relevant results and theoretical developments
of science and research

13
2023
issue 2, special XXXV.

AD ALTA

Journal of Interdisciplinary Research

AD ALTA: Journal of Interdisciplinary Research
Double-Blind Peer-Reviewed
Volume 13, Issue 2, Special Issue XXXV., 2023
Number of regular issues per year: 2
© The Authors (July, 2023)

MAGNANIMITAS Assn.

ADALTAJOURNALOFINTERDISCIPLINARYRESEARCHADALTAJOURNALOFINTERDISCIPLINARYRESEARCH

AD ALTA: JOURNAL OF INTERDISCIPLINARY RESEARCH

© THE AUTHORS (JULY, 2023), BY MAGNANIMITAS, ATTN. AND/OR ITS LICENSORS AND AFFILIATES (COLLECTIVELY, "MAGNANIMITAS"). ALL RIGHTS RESERVED.

SPECIAL ISSUE NO.: 13/02/XXXV. (VOLUME 13, ISSUE 2, SPECIAL ISSUE XXXV.)

ADDRESS: CESKOSLOVENSKE ARMADY 300, 500 03, HRADEC KRALOVE, THE CZECH REPUBLIC, TEL.: 498 651 292, EMAIL: INFO@MAGNANIMITAS.CZ

ISSN 1804-7890, ISSN 2464-6733 (ONLINE)
AD ALTA IS A PEER-REVIEWED JOURNAL OF INTERNATIONAL SCOPE.
2 ISSUES PER VOLUME AND SPECIAL ISSUES.

AD ALTA: JOURNAL OF INTERDISCIPLINARY RESEARCH USES THE RIV BRANCH GROUPS AND BRANCHES, BUT THE JOURNAL IS NOT A PART OF RIV. THE RIV IS ONE OF PARTS OF THE R&D INFORMATION SYSTEM. THE RIV HAS COLLECTED AN INFORMATION ABOUT RESULTS OF R&D LONG-TERM INTENTIONS AND R&D PROJECTS SUPPORTED BY DIFFERENT STATE AND OTHER PUBLIC BUDGETS, ACCORDING TO THE R&D ACT [CODE NUMBER 130/2002], THE CZECH REPUBLIC.

A SOCIAL SCIENCES
B PHYSICS AND MATHEMATICS
C CHEMISTRY
D EARTH SCIENCE
E BIOLOGICAL SCIENCES
F MEDICAL SCIENCES
G AGRICULTURE
I INFORMATICS
J INDUSTRY
K MILITARISM

ALL INFORMATION CONTAINED HEREIN IS PROTECTED BY LAW, INCLUDING BUT NOT LIMITED TO, COPYRIGHT LAW, AND NONE OF SUCH INFORMATION MAY BE COPIED OR OTHERWISE REPRODUCED, REPACKAGED, FURTHER TRANSMITTED, TRANSFERRED, DISSEMINATED, REDISTRIBUTED OR RESOLD, OR STORED FOR SUBSEQUENT USE FOR ANY SUCH PURPOSE, IN WHOLE OR IN PART, IN ANY FORM OR MANNER OR BY ANY MEANS WHATSOEVER, BY ANY PERSON WITHOUT MAGNANIMITAS'S PRIOR WRITTEN CONSENT. ALL INFORMATION CONTAINED HEREIN IS OBTAINED BY MAGNANIMITAS FROM SOURCES BELIEVED BY IT TO BE ACCURATE AND RELIABLE. BECAUSE OF THE POSSIBILITY OF HUMAN OR MECHANICAL ERROR AS WELL AS OTHER FACTORS, HOWEVER, ALL INFORMATION CONTAINED HEREIN IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND. UNDER NO CIRCUMSTANCES SHALL MAGNANIMITAS HAVE ANY LIABILITY TO ANY PERSON OR ENTITY FOR (A) ANY LOSS OR DAMAGE IN WHOLE OR IN PART CAUSED BY, RESULTING FROM, OR RELATING TO, ANY ERROR (NEGLIGENT OR OTHERWISE) OR OTHER CIRCUMSTANCE OR CONTINGENCY WITHIN OR OUTSIDE THE CONTROL OF MAGNANIMITAS OR ANY OF ITS DIRECTORS, OFFICERS, EMPLOYEES OR AGENTS IN CONNECTION WITH THE PROCUREMENT, COLLECTION, COMPILATION, ANALYSIS, INTERPRETATION, COMMUNICATION, PUBLICATION OR DELIVERY OF ANY SUCH INFORMATION, OR (B) ANY DIRECT, INDIRECT, SPECIAL, CONSEQUENTIAL, COMPENSATORY OR INCIDENTAL DAMAGES WHATSOEVER (INCLUDING WITHOUT LIMITATION, LOST PROFITS), EVEN IF MAGNANIMITAS IS ADVISED IN ADVANCE OF THE POSSIBILITY OF SUCH DAMAGES, RESULTING FROM THE USE OF OR INABILITY TO USE, ANY SUCH INFORMATION.

PAPERS PUBLISHED IN THE JOURNAL EXPRESS THE VIEWPOINTS OF INDEPENDENT AUTHORS.

