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Management and administration of financial resources using digital technologies

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Abstract. The integration of digital technologies in the financial industry holds significant promise for enhancing the effectiveness and availability of financial services. However, it is also confronted with various financial and organisational limitations that must be resolved. The objective of this study is to examine the financial and organisational limitations that occur during the implementation of digital technologies in financial management. In order to accomplish this objective, various techniques such as analysis, synthesis, generalisation, systematisation, and statistical methods were employed. The study revealed that the implementation of digital technologies in the financial sector encounters substantial obstacles and constraints. An inherent challenge arises from the incongruity between emerging digital technologies and antiquated traditional management models, resulting in deficiencies and vulnerabilities in organisational management. The study emphasises the significance of organisations modifying their management models in order to achieve optimal utilisation of digital tools. The findings also demonstrate the significance of organisational elements such as culture, competencies, digital resources, senior management support, and organisational structure in shaping choices to embrace and execute digital technologies. Thus, the study helps to solve current issues related to the introduction of digital technologies in the financial sector and contributes to improving its efficiency and sustainability. The practical significance of the study is to increase the understanding of financial and organisational constraints that arise during the introduction of digital technologies in financial management and to contribute to the development of more effective approaches to digital financial management

Keywords: organisational constraints; data security; regulators; efficiency; privacy

Introduction

Investigation of the impact of digital technologies on the financial sector and the limitations that arise in the process of their implementation is of great importance in the modern world. With the growing role of digital tools in financial management, risk management, and financial inclusion, it is becoming mandatory to study the challenges that arise during this process. The research focuses on identifying financial and organisational constraints that may hinder the successful implementation of digital technologies in the financial sector. First of all, there is a contradiction between traditional management models and digital technologies, which can create additional challenges for organisations in achieving the maximum benefits of digital financial management. The second important aspect is the lack of financial literacy among users of digital financial services, which may limit their ability to use these innovations to their full potential. Organisational factors such as culture, competencies, digital resources, and management support should also be considered, as they affect the digital adoption process. Removing these constraints is an important challenge for developing digital financial management and improving the efficiency of the financial sector as a whole.

In their study, M.M. Shevchenko *et al.* (2023) underscore the significance and pertinence of advancing digital financial technologies within Ukraine's financial sector. They emphasise the necessity of enhancing financial services and bolstering the country's competitiveness in the contemporary global landscape. The study examines different types of digital financial technologies and their functions, as well as the influence of technological structures on the growth of the financial sector. In their study, S. Mishchenko *et al.* (2021) examine the management of innovation risks with the aim of maintaining the stability of financial institutions in Ukraine. The authors categorise various types of innovation risks and propose enhancing oversight of operational and regulatory risks through the utilisation

of cloud technologies and blockchain. The authors suggest implementing measures for insurance coverage and compensation for losses by establishing a collective insurance fund comprising financial institutions.

The paper by O. Borzenko & A. Hlazova (2022) presents theoretical approaches to the study of digitalisation, including the theory of the information society, the theory of economic cycles, and the theory of globalisation. The researchers (Chornovol, 2022; Spytyska, 2023) examine how these theoretical approaches delineate the primary patterns of digitization in the economy and assess the principal trends of digitization in the financial sector, encompassing the utilisation of cryptocurrencies and digital currencies issued by central banks in international transactions. They examine the characteristics of digitalization in Ukraine, with a particular focus on the banking sector. It highlights that the digitalization efforts of Ukrainian banks are in opposition to the global trends in banking fintech solutions.

O. Dmytryk *et al.* (2022) examine organisational and legal support for digitalisation of innovations in the financial and tax sectors. The researchers identified the role of digital technologies in financial and tax innovations, including blockchain, big data, artificial intelligence, cloud technologies, and the Internet of Things. The paper also substantiates the digital innovation management system and suggests an algorithm for digitalisation of the financial sector.

