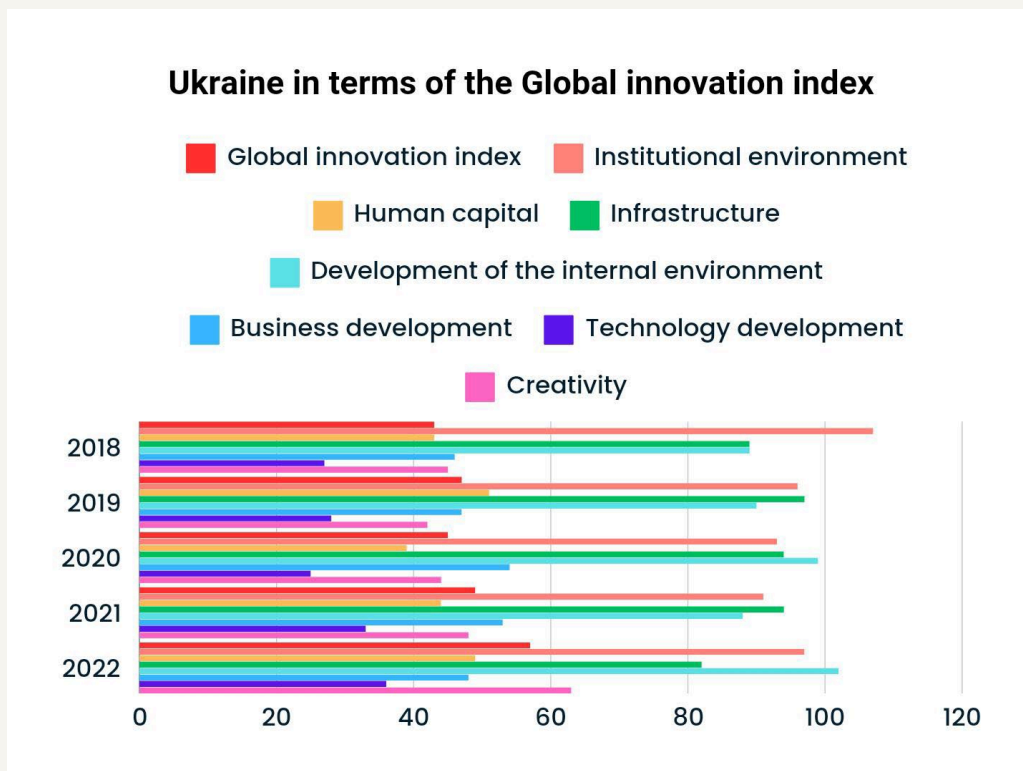
Among the reasons that inhibited the development of innovative potential for a long time, the following can be distinguished: weak demand for innovations due to the lack of active interest from most enterprises in the results of scientific research or their

inefficiency in the use of innovative developments; lack of developed institutions ensuring the functioning of the economy with an orientation towards innovation in all aspects; the population's insufficient ability to pay, leading to a lower demand for higher quality but more expensive goods; limited number of highly qualified specialists who could work in the field of innovation; lack of effective and coordinated state policy in the field of industry and innovation [1].

During periods of military operations, innovation and entrepreneurship acquire exceptional importance and become decisive factors for survival, development and success. In such circumstances, entrepreneurial initiative and willingness to take innovative risks can be critical to adapting to change, ensuring the production of necessary goods and services, and strengthening economic stability. In such circumstances, it is important to analyze how innovation and entrepreneurship can contribute not only to the solution of urgent needs, but also to the creation of new opportunities for development and growth, even in the difficult conditions of military conflict [3].

In the modern economy, a significant part of the innovations implemented by enterprises is aimed at improving production technologies and fixed assets, leading to a reduction in the labor intensity of processes, savings in materials, and the introduction of new technological processes. This contributes to the formation of sustainable competitiveness of products. Enterprises are actively focusing on the modernization of their production facilities and maximum automation of production processes. The improvement of the quality of goods is achieved thanks to the application of advanced methods of processing parts and automation of the production of the final product, which allows transferring the main control and control functions from humans to automated equipment. It also leads to significant development of production control and diagnostics systems. The introduction of innovative technologies is recognized as an important task for any enterprise, which contributes to the effective use of resource potential and the formation of competitiveness [4].

The analysis of international ratings assessing the intellectual potential of the country confirms the presence of a sufficient level of intellectual potential in Ukraine. The basis of the country's innovative competitiveness is human capital, scientific research, knowledge, and scientific achievements. Effective use of these resources is a key competitive advantage. However, the lack of an active role of the state in creating a favorable environment for their implementation, as a key factor of innovative socio-economic development, slows down the provision of their competitiveness. During the history of Ukraine as an independent state, processes of transformations in the innovation



sphere were observed, which led to a certain intensification of scientific, technological, and innovative activities in recent years. However, the rate of formation of the modern format of the innovation sphere is recognized as not high enough. In the international innovation space, reflected in the Global Innovation Index, Ukraine ranked 55th in 2023, but during the period from 2018 to 2022, it remained among the top 50 countries in the world stably [5].

Fig. 1. Ukraine in terms of the Global Innovation Index

Source: compiled by the author based on data [5].

Innovative entrepreneurship is an advanced form of business organization. The instability of trends in the dynamics of innovative and active industrial enterprises in Ukraine indicates the existence of a number of problems that can be constructively solved by improving state regulatory policy. The presence of a negative trend in the development of innovatively active enterprises and the production of innovative products was revealed, which emphasizes the need to strengthen the intellectual component in entrepreneurial activity [2].

It is extremely important for Ukraine to have entrepreneurs with distinct leadership and innovative abilities, especially given the losses caused by the war and the need to restore the economy, which has already been affected by the challenges of the pandemic.

It is important to understand how to better encourage and support the development of entrepreneurship to help grow the number of innovative leaders in the country.

Ways to encourage leadership and innovation in Ukraine during and after the war may include the following:

1. Support and development of existing business in the country, creation of favorable conditions for the growth and development of already operating enterprises.
2. Increasing the potential of local business through the active involvement of young people in entrepreneurial activities, which will contribute to the formation and realization of their entrepreneurial potential and the generation of innovative ideas in the near future [5].

Ukraine is actively working to increase its economic potential through various directions, and one of the promising options is an innovative development strategy. Among the strengths of this concept stand out innovative potential, high quality of education, active demand from Ukrainian enterprises and the possibility of implementing innovative ideas. However, the entrepreneurs' reluctance to take risks, the insufficient level of marketing communication and a significant difference between demand and supply remain weaknesses. Ukraine is actively working to stimulate innovation in existing companies and support the development of new startups[4].

The latest geopolitical trends emphasize the importance of strengthening the

development of the domestic scientific system, focused on supporting knowledge and innovation. The growing importance of national security, health care and inclusive development requires the presence of highly developed national scientific institutions that can function as centers of specialized expert knowledge and respond to new challenges taking into account national priorities. It is important to realize that only Ukrainians themselves can ensure their own national well-being [1].

The conditions of war, despite their complexity and risks, often prove to be a catalyst for innovation and entrepreneurship. Historically, the demand for new technologies, products and services aimed at solving military needs and supporting vital functions increases in the context of conflict. Entrepreneurs and innovators are forced to quickly adapt to a changing environment that fosters the development of creative ideas and revolutionary inventions.

However, the successful implementation of innovative projects requires support from the government, effective infrastructure and a favorable business environment. Thus, innovation and entrepreneurship in the conditions of war can become key success factors in solving challenges and ensuring sustainable development of the country.

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DIGITAL INNOVATIONS, REFORMS AND PROSPECTS

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DIGITAL TRANSFORMATION IN UKRAINE

Digitization is many - sided process of society transition to digital technologies. One of the aspects of globalization is the digitalization of most spheres of the population life. Digital technologies, which today have become one of the most powerful driving forces of the world economy, change the paradigm of social development, reduce the dependence of economic growth on the natural resources available in the country, the number of working people, fixed capital and other factors characterized by the greatest deterioration, i.e., chaotic dispersion [1]. Changes in the world cause the transition of society to a higher level of development associated with the digital transformation of the country. The Ministry of Digital Transformation of Ukraine was created in 2019, headed by Mykhailo Fedorov, to implement the "state in smartphones" project, which was announced by President Zelenskyy. The vision of the Ministry is to build the most convenient digital state in the world without bureaucracy, absolutely paperless, and without the need to visit government offices. The big idea is that the state should work quickly, conveniently, and with a few clicks, like Uber, Booking, or Airbnb [2]. In 2019, the state set four strategic goals until 2024 to build a digital state:

- 100% of government services are online;

6 million Ukrainians participate in the digital skills development program;

IT represents 10% share of the country's GDP;

95% of the transport infrastructure and settlements are covered with high-speed internet.

Currently, these goals are being fulfilled in Ukraine, because many people, even

the elderly, pay for utility services using mobile applications, such as Privat - 24, which greatly facilitates the lives of the population, because there is no need to stand in queues and waste their time. The Diya mobile application was also introduced, because it contains important documents such as passports, pension certificates, driver's licenses, foreign passports, birth certificates, student cards, and now they want to introduce educational diplomas. In the Diya application, you can easily order a statement of residence, a statement of non-convicts, entrepreneurs can receive tax services in a smartphone in a few clicks, court notices are also available in the Diya - informational notices about court hearings. It is also easy to make a payment to the Armed Forces of Ukraine. One of the most convenient developments is Diya - signature which helps to sign a document anywhere and anytime.

Digitalization has also reached the banking sector, because now almost everyone uses cards, phones and watches to pay for goods and services both in an online store and in a regular one, with the help of mobile applications such as Privat-24 and Monobank, we can easily make a funds transaction. It is also important that the state has the right to review the personal accounts of citizens; that is, it can detect illegal payments and receipts, which helps to reduce the shadow economy of the country.

Smart City is one of the directions of digital transformation in Ukraine. The most famous city is Kyiv Smart City - designed to change the capital by uniting Kyivans, the business community and city authorities for the development of a smart city. The activity of the initiative involves complex and profound changes, such as the introduction of modern information and communication services, the development of new energy efficiency standards, and the emergence of an open model of relations between the community and local authorities [5].

During the war, digitization has been a lifeline to the Ukrainian people and economy, on par with basic services such as banking, electricity, and water. The government of Ukraine, for example, has adapted its digital platforms to provide learning, public services, and other spaces critical to the war effort. Digitization will also be an integral component of the reconstruction process and modernization of the economy.

The Ukrainian government's progress in e-governance encourages accountability, transparency, and trust in government. These components help eliminate corruption and bring Ukraine closer to meeting EU accession conditions. The European Union has already recognized Ukraine's digital transformation as a facilitator of a more transparent government. The European Union recently agreed to sign Ukraine into the Digital Europe Program, which will move Ukraine's digital infrastructure closer to EU standards while reinforcing digital capacities that can prevent Russian cyber disruptions.

The digital transformation of Ukraine is now in its heyday, as many applications and other platforms are being created that make life easier for the population and help the government effectively manage the country, reduce the shadow economy, and improve the provision of services by public institutions, which positively affects the country's development.

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DEVELOPMENT OF DIGITALIZATION POLICY IN UKRAINE

In recent years, discussions about digitization have become important aspects of

the development of economies. These processes became especially relevant because of the war and the COVID-19 pandemic [1].

In the studies of Western economists, in particular in the works of S. Wang, Z. Wen, M. Zhang, A. Kosba, and K. Leong, the issues of development and implementation of financial technologies in the banking sphere are actively considered [2]. They explore how digital tools can help the financial sector function more efficiently and ensure the sustainability of the economy as a whole.

In 2015, the experts of the World Economic Forum highlighted the main sectors of financial activity where the most significant changes from a technological point of view took place: payments, deposit and lending, insurance, investment management, and capital market provision [1].

Banks are the main participants at the Ukrainian market of financial technologies. The development of the financial sector of the economy is fundamentally influenced on the cooperation and partnership of banks with fintech companies. In Ukraine, the most technological banks, in particular Oschadbank, Ukrgasbank, Raiffeisen Bank, Aval, Alfa-Bank, PUIB, OTP Bank and Monobank, have consolidated projects with fintech companies [3].

The Ukrainian fintech industry stands at the stage of formation and lags behind Western countries for a number of reasons. Among them - an unstable economic situation, fluctuations of the national currency, deficiencies in state regulation, a shortage of qualified personnel in the field of financial and information technologies, a low level of patent activity and almost complete absence of breakthrough in IT technologies [3].

However, it is worth noting some significant achievements in the digitalization of the economy. In 2021, the world's largest crypto exchange Binance began testing the possibility of paying with cryptocurrency through its BinancePay crypto processing. This platform is now successfully implementing cryptocurrency payments in cooperation with major Ukrainian retail chains such as Foxtrot, Wog and Varus [4].

Over the past few years, the number of services that can be obtained in electronic format has increased significantly. A substantial push in development was the project of

the Ministry of Digital Transformation "The State in a Smartphone" [4]. On the portal, 27 public services are already available in online format, including the opportunity to become an entrepreneur, change the type of activity or stop it [5]. The state minimized the influence of the human factor and ensured affordable provision of services. For example, the world's fastest business registration was launched. Now the entrepreneur registration process has been reduced from 30 to 3 stages, and filling out the form takes only 10-15 minutes [5]. Another breakthrough in the field of digitization was the Taxpayer's Electronic Cabinet, which represents a new electronic service on the web portal of the DPS of Ukraine [6].

