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AUDIT IN THE DIGITAL AGE: CHALLENGES AND DEVELOPMENT PROSPECTS

The digitalization of the economy has become one of the most powerful factors in the transformation of modern auditing, changing not only the tools for conducting audits, but also the very essence of auditing. The formation of a digital business environment, the spread of automated management systems, electronic document management, cloud technologies and online financial transactions create fundamentally new conditions for the functioning of enterprises. In these conditions, auditing is gradually going beyond the traditional audit of financial statements and is turning into a comprehensive mechanism for assessing the reliability, security and efficiency of digital processes.

A modern enterprise generates significant amounts of information that are constantly changing and processed in an electronic environment. Traditional audit methods, which were based on selective analysis of documents and manual processing of information, are increasingly losing their effectiveness. This necessitates the transition to digital audit methods that allow working with large data sets in real time and ensuring a higher level of accuracy of audits [1, 2, 3].

One of the key areas of audit development is the use of big data analysis technologies. Modern analytical systems enable auditors to examine the full scope of an enterprise's financial and operational data, not just individual samples. This significantly improves the quality of audit conclusions, allows for the detection of hidden patterns, assessment of risk levels, and timely detection of atypical or potentially risky transactions.

Artificial intelligence and machine learning technologies are of particular importance in the digital transformation of auditing. Algorithms are able to automatically analyze financial flows, identify anomalies, detect signs of fraud, and predict possible risks. This significantly reduces the time required for auditing procedures and reduces the impact of the human factor. At the same time, the role of the auditor is changing: instead of performing routine audits, he is increasingly focusing on analytical assessment, professional judgment, and strategic analysis [2].

Cloud technologies that provide remote access to financial information and

simplify interaction between the auditor and the client also have a significant impact on the development of auditing. This is especially important in the context of business globalization and the spread of remote work formats. At the same time, the digital environment creates new risks related to data protection, cybersecurity and information confidentiality. In this regard, auditors must assess not only the financial reliability of reporting, but also the level of security of the enterprise's information systems.

Blockchain technology plays a special role in the digital transformation of auditing. Its use allows you to create secure and immutable digital records of financial transactions, which significantly increases the transparency of accounting processes and reduces the risks of data manipulation. In the future, blockchain can significantly change the audit mechanism itself, since part of the procedures for confirming the reliability of information will be automated.

At the same time, digitalization creates a number of challenges for professional auditing. One of them is the need to constantly update professional competencies. A modern auditor must have not only knowledge in the field of accounting and financial analysis, but also understand the principles of functioning of information systems, data analysis technologies, cybersecurity and digital platforms [1, 3]. This forms a new model of the auditor profession, in which financial expertise is combined with technological training. Another challenge is the speed of technological change, which is significantly ahead of the process of updating the regulatory and methodological framework of auditing. Digital technologies are constantly creating new forms of financial transactions, business models and risks, which requires the adaptation of professional standards and approaches to conducting audits.

The prospects for the development of auditing in the digital era are associated with the further implementation of automation, data analytics and intelligent systems. A transition to continuous auditing is expected, when control of financial transactions will be carried out in real time. This will significantly increase the efficiency of risk identification, strengthen trust in financial information and ensure a higher level of business transparency.

Thus, the digital era is radically changing the content of auditing activities, creating new opportunities and at the same time creating new challenges. Audit is gradually transforming from a tool for verifying past transactions into a comprehensive system of analytical control and risk management that ensures stability, transparency, and trust in the digital economy.

Literature

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RADICAL TRANSFORMATION OF AUDITING IN THE DIGITAL AGE

The radical transformation of auditing in the digital era is one of the most large-scale processes of change in the modern system of financial control and professional analysis. The rapid development of digital technologies, automation of business processes, globalization of financial markets and the transition of the economy to a digital format of functioning are fundamentally changing the approaches to the formation, processing and verification of information. In such conditions, auditing can no longer remain exclusively a tool for confirming the reliability of financial reporting, since the digital environment requires a much wider range of analytical, control and predictive functions. The traditional audit model was formed in the conditions of paper document flow and relatively stable information flows. The basis of the audit was a selective analysis of documents, assessment of financial transactions and confirmation of compliance of accounting with established standards. However, the digital economy has created a fundamentally new reality in which information is generated and changed continuously, and most operations are carried out automatically. This necessitates the transition from retrospective control to constant monitoring of financial and management processes in real time [1-3].

One of the key factors in the transformation of auditing has been the introduction of big data technologies. Modern enterprises accumulate significant amounts of digital information covering financial transactions, logistics operations, electronic payments,