N. Linawati & I. Wijaya (2022) conducted a study aimed at determining the impact of socio-demographic characteristics and financial education on financial capacity, with financial applications as a moderate variable. The study was conducted among representatives of Generation Z aged 19-26 years. The findings demonstrated that gender exerts a substantial influence on financial sustainability, and the utilisation of financial tools contributes to alleviating the influence of gender on financial sustainability. The paper centres on the significance of financial education

and the function of digital financial applications in enhancing financial literacy among the younger cohort.

V.O. Timashov & O.V. Sevastyanenko (2022) examined the impact of financial security, including the digitalisation of the financial sector, on Ukraine's economic security in the context of military operations. They analysed data from 2015 to 2021, considering various components of financial security, and identified integral indicators of economic security using various methods. The results showed that the digitalisation of the financial sector had a great impact on Ukraine's economic security, increasing the integral indicator of economic security. This paper shows that digital financial processes in Ukraine have helped ensure the stability of the financial system even during military conflicts.

Given the growing role of digital technologies in the financial sector and the challenges that arise in the process of their implementation, the purpose of this investigation is to analyse financial and organisational constraints. The study will be conducted on the example of Ukraine.

Materials and Methods

Research on the management and administration of financial resources using digital technologies included the use of analysis, synthesis, generalisation, systematisation, and statistical method. This study examined the implementation of digital technologies in organisational management, financial literacy, organisational factors of influence, data security and privacy issues, and the role of regulators in digital financial management. The analysis was used for detailed consideration and disclosure of key aspects of financial resource management and administration using digital technologies. This method allowed for a thorough analysis of complex problems, such as contradictions between digital technologies and traditional management models, and an analysis of the impact of organisational factors on the adoption and implementation of digital decisions.

The synthesis was used to create a comprehensive understanding of optimal strategies and approaches to managing financial resources using digital technologies. As part of this study, the synthesis allowed combining various aspects of digital financial management into a single concept. The results of the analysis of organisational factors, financial literacy, technological capabilities, and regulatory methods were used for this method. Synthesis allowed identifying opportunities for optimising processes, improving efficiency and reducing risks in the field of digital financial management. The generalisation was used to combine various data, results of analysis and synthesis into a single knowledge system for managing and administering financial resources using digital technologies. Within the framework of this method, the results of the analysis of financial literacy, the introduction of digital technologies in organisational management, the role of regulators in the digital financial environment, and data security and privacy issues were summarised. This method allowed the study to create a common concept of digital financial management that combines best practices and recommendations

for various fields of activity, including organisational management, financial literacy, regulation and cybersecurity.

The systematisation was used to organise and structure the obtained data from the literature analysis to establish the logical order and distribution of information on key aspects of the problem. This method allowed the study to create a system of classification and categorisation of facts, trends, and problems related to the introduction of digital technologies in the financial sector. The statistical method was used to analyse statistical data aimed at studying the effectiveness and prevalence of digital technologies in the financial sector. This method provided an opportunity to better understand statistical relations in the context of digital transformation of the financial sector, providing objective conclusions based on numerical data.

The choice of methods of analysis, synthesis, generalisation, systematisation, and statistical method was justified by the need for a comprehensive investigation of various aspects of the problem of financial resource management in a digital environment. These methods allowed systematising and analysing information, explaining and substantiating conclusions and recommendations on organisational adaptation, financial literacy, regulation, and cybersecurity. The use of these methods facilitated a detailed review of the problem and a comprehensive understanding of digital financial management and its impact on organisations and society as a whole.

Results

Analysis of the current state of digital financial management in Ukraine

The financial system of Ukraine is a complex mechanism, the management and administration of which affects the efficiency of the national economy. To better understand its structure and features, it is important to consider two main factors that determine its effectiveness, namely: the establishment of financial relations in society and the organisation of management of the national financial system. Financial relations are an integral part of the economic life of society. Effective financial management implies the existence of well-established financial relations between the state, economic entities, and other market participants. Effective management of the financial system includes solving various tasks, such as ensuring the stability of the financial market, regulating money circulation, controlling inflation, and other aspects that affect the financial stability of the country.