Recent years have been marked by favorable conditions for the wide spread of blockchain technology in Ukraine. In 2017, an auction system based on blockchain cryptographic technology was introduced in Ukraine as the example of the implementation of digital innovations [8]. The start of a full-scale invasion has drawn attention to how blockchain works. Cryptocurrency exchanges, in order to preserve its own assets and value, began to require registration of new users. With the help of these resources, they also began to conduct financial operations to support the Ukrainian army and the population from any country [7].

In 2016, a reform in the field of health care began in Ukraine, which provided for the creation of an information and telecommunications system for automating the accounting of medical services and managing medical information called eHealth [8]. The results of the implementation of the automated eHealth system today include electronic prescriptions for medicines, the possibility of forming and closing sick leave without visiting a doctor, as well as the possibility of conducting consultations with more than 19 thousand doctors and concluding 17.2 million declarations with doctors [8].

Significant transformations are visible in the field of education. Digitization of the educational process is implemented through online courses and webinars, online conferences and Internet testing. The largest educational platform in Ukraine, Prometheus, in cooperation with leading companies, international organizations and scientists, has created more than 300 online courses, which have been completed by more

than 2 million students, who have received above 1.3 million certificates [8].

Digital technologies have significantly changed all financial relations in society. A new financial business ecosystem is rapidly developing, based on the use of digital tools. However, the digitization process is not perfect. Building a new ecosystem next to opportunities also creates new risks [9]. Among the advantages of using digital technologies in the financial sector, it is worth noting the convenience, safety of monetary transactions, and reduction of costs for central and commercial banks for the maintenance of monetary circulation [9].

Ukraine is actively taking confident and gradual steps in the regulation of taxation relations in the context of the development of the digital economy. The introduction of technologies into tax administration processes allows efficient processing of large volumes of data, reducing time spent and quickly obtaining relevant information on relevant taxpayers [6]. Digital technologies also contribute to increasing the transparency of business processes in the country's economy.

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THE ROLE OF ARTIFICIAL INTELLIGENCE IN DIGITAL TRANSFORMATION: OPPORTUNITIES AND CHALLENGES

Artificial intelligence (AI) plays a pivotal role in reshaping various aspects of digital transformation across industries, offering new opportunities while presenting unique challenges. AI algorithms are revolutionizing medical diagnosis and treatment processes by enabling accurate analysis of medical data, leading to improved patient outcomes and more personalized healthcare interventions.

AI-driven solutions facilitate efficient management of healthcare systems by optimizing resource allocation, streamlining administrative tasks, and enhancing patient-doctor interactions through digital platforms.

AI-powered medical imaging technologies, such as computerized tomography and ultrasound diagnostics, enable rapid and precise detection of abnormalities, enhancing diagnostic accuracy and efficiency [1].

AI-driven telemedicine platforms enable remote consultations, monitoring, and diagnosis, expanding access to healthcare services and improving patient convenience, particularly in underserved regions.

The integration of robotics with AI is transforming surgical procedures, enabling

minimally invasive surgeries with enhanced precision and reducing recovery times, thereby revolutionizing traditional treatment approaches.

The proliferation of AI in healthcare raises significant concerns regarding data security, patient privacy, and ethical implications, necessitating robust regulatory frameworks and security measures to mitigate risks.

Addressing the complexities of AI in healthcare requires collaborative efforts among interdisciplinary teams comprising healthcare professionals, data scientists, ethicists, and policymakers to ensure responsible and ethical AI implementation.

AI-driven healthcare innovations hold the potential to reduce disparities in access to quality healthcare by offering cost-effective solutions, improving diagnostic accuracy, and enabling remote healthcare delivery in resource-constrained settings [2].

Continued investment in research and development is crucial to harnessing the full potential of AI in healthcare, fostering innovation, addressing emerging challenges, and maximizing societal benefits while minimizing risks.

Ethical considerations, including transparency, accountability, and fairness, should underpin the development and deployment of AI technologies in healthcare to ensure they align with human values and priorities [3].

Conclusions. While AI presents transformative opportunities for digital transformation in healthcare, it is imperative to navigate the associated challenges thoughtfully, ensuring that AI technologies are ethically and responsibly integrated to enhance patient care, improve healthcare outcomes, and advance societal well-being.

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WORLD'S MOST ADVANCED BROADBAND SATELLITE INTERNET

Starlink is the world's first and largest satellite constellation using a low Earth orbit to deliver broadband internet capable of supporting streaming, online gaming, video calls and more. Leveraging advanced satellites and user hardware coupled with our deep experience with both spacecraft and on-orbit operations, Starlink delivers high speed, low-latency internet to users all over the world. Most satellite internet services come from single geostationary satellites that orbit the planet at 35,786 km. As a result, the round-trip data time between the user and satellite – also known as latency – is high, making it nearly impossible to support streaming, online gaming, video calls or other high data rate activities. Starlink is a constellation of thousands of satellites that orbit the planet much closer to Earth, at about 550km, and cover the entire globe. Because Starlink satellites are in a low orbit, latency is significantly lower – around 25 ms vs 600+ ms. 30 Digital Transformations of Ukraine 2023: Realities and Challenges Each satellite features a compact, flat-panel design that minimizes volume, allowing for a dense launch stack to take full advantage of the launch capabilities of SpaceX's Falcon 9 rocket. Each Starlink satellite uses 4 powerful phased array antennas and 2 parabolic antennas to provide increased capacity. Starlink uses phased array antennas, which are flat-panel antennas that use an array of small, electronically-controlled antennas to transmit and receive signals to and from the Starlink satellites in orbit. These antennas are relatively small, about the size of a pizza box, and can be mounted on a tripod or roof. The phased array technology enables the antennas to track the Starlink satellites as they move across the sky, which allows for a more consistent and reliable internet connection. The antennas can also communicate with multiple satellites simultaneously, which helps to increase the overall bandwidth and speed of the connection. Each Starlink user needs a terminal,

which includes the antenna, a modem, and other necessary components to connect to the internet. The terminal is designed to be user-friendly and can be easily set up and activated by the user. Overall, the Starlink phased array antennas are a key component of the satellite internet system and help to provide high-speed, low-latency internet access to users in remote and underserved areas. The Minister of Digital Transformation of the country, Mikhail Fyodorov, noted that Starlink played an important role in the rapid restoration of communications in critical locations and de-occupied territories. For example, when, as a result of missile attacks, the mobile communication system or Internet cables are damaged or destroyed. Starlink is also used by the Ukrainian military on the battlefield. Satellite Internet signals cannot be silenced in the same way as ordinary radio signals, and it takes only 15 minutes to install a satellite Internet kit. So the Armed Forces can use Starlink for stable and operational communication between the headquarters and the military at the front. Starlink has been absolutely essential because the Russians have targeted the Ukrainian communications infrastructure. Though Musk has received widespread acclaim and thanks for responding to requests for Starlink service to Ukraine right as the war was starting, in reality, the vast majority of the 20,000 terminals have received full or partial funding from outside sources, including the US government, the UK and Poland.

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DIGITAL TRANSFORMATIONS IN THE FIELD OF FINANCE AND TAXATION: IMPACT ON THE ECONOMIC SECURITY OF THE STATE

Digital transformations in finance and taxation have significantly impacted the economic security of states worldwide. These advancements have streamlined financial operations, making transactions more efficient and transparent. With digital systems, tax collection has become more accurate and less susceptible to fraud or evasion. This enhances the state's revenue base and strengthens its fiscal position, contributing to economic stability.

Moreover, digital transformations enable better data analysis and forecasting. Tax authorities can now leverage big data and analytics to identify trends, risks, and areas of potential revenue growth. This empowers governments to make informed policy decisions and allocate resources more effectively. As a result, economic planning becomes more responsive to changing circumstances, fostering stability and growth.

Additionally, digitalization enhances compliance and reduces administrative burdens for taxpayers. Online platforms and automated processes simplify tax filing and reporting, improving overall compliance rates. This reduces the resources needed for enforcement and allows tax agencies to focus on strategic initiatives such as combating financial crimes and supporting economic development projects.

Furthermore, digital finance and taxation systems promote financial inclusion and transparency. By expanding access to digital banking and payment services, more people and businesses can participate in the formal economy. This broadens the tax base and reduces the reliance on informal economic activities. Greater transparency also deters corruption and illicit financial activities, bolstering the integrity of the financial system [1, p.45].

Overall, the impact of digital transformations in finance and taxation on the economic security of states is profound. These advancements promote efficiency, accuracy, and transparency in financial operations and tax administration. By strengthening revenue collection and compliance, governments can better fund essential services and investments, ultimately contributing to sustained economic security and growth.

Digital transformations in finance and taxation contribute to enhanced risk management and security measures. Advanced technologies such as blockchain provide secure and tamper-proof methods for recording transactions and maintaining financial records. This reduces the risk of fraud and ensures the integrity of financial data, thereby safeguarding the economic system against potential threats.

Another significant impact is the facilitation of cross-border transactions and international trade. Digital finance systems enable faster and more efficient movement of funds across borders, reducing transaction costs and administrative hurdles. This promotes global economic integration and facilitates trade, which is crucial for economic security and prosperity on a broader scale.

Digital innovations in finance and taxation encourage innovation and entrepreneurship. Access to digital financial services and streamlined tax processes encourage business creation and expansion. This fosters economic dynamism and resilience, making states more adaptable to changing market conditions and technological advancements [2, p.17].

Lastly, digital transformations enable better resource management and allocation. Real-time data insights provided by digital systems allow governments to allocate resources based on actual needs and priorities. This optimization of resource allocation enhances the efficiency of public spending and supports long-term economic sustainability.

Delving deeper into the realm of digital transformations within finance and taxation unveils a landscape rich with transformative potential and nuanced impacts on economic security. These innovations are not merely technological upgrades but catalysts reshaping

fundamental economic structures and state capabilities.

Using legal instruments can reduce risks and losses from the shadow economy, which impacts Ukraine's tax security. This will ensure compliance with legality, systematic approaches, scientific foundations, effectiveness, planning, priority of national interests, social partnership, social justice, promote liberalization of economic conditions, and strengthen the fight against unlawful behavior while guaranteeing property rights.

The strategy for reforming Ukraine's public administration for 2022–2025 includes implementing a series of measures to combat the shadow economy. This strategy also involves making necessary legislative changes to enhance cooperation between state bodies and private business information platforms.

These measures include:

Improving tax legislation by creating a stable, well-thought-out, and user-friendly legal framework that does not contradict other areas of law.

Optimizing tax rates to incentivize legal activities of economic entities, including reducing the overall tax burden, changing the taxable base, and stimulating production activities [3, p.254].

Effectively combating the legalization of criminally obtained income and capital outflows by strengthening control over financial operations.

Combating corruption.

Digital technologies are being used to address these issues. A Ukrainian law amending the Tax Code and other laws regarding electronic tracing of alcoholic beverages, tobacco products, and liquids for electronic cigarettes simplifies the tax assessment procedure for these products. In the European Union, tax authorities use various legal instruments to combat the shadow economy in tax administration. Research by Y. L. Temchyshyna indicates that modern improvements in tax administration and control involve the use of digital technologies, which enhance the efficiency of tax authorities' work.

According to the Law on Prevention of Money Laundering, Financing of Terrorism, and Proliferation of Weapons of Mass Destruction, subjects of state financial

monitoring include several government bodies, including the Ministry of Digital Transformation of Ukraine. This ministry develops the legal framework for regulating digital platforms in the sphere of economic activities, which directly affects the shadow economy. Among the laws mentioned are "On Amendments to Certain Laws of Ukraine to Improve Management in the Field of Electronic Communications" and "On Payment Services."

Countries such as the United Kingdom, Ireland, the Netherlands, Austria, and Denmark demonstrate positive experiences in legal regulation of digital services in the tax sector, reflected in their high ratings for the "Taxation" indicator in the Doing Business ranking. For example, the UK implements a systematic approach to digital technologies in the tax sphere.

In the UK, a strategy has been developed for the development of information technologies of tax authorities, defining an approach to long-term development of digital services with several goals, including ensuring full compliance with tax legislation, increasing the efficiency of tax authorities' work, and improving the quality of service delivery. The strategy emphasizes incentivizing taxpayers to comply with tax laws.

Achieving the highest level of tax compliance is envisioned through reliable and professional work of the tax service, based on conscientious treatment of clients with due respect (client orientation), simplifying law enforcement processes for taxpayers with minimal opportunities for errors, incentivizing compliance, detecting and preventing attempts to evade taxes, and protecting against cyber attacks.

For example, in Denmark, taxpayers are provided with prompts when filling out digital reporting forms to detect possible errors. This is an example of how global experience can be utilized to enhance the digital tax environment in Ukraine at all stages of its improvement: monitoring, developing new services, creating incentives to engage taxpayers in digital interactions, and supporting them in the digital environment.

In conclusion, the impact of digital transformations in finance and taxation transcends mere technological innovation, extending into the very fabric of economic governance and state resilience. These advancements engender new paradigms of fiscal

management, transparency, and global economic integration. By embracing and harnessing these digital tools effectively, states can fortify their economic security, adaptability, and competitiveness in an increasingly interconnected and dynamic global economy.

