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INFORMATION TECHNOLOGIES IN ENSURING FINANCIAL SECURITY OF ENTERPRISES

Information technology can help businesses maintain their financial security at a sufficiently high level by automating and streamlining financial processes, protecting data, monitoring and analyzing financial transactions, managing risk, and improving cash flow and inventory management. For example, the use of special programs for managing accounting operations can help reduce errors associated with manual data entry and ensure the accuracy and timeliness of reporting, while the use of cryptography and other data protection methods helps prevent unauthorized access to financial information of an enterprise (protection from cyber attacks, data leaks and other threats).

At the same time, the use of specialized programs for monitoring and analyzing financial transactions can help identify potential fraudulent schemes, abnormal transactions and other problems, and the use of specialized programs for forecasting cash flows and liquidity management can help an enterprise avoid problems with a lack of funds for payments and manage them in a timely manner. IT can help an enterprise assess and manage risks in its financial activities, including credit default risk, foreign exchange risk, and other types of risk, and manage its inventory more efficiently, which can reduce inventory holding costs and increase sales revenue.

Information technologies can be actively used on practice by enterprises of different sectors of the economy. For example, agricultural enterprises are often subject to various risks such as natural disasters, pests, and diseases. Information technology can be used for risk assessment, forecasting, and management. For example, satellite imagery and weather data can be used to monitor weather patterns and help farmers to make informed decisions regarding planting and harvesting.

Information technologies play a crucial role in ensuring financial security for logistic enterprises. In today's digital world, logistics companies rely heavily on technology to manage their finances, streamline their operations, and reduce costs. EDI (Electronic Data Interchange) is a technology that enables the exchange of electronic documents between

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different organizations. For logistic enterprises, EDI can help to improve communication with their clients, reduce errors and delays, and ultimately save time and money. EDI can also provide real-time information on financial transactions, which can help to identify any fraudulent activities or discrepancies in financial records. Blockchain technology is a distributed ledger system that provides a secure and transparent way to store and share information. Logistic enterprises can use blockchain technology to ensure the security and transparency of their financial transactions. With blockchain technology, companies can track their financial transactions from start to finish, ensuring that all parties involved in the transaction are aware of the details and ensuring the integrity of the financial data.

The future of using information technologies to ensure financial security of enterprises is promising. With the rapid development of technology, new tools and systems are being created to improve financial security and help enterprises to protect their assets and information. AI and machine learning can be used to analyze large amounts of financial data, detect anomalies, and identify potential security threats. They can also help enterprises to make more informed decisions about financial transactions and risk management. Blockchain technology can be used to create secure and transparent financial transactions, which can help to prevent fraud and ensure the integrity of financial records. Cloud computing can provide secure and reliable storage for financial data and applications, while also reducing costs and improving efficiency. Big data analytics can be used to analyze large amounts of financial data and identify patterns and trends, which can help enterprises to make more informed financial decisions. Cybersecurity will continue to be a major concern for enterprises, and new technologies are being developed to help prevent cyber attacks and data breaches. This includes advanced encryption methods, biometric authentication, and other security measures.

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PECULIARITIES OF FORMING THE INVESTMENT POTENTIAL OF THE "GREEN ECONOMY" OF THE STATE

"Green economy" is an economic system that focuses on creating and maintaining a balance between economic development and environmental protection. The main goal of the "green economy" is to reduce the impact of human activity on nature and ensure sustainable development. In the "green economy" environmentally safe technologies and materials are used, the use of water and energy is reduced, the efficiency of resource use