The national financial system of Ukraine has a multi-element structure, which can be considered at three levels. The first level covers the general set of financial relations in society, the second level defines separate parts of these relations, and the third level consists of elements that are the basis for other parts of the financial system. The third level distinguishes such elements as financial and legal institutions that regulate certain sets of public relations in the financial industry (Timashov & Sevastyanenko, 2021). The organisation of the financial system of Ukraine is based on

a number of legislative acts and regulatory documents. The Constitution of Ukraine defines the fundamental principles of financial relations, and the laws of Ukraine regulate issues related to the state budget, taxes, money circulation and other aspects of finance. The legislation of Ukraine also includes bylaws issued by the Cabinet of Ministers of Ukraine and other departments.

Ukraine's international finances are regulated through contracts concluded with other countries and international financial organisations. These include loan agreements, investments, and other financial transactions. A general overview of the financial system of Ukraine shows that this system is a complex and multi-level structure that includes various areas and links. The legal framework for financial

activities in Ukraine is determined by the Constitution, laws and regulations that control financial relations in the country. The study shows that financial management faces a variety of challenges and challenges caused by the rapid development of digital technologies, changes in the economy and the constant need to adapt to new realities. For example, according to research, the share of the digital economy in Ukraine's total gross domestic product (GDP) is gradually growing. In 2019, this share was only 4.3%, but the following year it increased to 5.3%. However, in 2022, this process was temporarily slowed down due to a full-scale war, which had a negative impact on the size of the digital economy in GDP. This figure is projected to grow to 7.7% by 2024 (Fig. 1).

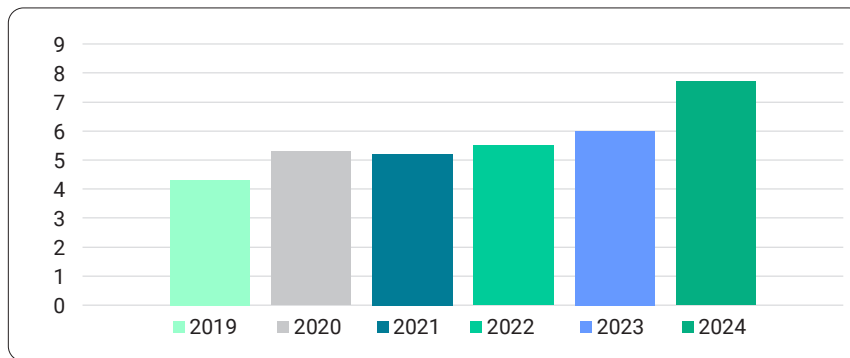


Figure 1. Share of the digital economy in Ukraine's GDP, %

Source: compiled by the authors based on S. Bashlai & I. Yaremko (2023)

Table 1 shows a list of problems in financial management and provides a brief description of each of them. They cover a variety of aspects, including digital transformation, economic security, financial literacy, governance and legal

frameworks, innovation management, and the adoption of global standards. Addressing these challenges requires strategic planning, collaboration, and continuous training to ensure the stability and efficiency of the financial sector.

Table 1. Challenges in financial management

No.	Challenge	Description
1	Adoption and implementation of digitalisation	The need to adopt and implement digital technologies in the day-to-day operations of the financial sector to improve efficiency and competitiveness.
2	Market liquidity and financial technology challenges	Analysis of the impact of financial technologies on market liquidity, identification of specific technologies that create new challenges for banking.
3	Impact of financial digitalisation on economic security	Research on the impact of digital transformation on economic security systems, in particular in connection with possible cyber-attacks or economic crises.
4	Financial literacy in a digital environment	Analysis of the high level of complexity of financial instruments and the need for effective programs to improve financial literacy.
5	Governance and legislative framework for financial innovation	Research the regulatory framework and determine optimal management when implementing financial innovations to ensure stability and trust.
6	Position of accountants during digital transformation	Analysis of the challenges faced by accountants in the context of mandatory digital transformation and transition to electronic accounting.
7	Intrapreneurship in the banking sector	Consideration of the role of domestic entrepreneurship in promoting innovation and accelerating digital transformation in the banking industry.
8	Innovation and security management in the financial sector	Analysis of the relationship between effective innovation management and security in the financial sector in the context of rapid technology development.
9	Limitations of corporate finance in the context of digital transformation	Investigation of problems and limitations that may arise in the corporate finance process due to the introduction of digital technologies.