TABLE OF CONTENTS (BY BRANCH GROUPS)

A SOCIAL SCIENCES

"DIGITAL CAMPUS" OF THE UNIVERSITY IN MARTIAL LAW: CHALLENGES AND PROSPECTS 7
ALONA STADNYK, OLENA KHODUS, OKSANA STADNIK, NATALIA DIEVOCHKINA, OLEKSII KOTOV, ANDRII IVANCHENKO

INTERNATIONAL LEGAL RESPONSIBILITY OF PUTIN AND THE AGGRESSOR RUSSIAN STATE FOR COMMITTED WAR CRIMES AGAINST HUMANITY, TERROR AND GENOCIDE AGAINST UKRAINE AND THE WORLD 11
IVAN BILAS, VADYM POPKO

STYLE PARADIGM OF THE INSTRUMENTAL ETUDE GENRE 18
YULIIA NIKOLAIEVSKA, IRYNA PALIY, IRYNA DENYSENKO, OLGA CHEREDNYCHENKO, MYKHAILO KUZHBA, IGOR CHERNIAVSKYI, YOUJIE WANG, QIAN ZENG

INTERPRETIVE INNOVATIONS OF THE OPERA IMAGE IN THE CREATIVE DIALOGUE M. CALLAS - L. VISCONTI 26
NATALIA OSTROUKHOVA, LIU XIAOWEN, LYU JING, KONGBO TAN, YU XINYA

ART FESTIVALS IN THE CONTEXT OF THE COVID-19 PANDEMIC: THE SEARCH FOR NEW FORMATS 31
OLENA IVANOVA, ASMATI CHIBALASHVILI, POLINA KHARCHENKO, OKSANA SAPIHA, KATERYNA POLIANSKA

EMOTIVE-AXIOLOGICAL APPROACH IN MUSICOLOGY AND MODERN THEORY OF OPERA EXPERIENCE 37
SVITLANA OSADCHA, WEI LIXIAN, QIAO ZHI, CHEN HONGYU, CHENG SHUO

METAPHORIZATION IN THE UKRAINIAN MEDIA DISCOURSE IN 2022–2023: EXTERNAL FACTORS, DYNAMIC PROCESSES, COMMUNICATIVE AND INTENTIONAL DIMENSIONS 40
NATALIIA KOSTUSIAK, NATALIIA SHULSKA, VOLODYMYR SADIVNYCHYI, NATALIIA SYDORENKO, TETIANA ZDIKHOVSKA, NATALIIA IOVKHIMCHUK, OLENA BONDARENKO

DIDACTIC CONDITIONS FOR THE IMPLEMENTATION OF ANDRAGOGICAL SUPPORT FOR STUDENTS IN THE PROCESS OF LEARNING A FOREIGN LANGUAGE 47
OLENA KHOLODNIAK

HUMOR AS AN OPPOSITION TO ENEMY PROPAGANDA IN THE CONDITIONS OF THE STRUGGLE FOR THE INDEPENDENCE OF UKRAINE (20TH -21ST CENTURIES): HISTORICAL AND LINGUISTIC ASPECTS 53
OLHA KYRYLIUK, YURII MYTROFANENKO, VITALII DMYTRUK, NINA DOROSHCHUK, IRYNA KRYVKO, OKSANA PRYIMACHOK, IRYNA VAKULYK

ORGANIZATION OF STUDENTS' INDEPENDENT WORK WITHIN STUDYING ENGLISH IN MODERN DIGITALIZED EDUCATIONAL CONDITIONS: CHINA AND EUROPE COMPARATIVE CONTEXT 63
IRYNA VAKULYK, NATALIIA VASYLYSHYNA, ANDRII VYSELKO, YULIIA LAKHMOTOVA, MARGARYTA PONOMAROVA

DERIVATIVE POTENTIAL OF UNOFFICIAL ANTHROPONYMS: LEXICO-SEMANTIC METHOD OF NAME PRODUCTION 74
NATALIIA SHULSKA, NATALIIA KOSTUSIAK, TETYANA VILCHYNSKA, HALYNA BACHYNSKA, OKSANA VERBOVETSKA, NINA SVYSTUN, TETYANA SAVCHYN

HATE LANGUAGE AS A NEGATIVE PHENOMENON OF THE UKRAINIAN DOMESTIC MEDIA SPACE IN NEWS CONTENT ABOUT THE WAR 82
NATALIIA SHULSKA, NATALIIA KOSTUSIAK, OLHA ZYMA, KATERYNA LARINA, NATALIIA BUKINA, IRYNA KEVLIUK, SVITLANA OSTAPCHUK

FORMATION OF SPEECH REGULATION OF EDUCATIONAL ACTIVITY IN JUNIOR SCHOOLCHILDREN WITH SPEECH DISORDERS 88
SVITLANA DUBIAHA, VOLODYMYR HUZ', YULIIA SHEVCHENKO, SVITLANA FEDORENKO, YULIIA KOLOMIIETS

DEVELOPMENT OF GENERAL COMPETENCES IN HIGHER EDUCATION STUDENTS: SOFT SKILLS AND BASICS OF SCIENTIFIC RESEARCH 96
GALYNA BORYN, NATALIIA BAKHMAT, OLHA HORINA, HALYNA HORSKA, OKSANA BRASLAVSKA

FINANCIAL, ACCOUNTING, AND ANALYTICAL ENSURING OF THE FORMATION OF THE ANTI-CRISIS POTENTIAL OF FINANCIAL REGULATION AND CONTROL SYSTEMS IN UKRAINE UNDER THE CONDITIONS OF DIGITALIZATION 101
INNA LAZARYSHYNA, NATALIIA ANTONIUK, OLEG DOBRYANSKYY, OLENA DIDKIVSKA, OLHA RUDYK, VITALII CHUDOVETS, VOLODYMYR BODAKOVSKYY, TETIANA KOTENKO