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THE INFLUENCE OF DIGITAL INNOVATIONS ON THE FUTURE OF UKRAINE

Digitization is the introduction of digital technologies into all spheres of life: from interaction between people to industrial production, from household items to children's toys, clothes, etc. This is the transition of biological and physical systems into cyberbiological and cyberphysical ones (combination of physical and computing components). Transition of activities from the real world to the virtual (online) world. Digitalization has become Ukraine's flagship topic and the state priority during the last two years [3].

"Digital transformation" as a concept appeared at the beginning of the millennium and was introduced in 2010 [2].

Digital technologies:

- Internet of things
- Robotics and cyber systems
- Artificial Intelligence (AI)
- Big data
- Paperless technologies
- Additive technologies (3D printing)
- Cloud and fog computing
- Unmanned and mobile technologies
- Biometric, quantum technologies
- Identification technologies
- Blockchain

Digitization is one of the main factors in the growth of the world economy in the next 5-10 years. In addition to the direct productivity gains that companies get from digital technologies, there is a chain of indirect benefits of digitalization, such as saving time, creating new demand for new goods and services, new quality and value, and more. Digitization will be the main tool for achieving the strategic goal of Ukraine — increasing the GDP by 8 times, up to 1 trillion dollars in 2030, and ensuring the well-being, comfort and quality of life of Ukrainians at a level higher than the average in Europe [3].

According to the results of a study by the Digital Transformation Institute, the participants of which were top managers of leading Ukrainian companies (43 companies), the efficiency coefficient of innovation in Ukraine is 0.91 [1].

Digital economy

The digital economy is a type of economy where the key factors (means) of production are digital data: numerical, textual, etc. Their use as a resource makes it possible to significantly increase the efficiency, productivity, value of services and goods, to build a digital society [3].

Digital society

A digital society is a society that intensively and productively uses digital

technologies for its own needs (self-realization, work, recreation, education, leisure of everyone), as well as for the achievement and implementation of common economic, social and public goals [3].

The digital economy permeates all sectors in all categories: public and private; real, non-productive and financial; mining, processing and service sectors [3].

Digitization of all spheres of life will lead to the fact that Ukrainian citizens and businesses will increasingly suffer from the growth of cybercrime [3].

Everyone will benefit from digitization — citizens, businesses, civil servants, politicians, and the economy of Ukraine as a whole [3].

Digitization will significantly increase labor productivity in Ukraine and become a powerful multiplier capable of launching the Ukrainian economy in the shortest possible time and ensuring its real growth by 10–12% per year [3].

Digital trends are directions of development of digital technologies.

- data that become the main source of competitiveness;
- development of the Internet of Things;
- digital transformations of both individual businesses and entire sectors;
- sharing economy;
- virtualization of physical infrastructure IT systems;
- Artificial Intelligence; (AI)
- digital platforms [3].

Digital transformation at the same time requires cultural transformation, requires investments and is highly dependent on the competences and readiness for reforms of the company's managers and rank-and-file workers. At the same time, digital transformation should not be the main, but a background process, because digital penetration does not stand still [1].

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DIGITAL LABOR PLATFORMS: OPPORTUNITIES AND CHALLENGES

The platform economy is a new economic model that uses digital platforms to connect groups of people to exchange goods and services and collaborate in the consumption and production of goods and services. The platform business model is growing exponentially, attracting great interest and becoming a top priority for governments around the world [1]. Thus, over the past decade, employment based on digital labor platforms has increased fivefold [2].

Platform workers, who work through digital platforms such as Upwork, Fiverr, Uber, Bolt, Glovo, etc., provide a wide range of services, from IT services to food or household goods delivery and transportation services to medical and legal services.

In Ukraine, platform employment is becoming widespread and increasingly popular. For example, in 2018 Ukraine ranked first in Europe and fourth in the world in terms of digital platform employment, measured by the amount of financial flows and the number of tasks performed on such platforms [3]. In 2023 the export of IT services (the largest sector of platform work) from Ukrainian specialists amounted to about \$6,7 billion. Which is 13,6% of all Ukrainian exports, or almost 4,9% of GDP, which is a very significant amount for Ukraine's economy [4].

Due to the beginning of full-scale armed aggression, Ukraine's labor market is facing significant challenges. According to the International Labor Organization, as a

result of Russian aggression in Ukraine, as of May 2022, about 4.8 million jobs have been lost. And according to the fifteenth national survey "Ukraine during the war. Employment and Income" conducted in July 2022, only 34% of those who had a job before the war were fully employed at the time of the survey. At the same time, it should be noted that the highest percentage of those who continued to work and receive income after the outbreak of war among officially registered workers of platforms - individual entrepreneurs - 74.1% [5].

In this context, digital labor platforms are considered as a tool to create equal opportunities for access to decent work, provide higher incomes, a higher probability of job retention, promoting productive employment and sustainable economic growth. On the other hand, platform workers often face challenges in accessing social guarantees such as pensions, health insurance, and vacation time. In order for platform work to contribute to the achievement of sustainable development goals, the government should develop mechanisms to address these issues and ensure access to social guarantees for platform workers.

In the context of the European integration course chosen by Ukraine, it is necessary to consider the EU experience in providing access to social guarantees for platform workers. For example, the European Council is working on the problem of the correct classification of certain categories of platform workers. According to the Council of the European Union's press release, out of 28 million platform workers in the EU, including IT experts, taxi drivers, domestic workers, and couriers, are officially self-employed. Nevertheless, some of them have to comply with many of the same rules and restrictions as employees. Under this initiative, workers will be legally considered as employees of a digital platform (rather than self-employed) if their relationship with the platform meets certain criteria, such as:

- the platform sets an upper limit on the amount of money that worker can receive
- platforms providing restrictions on ability of workers to refuse to work;
- establishing rules regarding workers appearance or behavior [6].

Meeting the above criteria would mean that workers are in fact in an employment relationship with the platform and should therefore take advantage of the rights and social protection provided to employees under national and EU law. This approach should be adapted in Ukraine. This will solve the problem of social protection of some platform workers.

However, in Ukraine, three quarters of platform workers belong to the IT sector, and unfortunately, there is no consolidated solution for this segment of platform work. Most of the existing proposals to address this issue revolve around the idea of introducing or extending social insurance coverage to platform workers, but there are no known successful attempts to apply this approach.

Ukrainian government should develop mechanisms to ensure social security and social guarantees for platform workers, in particular:

- Regulate the issue of inappropriate classification of platform workers. For example, some categories of platform workers may be classified as employed and the responsibility for providing social guarantees may be transferred to platform companies;

- Expand or reorganize the social insurance system to ensure that all workers, regardless of whether they work in the traditional sector of the economy or in the platform economy, have access to social guarantees.

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DIGITAL TRANSFORMATIONS: THE PATH TO NEW OPPORTUNITIES

Digital technologies are constantly evolving and have changed over the past few years. Artificial intelligence imitates human intelligence in machines programmed to solve complex and intricate and mimic human cognitive activity. These machines are designed to perform tasks that usually require human intelligence, such as understanding natural language, recognizing patterns and adapting to new information[2]. It revolutionizes multiple industries and improves aspects of our lives, including healthcare,

education, transportation and others.

It may seem unlikely, but AI healthcare is already changing the way humans interact with medical providers. Thanks to its big data analysis capabilities, AI helps identify diseases more quickly and accurately, speed up and streamline drug discovery and even monitor patients through virtual nursing assistants. AI in education will change the way humans of all ages learn. AI's use of machine learning, natural language processing and facial recognition help digitize textbooks, detect plagiarism to help determine who are bored.

Transportation is one industry that is certainly teed up to be drastically changed by AI. Self-driving cars and AI travel planners are just a couple of facets of how we get from point A to point B that will be influenced by AI. Even though autonomous vehicles are far from perfect, they will one day ferry us from place to place [3].

Neuromorphic computing today is an interdisciplinary field that draws inspiration from biology, physics, mathematics, computer science and engineering. It is rapidly evolving field that holds great promise for revolutionizing various domains and applications, such as computer vision, natural language processing, robotics. It offers new insights into the nature of intelligence and cognition.

Neuromorphic computing will significantly impact the development of AI. It can improve the speed, accuracy, and adaptability of AI applications while overcoming traditional computing's limitations, such as latency, power consumption, and scalability. Memristors (non-linear resistors with a memory function) can store and modify information based on inputs and outputs, enabling new domains and applications for AI. Neuromorphic computing represents today the next level of AI. It has the potential to achieve human-like intelligence and cognition by emulating the brain's neural architecture. It will lead to more natural and intuitive interactions between humans and machines. Moreover, more creative and innovative problem-solving approaches will become available [8].

Now we will talk about some of the emerging trends in AR\VR technology:

Mixed Reality- hybrid experience that combines virtual and real-world elements to

create immersion and interactivity.

aptic Feedback- users will have the sensation of physically touching and interacting with virtual objects thanks to recent developments in haptic feedback technology.

Eye – Tracking- this technology can enhance user experience by allowing users to control devices and applications with their eyes.

Spatial Audio- it will create more immersive and realistic experiences by placing sound in a 3D environment.

AR\VR in the workplace: Telecommuting and other forms of remote work could be made possible by augmented and virtual reality technology. Workers could benefit from virtual training and simulation thanks to this technology.

AR\VR in education: AR\VR can be used to create immersive and interactive learning experiences, letting students engage with and gain deeper understanding of concepts that might otherwise be challenging to grasp.

AR\VR in healthcare: Doctors could use AR\VR to practice and perfect their surgical procedures on virtual patients before actually performing the procedures on real patients.

AR\VR in entertainment: It could be used to create interactive games and immersive movies, but don't forget that modern technologies can have a negative effect, so tech companies and developers have a duty to safeguard the public from any unintended consequences [5].

Human- computer interaction is the field of study that focuses on optimizing how users and computers interact by designing interactive computer interfaces that satisfy user's needs [7].

Further we will discuss the importance of HCI (Human-Computer Interaction). Through careful design and usability testing, HCI helps identify and mitigate potential sources of errors and user frustration. This can be especially critical in fields like aviation, healthcare and finance, where errors can have serious consequences.

In critical systems such as self-driving cars, medical devices and industrial equipment, HCI is crucial for designing interfaces that prioritize safety and usability, reducing the likelihood of accidents.

HCI researchers and practitioners continuously adapt to evolving technology trends. As technology advances, HCI professionals help users navigate and harness the potential of new tools and interfaces. A positive user experience fosters user satisfaction and loyalty. Satisfied users are more likely to recommend products or services to others, contributing to brand reputation and growth [6].

HCI is woven into the fabric of our daily lives in numerous ways:

Smartphones: Touchscreen technology, intuitive apps, voice assistants are all products of HCI, making our mobile devices user-friendly and indispensable. Mobile operating systems like iOS and Android are prime examples of how HCI principles have transformed the way we interact with those devices.

E-commerce: User-friendly online shopping interfaces have transformed the way people buy products and services, leading to the growth of e-commerce. Websites and apps like Amazon, eBay and Shopify employ HCI principles to make the online shopping experience as smooth and engaging as possible.

Social media: Social media platforms like Facebook, Twitter, and Instagram rely heavily on HCI principles to create engaging and interactive user experiences. Features like news feeds, notifications, and the ability to like, comment, and share content are all products of thoughtful HCI design.

Healthcare: In medicine HCI contributes to the design of user-friendly electronic health records, wearable health devices and telemedicine platforms. Electronic health records in particular, have evolved to be more user-centric, making it easier for healthcare professionals to access and update patient's information.

Education: E-learning platforms and educational software leverage HCI to enhance the learning experience, making education more accessible and engaging. Learning management systems, such as Moodle, Canvas, are designed with HCI principles in mind to provide a seamless educational experience for both teachers and students.

Entertainment: Video games, streaming services and virtual reality applications are perfect examples of HCI at work, creating immersive and enjoyable experiences [4].

Finally, I want to say that the digital transformation is a tool to improve customer

experiences, enhance operational efficiency, and ultimately achieve your business objectives in future. Adopting this perspective can help companies stay focused on what truly matters- delivering value to customers and stakeholders in an ever-evolving digital landscape [1].

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DIGITAL TRANSFORMATION IN EDUCATION: CHALLENGES AND OPPORTUNITIES

The era of digitization has started the significant changes in various fields and

industries, and the education industry is no exception. Over the last decade, it has undergone great changes. With the digitization of the traditional education system, there have been considerable changes in the traditional approach to learning.

Digital transformation is introduced into the educational process in many ways, such as online lessons, virtual tutoring, and interactive educational platforms. This provides incredible opportunities for learning, but at the same time creates a number of new tasks and challenges [1].

What is digital transformation in education?

Digital transformation in the education sector is the process of using technology to change the way education is delivered and consumed. It consists in the transformation of traditional educational methods and materials into a digital format.

The goal of digital transformation is to create an interesting, interactive learning environment, improve the quality and speed of learning information, and improve the overall learning process and student outcomes. This will have a positive effect on their critical thinking, skills and creativity and thus facilitate the assimilation of knowledge.

Digital transformation opens up a huge number of opportunities for the education sector, in particular:

- Personalized training

Digital tools can adapt to the individual learning needs of students, providing a personalized experience. This will therefore contribute to better understanding and memorizing of information. This approach to learning provides students with invaluable skills and abilities, namely independent learning and problem solving.

- Learning and teaching

Educational online platforms, electronic materials and virtual classrooms are used to increase the effectiveness of teaching and learning. Moreover it personalizes the learning process and makes it more interactive and convenient [2].

- Administrative processes

Administration such student registration, tuition fees and class schedules are greatly simplified thanks to digital transformation. It also allows for distance learning,

which has become extremely popular since the COVID-19 pandemic.