Table 1, Continued

No.	Challenge	Description
10	Transformation of management in the tourism industry	Analysis of the impact of digital technologies on the management of the tourism industry and the need to adapt management practices.
11	Integration of artificial intelligence and blockchain in the banking industry	Investigation of the use of artificial intelligence and blockchain in the banking industry and solve related problems.
12	Sources of financial law in Ukraine and the EU	Comparative legal analysis of sources of financial law and their impact on the legal system.
13	Theoretical approaches to the study of digitalisation in the global economy	Review of theoretical approaches and frameworks for studying digital transformation in the global economic context.
14	Security management in crisis situations	Analysis of security management methods in crisis situations and their application for Ukraine.
15	Acceptability of global standards in jurisdiction	Investigation of the acceptability and implementation of global standards in a particular jurisdiction, with a focus on the use of IFRS in Ukraine.
16	Public finance management in Ukraine	Analysis of current problems and challenges in the field of public finance management in Ukraine.
17	Development of digital technologies in financial exchange centres	Review of the application and development of digital technologies in financial exchange centres and their impact on efficiency.
18	Financial and legal aspects of economic security	Investigation of financial and legal aspects of ensuring the economic security of the state and consideration of their impact on the financial system.

Source: compiled by the authors based on F. Kitsios *et al.* (2021), D. Broby (2021), T. Koskelainen *et al.* (2023)

The use of digital technologies in financial management in Ukraine is growing and is becoming increasingly important for the development of the financial sector and effective financial management (Kurhan *et al.*, 2023). The introduction of digital technologies includes various aspects, such as the introduction of digital payment systems, the use of artificial intelligence and data analytics for financial decision-making, automation of accounting and analysis, the development of electronic financial services, and many other aspects.

The role of digital technologies in financial management

The use of digital technologies in financial management has a number of significant advantages (Table 2). Firstly, it improves the speed and accuracy of financial analysis and reporting. Digital tools automate the processes of collecting, processing and, analysing financial data,

which allows responding faster to changes in the market and make informed decisions. Secondly, digital technologies contribute to improving the efficiency of financial management and reducing costs. This is achieved by automating many processes that previously required significant resources and time. In addition, the introduction of digital technologies improves communication and cooperation between different divisions of the company and simplifies access to financial information for stakeholders. Moreover, the use of digital technologies makes financial management more flexible and adaptive to changes in economic conditions. This allows companies to respond faster to market challenges and increase their competitiveness. Lastly, digital technologies contribute to improving the security of financial information and transactions, which is critical in the face of modern cybersecurity threats.

Table 2. Advantages of using digital technologies in financial management

No.	Advantage	Description
1	Improvement of financial literacy	Provides access to resources and information for better financial management.
2	Improved risk management	Helps financial institutions better manage risks, including cyber threats.
3	Expansion of financial accessibility	Facilitates access to financial products and services for all segments of the population.
4	Easing corporate finance restrictions	Provides businesses with alternative sources of financing.
5	Optimised financial processes	Reduces errors and increases the efficiency of financial processes.
6	Promotion of green development	Supports the development of green technologies and sustainable development.
7	Improvement of operational stability	Contributes to the stability of financial institutions and systems.
8	Increase in efficiency and savings	Automates processes and reduces operating costs.
9	Enhanced access to financial services	This will help overcome geographical barriers and facilitate access to services.
10	Improved data management and analysis	Helps collect, analyse, and report financial data.

