

## PROSPECTS FOR DIGITIZATION OF MANAGEMENT ACCOUNTING

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### Annotation

This article discusses the digitalization of financial accounting in the digital economy, management problems, as well as directions for development to eliminate them. The necessity, possibility and expediency of introducing specific (calculation) methods into the work of managers is noted. Within the framework of the task, the possibility of creating and developing a parametric model of a social system operating in an active environment is shown, using appropriate techniques, tools, including computer programs for automating management activities and modeling models. In business, it can be used in decision-making systems and decision support systems, as well as in training to develop decision-making skills.

**Keywords:** digital economy, management accounting, digital management, parametric model, social systems.

### Introduction

The last decade of the 20th century and the beginning of the 21st century saw many changes in the economic environment, leading to increased competition at all levels. Currently, business entities face a difficult task - the enterprise must not only survive in the struggle for consumers, but also have a strong competitive advantage in order to follow the path of sustainable development. In such an environment, it is necessary to focus on many new strategic management approaches, including financial accounting management.

However, traditional management and financial accounting cannot provide all the information needed for successful strategic management. Modern information technologies make it possible to receive and process information faster, more efficiently and more accurately. This means a minimum of regular work, a maximum of opportunities to solve long-term problems. Many traditional management researchers criticize management accounting as one-sided because it is based on internal processes in the organization, paying less attention to external factors. This approach excludes the possibility of strategic planning.

Thus, we can conclude: in the conditions of instability of the modern economic environment, it is impossible to count on short-term benefits; the stable existence of an organization can be ensured only by focusing on long-term goals.

New management accounting methods have emerged that provide information for making strategic decisions, the totality of which is now called strategic management accounting.

Consequently, strategic management accounting is the information base for making strategic decisions. This is its main difference from traditional management accounting, the purpose of which is to provide information for making current management decisions. The country's development prospects are determined by its natural, industrial, economic and human resources, and the effective use of these resources becomes the most important task of government regulation.

In the process of transition from an analogue economy to a digital economy, the problem of personnel quality arises. In the digital economy, it is necessary to develop human resources with new competencies: both new graduates and personnel capable of mastering new competencies.

As a natural result of development, the development of technological infrastructure and the use of large databases have led to a large-scale digital transformation of society. If the first stage of digitalization was characterized by the expansion of Internet access for millions of consumers, then the current stage is characterized by the introduction of a wide range of digital services, products and systems into the production and management process. This process inevitably leads to unrecognizability of many sectors of the economy: the technological structure, production chains, and the ability to manage demand and production are changing. Business processes are reorganized and changed to integrate the IT infrastructure, which increases the speed of business operations; creates new information channels and simplifies the procedures for introducing and developing new products. Analysts assess the potential of blockchain technology as a means of ensuring speed, transparency and security of information transfer, which directly affects the restructuring of the business model. In the context of the transition to an innovative digital economy, the importance of the intellectual component of human capital increases significantly [5-6].

Digital technologies reduce communication time and speed up all business processes. Therefore, special attention is paid to the development of human capital. Enterprises that want to be competitive in the market must reorganize and manage personnel, change personnel policies, train qualified personnel, and change the company's personnel management system before introducing new methods and technologies.

High demand for highly specialized personnel is expected . A specialist must have competence in the field of new technologies, be an expert in his field, learn quickly and implement new solutions. Equally important is the development of remote work skills: cost reduction through robotization; increase logistics flexibility by eliminating redundant assets; exclusion of the human factor (in whole or in part) and others.

It should be noted that, despite the fact that digitalization is one of the generally accepted methods for increasing the efficiency of production and logistics processes, it cannot be

implemented without a holistic systems approach, which requires large investments not only in the institutional restructuring of enterprises ? but also appropriate methodological support. The roadmap (program) for introducing digital technologies into the production process of an enterprise is available for methodological support and reflects an understanding of the specific actions of the management of production enterprises . Particular attention should be paid to the analysis of domestic and foreign experience in the use of digital technologies, the identification of automated production processes, as well as conducting experiments on the use of digital technologies as part of the experimental stage. As for the possible risks of digitalization of production, they certainly exist.

The strategic accounting system provides a comparative analysis of competitors, suppliers, consumers, legislative changes, etc. The strategic direction of the system is associated with changes in the internal environment of the organization that contribute to the implementation of its strategy. This could be changes in the chart of accounts or the use of new management technologies.

## **Conclusion**

Some potential risks from the digitalization of the manufacturing sector and financial accounting consist of the following :

- the transition to digitalization of digital production means an expansion of the level of network and interconnection, an increase in the number of various cloud services, which creates additional difficulties for individual enterprises;
- As the level of digitalization of industrial production increases, production workers are gradually removed from making corrective decisions and their ability to quickly influence production processes decreases;

Strategic management accounting is based on providing the organization's management with systematic, continuous information. This is a system of indicators with which you can adjust the strategy in a timely manner and monitor its implementation (using a balanced scorecard).

The implementation and use of a management accounting system is possible only if the following requirements are met: - continuity of analysis; - understanding the need for management and ongoing support; - creation of a unified strategic management system at the enterprise.

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