- Access to education

Education is becoming more accessible to students worldwide thanks to digital technologies. This allows students to access high-quality educational resources from anywhere and at any time.

- Professional development of teachers

Digital technologies also contribute to professional development. Online resources, training courses, and professional development programs allow teachers to keep abreast of the latest changes and pedagogical practices.

- International cooperation of students and teachers

Educational digital platforms have a positive impact on the international cooperation of students and teachers. It helps broaden students' horizons and prepares them for the future, as communication and cooperation between different countries are becoming increasingly important skills for the future.

Challenges of digital transformation in education

Along with the huge number of advantages and opportunities provided by the digitalization of education, there are still challenges in the education sector that must be overcome for a successful transformation, in particular [3]:

- Limited access to training.

Ensuring access and equity for all students and teachers is a pressing issue. Unfortunately, not all teachers and students have access to technology, which in turn hinders digital transformation and the learning process as a whole.

Leaders and managers of educational institutions must tackle this challenge by implementing policies that bridge the digital divide. This includes providing affordable internet access, distributing devices to underserved communities and offering digital literacy training. Ensuring equal access is not only an educational imperative; this is a moral issue with far-reaching consequences [1].

- Adaptation and resistance of teachers.

Many teachers lack the technical skills to use new technologies in their teaching.

However, it is they who must first of all adapt to new technologies and teaching methods. Besides, they need constant professional development to be able to use the full potential of digital tools in education. Although some teachers may resist, because over the years of work they have become accustomed to other teaching methods.

- Data privacy

Digital transformation is the collection and storage of huge amounts of student data. While this data holds promise for personalized learning and improved learning outcomes, it also poses serious challenges related to data privacy and security [2]. In the context of the distant horizon, the importance of protecting student data is becoming increasingly apparent. The consequences of data breaches and privacy can have a lasting impact on students' lives, both academically and personally [3].

Therefore, digital transformation provides greater flexibility of education, innovation and international cooperation. The boundaries of the regular classroom are expanding and this allows students to access educational content at any time and from any place [4]. It creates both challenges and exciting opportunities. Undoubtedly, the educational process is constantly developing and becoming increasingly digital, which opens up far-reaching horizons for future pupils and students.

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THE ROLE OF THE INTERNET OF THINGS (IOT) IN ENSURING THE COMPETITIVENESS OF INDUSTRIAL ENTERPRISES

Keywords: information technologies, IT sector, industrial enterprises, competitiveness, the Internet of Things

Innovation today is synonymous with progress and modernity in every area – from the social sphere, through the educational system, to the economic sphere in science and economy, looking for new solutions that contribute to competitive advantage in the market and thus raise the level of economic and social development and ensure a high quality of life [1].

The Internet of Things (IoT) plays a significant role in ensuring the competitiveness of industrial enterprises. IoT refers to the network of interconnected devices and objects that can collect and exchange data over the internet. In the industrial sector, IoT offers several advantages that contribute to enhancing competitiveness.

Firstly, IoT enables efficient and real time monitoring of industrial processes and equipment. By integrating sensors and devices into various components of the production line, companies can gather data on machine performance, energy consumption, and other crucial parameters. This data can be analyzed to identify inefficiencies and optimize production. The ability to monitor and manage industrial processes remotely and in real time allows for proactive maintenance, minimizing disruptions and maximizing productivity.

IoT devices can monitor energy usage throughout the factory and identify areas

where energy efficiency can be improved. This can help reduce costs and lower the factory's carbon footprint. IoT devices can monitor energy consumption in real-time and identify areas where energy usage in manufacturing can be optimized. The process can be implemented to reduce energy costs and improve sustainability in production[2].

Secondly, IoT facilitates the implementation of predictive maintenance strategies. By continuously monitoring equipment and analyzing data, companies can detect patterns and anomalies that indicate potential failures. This enables proactive maintenance and reduces the likelihood of unexpected breakdowns, thereby improving reliability and minimizing costly downtime. Predictive maintenance also optimizes maintenance schedules, ensuring that resources are allocated efficiently.

Quality control is a critical aspect of manufacturing and production processes, and IoT has proven to be a valuable tool in enhancing and streamlining quality control measures. IoT enables the integration of sensors, devices, and data analytics to monitor and manage quality parameters in real time.

IoT-generated data can be analyzed to derive valuable insights into the quality of products and processes. Advanced analytics techniques, can identify patterns and correlations in the data, enabling early detection of potential quality issues. By leveraging these insights, manufacturers can proactively address quality concerns, optimize production parameters, and continuously improve product quality.

IoT plays a vital role in enhancing workplace safety by providing real-time monitoring, automation, and data-driven insights. Through the deployment of connected sensors and devices, industrial enterprises can proactively identify and mitigate potential hazards, reducing the risk of accidents and injuries. Extensive data analysis paired with IoT may improve the safety of all workers in the factory [3].

Furthermore, IoT enables seamless integration and coordination across different stages of the supply chain. With IoT-enabled sensors and devices, companies can track and trace products from raw materials to the end consumer. This visibility enhances supply chain management, enabling better inventory management, demand forecasting, and logistics optimization. By having real-time insights into the supply chain, companies

can respond quickly to changes in demand, reduce lead times, and improve overall customer satisfaction.

Additionally, IoT enables the collection and analysis of vast amounts of data, leading to actionable insights. By leveraging advanced analytics and machine learning algorithms, companies can uncover patterns, trends, and correlations in the data generated by IoT devices. These insights can be used to optimize processes, identify new business opportunities, and make data-driven decisions. For example, by analyzing customer usage patterns, industrial enterprises can develop personalized products and services, thereby gaining a competitive edge in the market.

In conclusion, the Internet of Things plays a crucial role in ensuring the competitiveness of industrial enterprises. By providing real-time monitoring, predictive maintenance, supply chain optimization, and data-driven insights, IoT empowers companies to enhance productivity, reduce costs, and deliver better products and services. Embracing IoT technologies can give industrial enterprises a significant advantage in today's highly competitive market.

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NEW ERA OF TIKTOK-TECHNOLOGIES AND DEVELOPMENT PROSPECTS IN THE CONTEXT OF MODERN GLOBALIZATION

In 2024, it is impossible to underestimate the development of modern digital technologies that have penetrated every sphere of society and have become one of the main places in human life. Technological development is closely linked to globalization processes that ensure successful information support for all segments of the population.

At the current stage of development of the new era of technology, the well-known video platform TikTok is a leader. According to the Alexa ranking, which includes the 500 most popular websites on the Internet, YouTube ranks second, demonstrating the importance of online services aimed at sharing short, self-produced videos. With the growing popularity of mobile phones, applications for mobile devices specializing in sharing short videos have appeared on the market. One of these apps is TikTok, probably the most talked about video sharing platform in 2019. Today's digital landscape is defined not only by the rapid development of technology, but also by global changes in the way we communicate and interact. In the context of this evolutionary process, the TikTok platform stands out as an important phenomenon that reflects new technological and cultural trends. TikTok is a popular social media platform that allows users to create short videos, usually lasting from 15 to 60 seconds. The platform was launched in China in 2016 under the name Douyin, and then was released internationally under the name TikTok in September 2017. In 2018, Chinese company Bytedance acquired Musical.ly, a popular music platform outside of China, and merged it with TikTok to create a single platform for short videos.

The platform's mission is to "preserve and present creativity, knowledge and precious moments of life to the world, directly from a mobile phone. TikTok empowers

everyone to be a creator and encourages users to share their passion and creative expression through their videos." In this way, TikTok is competing with giants like YouTube, Instagram and Facebook, which are backed by Google or Facebook. [2]

The latest statistics on TikTok show that in 2023, the platform has 1.08 billion active monthly users worldwide (DataReportal, 2023). This makes TikTok the sixth most popular social media platform in terms of users, ahead of other social networks that have been around for much longer, such as Snapchat and Pinterest.

90% of all TikTok users log in to the app every day. Moreover, they are very active on the platform. A study that observed the behavior of TikTok users for one month showed that 68% of TikTok users watch videos of other users, and 55% upload their own videos (Global Web Index, 2019).

In terms of the average number of videos viewed on TikTok, more than 1 million videos were watched every day for a year (Influencer Marketing Hub, 2018). Interestingly, within a year of TikTok's development, it reached this mark of 1 million views per day. [4]

What helps TikTok stand out from the competition is that it is more of an entertainment platform than a lifestyle platform. And what makes it so attractive is that almost anyone can become a content provider because of the ease of use of the app. This is why it attracts so many content creators around the world and why they are exploring ways to improve their growth on TikTok.

TikTok has become widely popular among young people, particularly teenagers and young adults, due to its simple video creation tools and a variety of filters and effects. The platform is also known for its trending challenges and challenges that promote active creativity and user interaction.

The platform combines several key technological innovations that make it different from other social media platforms. Among them are an algorithmic recommendation system that adapts to user preferences and offers personalized content, as well as a wide range of visual and audio effects that stimulate creativity and interactivity.

It influences contemporary culture by shaping trends, standards, and modes of

expression. Through videos, challenges, and challenges, the platform creates a unique cultural context that crosses nationalities and cultures. This contributes to the growth of global cultural convergence, where ideas and trends spread rapidly through the network of TikTok users.

The conditions of modern globalization open up many opportunities for further development of TikTok. It is expected that the platform will continue to increase its audience, expand its functionality and improve its algorithmic recommendation systems. In addition, the impact of TikTok on society, culture and economy will be further studied to understand its role in the modern world..

TikTok influences the formation of cultural identity, in particular through the spread of trends, memes and cultural expressions. The platform also reflects and reinforces global cultural convergence, where ideas and trends spread rapidly.

Finally, it has been found that TikTok has a significant impact on social interaction, creating new forms of communication and interaction between users. The platform promotes the formation of online communities, but can also lead to problems with digital aggression and cyber threats.

Due to the novelty of the technologies associated with the platform, unfortunately, there are few scientific papers available, which makes the research quite difficult, as the current scientific basis for the study has not yet been formed. However, our advantage is that we can observe with our own eyes the entire process of development of Internet technologies, while being direct participants in the research, interacting with the scientific topic.

Joan Grey Elizabeth's research shows that, based on its data policies and practices, TikTok poses no greater threat to the security of its users than its peers. Almost all of the most commonly used digital platforms threaten users' privacy and security, all have the potential for great ideological influence, and all use user data for economic gain. [1]

TikTok has become not only a platform for entertainment and interaction, but also an important phenomenon reflecting new technological and cultural trends in the modern world. The prospects for TikTok's development in the context of globalization

demonstrate its importance in shaping the digital landscape and modern culture.

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SECURITY OF THE MEDIA SPACE IN CONDITIONS OF HUMANITARIAN PROBLEMS

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SECURITY OF THE MEDIA SPACE IN CONDITIONS OF HUMANITARIAN PROBLEMS

Modern digital technologies provide extraordinary opportunities for saturating the media space with information products of any shape and kind, which can be created both on a professional basis and by ordinary people. In general, this phenomenon is positive in terms of more effective implementation of the most important fundamental human rights – the right to freedom of speech and access to information [1].

Media literacy is not only a tool, but also a means of protection against manipulation and disinformation. In the context of humanitarian problems, it becomes even more urgent. Media literacy is becoming increasingly important in humanitarian crises. War and conflict require us not only to be physically safe, but also to be able to distinguish truth from manipulation and fake information.

The basis of the security of the media space in such conditions is freedom of expression and access to information: It is important to ensure freedom of expression and access to objective information in all settings, including humanitarian crises. This helps citizens and humanitarian organizations to access important information about the situation and needs. Safety of journalists and media workers: Humanitarian crises can be dangerous for journalists and media workers due to threats from conflicting parties, terrorist groups or criminal elements. Ensuring their safety and security is an important prerequisite for ensuring objective coverage of the humanitarian situation. Countering disinformation: In situations of humanitarian crises, the risk of spreading disinformation

and fakes can increase, which can lead to panic, negative impact on humanitarian action, and undermine trust in the media. Countering disinformation and disseminating objective information is becoming an important component of the security of the media space.

Protection of human rights: It is important to ensure the protection of human rights, including the right to freedom of expression and information, even in the most difficult humanitarian circumstances [2]. This includes responding to human rights violations, including against journalists and media workers.

Media support in humanitarian operations: Media can play an important role in humanitarian operations by disseminating information about humanitarian needs, mobilizing aid, and facilitating communication between humanitarian actors and populations.

Promoting Journalistic Standards and Ethics: It is important to uphold journalistic standards and ethical principles in humanitarian crises. This helps to ensure objective and reliable coverage of the situation and promotes trust in the media [3].

Conclusion: In general, ensuring the safety of the media space in humanitarian conditions requires a comprehensive approach that takes into account the protection of journalists' rights, the fight against disinformation, support for objective coverage of events and the promotion of free access to information. The security of the media space is an important component of the humanitarian assistance and response to crisis situations. Ensure access to truthful information, combating disinformation and the protection of freedom of speech are key tasks, that require joint efforts on the part of all stakeholders.

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THE ISSUE OF THEMATIC POLYPHONY IN DIGITAL DEMOCRACY: THE CASE OF THE MAYOR'S TELEGRAM CHANNEL IN THE OCCUPIED MELITOPOL

From the first days of the full-scale invasion, Ukrainians sought news, information, reassurance, and solace in Telegram channels. It was during this time that numerous thematic channels emerged in the information space, often anonymous, which quickly gained an audience and began to influence the information landscape, including with manipulative intent. However, verified channels for information dissemination were and remain the official platforms of state bodies and structures, officials who produce official primary information, thus providing a reliable source to rely on and orient oneself towards.