Table 2, Continued

No.	Advantage	Description
11	Accelerated innovation	Promotes innovation in financial management by creating new products and services.
12	Improved customer experience	Offers convenience and a personalised experience for customers.
13	Enhanced security and privacy	Includes strong security measures and data encryption.
14	Improvement of financial well-being	Assists in making informed decisions and improves financial well-being.

Source: compiled by the authors based on S.M.R. Parvin & N. Panakaje (2022); B. Chen (2023)

Digital Finance, which uses technologies such as artificial intelligence and data analytics, has the potential to revolutionise financial management by improving algorithms and valuation mechanisms. These advances can lead to the creation of transparent and information-based credit systems that will improve the efficiency of capital allocation in the financial sector (Wang, 2022; Zabediuk & Yatsuk, 2023). In addition, digital tools can expand the ability to warn and manage risks, allowing users to manage financial risks more effectively. One area where digital tools can have a significant impact is the management of small and medium-sized enterprises (SMEs). Research has shown that increasing awareness of the digital platform among small and medium-sized business leaders can contribute to better financial choices and improve the company's success. By using digital finance tools, SMEs can access financial services and resources that were previously unavailable, enabling them to maintain and grow their businesses (Msomi & Kandolo, 2023). In addition, adapting digital technologies in accounting and financial management can help SMEs organise their records and verify their financial condition, leading to better informed decisions.

Financial literacy is another important aspect of improved financial management, especially in the digital age. Digital innovation is transforming financial services, leading to changes in consumer behaviour and personal money management. However, effective financial transactions using digital tools require skills, awareness and attitude to use these tools, and an understanding of digital transactions. Thus, promoting financial literacy in the digital age is essential for people to effectively use digital finance tools to improve financial management. Digital financial reach is also a key factor in improving financial management. Research has shown that digital financial engagement promotes socio-economic development by reducing costs, improving efficiency, and increasing the competitiveness of service providers (Parvin & Panakaje, 2022). By providing access to digital financial services, individuals and businesses can overcome obstacles to financial inclusion and participate more fully in the digital financial market. This can lead to better financial management and better use of financial resources.

The introduction of digital tools in financial management is not without problems. The digital divide, which is characterised by uneven distribution and obstacles to the development of digital technologies, can lead to new financial alienation among disadvantaged groups. The lack of resources such as online tools and financial literacy can

hinder the adoption and effective use of digital finance tools (Dong, 2023). Therefore, efforts must be made to bridge the digital divide and ensure that all people have access to the necessary resources and skills to use digital financial management tools.

Financial and organisational constraints in the implementation of digital technologies

The introduction of digital technologies in organisations faces various financial and organisational constraints. One of the key problems is the contradiction between digital technologies and traditional management models. Expanding digital technologies, while offering numerous benefits, can also exacerbate existing challenges in organisational management (Lingling & Li, 2023). This highlights the need for organisations to adapt their management models to make effective use of digital technologies.

Financial literacy is another important aspect that can become an obstacle to the adoption of digital technologies. The transformation caused by digital innovation in financial services requires people to have the necessary skills, awareness, and attitude to use digital tools effectively. Lack of financial literacy can hinder the adoption and use of digital technologies for financial management. Organisational factors also play a significant role in the successful implementation of digital technologies. Organisational culture, technological competencies, digital resources, senior management support, and organisational structure influence an organisation's decision to adopt and implement digital technologies (Omrani *et al.*, 2022). Ignoring organisational factors can reduce the effectiveness of digital technologies and require additional costs for their implementation. In addition, governance and the legal framework for implementing financial and fiscal innovations in the digital environment can pose challenges (Dmytryk *et al.*, 2022). The digitalisation of financial markets and the use of digital instruments require improved control and regulatory mechanisms to ensure effective governance. In the context of small and medium-sized enterprises, the introduction of digital technologies in accounting and financial management can have a positive impact on their credit constraints (Flaminiano & Francisco, 2021). Digitalisation allows SMEs to automate financial processes, reduce costs, and improve efficiency. However, the adoption of digital technologies in small and medium-sized enterprises can also face obstacles, such as limited resources and the lack of digital skills.