OBSERVANCE OF HUMAN RIGHTS UNDER THE CONDITIONS OF NATIONAL LAW ADAPTATION TO THE NORMS OF THE EUROPEAN UNION 107
OLEKSANDR STASIUK, YANA LENHER, VIKTORIIA KORETSKA, NATALIIA RIABYKH, ANDRII SAMILO, VALERII SHYSHKO, IVANNA ZDRENYK

DIFFERENTIATION OF INCOME AND EXPENDITURES OF HOUSEHOLDS IN THE SYSTEM OF FORMATION OF THE DEMOGRAPHIC SITUATION IN UKRAINE 111
MYKOLA DZIAMULYCH, VOLODYMYR SARIOGLO, TETIANA KOTENKO, OLENA DIDKIVSKA, DARIA KOROTKOVA, TETIANA TALAKH, VOLODYMYR SAY

FINANCIAL, ACCOUNTING, AND ANALYTICAL ENSURING OF THE FORMATION OF THE ANTI-CRISIS POTENTIAL OF FINANCIAL REGULATION AND CONTROL SYSTEMS IN UKRAINE UNDER THE CONDITIONS OF DIGITALIZATION

[a]INNA LAZARYSHYNA, [b]NATALIIA ANTONIUK, [c]OLEG DOBRYANSKYY, [d]OLENA DIDKIVSKA, [e]OLHA RUDYK, [f]VITALII CHUDOVETS, [g]VOLODYMYR BODAKOVSKYY, [h]TETIANA KOTENKO

[a]*National University of Life and Environmental Sciences of Ukraine, 15, Heroiv Oborony Str., building 3, 03041, Kyiv, Ukraine*
[b]*KEDGE business school, Domaine de Luminy, Rue Antoine Bourdelle, 13009, Marseille, France*
[c]*Prince Volodymyr the Great Educational and Research Institute of Law of the Interregional Academy of Personnel Management, 2, Frometivska Str., 03039, Kyiv, Ukraine*
[d,h]*Ptoukha Institute for Demography and Social Studies of the National Academy of Sciences of Ukraine, 60, Shevchenko Ave., 01032, Kyiv, Ukraine.*
[e,g]*Ivan Franko National University of Lviv, 18, Svobody Ave., 79008, Lviv, Ukraine*
[f]*Lutsk National Technical University, 75, Lvivska Str., 43018, Lutsk, Ukraine*
email: [a]lazaryshyna_inna@nubip.edu.ua,
[b]nataliia.antoniuk@kedgebs.com, [c]o.dobryanskyy@yahoo.com,
[d]o_didkivska@ukr.net, [e]olha.rudyk@lnu.edu.ua,
[f]v.chudovets@lutsk-ntu.com.ua,
[g]volodymyr.bodakovskyy@lnu.edu.ua, [h]tatyanako@ukr.net

Abstract: The article examines modern approaches to the formation of the anti-crisis potential of financial regulation and control systems in the conditions of digitalization. The importance of the implementation of digital technologies in the financial sphere, as well as the role of financial analysts in providing accounting and analytical support, is determined. The issue of the formation of reserve funds and the use of financial instruments to ensure the stability of the financial system in crisis conditions is considered. Approaches to improving the tools of financial regulation are proposed and the principles of ensuring the efficiency of financial systems functioning in conditions of digitalization are defined. A SWOT analysis of the effectiveness of the application of innovative tools of financial and accounting and analytical support was carried out.

Keywords: financial regulation; financial control; tools of financial regulation; fintech innovations.

1 Introduction

In the conditions of constant dynamic changes in the economic environment, which have been observed in recent years, the stable functioning of financial systems becomes critically important for ensuring the sustainable development of the country. The relevance of this problem is additionally due to profound changes taking place in the field of financial regulation and control. At the same time, one of the most important and urgent tasks is the formation of the anti-crisis potential of financial regulation and control systems in the conditions of intensive implementation of digital and information technologies in business processes at all levels.

An important aspect of solving this problem is the provision of financial and accounting, as well as analytical support for business processes. At the same time, financial support contributes to the formation of stability and efficiency of financial systems and increases their transparency and reliability. In turn, accounting and analytical support is focused on the formation of high-quality and timely information about the state of financial systems and the efficiency of their functioning. At the same time, the basis of the formation of systems of financial, accounting, and analytical support for anti-crisis potential is the analysis of modern approaches to this economic toolkit, which allows formulating the conceptual foundations of the anti-crisis potential of financial regulation and control systems in conditions of digitalization. Also, on the basis of this toolkit, there is an opportunity to form practical recommendations regarding the general improvement of the financial systems functioning, since the analysis allows clarifying the main problems that arise in the process of forming the anti-crisis potential of financial regulation systems.

The introduction of digital technologies in the financial sphere, their positive impact on increasing the efficiency and transparency of financial operations, as well as the role of financial analysts in the formation of accounting and analytical support for business processes is also of great importance in modern conditions. Digitization also contributes to the development of new analytical tools for financial regulation, which are implemented on the basis of the use of the latest information technologies and significantly increase the possibilities of processing information about crisis trends in financial and economic systems.

In general, the indicated trends determine the objective need to reveal the problems of forming the anti-crisis potential of financial regulation and control systems, which determines the urgency of researching the principles of ensuring the effectiveness of financial systems in general and finding ways to improve the tools of financial regulation in particular. At the same time, the solution of the set tasks can be useful for financial institutions and state administration bodies that are engaged in regulatory management of the functioning of financial systems in Ukraine.