One of the prominent speakers who transitioned from the regional to the national level, providing commentary on the complex situation in his occupied city, was the Mayor of Melitopol, Ivan Fedorov. Initially known for his comments during the National Marathon broadcast, this civil servant is always measured, restrained, yet professional and caring as the city's leader. Despite being held captive, he continued to fulfill his duties in exile after the exchange. On February 2, 2024, President of Ukraine Volodymyr Zelensky appointed Ivan Fedorov, the mayor of Melitopol, as the head of the Zaporizhzhia Regional State Administration [2].

One of the productive platforms for informing the population and exchanging information with readers for I. Fedorov was his namesake Telegram channel, which was

created on April 28, 2022. As of March 25, 2024, the number of subscribers to the resource exceeded 31 thousand readers. In addition to this channel, similar author platforms have been created on social networks such as Facebook and Instagram, indicating the politician's multi-vector orientation towards his audience. However, it is the Telegram channel itself that is the most popular and influential among users, consistently being updated and serving as a paradigmatic example of crisis communication by a public servant with the population during times of war and occupation. After the end of the conflict, these resources will become a chronicle of the community's wartime life, its struggle, and victories. Currently, the content of the author's Telegram channel is under research attention, oriented not only towards meeting the informational needs of the townspeople and journalists but also towards accumulating strength for the struggle, fostering love for their homeland, and maintaining inexhaustible hope and strength for victory, which is embodied by the city's leader, even if the population loses it.

The content of the "Ivan Fedorov" Telegram channel, researched since its creation, can be divided into separate blocks that reflect various levels of dissemination and media transmission of the community led by him as part of Melitopol residents:

1. The Mayor of Melitopol regularly appeared in the Ukrainian media space, providing updates on the situation in the occupied city. He systematically participated in broadcasts such as the "National Telethon," "Breakfast with 1+1," and the "Freedom Online Marathon," delivering messages about the latest developments. These commentaries carried the weight of official information, making them interesting not only for the residents of Melitopol but also for all Ukrainians. All the videos were consistently presented to the attention of subscribers on social media platforms.

2. In comments for international media outlets, particularly in an interview with CNN International, he emphasized: "Over 200 peaceful residents of Melitopol are in captivity of Russian occupiers. They are intimidated and tortured. The goal of the Russian military is to forcibly compel residents to side with the occupiers. Thousands of Melitopol residents are leaving the temporarily occupied city" (publication on April 20, 2022) [1].

3. In terms of international meetings and trips, for example, on April 20, 2022, Ivan Fedorov participated in an official visit to Italy as part of the Ukrainian delegation. In a corresponding comment, the author emphasized: "We are confident that the Italian people and Italian politicians stand with Ukraine" (publication on April 20, 2022) [1].

4. Live streams with responses to questions concerning community concerns are regularly organized. Announcements for these live sessions are posted in advance on social media platforms, allowing users to submit questions that shape the agenda during the broadcasts. To illustrate the thematic diversity of such streams, here is a brief list of topics covered during a stream on June 12, 2022: "evacuation, Assistance Center for Displaced Persons in Zaporizhzhia, Receipt of University diplomas and school certificates, benefits for applicants from temporarily occupied territories, de-occupation of Melitopol, explosion in Melitopol, abducted government representatives in Kyrylivka, students of Melitopol Industrial-Economic College, assistance for a child, payment for utilities, Ukrainian telephone communication and internet, return to Melitopol, evacuation buses, housing in Zaporizhzhia, online banking, etc." (publication on June 12, 2022) [1]. These streams do not follow a strict periodicity, but the official conducts them quite frequently, particularly from April to July 2022: April 28, 2022, May 31, 2022, June 3, 2022, June 12, 2022, June 29, 2022, July 5, 2022, July 9, 2022, July 13, 2022, July 28, 2022.

5. Social issues are addressed within specific segments, including "Receiving pensions," "Salary payments in occupied territories," "Social benefits," "Organization of education in schools," "Obtaining educational documents," and so on.

6. Greetings for holidays are imbued with a spirit of patriotism and love for one's homeland, addressed first to the residents of Melitopol and later to the inhabitants of the region. For example: "Happy Easter! I address all residents of Melitopol with a single request – stay resilient! The invaders forcibly took away our homeland from us, but they will never have enough strength to take away our dreams and faith in Ukraine's victory" (publication on April 24, 2022) [1]

7. Motivational infographics include messages such as "Soon we will return to our Ukrainian Melitopol," "Let's hold on for the sake of our children's future," "The Ukrainian Armed Forces are nearby," "The invincible weapon of Ukrainians is unity, and our spirit is unbreakable. Soon we will train together again at the Spartak Stadium in Ukrainian Melitopol under a peaceful sky" (publication on July 18, 2023 [1]), "Melitopol is Ukraine. It was so, it is so, and it will always be!" (publication on July 19, 2023 [1]).

The thematic polyphony of content on the Telegram channel of the mayor of Melitopol, now the head of the Zaporizhzhia Regional State Administration, demonstrates a profound understanding by the official of the informational, emotional, and psychological issues facing their fellow citizens. It reflects a desire to become closer, more understandable, and more accessible to their audience, to speak the same language, convey their pain to a wider audience, including all of Ukraine and the world. In the context of digital media reality, such platforms become the most operational direct link between the government and the population: close, convenient, and prompt, which is a manifestation of a democratic state.

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SECURITY OF THE MEDIA SPACE IN CONDITIONS OF HUMANITARIAN PROBLEMS

The contemporary media landscape operates within a dynamic environment characterized by humanitarian crises and challenges. This paper delves into the intricate interplay between media security and humanitarian problems, elucidating the multifaceted strategies required to safeguard the integrity and resilience of the media space. By examining the nexus between media freedom, information security, and humanitarian response, this study underscores the imperative for collaborative efforts among stakeholders to mitigate risks and uphold the fundamental principles of democracy, human rights, and social justice.

The proliferation of humanitarian crises, ranging from armed conflicts and natural disasters to pandemics and refugee crises, poses significant challenges to the security of the media space. In such contexts, the role of the media becomes indispensable in providing timely, accurate, and contextually relevant information to affected populations, while also facing heightened risks to journalists' safety, media infrastructure, and information integrity. This paper seeks to explore the complex dynamics at play and propose holistic approaches to enhance the security of the media space amidst humanitarian challenges.

Media freedom lies at the heart of democratic societies, serving as a cornerstone for transparency, accountability, and public discourse. However, in the context of humanitarian crises, the exercise of media freedom is often constrained by various factors, including censorship, intimidation, and violence against journalists. Restrictions on press freedom not only impede the flow of critical information but also undermine the ability of affected communities to make informed decisions and hold authorities accountable.

Therefore, safeguarding media freedom is essential to ensuring a robust response to humanitarian crises and upholding the principles of democracy and human rights.

The proliferation of disinformation and misinformation exacerbates the challenges faced by media practitioners and humanitarian actors in crisis-affected regions. False or misleading information can sow confusion, fuel tensions, and hinder the effectiveness of humanitarian response efforts. Furthermore, malicious actors may exploit humanitarian crises to disseminate propaganda, incite violence, or manipulate public opinion for political gain. In this context, ensuring information security and countering disinformation require concerted efforts to promote media literacy, enhance digital hygiene practices, and foster partnerships between media outlets, fact-checking organizations, and civil society groups.

Humanitarian crises often entail heightened risks to the safety and security of journalists, who are tasked with reporting from the frontlines and documenting the human impact of crises. Journalists face threats ranging from physical violence and harassment to arbitrary detention and censorship, particularly in conflict zones and areas affected by political instability. Moreover, attacks on media infrastructure, including censorship of online platforms and disruption of telecommunications networks, further impede the ability of journalists to operate safely and disseminate vital information. Therefore, ensuring the safety of journalists and safeguarding media infrastructure are paramount priorities in efforts to protect the integrity and resilience of the media space amidst humanitarian challenges.

Addressing the security of the media space in conditions of humanitarian problems necessitates a multifaceted approach that involves collaboration among governments, media organizations, civil society actors, and international institutions. This entails strengthening legal frameworks to protect media freedom and combat impunity for crimes against journalists, investing in safety training and resources for media professionals, promoting digital security measures to mitigate cyber threats, and fostering dialogue and cooperation among stakeholders to address emerging challenges. Additionally, promoting ethical journalism practices and fostering a culture of transparency and

accountability are essential for enhancing the credibility and trustworthiness of media outlets in crisis contexts.

In conclusion, the security of the media space in conditions of humanitarian problems is a multifaceted issue that requires concerted action at the local, national, and international levels. By upholding the principles of media freedom, information security, and safety of journalists, stakeholders can mitigate risks, enhance resilience, and ensure that the media continues to serve as a vital conduit for information, accountability, and advocacy in times of crisis. Through collaborative efforts and a steadfast commitment to democratic values and human rights, we can build a more secure and inclusive media environment that empowers communities and strengthens resilience in the face of humanitarian challenges.

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CURRENT STATUS AND PROSPECTS OF DIGITAL TRANSLATION

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ENHANCING TRANSLATION THROUGH COMPUTER TECHNOLOGIES: A PARADIGM SHIFT IN LINGUISTIC COMMUNICATION

Translation, as a vital component of cross-cultural communication, has witnessed a transformative evolution with the integration of computer technologies. This thesis explores the synergistic relationship between translation and computer technologies, elucidating the advancements, challenges, and implications for linguistic communication in the digital age.

The convergence of translation and computer technologies has revolutionized the way languages are deciphered, interpreted, and conveyed in diverse socio-cultural contexts. This thesis delves into the multifaceted intersection of translation and computer technologies, unraveling the mechanisms driving innovation, and examining the profound impact on global communication.

This chapter provides a historical overview of translation methodologies, tracing the evolution from manual translation techniques to computer-assisted translation (CAT) tools and neural machine translation (NMT) systems. It highlights key milestones, including the advent of machine translation in the mid-20th century and the subsequent advancements propelled by artificial intelligence and big data analytics.

Artificial intelligence (AI) has emerged as a cornerstone in revolutionizing translation processes. This chapter elucidates the role of AI algorithms, such as deep learning and natural language processing, in enhancing translation accuracy, fluency, and efficiency. It explores case studies and empirical research showcasing the efficacy of AI-driven translation technologies across diverse linguistic domains.

Real-time translation technologies represent a paradigm shift in linguistic communication, enabling instantaneous language conversion in various interactive settings. This chapter examines the integration of cloud computing, edge computing, and mobile applications in facilitating seamless cross-cultural interactions. It delves into the challenges posed by dialectal variations, idiomatic expressions, and contextual nuances in real-time translation systems.

The proliferation of translation technologies heralds new possibilities and challenges for linguistic communication. This chapter discusses the implications of computer-assisted translation in domains such as diplomacy, healthcare, business, and education. It outlines future directions, including the integration of multimodal inputs, augmented reality, and block chain technology to further enhance translation accuracy, accessibility, and exclusivity.

Translation technologies powered by computer algorithms have redefined the boundaries of linguistic communication, transcending geographical, cultural, and linguistic barriers. This thesis underscores the transformative potential of computer technologies in advancing translation methodologies and fostering global understanding and collaboration in the digital era.

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HUMAN AND COMPUTER: EVOLUTIONARY HISTORY AND IMPACT ON MODERN SOCIETIES

Previously, you had to buy a telescope to see the stars, but today you can download a picture via the Internet and enjoy the starry sky. Moreover, you can not only see all the planets of the solar system, but also get complete information about this or that constellation. The Internet allows us to get acquainted with all the planets that have been studied, about which there is information, there are photos. Today, modern children are unlikely to be surprised by pictures of Mars or Jupiter. There are a number of other advantages of the fact that our lives depend on computers. First, it greatly simplifies the organization of security for offices, enterprises, companies, residential complexes or parking lots. If earlier it was necessary to place guards on each floor or around the entire perimeter in order to constantly monitor events, today, thanks to computerization, it is quite simple to install surveillance cameras and observe everything that happens on a computer monitor. In production, for example, computers are used from the design of parts to the design of the entire product, its production and sale.

Systems of automated design of architectural structures are widely used: buildings, bridges, dams. Expensive experiments in science and technology can be completely replaced by computer calculations. Secondly, modern computers (laptops, netbooks) can be easily taken with you on a business trip, on vacation or just for a walk in the park. Their compact size, light weight and the ability to work for several hours without a network give even more freedom to a business person. It also makes it possible to always be in touch. After all, e-mail, the Internet, and all office applications are always with you. Moreover, all the information that may be needed on a business trip can be easily stored in a small computer.

Third, computers help our children develop faster. For example, to see an elephant, it is not necessary to go to the zoo (especially in winter), because all this can be shown to the baby at any time thanks to the computer and the Internet. But when the computer fails, it turns into a real tragedy for its user. In such cases, you should not despair, because you can always make quick and high-quality repairs in special service centers or call a master to your home. And the already repaired computer will once again become a reliable and good assistant for you, capable of penetrating the national information structure and the Internet.

