

STATE AND DYNAMICS OF DIGITAL INSTRUMENTS IMPLEMENTATION IN THE FINANCIAL ACTIVITIES OF UKRAINIAN COMPANIES

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In the context of the deep transformation of Ukraine's educational and financial systems, digitalization is becoming a key factor in improving the efficiency of resource management in higher education institutions. Modern challenges caused by both global trends in the digital economy and local circumstances, including martial law, require the introduction of innovative digital tools in the financial activities of higher education institutions to ensure transparency, accountability, and sustainability of educational institutions. Digital technologies help automate financial processes, improve the quality of financial reporting, optimize management decisions, and form new models of financial control. The relevance of the study is due to the need to adapt higher education institutions to new conditions of functioning, integrate into the international educational space and ensure competitiveness in the market of educational services.

State of the art of the problem. The issue of introducing digital tools in the financial activities of higher education institutions in Ukraine is being actively studied by domestic scholars who reveal various aspects of this process. A significant contribution to the study of the digitalization of financial autonomy of higher education institutions has been made in the scientific works of Y. Vitrenko, I. Vlasova, V. Voron, I. Zhyliayev, S. Melnyk, V. Kovtunets, O. Bazeliuk, where modern digital tools, prospects for the introduction of FinTech technologies, as well as the role of blockchain and cloud services in ensuring the financial autonomy of universities are analyzed in detail [8]. N. Pravdiuk, M. Obniavko, and A. Vasylyna studied the implementation of innovative technologies such as artificial intelligence, blockchain, cloud computing, and Big Data in accounting, emphasizing the importance of digital transformation for

improving the efficiency of financial management in education [4]. A significant contribution to the study of strategies for the digitalization of the public finance management system was made by S. Krynytsia, who analyzed strategic documents on digital development and identified key areas of digital transformation of public finance that have a direct impact on higher education institutions [2]. Among the current studies, it is also worth noting the works of A. Prykhodko, L. Hrytsenko, S. Pokhylko, R. Zhelizniak, O. Hryhorash, and V. Rudevskya, who analyze the impact of digital tools on economic processes in universities, in particular in wartime, and emphasize the role of digitalization as a tool for stabilizing and developing higher education [5]. However, despite a significant number of studies, the issues of a comprehensive assessment of the state and dynamics of the introduction of digital tools in the financial activities of Ukrainian higher education institutions remain insufficiently addressed, which necessitates further research in this area.

The current stage of development of higher education in Ukraine is characterized by active digital transformation, which covers all aspects of higher education institutions, including the financial sector. The introduction of digital tools in the financial activities of higher education institutions is driven by the need to improve the efficiency of resource management, ensure transparency of budget processes, and adapt to the requirements of the European educational area. According to research, digital tools in the field of financial reporting allow not only to automate accounting processes, but also to ensure operational monitoring of the financial condition, timely identification of risks and increase the level of financial security [3]. The main digital tools being implemented in higher education institutions include electronic document management systems, automated accounting programs, online platforms for managing grant activities, and analytical modules for analyzing the use of budget funds [1, 7].

In the context of martial law and limited access to traditional resources, the digitalization of financial processes has become a key factor in ensuring the sustainability of the educational process, especially for universities located in frontline regions [9]. Studies show that the introduction of digital technologies has allowed these universities to maintain student enrollment, ensure the continuity of the educational process, and optimize the management of financial flows. According to the results of recent research, the main areas of digitalization of financial activities of higher education institutions are: automation of budget planning, introduction of electronic platforms for submission and control of financial statements, use of open data to analyze the efficiency of funds use, as well as the use of tools for risk management and forecasting financial results [1].

One of the key trends is the integration of higher education institutions into national and international digital platforms, which contributes to increased transparency and accountability of financial activities, as well as to expanding opportunities for attracting grant funding [7]. The implementation of solutions such as the IAS «Transparent Budget» allows for the analysis of budgets at various levels, tracking the efficiency of funds use, and improving the financial literacy of staff [1].

At the same time, the digitalization of the financial activities of higher education institutions is accompanied by a number of challenges, including the need to improve the digital competence of employees, ensure cybersecurity, and adapt the regulatory framework to the new operating conditions.

An important aspect is also the introduction of digital tools in the process of accounting and management of grant funds, which allows to increase the efficiency of external financing, ensure compliance and transparency of financial reporting [7]. In this context, studies that emphasize the need to formulate a systemic financial policy of higher education institutions, taking into account the opportunities provided by digital technologies, are relevant [6]. At the same time, digital tools contribute to strengthening the banking system, automating accounting processes, and increasing the resilience of economic infrastructure.

The dynamics of the introduction of digital tools in the financial activities of Ukrainian higher education institutions demonstrates a gradual increase in the level of automation, improvement of the quality of financial reporting and expansion of the range of available digital services. According to the analysis of modern scientific works, the main factors that stimulate this process are: the need to ensure transparency of financial flows, optimization of management decisions, increasing the competitiveness of higher education institutions, and integration into the international educational space [3, 9]. At the same time, the insufficient level of digital literacy of staff, limited financial resources for the introduction of new technologies, and the need to improve the regulatory framework for the digitalization of financial activities remain constraining factors.

Summarizing, it can be said that the introduction of digital tools in the financial activities of Ukrainian higher education institutions is an integral part of modern educational policy aimed at improving the efficiency of resource management, ensuring transparency and accountability, and creating a sustainable and competitive higher education system. The dynamics of this process indicates a gradual increase in the level of digital transformation, which opens up new opportunities for the development of higher education institutions in the face of global challenges and integration into the global educational space.

The study confirmed that the digitalization of financial activities of Ukrainian higher education institutions is a key factor in improving management efficiency, transparency and accountability of the use of financial resources. The introduction of modern digital tools helps automate financial processes, improve the quality of financial reporting, optimize management decisions, and create new models of financial control. The experience of recent years, in particular under martial law, has shown the ability of higher education institutions to adapt to new challenges while maintaining sustainability and competitiveness through digital technologies. At the same time, further development of the digitalization of financial activities requires a systematic approach to improving the digital literacy of staff, improving the regulatory framework, and ensuring cybersecurity. Prospects for further research are to develop

effective models for integrating digital tools into the financial activities of higher education institutions, which will contribute to their sustainability and development in the context of global transformations.

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