2 Literature Review

The study of the problems of financial, accounting, and analytical support for the formation of the anti-crisis potential of financial regulation and control systems in the conditions of digitalization of the system of economic relations is currently a rather important and relevant direction of research in the field of finance and economics. At the same time, it is important to note that the practice of studying the tools of financial and accounting, as well as analytical support has a fairly significant amount of development in traditional economic science. Instead, modern research related to the application of digital and information technologies in the implementation of processes of control over the functioning of financial systems and in the formation of anti-crisis measures aimed at ensuring their effectiveness demonstrate the need to transform classical approaches to financial regulation of business processes.

In particular, it is worth noting the study of the role of financial regulation and control in managing the anti-crisis potential of economic systems, which is presented in the work of N. B. Kushnir, which highlights the role of financial regulation in ensuring the stable functioning of the economic system in the conditions of crisis phenomena on the basis of the formation of the principles of financial stability of the system and preventive forecasting of crisis situations [17]. The development of this approach, taking into account the modern specifics of the digitalization of economic relations and its impact on financial regulation and control, was found in the study of O. M. Shevchenko, who examines the impact of digital technologies on the processes of financial regulation and control. At the same time, the author proves that digital technologies significantly change approaches to the implementation of the financial regulation process, contributing to more effective monitoring of financial transactions, automation of reporting processes and analytics in business processes [20].

The anti-crisis potential and its formation as a component of the financial regulatory system is considered in the study of S.O. Arefiev, who defined the modern understanding of the essence of the anti-crisis potential and identified its main components. In particular, the author notes that the formation of anti-crisis potential involves the implementation of effective financial mechanisms and systems of financial regulation. On the basis of this, opportunities are formed to determine the strategy of

actions for the implementation of anti-crisis measures of business entities in the context of ensuring effective regulation of business processes [2].

It is also necessary to note the study of the principles of application of digital technologies in financial regulation and control, which are outlined in the study of P.R. Pucenteillo. In particular, the author points out the possibilities of using digital technologies in financial control in order to improve its efficiency and accuracy. At the same time, the importance of implementing intelligent analytical systems, artificial intelligence, and blockchain technologies to ensure a high level of control in the financial sphere is particularly emphasized [19].

In general, it can be noted that the study of the problems of the effective application of analytical tools in the regulation of financial systems and business processes is sufficiently widely covered in modern scientific research. Thus, in the context of the study of modern challenges and prospects of the digital transformation of financial regulation and control, it is worth noting the research of such scientists and practitioners (including in the industry plane - in particular, agriculture) as O. Agres [1], I. Arutiunian [3], I. Britchenko [4], V. Chudovets [5], M. Dziamulych [6-13], O. Ermakov [14], O. Ivanenko [15], T. Kulinich [16], O. Laburtseva [18], T. Shmatkovska [21-25], R. Sodoma [26-28], A. Tiurina [30], I. Tsymbaliuk [32], V. Yakubiv [33], O. Yatsukh [34], and many others.

Summarizing, it can be stated that the study of financial and accounting analytical tools for the formation of the anti-crisis potential of financial regulation and control systems defines this problem as sufficiently relevant and difficult to solve. The main focus of research in this area is made on determining the role of financial regulation and clarifying the impact of digitalization on the financial sphere. At the same time, the issues of the formation of the anti-crisis potential and practical application of digital technologies in financial regulation require a more detailed study in order to develop recommendations for improving the system of financial regulation and control in Ukraine.

3 Materials and Methods

The study used a complex of specialized methods to study and analyze the financial and accounting, as well as analytical support of financial regulation systems. The use of these research methods made it possible to obtain a comprehensive approach to the study of financial, accounting, analytical support. In particular, the analysis of literary sources related to the financial and accounting and analytical support of the anti-crisis potential of financial regulation and control systems made it possible to obtain a theoretical basis for further research on the topic.

Based on the use of various methods of analysis, such as comparative analysis, factor analysis, correlation analysis, and others, a comprehensive analysis of financial and accounting, as well as analytical support of the anti-crisis potential of financial regulation and control systems was conducted. This made it possible to identify relationships and dependencies between various factors and indicators affecting the effectiveness of anti-crisis management.

Economic and mathematical modelling was used to study the impact of various factors and scenarios on the anti-crisis potential of financial regulatory systems. This made it possible to predict the possible results of the implementation of various strategies and policies of crisis management.

As a result of the application of these research methods, an assessment of the current state of financial, accounting, analytical support of the anti-crisis potential was made, its advantages and disadvantages were identified, and recommendations were offered for improving the system of financial regulation and control in Ukraine, taking into account digitalization processes.

4 Results and Discussion

The transformations taking place in the modern economic environment involve the large-scale introduction of information technologies and digital tools into the financial sphere, which significantly changes the conditions for the functioning of financial systems. In addition, digitalization leads to the emergence of new opportunities, but at the same time creates new challenges and threats, which may manifest themselves in the form of increased risk of cyber attacks, financial fraud, and other crimes in the digital environment. In this regard, the understanding and effective use of digital tools in financial regulation and control systems becomes extremely important to ensure the stability and security of financial markets. That is why the development of new approaches to the formation of financial, accounting, analytical support, focused on ensuring the effective anti-crisis potential of financial regulation systems, will significantly contribute to the creation of new strategies and tools for preventing manifestations of financial crises, identifying risks and increasing the effectiveness of supervision over the functioning of financial institutions. The implementation of such strategies, in turn, will ensure the stability of the financial system, protect the interests of depositors and other market participants, as well as contribute to maintaining trust in financial institutions and the financial activities of other business entities.

