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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,

internal communications and customer interactions. In these conditions, traditional spot checks are gradually losing their effectiveness, as digital analytical systems allow for the examination of the full array of data. This significantly improves the quality of the audit, provides more accurate risk identification and creates opportunities for predicting potential violations.

Artificial intelligence and machine learning technologies have a particularly significant impact on the development of auditing activities. Algorithms are able to automatically analyze financial information, detect anomalous transactions, assess risk areas and form analytical conclusions. Automation of routine procedures not only reduces the time for conducting audits, but also changes the professional role of the auditor [2]. The main emphasis is gradually shifting from technical verification of documents to interpretation of analysis results, assessment of strategic risks and consulting support for management decisions.

Digitalization also has a significant impact on the organization of the audit process. Cloud technologies provide remote access to financial information, data integration and operational exchange of documents between the auditor and the client. As a result, the audit becomes more mobile, continuous and technologically integrated. At the same time, the spread of digital platforms creates new challenges related to cybersecurity, protection of confidential information and risks of digital fraud.

In modern conditions, auditors are forced to assess not only the financial reliability of reporting, but also the effectiveness of internal control systems, the level of security of information infrastructure and the stability of digital processes of the enterprise. This significantly expands the scope of audit activities and forms a new interdisciplinary nature of the profession.

Blockchain technologies are of particular importance in the process of audit transformation. Their application allows you to create decentralized information storage systems in which each transaction is recorded in an immutable digital register [3]. This significantly increases the transparency of financial processes, minimizes the risks of data manipulation and simplifies the procedures for confirming the reliability of information. In the future, blockchain can radically change the audit mechanism itself, automating some of the control functions.

Along with new opportunities, the digital era also creates serious professional challenges. A modern auditor must have not only knowledge in the field of accounting and financial analysis, but also competencies in the field of information technology, data analytics, digital security and automated management systems. This requires constant professional development and adaptation to technological changes. The speed of transformation of the digital environment, which significantly outpaces the updating of the regulatory framework for auditing, also remains a problem. Traditional standards

often do not take into account the specifics of digital assets, electronic transactions and automated financial systems, which creates the need to create new approaches to regulating auditing activities.

In the future, auditing will increasingly transform into a system of continuous digital control, where verification of operations will be carried out automatically and in real time. This will increase the efficiency of risk identification, strengthen trust in financial information and ensure more efficient functioning of economic systems.

Thus, the radical transformation of auditing in the digital age changes not only the technologies for conducting audits, but also the conceptual foundations of auditing activities. Auditing is gradually transforming into an intelligent digital system of analytics, forecasting and risk management, which is becoming an important element of ensuring transparency, stability and trust in the modern digital economy.

Literature

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