

- 4) забезпечити оприлюднення інформації для зацікавлених сторін;
- 5) здійснювати моніторинг з метою досягнення більшого соціального впливу.

Таким чином, система обліку соціальної відповідальності уможливає генерування релевантної інформації про соціально відповідальну діяльність в інтересах усіх груп зацікавлених сторін та створює передумови для представлення цієї інформації у формах соціальної звітності.

Література:

1. Бразілій Н.М., Крот Ю.М., Пастернак Я.П. Система забезпечення соціального обліку підприємств. *Сталий розвиток економіки*. 2024. № 2(49). С. 123-128.
2. Покинйчереда В.В., Копняк К.В. Обліково-інформаційне забезпечення корпоративної соціальної відповідальності бізнесу. *Ефективна економіка*. 2021. № 10. URL: <http://www.economy.nayka.com.ua/?op=1&z=9433> (дата звернення: 21.01.2025).
3. Крізь Я.Я., Бандура З.Л., Москаль Н.В. Передумови впровадження бухгалтерського обліку соціальної відповідальності: ключові аспекти та виклики для підприємств. *Економіка та суспільство*. 2024. Вип. 62. DOI: <https://doi.org/10.32782/2524-0072/2024-62-35>
4. Будько О.В. Облік соціально відповідальної діяльності як інформаційна основа управління сталим розвитком підприємства. *Інвестиції: практика та досвід*. 2016. № 16. С. 33-38.

FINANCIAL ACCOUNTING: ADAPTING TO NEW REALITIES AND OPPORTUNITIES FOR GROWTH IN THE MODERN BUSINESS ENVIRONMENT

Levkovets N., Ph.D. in Economics, Associate Professor,
National Transport University, Kyiv, Ukraine
ORCID ID: <https://orcid.org/0000-0001-5382-5418>

In today's world, where globalization and digitalization create both new opportunities and challenges, financial accounting has become critically important for business.

Financial accounting is the process of collecting, analyzing, and presenting a company's financial information. Its main task is to create financial statements that provide accurate data on the organization's activities.

The primary goal of financial accounting is to provide external users (investors, creditors, regulators, shareholders) with reliable information for making economic decisions.

Principles of Financial Accounting:

- Objectivity: Data should be based on actual events.
- Transparency: Information must be clear and transparent.
- Conservatism: Accounting should consider possible losses, but not expected profits.
- Continuity: It assumes that the company will continue its operations in the future.

Regulatory Standards and Accounting Processes in Financial Accounting:

- International Financial Reporting Standards (IFRS).
- Generally Accepted Accounting Principles (GAAP).
- Primary accounting (registration of financial transactions).
- Data summarization (journals and general ledger).
- Preparation of reports.

Differences Between Financial Accounting and Managerial Accounting:

- Focus: Financial accounting is oriented towards external users, while managerial accounting focuses on internal users.
- Regulation: Financial accounting is strictly regulated by standards, while managerial accounting is more flexible.

Main Objectives of Financial Accounting:

- Providing reliable information for shareholders, investors, and creditors.
- Monitoring the effective use of resources.
- Ensuring compliance with legal and regulatory requirements.

Main Forms of Reporting: Balance sheet, income statement, cash flow statement.

Challenges of Modern Financial Accounting:

- Integrating innovative solutions requires financial costs and staff training.
- Automating processes and using technologies like Big Data and artificial intelligence improves data accuracy and processing speed.
- Constant adaptation to new reporting rules.
- Compliance with new standards enhances trust from partners and investors.
- Complex corporate structures may complicate the preparation of transparent reports.

- Integrating ESG factors makes reporting attractive to modern investors.
- Working in markets with different financial systems and currencies.
- Global standards such as IFRS simplify integration into international markets.

New Perspectives in Financial Accounting:

- Using blockchain to enhance data security.
- Cloud technologies simplify access to financial information.
- Analytical tools allow for forecasting financial results.
- Standardization of financial reporting through the adoption of international standards.
- Improving corporate reputation through transparency and unified working principles.
- Instead of performing purely operational functions, financial accounting becomes the foundation for strategic planning.
- Data from financial statements help evaluate performance, risks, and opportunities.

Financial Accounting Becomes the Basis:

- For management decisions: analyzing costs, revenues, and risks.
- For capital attraction: transparency of financial data increases investor trust.
- For cost optimization: monitoring resources helps reduce expenses and improve efficiency.
- For legal compliance: the company remains within the legal framework.

Financial accounting is a key element of an enterprise's management system as it ensures the accurate and objective representation of the company's financial position. This process is important not only for the internal needs of the organization but also for external users such as investors, creditors, and regulators, who make decisions based on financial information. It contributes to ensuring transparency and accountability in business operations, allowing the clear presentation of financial results through standard financial statements, such as the balance sheet, income statement, and cash flow statement, for a specific period.

Literature:

1. Information-Finance-Accounting. Monograph / edited by Fedosov V. Ternopil: ZUNU, 2022. 472 p.