Special attention should now be paid to the opportunities provided by the latest digital and information technologies to increase the effectiveness of analytical tools in the field of financial regulation. In particular, the development of automated systems for the analysis and monitoring of financial transactions can significantly improve the detection of illegal actions of participants and market manipulation, which can provide more effective control over financial transactions. In addition, digital financial and accounting tools can be used to develop simulation models and forecast the development of crisis situations in the country's financial system. This opens up wide opportunities for state regulatory bodies to make informed decisions in advance and develop strategies aimed at preventing and managing financial crises. In addition, the study of the impact of digitalization on financial reporting and auditing is gaining special relevance in this aspect. Given the rapid changes in the information field, it is already necessary to develop new accounting standards and methodologies in order to reliably assess the financial condition of companies that use digital technologies and tools.

The key guidelines for changes in the field of modernization of financial and accounting tools in the digital economy are as follows:

- Expanding the display of the enterprise's sphere of activity in accounting and financial reporting;
- Improving the quality and efficiency of financial regulation and control;
- Identifying and increasing the number of business processes subject to analysis and control;
- Development of innovative methods of assessing business processes;
- Formation of approaches to the integration of various types of financial, accounting, analytical tools into the system of financial regulation;
- The use of more advanced information technologies in accounting and analytical processes;
- Development of theoretical, methodical, and applied aspects of the development of financial and accounting, as well as analytical instruments of financial regulation and control.

In this aspect, special attention should be paid to studying the possibilities of evaluating business processes that are subject to analysis and control. At the same time, the regular inclusion of

non-economic data in the analytical system, which comes in the form of qualitative characteristics of business processes, is observed [35-38]. In a practical aspect, the integration of new analysis and control tools is implemented on the basis of innovative developments in IT technologies, which include cloud technologies, open technological platforms, electronic reference information and analytical systems, the creation of a single international format and content of financial reporting in electronic XBRL form. Thus, these trends shape opportunities for creating such a system of financial regulation and control, which integrates data that determine both the state of the company's internal business processes and the external environment [31].

In a practical aspect, the latest financial, accounting, and analytical tools are most clearly manifested in the innovative financial technologies, which are a consequence of the transformation of traditional financial services in the process of digitalization. Their list is most appropriately determined based on the recommendations of the Basel Committee on Banking Supervision (Table 1).

Table 1. Classification of fintech products and services according to the Basel Committee on Banking Supervision

Areas of financial activity	Financial technologies
Loans, deposits, and capital raising	1. Crowdfunding 2. Credit market 3. Mobile banking 4. Scoring models for assessing creditworthiness
Settlement and cash operations, clearing	1. Mobile wallet 2. P2P payments 3. Cryptocurrencies 4. Amount of settlement calculations
Management of investment processes	1. High-frequency trading 2. Copy trading 3. E-trading 4. Automated counselling

Source: [29]

As one can see, a sufficient selection of innovative technologies is possible in the process of anti-crisis management. At the same time, the entire set of the latest technological tools, which can be used in the process of financial regulation and control, can also be divided into three functional groups of innovations, namely:

1. Process innovations that affect and change all links functioning in business processes. They represent innovations and changes as a result of interaction with macro-environmental factors, planning of material and technical support of business processes, management of cash and material resource flows, personnel, organizational, and structural transformations, and creation of innovative processes in product manufacturing.
2. Product innovations, which are the material embodiment and result of innovative transformations and the development of new types of activities. They provide for the creation (within the framework of business processes) of a system of appropriate technological processes necessary for the production of new competitive products that require the design to achieve a certain quality and efficiency of business processes.
3. Allocative innovations (reorganizational), which consist in the nature of redistribution of resources of business entities. Such innovations represent the restructuring or reorganization of enterprises for the purpose of redistribution of resources and constant interaction of all its structural divisions, as well as the interaction between employees of the business entity within the framework of functioning business processes.

Currently, the most promising technology that can be used in the processes of financial regulation and control at both the micro and macro level is the blockchain, that represents a technology involving the formation of a distributed decentralized network of data storage (transactions), the elements of which are records blocks of a certain size, each of which contains a link to the previous one and is combined into a chain of blocks according to an identifier that is calculated by a special mathematical algorithm.

In addition, powerful cryptographic algorithms ensure its protection. Such a property as distribution consists in the possibility of saving copies of data on a significant number of computers that are located around the world, which, in turn, creates the risks of unauthorized access and data modification [19]. This is the main reason for using this technology as an element of innovative systems of financial regulation and control.

In general, the majority of modern researchers consider blockchain technology to be very promising in relation to future anti-crisis regulation with the help of specialized innovative financial and accounting, as well as analytical tools. That is why the field of financial regulation and control is one of the most successful areas of implementation of blockchain technology in the context of forming the anti-crisis potential of financial systems. At the same time, a number of specific features of the use of this tool can be identified (Table 2).