The issue of data security and privacy is critical in managing finances when using digital technologies. The

introduction of digital tools, collection, storage, and use of data, can put pressure on privacy and data protection. Organisations should have clear guidelines and policies regarding data privacy and security, including transparent information about data collection, storage, and use. In the context of digital financial management, data security and privacy issues can hinder the prospects for digital financial inclusion. Lack of trust and concerns about data privacy are among the challenges facing achieving inclusive digital funding. The introduction of digital financial instruments requires people to be confident in the security and confidentiality of their financial data. The use of digital technologies in financial management also raises concerns about data management and management. Creating transparent and informative credit systems and strengthening risk management capabilities through digital finance relies on effective management mechanisms (Wang, 2022). The collection, processing, analysis, and distribution of financial data require strong confidentiality and security measures.

Regulators play a crucial role in the development of digital financial management. They are responsible for creating and implementing rules governing the use of digital technologies in financial services. Regulators must find a balance between promoting innovation and ensuring consumer protection, data security, and financial stability. They play a vital role in creating appropriate and up-to-date tools, frameworks, and regulatory approaches to promote digital financial management. This includes providing clear information about the rules and ensuring that data confidentiality and security requirements are met. Regulators also play a role in shaping the adoption and implementation of new technologies, such as blockchain and decentralised identity management. They need to create a robust framework for managing digital identifiers and ensure the security and confidentiality of individuals' digital information. Regulators can contribute to the development and implementation of these technologies by providing guidance and oversight to ensure compliance with regulatory requirements.

The use of regulatory technologies, also known as RegTech, is becoming increasingly important in the digital transformation of traditional industries, including the financial sector. RegTech solutions use technologies such as artificial intelligence and data analytics to optimise regulatory processes, improve compliance, and improve risk management. Regulators can contribute to the implementation of RegTech solutions to improve the efficiency and effectiveness of regulatory practices in the field of digital financial management. Regulators also play a role in addressing the challenges and risks associated with digital financial management. They need to develop and enforce regulations that reduce risks such as fraud, money laundering, and cybersecurity threats. Regulators can work with industry stakeholders to develop best practices and standards for digital financial management, ensuring the integrity and stability of the financial system.

Discussion

The results of the study of the financial system of Ukraine indicate key aspects that affect the effectiveness of this system. First of all, well-established financial relations between various participants, including the state and economic entities, are important for the stability and development of the national economy. The multi-level structure of the financial system includes a general set of financial relations, separate parts of these relations and elements that form the basis of the system. The organisation of the financial system is based on the legislative framework and international treaties. It is important to handle financial relations in Ukraine through laws and regulations, and conclude contracts with other countries and international financial organisations. The study also highlights the importance of developing the digital economy in Ukraine and the impact of the conflict on it, which can lead to temporary instability. In general, an effective financial system is a key factor for the country's sustainability and development, but it requires continuous improvement and adaptation to changes in the economy and geopolitical environment.

Digital transformation in the financial sector of Ukraine is becoming increasingly important and influential. The growth of the digital economy in the country's GDP shows this. Key challenges include changes in banking, market liquidity, and economic security in the face of digital transformation. Additional aspects include the growing complexity of financial instruments, the need to improve financial literacy, and the importance of effectively managing innovation in accordance with the legal framework. The role of accountants and intra-coaching in the banking sector is also becoming relevant in the context of digital transformation. The study also points to the need to pay attention to cybersecurity and measures to ensure economic security in the context of digital transformation. All these aspects require improvement of management strategies and cooperation between different industries and stakeholders to ensure the stability and efficiency of the financial sector in Ukraine.