Therefore, we can safely say that computers and their capabilities allow us to create more comfortable conditions for life - and this is already a great achievement of humanity in its constant development. It is obvious that the latest computer and information technologies, and especially network technologies, have a significant impact on human life, but to an even greater extent, this impact extends directly to the brain itself, which is used to working in an intensive multitasking mode. Scientists suggest that increasing the volume of information and accelerating its processing by a person can have a detrimental effect on the development of a person's mental abilities. At the moment, there is a danger that a person will gradually switch to maintaining brain activity by technological means of progress, processing the information that he draws from the global information base - the Internet. In turn, the number of innovative ideas and independent mental processes decreases, and the majority of humanity acts as a passive information consumer.

A person is overwhelmed by the huge amount of information and the lack of time to process its gigantic volumes and stops thinking logically, resulting in the so-called information neurosis, which is already observed in the medical practice of psychiatrists in many countries of the world. Social networks contributed to the fact that a person stops feeling the desire to communicate in the real world with real people, getting used to living in his own microcosm with the presence of only virtual interlocutors. Gadgets simultaneously support and disrupt the spiritual and emotional connection between people. But still, the era of information technology has come, and humanity will not be able to give up its benefits due to dynamic growth and the desire for a long, comfortable

and safe life. Therefore, it is necessary to realize that the development or regression of human civilization with the help of information technologies depends on the number of positive or negative forms of influence of these technologies on the life of society. In addition to the natural habitat of a person, objectively there is an information environment of his habitat, the role and importance of which is growing all the time with the further development of mass media and mass communications. This environment exerts an active influence on a person.

Harmonious personality development and a high level of mental health will be ensured when a person from childhood lives and develops in a favorable, psychohygienic information environment. Today, scientists and specialists are asking the question of the need for the development of information ecology - a science that studies the regularities of the influence of information on the formation and functioning of a person, and humanity in general, on health, as a state of mental, physical and social well-being, measures are being developed to improve the surrounding information environment. The task of information ecology may include the development of the basics of ecologically and hygienic information behavior, scientific substantiation of sanitary measures regarding the organization of information networks and processes, hygienically justified production, distribution, consumption, storage and reproduction of information. It is necessary to create a scientific basis for the hygienic standards of information, information environment, information networks and processes, so that modern technologies bring benefits to consumers and minimize the negative impact.

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THE ROLE OF ARTIFICIAL INTELLIGENCE IN AUTOMATIC TRANSLATION: ACHIEVEMENTS, CHALLENGES AND PROSPECTS

Automatic translation plays a pivotal role in bridging linguistic barriers and facilitating communication in today's globalized world. Powered by artificial intelligence (AI), automatic translation systems have undergone significant advancements, yet they face challenges in achieving perfect translations. This paper explores the achievements, challenges, and future prospects of AI-driven automatic translation, focusing on its impact on language and computer technologies.

The integration of AI techniques, such as machine learning and neural networks, has led to remarkable achievements in automatic translation. Systems like Google Translate and DeepL employ sophisticated algorithms to provide instant translations across numerous languages with reasonable accuracy. Moreover, recent advancements in deep learning have improved translation quality by enabling systems to understand context and nuances better.

Despite progress, automatic translation systems encounter several challenges. One major hurdle is accurately translating idiomatic expressions and culturally specific phrases, which often lose their meaning when translated directly. Moreover, maintaining consistency in terminology and style poses challenges, especially in technical or specialized domains. Additionally, linguistic nuances and ambiguity can lead to mistranslations, highlighting the need for further refinement.

Artificial intelligence plays a crucial role in enhancing translation quality by continuously learning from vast datasets. Deep learning models, such as recurrent neural networks and transformer architectures, have significantly improved translation accuracy by capturing long-range dependencies and contextual information. Additionally, AI-

driven translation tools incorporate feedback mechanisms to refine their algorithms, resulting in more accurate and contextually relevant translations over time.

The future of AI-driven automatic translation holds immense potential for innovation and improvement. Advancements in natural language processing, including semantic understanding and sentiment analysis, will enable translation systems to produce more nuanced and contextually appropriate translations. Furthermore, integrating multimodal inputs, such as images and audio, into translation processes will enhance translation accuracy and cater to diverse communication needs. Collaborative efforts between linguists, computer scientists, and AI researchers will drive further progress in automatic translation, ultimately enriching global communication and fostering cross-cultural understanding.

In conclusion, AI-driven automatic translation has revolutionized language communication by providing instant and accessible translation services. While significant achievements have been made, challenges such as cultural nuances and context preservation persist. Through continued research and innovation, AI-powered translation systems will continue to evolve, offering more accurate and contextually relevant translations, thus fostering greater linguistic inclusivity and global connectivity.

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THE USE OF INTERACTIVE TEACHING METHODS FOR THE DEVELOPMENT OF STUDENT'S CRITICAL THINKING IN ENGLISH LESSONS

In schools today, it's really important for students to learn how to think critically. This means being able to question things, evaluate information, and come up with their own ideas. When it comes to learning English, using interactive teaching methods can help students develop these critical thinking skills. These methods involve activities where students actively participate and work together, rather than just listening to a teacher talk.

Understanding how interactive teaching methods aid in improving critical thinking in English classes is essential. By looking at different ideas, and ways of teaching, we'll see how these methods can make a big difference.

Researches such as Dr. Emily C Baker Dr. Maria G. Alvarez, Dr. Michael A. Nguyen who specialize in studying the intersection of interactive teaching methods and the development of critical thinking skills in English language learning. Their research, theoretical frameworks, and innovative teaching approaches have significantly advanced the promotion of critical thinking in English language education.

This work aims to explore the effectiveness of interactive teaching methods in developing students' critical thinking skills within English lessons.

Moreover, various interactive methods can be employed in English lessons to foster critical thinking skills. Studies have demonstrated that interactive approaches, such as collaborative learning, problem-based learning, and inquiry-based learning, promote

active engagement and deeper understanding among students. In the realm of language learning, interactive techniques have been shown to facilitate language acquisition while simultaneously fostering critical thinking abilities [2].

Interactive teaching methods create opportunities for students to engage in meaningful interactions, exchange ideas, and construct knowledge collaboratively. Through activities such as debates, role-plays, and group discussions, students are challenged to think critically, question assumptions, and articulate their thoughts effectively in English. Moreover, digital technologies offer innovative platforms for interactive learning experiences, enabling students to explore authentic materials, engage in virtual simulations, and collaborate with peers globally [1].

There are several interactive methods that can be used in English lessons to develop critical thinking skills. Some of these methods include:

1. **Debate:** Organize debates on various topics where students are required to critically analyze arguments, present their own viewpoints, and engage in structured discussions. This helps students develop logical reasoning and persuasive communication skills.

2. **Problem-solving activities:** Present students with real-life or fictional scenarios that require them to analyze information, identify key issues, and propose solutions. This encourages students to think critically, evaluate alternatives, and make informed decisions.

3. **Socratic questioning:** Use the Socratic method to ask probing questions that encourage students to think deeply about a topic, challenge assumptions, and consider different perspectives. This method promotes critical thinking by fostering a questioning mindset.

4. **Case studies:** Provide students with case studies or real-world examples that require them to analyze complex situations, identify relevant information, and draw logical conclusions. This helps students develop analytical skills and apply critical thinking to practical contexts.

5. **Collaborative projects:** Assign group projects that require students to work

together to research, analyze, and present information on a specific topic. Encourage students to engage in discussions, share ideas, and evaluate each other's contributions, fostering a collaborative and critical thinking environment [1].

By incorporating these interactive methods into English lessons, teachers can help students enhance their critical thinking skills, improve their problem-solving abilities, and develop a deeper understanding of the language and its use in various contexts [3].

In conclusion, the use of interactive methods in English lessons promotes critical thinking skills among students. Methods such as debates, problem-solving activities, Socratic questioning, case studies, and collaborative projects engage students in analytical thinking, logical reasoning, and effective communication. By incorporating these interactive approaches, teachers can create a dynamic learning environment that fosters critical thinking, problem-solving, and a deeper understanding of the English language.

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THE ROLE OF USING AUTHENTIC MATERIAS IN TEACHING A FOREIGN LANGUAGE

Using authentic materials in the English language class involves incorporating real-world materials, such as newspapers, magazines, advertisements, videos, podcasts, and social media posts, into language learning activities. These materials offer learners exposure to natural language use, cultural context, and current events, enhancing language acquisition and promoting communicative competence. Authentic materials provide opportunities for meaningful language practice, encourage critical thinking, and help learners in developing their language skills within authentic contexts.

The utilization of authentic materials in educational settings has been the subject of numerous investigations conducted by scholars and methodologists from both domestic and international backgrounds. Domestic scholars like O. Bondarenko, O. Kovalenko, L. Kostenko, and T. Rudenko have tackled this issue on using authentic materials in teaching a foreign language, while foreign researchers such as D. Larsen-Freeman, D. Nunan, J. Richards among others have extensively explored this topic in their works.

Research on the role of authentic materials in language teaching aims to assess their effectiveness compared to traditional materials, explore innovative pedagogical approaches for their integration. Additionally, it seeks to examine their impact on learner motivation and engagement, investigate their role in fostering cultural competence, and explore implications for teacher professional development.

The purpose and objectives of using authentic materials in language learning are to provide learners with real-life, contextually relevant content that reflects the language as it is actually used by native speakers. This approach helps learners develop proficiency

in listening, speaking, reading, and writing, as well as cultural competence, by exposing them to authentic language features, vocabulary, idiomatic expressions, and cultural nuances. It enhances motivation, engagement, and learner autonomy, fostering deeper understanding and application of the language in real-world situations.

Authentic materials provide real examples of language in context, allowing learners to model and repeat linguistic structures in a meaningful way. Theories of foreign language acquisition provide a conceptual framework for understanding how individuals learn a foreign language. For instance: comprehensible input theory. It is proposed by Stephen Krashen, this theory states that learners acquire a language when they are exposed to slightly above their current level of competence but still comprehensible linguistic input. Authentic materials can provide this input by exposing learners to a variety of natural language registers and styles, helping them develop their understanding of the language in a natural and progressive way [1].

Authentic materials have at least three layers of learning embedded within them: language (the structure and vocabulary), cultural insights (cultural norms and values of the community this language is used) and practical application (using the item in the way it was intended). These layers motivate the students intrinsically because students have the chance to enjoy both learning the language and the culture where this language is spoken and putting what they have learned into practice as used in real world. This's way, they can understand the value of learning a language [2].

When comparing traditional methods with the use of authentic materials in the classroom, significant differences emerge in terms of effectiveness, engagement, and cultural relevance. Traditional methods often rely on textbook exercises and scripted dialogues, which may lack authenticity and fail to provide real-world context. In contrast, authentic materials such as newspaper articles, videos, and authentic literature offer genuine language use and cultural insights that engage learners more effectively. Additionally, authentic materials promote critical thinking and cultural competence by exposing learners to diverse perspectives and language variations. While traditional methods may provide structured grammar instruction, authentic materials encourage

communicative competence and language acquisition in context. Overall, incorporating authentic materials in the classroom enriches the learning experience, fosters motivation, and prepares learners for real-life language use beyond the classroom setting. Authentic materials can be challenging due to complexity, lack of control, limited context, cultural bias, time-consuming selection, inadequate language input, and alignment issues with learning objectives. Despite offering rich insights, they require careful selection and adaptation for effective use in language learning [3].

One of the teachers stated that "Beginners cannot touch such materials because they lack many lexical items and grammatical structures of English language." It is clear that the teachers don't advise authentic materials for beginners. The suitable level for starting authentic materials is one of the most debated aspects in the language teaching field. According to Guariento and Morley (2001), "The question now is not whether authentic texts should be used, but when and how they should be introduced". Authentic materials can be effectively used in the classroom, by selecting materials relevant to students' interests and language proficiency levels. Pre-teaching vocabulary and cultural context to aid comprehension. Incorporating scaffolded activities to guide learners through the material. Encouraging active engagement through discussions, role-plays, or projects. Providing support and clarification as needed to ensure understanding. Integrating authentic materials into lesson plans to reinforce language skills and cultural awareness [1; 4].

The motivating function of authentic materials in lessons stems from their real-world relevance and practical applicability. By using authentic materials such as newspapers, videos, or social media posts, students can connect language learning to their everyday lives, sparking intrinsic motivation. This authenticity fosters a sense of accomplishment as students engage with materials they might encounter outside the classroom, making the learning process more meaningful and enjoyable [2].

Overall, while there may be differing interpretations of what constitutes authentic materials, it is widely acknowledged that they play a significant role in motivating student learning. Authentic materials serve various purposes in language teaching. Moreover, in

our increasingly globalized world, it is essential to expose language learners to diverse cultures and perspectives to foster cross-cultural understanding. Similarly, teachers must be mindful of learners' cultural interests when incorporating authentic materials into their teaching practices.

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WILL MACHINE TRANSLATORS REPLACE HUMAN TRANSLATION?

Everyone has a native language; some people manage to learn several more during their lifetime. But learning all the world's languages is an impossible task even for polyglots. At all times, translators have experienced great difficulties when they needed to transfer reality from one language to another. Thus, people found a solution and started

working on the creation of machine translation. This research will consider the topics of language use in the nature of its existence and mutual communication between people, and show if it is possible to replace the human brain with a translating machine to reach the international level of communication.