Table 2. Specific features of blockchain application in the system of financial regulation and control

Operation	Content
Triple entry, namely: registration of data from each enterprise transaction with a third entry in the state or international register	Permanent access to the financial statements of each registered enterprise for regulatory authorities. This will allow demonstration of the financial transparency of enterprises, constant control to avoid errors, reduction of financial risks, and reduction of costs for obtaining and checking documentation.
Digital audit	Creating the necessary conditions for auditing at each stage of business processes
“Smart” contracts	The use of electronic signature will reduce time and labour costs for fulfilling the terms of contracts. Decentralization of the contract, reliability of data sources, power of attorney of the parties, automation of payments, etc. are also involved.
Cloud data storage	Secure storage of all financial data. Saving money on the work of central servers
Simplification of displaying the movement of assets within the system	The movement of assets is carried out in the form of a transaction, which, in turn, provides access to financial and management information in real-time
Use of transactions for settlements with counterparties	The used system of blocks in the blockchain will allow the formation and write-off of receivables and payables at the same time as a basis for permanent confirmation of the fact of the transaction
Simplification of the resource management process	Thanks to the secure registration of transactions, the entire process of resource management in business processes is simplified
Avoidance of abuses, unconfirmed expenses	Avoidance of such negative factors is implemented on the basis of full transparency of information online

Source: [19]

At the same time, the use of blockchain and specialized financial and accounting analytical tools to ensure the effective functioning of the financial regulation and control system requires the implementation of coordinated measures in the

financial system itself. The following should be included among such measures:

1. Adherence to a balanced approach in the field of state regulation of the financial technology market. On the one hand, the task of the state is to create a favourable environment for the development of innovations, on the other - to control and minimize the risks associated with the functioning of financial markets.
2. Introduction of open banking through the approval of the norms of the European directive PSD2 in Ukraine. Open banking involves "uniting" different banks and platforms into a single system and providing access to user data from different "points". The main advantage of such an initiative is that open banking represents an incentive for competition. In addition, open banking is a component of the system of financial regulation of business processes financed by bank lending.
3. Involvement specialized financial companies in outsourcing, that will help implement projects which require speed and flexibility based on the application of specialized financial, accounting, and analytical support. In turn, this approach will stimulate the growth of investment in the real sector by the banking system.
4. Increasing the level of financial literacy of the population, which is based on the simplicity and accessibility of information presentation, ergonomic and design solutions, the implementation of artificial intelligence elements, and the development of robotic consulting and machine learning in the financial sphere.
5. Formation of personnel potential, which involves ensuring future 'access' to specialists who possess key competencies for the fintech industry, creation of an attractive education system, as well as the implementation of a favourable immigration policy [20].

It is advisable to conduct a practical evaluation of the effectiveness of the application of innovative instruments of financial regulation and control based on the use of digital technologies on the basis of SWOT analysis (Table 3).

Table 3. SWOT-analysis of the application of innovative tools for financial regulation and control in business processes

Strengths	**Weaknesses**
1. Shortening the terms of preparation of financial statements. 2. Continuity of data recording with a high level of security. 3. The possibility of restricting access to data by a certain number of persons. 4. Ensuring transactions are carried out in conditions of high accuracy with minimal time costs. 5 Saving time by simplifying the financial audit system. 6. Reducing the number of errors in accounting due to minimizing the influence of the human factor. 7. Transmission, analysis, and verification of data in real-time.	1. The need to retrain the staff of analysts, which involves loss of time and money in the short term. 2. High cost of implementing technology in business processes. 3. The need to review and amend the legislative framework in the field of financial regulation.
Opportunities	**Threats**
1. Possibilities of work processes automation. 2. Possibility of complete automation of the financial regulation and control system. 3. Possibility of expanding business processes due to the reduction of time and money costs in the long term. 4. Possibility of more efficient allocation of resources in business processes due to the reduction of risks when registering various transactions. 5. Implementation of smart contracts. 6. The possibility of using and accounting for digital assets as innovative objects.	1. Threat of system malfunctions. 2 Due to the lack of standardization, investment risks may arise. 3. The threat of cyber attacks.

Source: [19]

Based on this, it can be argued that, from a practical point of view, adaptive monitoring of strategies based on digital tools of financial, accounting, and analytical support, due to the breadth of coverage, allows for a more reliable assessment of the strategy of anti-crisis potential, since the reliance on new technologies is a decision made on a new, innovative basis, which allows increasing the efficiency of business processes and contributing to the strengthening of market positions for the business entity and the financial system in general. Such a strategy can be more or less obvious, and be formulated in more or less detail; but stable ideas for increasing the efficiency of financial regulation and control should be deployed in the direction of improving scientific and technical progress, and also avoiding crisis phenomena when making changes, without looking for other reductions, except for operational time in the selected space.

5 Conclusion

Thus, we come to the conclusion that an important component of the digitalization of financial regulation and control systems is the automation of the collection, exchange, analysis, and use of information in electronic and digital form and the creation of a general information system within business processes. At the same time, specific processes of implementation of digital information systems and their integration into the general digital information system of the industry or the national economy as whole will contribute to the growth of the value of business entities for consumers. The sphere of financial regulation and control when applying digital innovations requires a special approach and developments on this issue. It is necessary to stimulate business entities to actively implement digital technologies in business processes, as well as to solve problems that arise at the stage of their implementation. Accordingly, the competitive advantage of enterprises that possess information and communication technologies of financial regulation and control is obvious, and today it is necessary to advance more actively on this path. Therefore, the construction of digital systems of financial regulation should focus on the use of the latest financial, accounting, and analytical tools, due to which the introduction of information technologies into business processes will take place. In general, using the achievements of the digital economy will make it possible to eliminate the current problematic aspects of financial regulation and control.