With the help of digital technologies, financial management acquires a number of important advantages. First, it helps to improve the speed and accuracy of analysis and reporting in the financial sector. Digital tools allow automating the collection, processing and analysis of financial data, enabling faster informed decision-making and responding to market changes. Second, the use of digital technologies increases the efficiency of financial management and helps reduce costs. This is achieved by automating many processes that previously required significant resources and time. In addition, digital technologies facilitate communication and collaboration between different divisions of the company and simplify access to financial information for stakeholders. It is also important to note that the introduction of digital technologies makes financial management more flexible and adaptive to changes in the economic environment. This allows companies to respond faster to market challenges and increases their competitiveness. Ultimately,

the use of digital technologies contributes to improving the security of financial information and transactions, which is of great importance in the context of modern cybersecurity threats (Makarov *et al.*, 2023).

In the context of digital technologies, it is also worth noting their impact on the management of small and medium-sized enterprises. The use of digital financial instruments helps SMEs gain access to financial resources and services that were previously less accessible, allowing them to maintain and grow their businesses. This may include improved accounting and financial analysis to help SMEs make better informed decisions. In addition, improving financial literacy in the context of digital technologies is an important aspect. Financial innovations can change consumer habits and require new skills and understanding to use these tools effectively. Therefore, improving financial literacy is an important challenge in the digital age. In general, the use of digital technologies in financial management can improve the quality and effectiveness of financial management and promote socio-economic development. However, it is important to address the challenges associated with the digital divide and ensure access to these technologies for all segments of the population.

The introduction of digital technologies in financial management introduces significant obstacles related to financial and organisational aspects. One of the key challenges is the interaction between digital innovation and traditional management practices, which can lead to dissonance in the organisational environment. The need for financial literacy is becoming urgent for the effective use of digital tools in financial management, as its lack can become an obstacle for users. In addition, organisational factors such as culture, staff competence, technology resources, and senior management support are important for the successful implementation of digital solutions. Data security and privacy issues are important in the context of digital financial management, as insufficient measures can undermine trust and leave personal and financial data vulnerable to threats. Regulators play an important role in creating an effective regulatory framework that promotes the development of digital financial management, while ensuring that the rights and interests of users are respected and financial stability is achieved. However, regulators must also consider innovation and change regulatory approaches to respond to the challenges of the digital age.

L. Puspitawati & M. Virginia (2022) examine an important aspect in the context of digital transformation, namely the impact of human resource competence on financial digitalisation and its impact on the quality of financial reporting in the public sector. The study indicated that the proficiency of employees has a notable influence on the process of enhancing the digital transformation of finance, as well as on the calibre of financial statements. This paper emphasises the significance of expertise and proficiency in utilising financial software, as the production of accurate and reliable financial reports necessitates specialists who are adept at utilising the provided tools. Effective financial

applications are essential for successfully implementing financial digitalization in the public sector. The study also examines the concept of "Society 5.0", which aims to harmonise information technologies and people as users of these technologies. This idea highlights the importance of the balanced use of technology for business progress and minimising the use of human resources through the digital transformation of business processes. Comparing the authors' research with the data, it can be noted that both studies focus on the importance of the human factor in the process of digital transformation in the field of finance. They emphasise that human resources and competence are key factors for achieving quality and success in digital financial management.

The study by M. Nasiri *et al.* (2022) examines the impact of three key prerequisites for digital transformation (digital orientation, digital intensity, and digital maturity) on the financial success of companies. They base their research on literature data related to strategic management and digital transformation. The researchers adopt a comprehensive approach to analysing problems by investigating various dimensions of digital transformation, including digital orientation, digital intensity, digital maturity, and their influence on the financial performance of companies. This approach enables the consideration of a broader spectrum of factors that influence digital transformation and its outcomes. In contrast to this study, which primarily emphasises the significance of financial literacy and organisational aspects in digital adoption, the researchers in this study investigate a broader array of factors associated with digital transformation and their influence on the financial prosperity of companies.