Martin Heidegger (1971) stated that language is the house of being. Language is an incomprehensible source of vitality for a nation, the soil from which the seed of originality begins to sprout and the sprouts of personality grow stronger. Language is the most important means of communication, exchange of ideas and feelings. It is a product of the experience of coexistence, work and creativity of many generations and does not exist by itself, but in human society. Without language society cannot exist and develop. Language is a means of preservation customs, traditions, intellectual growth, development and progress of the people in global life. Language is characterized by unity, interconnection and interdependence of all its constituent units. It exists in the form of various speech acts that are repeated orally and recorded in writing.

Translation is the reproduction of the original by means of another language while preserving the unity of content and form. It is one of the important forms of intercultural relations. Ever since multilingual peoples began to communicate with each other, trade and negotiate war and peace, translators became needed, although in those ancient times there were no gymnasiums, no institutes of foreign languages. The translator must know well not only the language from which he is translating, but also the language into which he is translating and possess general educational knowledge about the subject of which the text is being translated. The translator's task is not only to accurately convey the content of the original work, but also to give an idea of the formal side of the work he is translating. In other words: to convey both the content and the form of a foreign language work by means of the target language. When it comes to works of art, the form of the original remains unreproduced, but the translator's art is to give at least some hint of the form. When translating a scientific text, difficulties may lie in the transfer of terminology (Biletskyi, 1997, p. 120).

As far as we know, the first attempt at machine translation was made English

scientists Andrew Booth and Warren Weaver in 1946. Initially, it was assumed that machinetranslation would be limited to replacing only one word language with words of another

language without any grammatical design. Subsequently it was decided to carry out a consistent division of words into bases and endings, i.e., grammatical indicators so that the translation would turn out to be correct not only lexically, but also grammatically. The first completely satisfactory machine translation was carried out in USA at Princeton University in 1954. These first translations were obviously still far from perfect, because the consequences of the work of the translating machines required additional processing. Before proceeding with machine translation, in other words, mechanical or automatic translation, it was necessary to develop a special system of rules that together with a specially prepared dictionary should ensure reliable translation results. The rules had to be written in "machinelanguage", that is, in the form of signs encrypted with numbers. Without a doubt, the most difficult thing was to develop a system of rules for the machine and formulation of these rules, which required close cooperation of mathematicians and linguists. Two algorithms are distinguished in translation: a text analysis algorithm for obtaining lexical and grammatical data of the source languages and a synthesis algorithm for constructing the text of the target language.

Using the wide capabilities of computers, people decided to switch to mechanical translation from one language to several languages at once. Solving the tasks of mechanical translations led to the creation a new field of linguistics, which began to be called engineering linguistics, related to mathematical linguistics, information theory, cybernetics, semiotics. No matter how successful translators who use machines to translate technical or scientific texts may achieve, it is unlikely that machine translations will ever be able to replace direct translations of literary works (Biletskyi, 1997, p. 127).

Machines are programmed to perform certain algorithms. They use human-developed cross-language algorithms to translate a range of words from one language to another using dictionaries and grammar rules. However, translation is not just the transformation of words from one language into another. Actually, computer technologies,

including machinetranslation software, are nothing more than tools designed to facilitate the translator's routine work, while some people and companies try to sell machine translation as a ready-to-use product. Machines cannot recognize and correct errors in translation (this applies to semantic errors, incorrect terms, erroneous and contradictory statements, etc.).

To sum up, language is not so much a sound, but a way of communicating with others, a way of formulating and expressing thoughts. Language is the main form and foundation of national literature. It is a key to the study of history, traditions, and the creator of culture. It represents the people in the world, is the halo of the nation and the ethnic border. Possession of all the riches of the language is an important indicator of the cultural level of development of any person, regardless of his age, nationality, profession. Translation has always performed a very important civilizational mission. It establishes communication between peoples, presents cultures, influences the international image of the state. No matter how successful machines translators, it cannot recognize and correct errors in translation. It copies error into the target text, since it cannot distinguish the correct version from the incorrect one. Machines translate words, people translate meaning.

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MODERN CLASSIFICATIONS OF STYLES. MAIN FUNCTIONAL STYLES

The importance of this course work lies in its exploration of modern classifications of styles and main functional styles in language. Understanding these concepts is crucial for several reasons. Firstly, it enhances our comprehension of how language functions in different contexts. By studying various styles, from formal to colloquial, we gain insights into how language adapts to suit specific communicative purposes and audiences. This knowledge is invaluable for effective communication in professional, academic, social, and creative settings. Secondly, the study of functional styles aids in language learning and teaching. Language learners benefit from exposure to diverse styles as it helps them develop linguistic flexibility and communicative competence. Educators can use this knowledge to design language curricula that encompass a range of styles, catering to the needs and interests of learners. Furthermore, an understanding of modern classifications of styles contributes to linguistic research and theory. It allows linguists to analyze language variation, register, discourse strategies, and sociolinguistic factors that influence language use. This research is essential for advancing our understanding of how language evolves, adapts, and functions in contemporary society. Practically, knowledge of functional styles is essential in professional and academic contexts. It informs writing styles for different purposes such as business communication, academic writing, technical documentation, creative writing, and more. Mastery of various styles enables individuals to communicate effectively, tailor their language to specific audiences, and achieve their

communicative goals. In summary, this course work on modern classifications of styles and functional styles in language is significant for its contributions to language understanding, learning, teaching, research, and effective communication across diverse contexts.

1. The study of modern classifications of styles in language focuses on categorizing linguistic expressions based on their functions and purposes.

2. Functional styles refer to specific ways of using language that are influenced by social context, audience, and communicative goals.

3. These styles serve various functions such as informative, persuasive, expressive, and transactional communication.

4. One key aspect of modern classifications is the differentiation between formal and informal language styles.

5. Formal styles are often used in professional settings, academic discourse, or official documents, characterized by complex syntax and specialized vocabulary.

6. Informal styles, on the other hand, are more casual and conversational, often found in everyday interactions and informal writing.

7. Functional styles also vary across different domains such as technical, scientific, literary, and colloquial language.

8. Technical styles are precise and specialized, used in fields like engineering, medicine, and law.

9. Scientific styles emphasize clarity, objectivity, and accuracy in conveying research findings and theories.

10. Literary styles encompass various genres and artistic expressions, focusing on creativity, imagery, and emotional impact.

11. Colloquial styles reflect regional dialects, slang, and informal speech patterns used in everyday conversations.

12. The classification of styles is dynamic and influenced by linguistic trends, cultural shifts, and technological advancements.

13. Digital communication platforms have introduced new styles like internet slang, emojis, and abbreviated language.

14. Understanding functional styles is essential for effective communication in diverse contexts and audiences.

15. Linguists and language educators study these styles to analyze language variation, register, and discourse strategies.

16. Sociolinguistic factors such as age, gender, ethnicity, and social status can also influence style choices in language use.

17. Language learners benefit from exposure to a range of functional styles to develop communicative competence.

18. Language policies and standards often prescribe appropriate styles for different communicative situations.

19. Research in modern classifications of styles contributes to linguistic theory, sociolinguistics, and applied linguistics fields.

20. Overall, the study of functional styles enhances our understanding of language variation, pragmatics, and effective communication strategies.

This overview provides a glimpse into the multifaceted nature of modern classifications of styles in language, encompassing various linguistic dimensions and socio-cultural influences.

Conclusions. The exploration of modern classifications of styles and main functional styles in language reveals the dynamic nature of language use and communication. Through this study, several key conclusions can be drawn.

Firstly, the diversity of functional styles reflects the multifaceted nature of human communication. From formal to informal, technical to literary, and colloquial to professional, these styles serve specific purposes and adapt to various social contexts.

Secondly, the classification of styles is essential for understanding language variation and register. Each style carries its own linguistic features, vocabulary, syntax, and tone, tailored to meet the communicative needs of different situations and audiences.

Moreover, the study of functional styles is crucial for language learners and educators. Exposure to a range of styles enhances communicative competence, linguistic flexibility, and cultural awareness. Educators can design effective language curricula that incorporate diverse styles to meet the needs of learners in different contexts.

In conclusion, the study of modern classifications of styles and functional styles in language is instrumental in enhancing communication skills, promoting language learning, advancing linguistic research, and fostering effective communication across different contexts and audiences.

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CURRENT CHALLENGES OF HIGHER EDUCATION IN UKRAINE

Ukrainian higher education rapidly entered the 19th century, taking a new vector for the convergence and harmonization of its own education system with the higher education of European countries [1]. However, several serious problems hinder Ukraine's education sector [2]. I want to briefly talk about some of these problems. They include academic corruption, population loss, the lack of university autonomy, dated facilities, and armed conflict [2]. One of such problems of higher education in Ukraine is the war.

Because of this, many domestic students have left the country, and the parents of many remaining students have been displaced, often losing their jobs, so they will struggle to cover their children's university fees. The previously vibrant international student community is expected to shrink substantially in the next academic year. The end result is that, for many institutions, revenue will be a fraction of what is needed to educate the remaining students. 60 Digital Transformations of Ukraine 2023: Realities and Challenges Another challenge posed by the ongoing war is that many institutions do not have enough suitable bomb shelters for safe in-person learning. Online education will therefore be needed in many areas, but that also presents difficulties [3]. Opinions of the scientific community in Ukraine are divided on this issue. Most researchers consider distance learning a promising direction in the development of modern education, highlighting a number of its advantages. Namely, opportunities for students to maintain regular contact with the teacher at any time and in any place; a significant increase in the subjects of the educational process; use of materials from electronic libraries; increase of the scale of independent work of students, listeners, etc. This form of education largely ensures the internationalization of education not only the content wise but also in terms of organizational forms and methods of teaching. The distance education opens access to non-traditional sources of information for students, increases the efficiency of independent work, provides new opportunities for creative activities, and enables teachers to implement fundamentally new forms and methods of teaching. At the same time, a number of disadvantages about the organization of this form of education are emphasized. They include the lack of direct communication between the teacher and students. In my opinion, this reduces the effectiveness of knowledge transfer. There is also insufficient contact between the teacher and the distance student [4]. In conclusion, I would like to say that the higher education situation in Ukraine is highly perilous and uncertain. But one thing is clear: the longer Ukraine's educational system is hampered by Russia's war, the more human capital will be lost. The time for the rest of the world to step in and help is now. [3].

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PERSPECTIVES OF MACHINE TRANSLATION

Machine translation is the process of converting a text presented in one natural language into an equivalent text in another language. As a rule, this process is performed automatically by the computer. [2]

Despite the fact that modern computer translation systems have reached a fairly high level of development, discussions about the expediency of their creation and use do not subside. It is not uncommon to hear that translation programs do not work satisfactorily, so it is better to do without them. Such reviews are partly fair, because existing computer translation systems show acceptable results only for related languages, and even the best of them sometimes produce complete nonsense when translating texts. Should they be used?

How does a computer translate?

The first generation of machine translation systems was based on sequential "word by word" and "phrase by phrase" translation algorithms. The capabilities of such systems were determined by the available dictionary sizes, which directly depended on the amount of computer memory. The translation of the text was carried out in separate sentences, the meaning connections between which were not taken into account. Such systems are called direct translation systems. They were later replaced by the systems of subsequent generations, in which translation from language to language was carried out at the level of syntactic structures. The translation algorithms used a set of operations

that allowed by analyzing the translated sentence to construct its syntactic structure according to the rules of the grammar of the language of the input sentence, and then transform it into the syntactic structure of the original sentence and synthesize the original sentence by substituting the necessary words from the dictionary. Such systems are called T-systems (from the English word "transfer- transformation"). [3]

The most perfect approach to the construction of machine translation systems is considered to be based on obtaining some language-independent semantic representation of the input sentence through its semantic analysis. Then the synthesis of the original sentence is carried out according to the received value result. Such systems are called I-systems (from the word "interlingua"). It is believed that the next generations of machine translation systems will belong to the class of I-systems.

The need to create a theoretical basis for machine translation caused the formation of a new direction in linguistics, which is called applied or mathematical linguistics. For the computerization of translation, one of the areas of mathematical linguistics played an important role - the formal theory of grammar. Its development made it possible not only to solve some practical and theoretical problems of machine translation, but also made it possible to approach the problem of creating programming languages and other important issues of artificial intelligence from completely new positions.

The history of machine translation is no more than 50 years old. During this time, several generations of machine translation systems have changed - from the first programs that used the limited resources of general purpose computers of the first generation to modern commercial products that use the powerful resources of servers and personal computers, including PCs that can host pocket dictionaries. as well as computer networks.

In 1990, Larry Childs, a specialist in machine translation, proposed the following classification of machine translation systems: FAMT (Fully-automated machine translation); HAMT (Human-assisted machine translation) – machine translation with human participation; MAHT (Machine-assisted human translation) - translation carried out by a person using a computer. The basis of another method of classification was

approaches to the construction of machine translation algorithms. [1] Here you can highlight rule-based machine translation (rule-based); machine translation based on examples (example-based); machine translation, based on statistics (statistical-based).

Machine translation programs of the first of the mentioned categories are a matter of the distant future, since the problems of automatic understanding, translation and synthesis of text have not been solved in general.

Developers call programs of the second category MT-programs (from Machine translation - machine translation). Automated (with the participation of a person) machine translation is possible only in the conditions of a language that is artificially limited both in terms of vocabulary and grammar. MT programs also include machine translation products of the PROMT company, including programs for viewing the content of web pages on the Internet in order to find the desired document.