Literature:

1. Agres, O, Shvorak, A., Marcus, O., Zelenko, S., Tluchkevych, N., & Zelenko, O. (2020). The impact of the peasant farms functioning on the differentiation of the living level of the rural population. A case study of Volyn region, Ukraine. *Scientific Papers: Series "Management, Economic Engineering in Agriculture and rural development", 20*(2), 13-18.
2. Andros, S., Akimov, O., Akimova, L., Chang, S., & Gupta, S. K. (2021). Scenario Analysis of the Expected Integral Economic Effect from an Innovative Project. *Marketing and Management of Innovations 3*, 237-251.
3. Arefiev, S. O. (2019). Adaptive monitoring of anti-crisis potential formation strategies. *Bulletin of the Kyiv National University of Technology and Design. Economic Sciences Series, 1*(131), 39-48.
4. Arutiunian, I., Poltavets, M., Achacha, M., Bondar, O., Pavlov, F., Gerasymenko, O. & Kulinich, T. (2021). Effective Concepts of Harmonious Management of Production Systems. *International Journal of Computer Science and Network*

Security, 21(3), 141-144.
5. Britchenko, I., Drotárová, J., Yudenko, O., Holovina, L., Shmatkovska, T. (2022). Factors and conditions of the environmental and economic security formation in Ukraine. *AD ALTA: Journal of Interdisciplinary Research, 12*(2), Special Issue XXIX, 108-112.
6. Chudovets, V., Stashchuk, O., Havryliuk, O., Brodska, I., Tkachuk, I., Grudzevych, Y., (2021). Development of accounting and taxation of SMEs as a factor of macroeconomic stability of the country in the context of global challenges: a case study of Ukraine. *AD ALTA: Journal of Interdisciplinary Research*, 11(1), Special Issue XXVIII, 11-15.
7. Dziamulych, M., Hrytsenko, K., Krupka, I., Vyshyvana, B., Teslia, S., Tereshko, O., Fadyeyeva, I. (2022). Features of banks` liquidity management in the context of the introduction of the LCR ratio in Ukraine. *AD ALTA: Journal of interdisciplinary research*, 12(1), Special Issue XXVII, 148-152.
8. Dziamulych M., Krupka, I., Andruschak, Y., Petyk, M., Paslavska, R., Grudzevych, Y., Martyniuk, R. (2022). Banking liquidity risk management in Ukraine based on the application of digital and information technologies. *AD ALTA: Journal of Interdisciplinary Research*, 12(2), Special Issue XXIX, 102-107.
9. Dziamulych, M., Krupka, I., Petyk, V., Zaplatynskyi, M., Korobchuk, T., Synenko, V., & Avramchuk, L. (2023), Operational efficiency of Ukraine`s banking system during the war. *AD ALTA: Journal of interdisciplinary research*, 12(2), Special Issue XXXII, 164-168.
10. Dziamulych, M., Kulinich, T., Shmatkovska, Y., Moskovchuk, A., Rogach, S., Prosovych, O., & Talakh, V. (2022). Forecasting of economic indicators of agricultural enterprises activity in the system of ensuring their management on the basis of sustainable development: a case study of Ukraine. *Scientific Papers Series "Management, Economic Engineering in Agriculture and Rural Development"*, 22(1), 207-216.
11. Dziamulych, M., Myskovets, I., Zubko, A., Tereshchuk, O., Baidala, V., Voichuk, M. (2022). Formation of the natural resource economics in the system of environmental and economic security. *AD ALTA: Journal of Interdisciplinary Research*, 12(2), Special Issue XXX, 142-146.
12. Dziamulych, M., Petrukha, S., Yakubiv, V., Zhuk, O., Maiboroda, O., Tesliuk, S., & Kolosok, A. (2021). Analysis of the socio-demographic state of rural areas in the system of their sustainable development: a case study of Ukraine. *Scientific Papers Series "Management, Economic Engineering in Agriculture and Rural Development"*, 21(4), 223-234.
13. Dziamulych M., Rogach, S., Shulha, O., Stupen, N., Tendyuk, A., Stryzheus, L., & Bilochenko, A. (2023). Management of production resources of agricultural enterprises in Ukraine: a case study of Volyn region. *Scientific Papers Series "Management, Economic Engineering in Agriculture and Rural Development"*, 23(1), 179-188.
14. Dziamulych, M., Stashchuk, O., Korobchuk, T., Mostovenko, N., Martyniuk, R., Strelkova, I., & Grebeniuk, N. (2021). Banking innovations and their influence on the formation of digital banking. *AD ALTA: Journal of Interdisciplinary Research*, 11(2), Special issue XXI, 108-112.
15. Ermakov, O. U., Velichko, O. V., Bohach, L., Nahornyi, V. V. (2018). To question of estimation of production potential of agricultural enterprises. *Financial and Credit Activity-Problems of Theory and Practice*, *3*(26), 162-168.
16. Gavkalova, N.L. Akimova, L.M, Zilinska, A.S. Lukashev, S.V, Avedyan, L.Y., & Akimov, O.O. (2022). Functioning of United Territorial Communities and Identification of Main Problems of Organizational Support of Local Budget *Management. Financial and Credit Activity Problems of Theory and Practice*, *2*(43), 107–117.
17. Ivanenko, O., Bugaychuk, V., Belei, S., Grynchuk, N. & Kulinich, T. (2021). Financial Equalization of Territorial Development East European Countries and its Impact on Quality of Life. *International Journal for Quality Research*, 15 (4), 1301-1316.
18. Kryshtanovych, M., Akimova, L., Gavkalova, N., Akimov, O., & Shulga, A. (2022) Modern Technologies for Ensuring Economic Security in the Context of Achieving High Efficiency of Public Administration. *IJCSNS. International Journal of Computer Science and Network Security, 22*(2), 362-368.
19. Kulikov, P., Anin, O., Vahonova, O., Niema, O., Akimov, O., & Akimova, L. (2022). Scientific and Applied Tools for Project Management in a Turbulent Economy with the Use of Digital Technologies. *IJCSNS. International Journal of Computer Science and Network Security, 22*(9), 601-606
20. Kulinich, T., Berezina, L., Bahan, N., Vashchenko, I. & Huriievska, V. (2021). Application of Project Management: Lean Technologies and Saving Manufacturing (Aspects of Management and Public administration). *International Journal of Computer Science and Network Security*, *21*(5), 57-68.
21. Kushnir, N. B., & Voytovych, D. S. (2016). Peculiarities of anti-crisis management and economic diagnosis of the enterprise in modern conditions. *Efficient Economy*, 5.
22. Laburtseva, O., Larina, Y., Nahorna, O., Vinichenko, S., Hordiienko, V., Al-Shaban, A. T. N. (2021). Development of a Marketing Strategy for Enterprise Financial Growth. *Studies of Applied Economics*, *39*(5), 1-10.
23. Pucenteilo, P. R., & Dovbush, A. V. (2021). The main vectors of the development of accounting in the conditions of the digital economy. *Innovative Economy*, *3-4*(87), 140-151.
24. Shevchenko, O. M., & Rudych, L. V. (2020). Development of financial technologies in the conditions of digitization of the economy of Ukraine. *Effective economy*, 7.
25. Shmatkovska, T., Britchenko, I., Voitovych, I., Lăzonczi, P., Lorvi, I., Kulyk, I., Begun, S. (2022). Modern information and communication technologies in the digital economy in the system of economic security of the enterprises. *AD ALTA: Journal of Interdisciplinary Research, 12*(1), Special Issue XXVII, 153-156.
26. Shmatkovska, T., Krupka, I., Synenko, V., Sydorenko, R., Mostovenko, N., Talakh, T., Danchevska, I., Melnyk, N. (2023). Accounting and analytical tools for the formation of subordinated debt of commercial banks in Ukraine. *AD ALTA: Journal of Interdisciplinary Research, 13*(1), Special Issue XXXIV, 52-55.
27. Shmatkovska, T., Kulinich, T., Dziamulych, M., Rogach, S., Bilochenko, A., Serdiukova, O. (2022). Analysis of investment efficiency in the agricultural sector of Ukraine on the basis of sustainable development. *Scientific Papers Series "Management, Economic Engineering in Agriculture and Rural Development"*, *22*(3), 649-657.
28. Shmatkovska, T., Shubalyi, O., Rogach, S., Kupyra, M., Dobryanskyy, O., Shved, A., Voichuk, M. (2023). Simulation of socio-economic security of rural areas in the conditions of sustainable development: a case study of Ukraine. *Scientific Papers Series "Management, Economic Engineering in Agriculture and Rural Development"*, *23*(1), 709-718.
29. Shmatkovska, T., Volynets, L., Dielini, M., Magopets, O., Kopchykova, I., Kytaichuk, T., Popova, Yu. (2022). Strategic management of the enterprise using the system of strategic management accounting in conditions of sustainable development. *AD ALTA: Journal of Interdisciplinary Research, 12*(2), Special Issue XXIX, 123-128.
30. Sodoma, R., Lesyk L., Hryshchuk, A., Dubynetska, P., & Shmatkovska, T. (2022). Innovative development of rural territories and agriculture in Ukraine. *Scientific Papers. Series "Management, Economic Engineering in Agriculture and rural development"*, *22*(4), 685-696.
31. Sodoma, R., Shmatkovska, T., Dziamulych, M., Vavdiiuk, N., Kutsai, N., & Polishchuk, V. (2021). Economic efficiency of the land resource management and agricultural land-use by agricultural producers. *Management Theory and Studies for Rural Business and Infrastructure Development*, *43*(4), 524-535.
32. Sodoma R., Skhidnytska, H., Shvorak, A., Shmatkovska, T., & Zhurakovska, I. (2018). Peculiarities of agrarian receipts as a modern financial tool. *Economic annals-XXI*, 169 (1-2), 46-49.
33. *The Basel Committee on Banking Supervision*. Retrieved from: https://www.bis.org (Accessed on May 10, 2023).
34. Tiurina, A., Petrunenko, I., Guliyeva, S., Qazizade, E., Aliyeva, T. (2023). Social responsibility and modern business