The study of the financial system of Ukraine points out the importance of effective financial relations, the role of the legislative framework and digital transformation in the sustainable development of the country. Digital transformation in the financial sector in Ukraine is becoming key, but requires addressing challenges in banking, cybersecurity, and financial literacy. The use of digital technologies facilitates financial management and contributes to improving the efficiency and security of financial transactions. For small and medium-sized enterprises, digital innovations open up access to resources and improve accounting. However, there are challenges related to digital innovation integration, financial literacy, and data protection that require attention and collaboration between different industries and regulators.

Conclusions

The introduction of digital technologies in finance includes many advantages, but requires attention to various financial and organisational constraints. These limitations include contradictions between digital technologies and traditional management models, the importance of financial literacy among users, data security and privacy issues, organisational factors, and the regulatory framework. To successfully implement digital innovation in the financial

sector, organisations must adapt their management models and culture. Continuous development of users' financial literacy is key to maximising the benefits of digital tools. Ensuring data security and privacy is a must to maintain user trust and successfully implement digital financial services. In addition, regulators play an important role in the development of digital financial management, defining standards and regulations, ensuring security and compliance with regulatory requirements. Collaboration between organisations, regulators, and other stakeholders is essential to address the complex challenges and risks associated with digital finance. In general, the development of digital technologies in the financial sector promises great potential for improving access to financial services and optimising financial management, but requires attention to the above factors to achieve success and create a reliable and efficient digital financial system.

For successful implementation of digital technologies in the financial sector, it is necessary to pay attention to improving the financial literacy of users, ensure data security, and cooperate with regulators to develop adequate

standards and regulations. Actively adapting organisations to new technological realities and promoting innovation will help ensure the effective use of digital tools in financial management.

The practical significance of this study is to provide valuable recommendations for financial organisations and regulators on the successful implementation of digital technologies in financial management, which will contribute to improving the efficiency, security, and accessibility of financial services for all segments of the population. Key areas for further research may include exploring the impact of digital technologies on financial inclusion, further developing regulatory technologies to improve oversight of the digital financial market, and exploring new methods to ensure the privacy and security of digital financial transactions.

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Conflict of Interest

None.

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Управління та адміністрування фінансових ресурсів з використанням цифрових технологій

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Анотація. Інтеграція цифрових технологій у фінансову галузь має значні перспективи для підвищення ефективності та доступності фінансових послуг. Однак вона також стикається з різними фінансовими та організаційними обмеженнями, які необхідно вирішувати. Метою цього дослідження є вивчення фінансових та організаційних обмежень, які виникають під час впровадження цифрових технологій у фінансовий менеджмент. Для досягнення поставленої мети було використано різні методи, такі як аналіз, синтез, узагальнення, систематизація та статистичні методи. Дослідження показало, що впровадження цифрових технологій у фінансовому секторі стикається з істотними перешкодами та обмеженнями. Основною проблемою є невідповідність між новими цифровими технологіями та застарілими традиційними моделями управління, що призводить до недоліків та вразливостей в управлінні організаціями. Дослідження підкреслює важливість того, щоб організації модифікували свої моделі управління, щоб досягти оптимального використання цифрових інструментів. Результати також демонструють важливість таких організаційних елементів, як культура, компетенції, цифрові ресурси, підтримка вищого керівництва та організаційна структура у формуванні вибору щодо впровадження та використання цифрових технологій. Таким чином, дослідження допомагає вирішити актуальні питання, пов'язані з впровадженням цифрових технологій у фінансовому секторі, та сприяє підвищенню його ефективності та стійкості. Практичне значення дослідження полягає у поглибленні розуміння фінансових та організаційних обмежень, які виникають під час впровадження цифрових технологій у фінансовому управлінні, та сприяє розробці більш ефективних підходів до цифрового фінансового менеджменту.

Ключові слова: організаційні обмеження; безпека даних; регулятори; ефективність; конфіденційність