Developers call programs of the third category TM-programs (from translation memory). This category of programs is used by professional translators who have realized the benefits of automating their work with the help of computers. The basis of TM-programs are specialized dictionaries corresponding to the topic of the translated text. When translating, the constructions and meanings of words and stable phrases are used, selected by a professional translator and entered into dictionary systems, and the resulting text undergoes intensive editing. Dictionaries and already translated fragments of texts memorized in the TM system can be reused in large collective projects, they can be exchanged. Therefore, TM systems are an important means of automating the work of professional translators.

We need machine translation to facilitate the translation of software, social networks, websites, movies, series, games, and other content. Machine translation is a convenient administration tool. Military intelligence needs such a tool to obtain timely data on the plans of a potential enemy. The use of machine translation in medicine brings great benefits. Large medical institutions rarely have their translators, and people who speak different languages have to be treated there. It turned out that machine translation can be of great help in language learning. [4]

The prospects of machine translation are closely related to the further development of such scientific areas as comparative linguistics, the general theory of translation, the theory of regular correspondences and methods of knowledge representation, as well as the optimization and improvement of linguistic algorithms. Vocabulary terminology theories will help improve the quality of the translation of lexical units, and formal grammar focused on translation will make it possible to improve algorithms for finding translation counterparts in a specific context, which can be described within the framework of applied theories of knowledge representation. And, finally, the emergence of new programming technologies and the next generations of computer technology will certainly contribute to the further development of the theory and practice of computer translation.

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CURRENT STATE OF DIGITAL TRANSLATION IN LIGHT OF AI INTRODUCTION: CHALLENGES AND PROSPECTS

Today, digital translation stands at the crossroads of innovation and technological progress. Recent decades have seen significant changes in the ways and capabilities of

translation, thanks to the widespread use of artificial intelligence, machine learning, and natural language processing. However, despite the advances, digital translation still faces challenges such as accuracy, style, and cultural adaptation. The future prospects of digital translation lie in the further development of artificial intelligence technologies, the growth of translation quality due to the use of context and controlled language generation, as well as the improvement of cooperation between humans and machines in the translation process. [1]

Further developments in digital translation may include the integration of other aspects of artificial intelligence, such as speech recognition, context analysis, and facial expression interpretation to better understand speech. It is also important to develop ethical standards to ensure translation quality and protect data privacy. In the future, digital translation can become an even more accessible and effective tool for communication between people from different cultures and language communities.[3]

In addition, an important aspect of the further development of digital translation is the expansion of its application in new fields such as medicine, law, science, etc., where the accuracy of language interpretation is critical. To achieve these goals, it is necessary to further improve the algorithms of machine learning and natural language processing, as well as to involve specialists in digital translation for the constant improvement of technologies and work methods.

In addition, it is important to consider the challenges related to linguistic features, dialects and language variations that can affect the quality of the translation. Internationalization and localization of software and other products are becoming increasingly important, and digital translation plays a key role in this process. Next, it is important to develop collaboration between language specialists, software developers and artificial intelligence researchers to work together to solve these challenges and achieve better results in digital translation. [4]

Conclusion, Digital translation is a rapidly evolving field with the potential to revolutionize the way we communicate across languages. With continuous advancements in machine translation technologies and the increasing availability of data for training

models, we can expect significant improvements in translation accuracy and fluency in the coming years.

While human translation will continue to play an important role in ensuring the highest quality translations, hybrid translation, which combines machine and human translation, is likely to become the most prevalent form of translation. This is because hybrid translation offers a balance between quality, cost, and speed, making it ideal for a wide range of tasks.

In addition to improving translation accuracy and fluency, we can expect digital translation tools to become more intelligent and adaptive. This will allow them to better understand the context of the translation and generate more natural and nuanced translations.

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DEVELOPMENT OF THE LEGAL SYSTEM IN THE CONDITIONS OF NEW REALITIES AND OPPORTUNITIES OF UKRAINE

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DEVELOPMENT OF THE LEGAL SYSTEM IN THE CONTEXT OF NEW REALITIES AND OPPORTUNITIES IN UKRAINE

The Russian war against Ukraine in 2022 had a significant impact on the Ukrainian legal system. On the one hand, the war caused significant infrastructure damage and human losses, which complicated the functioning of the legal system. On the other hand, the war also opened up new opportunities for reforming and modernising Ukraine's legal system. The development of the legal system in the context of Ukraine's new realities and opportunities is an important aspect of any country, as the legal system defines the rights and obligations of its citizens, ensures law and order and provides justice. Ukraine, like many other countries, faces various challenges and opportunities that affect the development of its legal system [1, p. 26].

Law is not only a social regulator, but also a social value. As a part of the culture of a particular society, law is closely linked to traditions and the system of values that are formed in the process of socialisation. Legal values, as fundamental characteristics of the legal system, influence the mechanisms of legal regulation. The modernisation of the legal system and its individual elements is reflected, among other things, in the value orientations of society. One of the main directions of development of the legal system of Ukraine is to ensure the rule of law. This means ensuring the rule of law, independence of the judiciary, and development of a transparent and independent law enforcement system [2, p. 78]. In this context, Ukraine is working to improve legislation aimed at

ensuring respect for human rights, fighting corruption and political reform.

The second important aspect of the development of the legal system is adaptation to new realities and technologies. With the advent of the Internet and electronic communications, new challenges have emerged related to cybercrime, personal data protection and Internet freedoms. Ukraine is actively working on the implementation of legislation regulating these areas and cooperates with international partners to share experience and standards [3, p. 46].

Another important aspect of the development of the legal system is its harmonisation with European standards. Ukraine is striving to bring its legal system closer to the norms of the European Union, in particular by improving its legislation in the areas of trade, economy, human rights, environment and other areas. This helps to improve the business climate in the country, attract foreign investment and facilitate Ukraine's integration into the European legal space. It should also be noted that the development of the legal system in Ukraine requires constant efforts and systematic reforms. This includes improving the quality of legislation, ensuring its effectiveness and accessibility for citizens, enhancing legal education and training of qualified lawyers, ensuring the independence and competence of the judiciary, and increasing public confidence in justice [4, p. 50].

Ukraine has already taken significant steps towards the development of its legal system, but there are still many tasks that require attention. Success requires continuous cooperation between the government, the judiciary, law enforcement agencies, civil society and international partners. The main areas of improvement in the legal system of our country are summarised in Table 1.

Table 1 - Key areas for improving the legal system of Ukraine under martial law

Areas of improvement	Application
Improving the protection of constitutional rights and freedoms	Improving the Constitution to more precisely define the conditions and restrictions of rights and freedoms during martial law

Reforming the judicial system	Establishment of specialised courts to hear cases of violations of rights under martial law
Combating corruption	Implementation of an electronic reporting system for state bodies and military administration for civilian control
Development and implementation of educational programmes on legal issues	Establishment of a national centre to counter fake news and disinformation
Establishing links with international cooperation	Organising joint trainings with representatives of other countries (EU, UN) to improve democratic governance during military conflicts

Compiled by the author based on the source [5].

Therefore, the development of the legal system in the context of the new realities and opportunities of Ukraine is a complex and multifaceted process that requires systematic reforms, adaptation to technological progress, harmonisation with international standards and ensuring the rule of law. In addition, the specifics of the current environment, including the introduction of martial law, require a specific approach to reforming and optimising the legal environment. On the one hand, martial law requires strict rules to ensure national security, which is in line with international legal standards. However, at the same time, it may lead to restrictions on fundamental rights and freedoms of citizens that may arise due to the failure of the authorities to comply with their powers.

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THE DEVELOPMENT OF THE LEGAL SYSTEM IN THE CONTEXT OF NEW REALITIES AND OPPORTUNITIES FOR UKRAINE

The peculiarities of law and legal security in modern Ukrainian realities is very important questions to be discussed nowadays. The law is a mechanism which, through the application of legal norms of which it is a part, should ensure the effective functioning of democracy and democracy in the state and the functioning and further development of the social system. The Ukrainian legal system is undergoing a reconstruction phase, in which administrative and legal mechanisms are being transformed into mechanisms of self-regulation and self-organisation. The legal system of Ukraine is in a state of flux. The country is facing several new challenges, including the ongoing war with Russia, the COVID-19 pandemic, and the need to implement reforms in several areas. These challenges present both new realities and new opportunities for the development of the

legal system.

The war with Russia has had a profound impact on the legal system of Ukraine. The country's courts have been forced to adapt to new realities, including the need to operate in a conflict zone and the need to deal with a large number of war-related cases. The COVID-19 pandemic has also had a significant impact on the legal system. The courts have been forced to adopt new measures to ensure the safety of court users and to prevent the spread of the virus.

The challenges facing the legal system of Ukraine also present new opportunities. The war with Russia has highlighted the need for a strong and independent judiciary. The COVID-19 pandemic has shown the need for a more flexible and adaptable legal system. The need for reforms in several areas, such as the fight against corruption and the reform of the *прокыратура*, provides an opportunity to create a more just and efficient legal system.

The development of the legal system of Ukraine is at a crossroads. The country is facing several new challenges, but these challenges also present new opportunities. The future of the legal system will depend on the ability of Ukraine to meet these challenges and seize these opportunities. The ongoing war with Russia has created several new challenges for the legal system, including the need to prosecute war crimes and protect the rights of internally displaced persons. Despite these challenges, there are opportunities for the development of Ukraine's legal system, including the implementation of anti-corruption reforms and the strengthening of the rule of law.

War with Russia increased need for international law. The war has necessitated a focus on international law, in particular on the prosecution of war crimes and crimes against humanity. This provides Ukraine with an opportunity to strengthen its competence in this area and cooperate with the international community to hold Russia accountable for its actions.

The war has also highlighted the importance of cybersecurity for the legal system. Cyberattacks can disrupt the work of courts and compromise confidential data. Ukraine needs to invest in robust cybersecurity measures to protect its legal infrastructure.

The war has caused massive internal displacement. The legal system should adapt to address the legal needs of internally displaced persons, ensuring their access to justice and basic services. Investigating and prosecuting war crimes is a complex but very important task. The development of a comprehensive accountability strategy, possibly through a combination of international and national mechanisms, is essential.

The war has highlighted the importance of fighting corruption for the rule of law. Ukraine needs to continue implementing anti-corruption reforms, including reform of the prosecution and judiciary. The war has also highlighted the shortcomings of Ukraine's judicial system. Reforms are needed to improve the independence, impartiality and efficiency of the judiciary. The war has jeopardised the rule of law in Ukraine. It is important to take steps to strengthen the rule of law, including ensuring the independence of the judiciary and prosecution.

Nowadays, Ukraine is on the path of democratic transformation, including the improvement of existing foundations, introduction of new principles and universally recognised democratic principles. Ukraine seeks to define the goals and priorities of national development and to gain positive experience in developing strategies and tactics of domestic and foreign policy.

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CUSTOMS CLEARANCE UNDER MARTIAL LAW IN UKRAINE

After introduction of martial law, the State Customs Service works 24/7 and performs its tasks. At the legislative level, a significant number of normative legal acts have been adopted, which not only simplify the procedure for customs clearance of goods and vehicles, but also provide certain benefits for importers. These measures are aimed at providing the population and the Armed Forces of Ukraine with everything necessary during the war.

Currently, the customs office mainly processes humanitarian aid. Most of the subjects of business activity, which were engaged in imports, are restructuring their activities.

Customs is primarily about logistics. Now she has big problems. Most of the logistics processes were concentrated in the Kyiv region. Likewise, most of the warehouses that were engaged in storage, formation of product lots, consolidation and deconsolidation of cargoes were also located there. Large warehouses were actually destroyed (burnt). This became one of the reasons why the main importers, which formed a significant share of customs revenues, almost stopped supplying goods to the territory of Ukraine.

In addition to problems with logistics, there are problems with the organization of customs clearance at the customs themselves. Where hostilities continue, customs do not work, there are huge problems with those cargoes that managed to cross the border of Ukraine at the beginning of the hostilities - they were caught by the war on the way. Many shipments were not delivered or were lost.

According to the news about the cancellation of import duty and VAT, the regulatory support of all these processes is not keeping up. Currently, very few goods are

processed under the import regime with payment of customs payments, as there is a delay regarding goods from the list of critical imports. This list is constantly updated.

Now we have a foreign trade surplus, because more exports are sent than imports are imported. And the business is waiting for the stabilization of the situation to start importing.

In the first days of the war, customs gave 15% of pre-war revenues. In peacetime, on average, 30 billion hryvnias came to the budget per month. Therefore, the cancellation of customs payments under Bill No. 7190 (which the President has already signed) is dictated by objective reality. Most of the imports brought in before the war turned into humanitarian aid. Thus, Ukraine is saturated with goods that people need: food, clothing, household chemicals, etc.

Currently, it is not at all clear what is being imported as humanitarian aid. The procedure is so simplified that it is impossible to analyze it. From the permissive principle, it switched to the declarative principle of the customs fund. Now there is no need to obtain any confirmation that the goods are humanitarian aid. It is issued directly at the checkpoint by submitting a declaration, which is filled out by the driver and in which only a general description of the goods is indicated. It can be "shoes, medicine, other". Therefore, it is almost impossible to track what is being imported into the territory of Ukraine.

The saturation of the domestic market with goods that will be used for survival continues. This, obviously, was the main reason for the adoption of this law on the abolition of customs payments and VAT. It is necessary to push the economy.

Conclusions. Customs authorities need to strengthen cooperation with authorities and businesses in order to eliminate bottlenecks. The work of the Ukrainian customs must be synchronized with the customs administrations of the EU countries, which will make it possible to speed up the passage of goods across the borders and promote international trade as much as possible.

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