during the global crisis: Threat or opportunity for the GUAM member countries. Journal of Eastern European and Central Asian Research (JEECAR), 10(2), 201-212.
35. Tofan, I. M., Ahres, O. H., & Shmatkovska, T. O. (2017). Problems in administration of tax on real estate other than land in Ukraine. *Scientific bulletin of Polissia*. 2(3), 148-153.
36. Tsymbaliuk, I. O., Shmatkovska, T. O., & Shulyk, Y. V. (2017). Tax alternatives to implement the tax capacity of internet activity in Ukraine. *Financial and credit activity problems of theory and practice*, 1(22), 336-344.
37. Yakubiv, V., Sodoma, R., Hrytsyna, O., Pavlikha, N., Shmatkovska, T., Tsymbaliuk, I., Marcus, O., Brodska, I. (2019). Development of electronic banking: A case study of Ukraine. *Entrepreneurship and Sustainability Issues*, *7*(1), 219-232.
38. Yatsukh, O., Demchenko, I., Ilnytskyy, D., Tsap, V., Shmatkovska, T. (2021). Management of banking innovations in the conditions of digitalization. *AD ALTA: Journal of Interdisciplinary Research*, *11*, Special issue XVII, 123-127.

Primary Paper Section: A

Secondary Paper Section: AE, AH