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THE IMPACT OF DIGITALIZATION OF THE ECONOMY ON DEVELOPMENT OF ACCOUNTING

The transition to digital technology is particularly prominent among the most pressing trends in the global economy. Thus, share of the digital economy in the developed countries' GDP grew from 4.3% to 5.5% between 2010 and 2016, while in the developing countries' – from 3.6% to 4.9%. In the G20 countries, this indicator has increased from 4.1% to 5.3% in five years [1]. The World Economic Forum estimates that digitization has enormous potential for business and society, and could add more than $30 trillion in revenues to the global economy by 2025 [2].

Digitization affects the entire system of information support for socio-economic processes. The important role in this system is played by accounting with its function of collecting, processing and providing economic information about the activities of economic entities. Therefore, rethinking the role and place of accounting and accountants in the digital economy has assumed a particularly important role. So, Kulik V.V. explores the peculiarities of accounting profession in the post-industrial society [3], A Karpenko O.V., Plikus I.Y., Golovina D.V. define a list of competences that scientists should own in accordance with the requirements of digital economy [4]. However, in our opinion, special attention is required to study the transformation of the accounting methodology in order to meet the conditions of digitalization.

Technologies like blockchain are already a prerequisite for transformations in credential-registration methods. For example, the issue of introducing the triple-entry accounting system is already under consideration in the world. This method can be used to confirm that a logged transaction, such as an order or invoice, is a real transaction with a solid expectation of payment. Triple-entry accounting uses blockchain to verify trading entries by all parties involved in a transaction. Simply put, blockchain is a tamper-proof, distributed digital ledger. Born out of the rise of bitcoin, blockchain was the underlying ledgering system that allowed all users of bitcoin to record and keep track of their transactions. However, it is increasingly clear that blockchain is useful in far more ways than just ensuring bitcoin's honesty. Triple-entry accountancy through blockchain therefore provides one shared version of the truth, bolstered by the incorruptible technology of a ledger that can't be tampered with. [5].

In the conditions of digitalization, in our opinion, it is important to increase the number of methods of accounting, but taking into account the preservation of the methodological kernel of accounting. This will ensure that the methods used are consistent with the accounting challenges that are changing as a result of the advances in data-processing technologies. Proposals are made among accounting experts to include forward-looking accounts and accounts for non-financial information in the chart of accounts.

In the digital economy, the accounting facilities are subject to significant changes. The explanation for this is an increasing number of indicators that characterize not only the economic side of business, but also social, environmental responsibility, system and quality of corporate governance, the presence of non-financial objects, such as: organizational, human, innovative, reputational capital, which provide the basis for creating value.

Business digitization defines the need to expand the scope of accounting by introducing new hybrid and modifiable forms of assets, liabilities, and capital: cryptocurrencies, smart assets, smart contracts, mixed-investment instruments, new forms of financial transactions, electronic capital flows, virtual monetary and non-monetary units of value, intellectual human capital, client base, innovative products, etc. And their reflection in accounting - formation of new principles of systematization and taxonomy of objects of accounting, allocation of criteria of recognition, metrics and principles of reflection in economic information.

Internal structure of accounting also requires changes. The main trends are both the convergence of already existing types of accounting, and attempts to distinguish its new types (strategic, adaptive, multi-purpose, creative, intellectual, etc.).

The convergence of external and internal accounting allows to include in the corporate reporting information about the development strategy and social responsibility, creation of economic value added in the section of business segments and factors of its creation, efficiency of the management system. Separate consideration requires ideas related to the separation of types of accounting due to the formation of special information systems (strategic, social, actuarial, behavioral, etc.). The appropriateness of their allocation is debatable, but should be considered in connection with the impending changes.

New information technologies are being developed, such as cloud technologies, open technology platforms, electronic reference and information systems, the creation of a single international format and the content of financial statements in electronic form XBRL.

XBRL (English Extensible Business Reporting Language) is a universally accepted standard for reporting financial statements under IFRS and GAAP of the United States in electronic form. XBRL is widely used in many countries by securities-market regulators, banking regulators, tax authorities, and national statistical agencies. [6].

This way, information technology causes significant modifications in both the methodology and the applied direction of accounting science. In this regard, the transformation of accounting to meet new needs is a necessary stage in its development. Changes and improvements to this accounting method will help not to lose its relevance in the era of universal digitalization.

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ЕКОНОМІЧНИЙ РОЗВИТОК ЗА УМОВ ПОШИРЕННЯ ЦИФРОВИХ ТЕХНОЛОГІЙ: МОЖЛИВОСТІ І ВИКЛИКИ

Важливим фактором успішного економічного розвитку господарських суб’єктів на сучасному етапі глобальних ринкових трансформацій є ступінь оволодіння цифровими технологіями, зокрема, технологіями організації цифрових електронних платформ. Такі платформи (які по-різному трактуються дослідниками) в цілому є інтегрованими активами, що дозволяють компанії отримувати додаткову цінність (вигоду, користь) від сполучення різних соціаль-