

ORIGINAL

Moral Principles in Finance: Challenges and Risks in the Context of Contemporary Commerce

Principios morales en las finanzas: Desafíos y riesgos en el contexto del comercio contemporáneo

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Cite as: Khoroshylova I, Nuzhna O, Sushko D, Skyba H. Moral Principles in Finance: Challenges and Risks in the Context of Contemporary Commerce. Management (Montevideo). 2025; 3:268. <https://doi.org/10.62486/agma2025268>

Submitted: 23-06-2024

Revised: 18-01-2025

Accepted: 15-06-2025

Published: 16-06-2025

Editor: Ing. Misael Ron 

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ABSTRACT

Introduction: the study is based on an empirical study of the importance of ethics in accounting as an important element of ensuring the transparency of financial reporting and trust in economic systems. In the modern business environment, accounting professionals face a number of challenges and threats, including: conflict of interest, managerial pressure, the use of aggressive tax schemes, distortion of financial reporting, manipulation of financial data, challenges of digital transformation.

Method: this empirically based study summarizes scientific, theoretical, and practical approaches to defining the role of accounting ethics in the business environment.

Results: the main standards of ethical responsibility according to the Code of Ethics for Professional Accountants (IESBA) and the key factors of ethical violations that cause global financial scandals are identified. The ethical principles of global accounting practice and the features of the application of international standards in the USA, Germany, Australia, Canada and Japan are considered. A comparative analysis of tax evasion in 2024 showed that economically developed regions have higher rates than underdeveloped ones. The importance of corporate culture and the transfer of innovations in the formation of accounting ethics is emphasized. Unethical practices undermine the image of companies and deter investment.

Conclusions: key areas for developing universal ethical standards for accountants in a global context have been identified. Adherence to ethics, use of control, audit, and innovation in a competitive environment are factors of successful business, strengthening trust, transparency, and integrity of financial information.

Keywords: Accounting Ethics; Audit; Financial Information; Integrity; Professional Competence.

RESUMEN

Introducción: el estudio se basa en un estudio empírico de la importancia de la ética en la contabilidad como elemento importante para garantizar la transparencia de la información financiera y la confianza en los sistemas económicos.

Método: el presente estudio, basado en la investigación empírica, resume los enfoques científicos, teóricos y prácticos para determinar la importancia de la ética contable en el entorno empresarial.

Resultados: se destacan las principales normas de responsabilidad ética de acuerdo con el Código de Ética para Contables Profesionales (IESBA). Se destacan los principales factores de violación de la ética profesional en contabilidad, causantes de escándalos financieros a nivel mundial. Se destacan los principales principios éticos y normas de la práctica contable mundial. Se identifican las características del uso de las normas éticas internacionales en los distintos países del mundo (EE.UU., Alemania, Australia, Canadá, Japón). Un análisis comparativo del nivel de evasión fiscal de las empresas en diferentes regiones del mundo para 2024 muestra que las regiones económicamente desarrolladas tienen un porcentaje mayor que las subdesarrolladas. Se destaca que la cultura empresarial y la transferencia de innovaciones ocupan un lugar especial en la ética contable. Las prácticas contables poco éticas socavan la imagen de las empresas y ahuyentan a los inversores potenciales.

Conclusiones: se ha establecido que el cumplimiento de los requisitos éticos, el uso del control, la auditoría y las tecnologías innovadoras en las condiciones modernas de un entorno cambiante y competitivo son factores importantes para garantizar el buen funcionamiento de las empresas, reforzar las posiciones de confianza, contribuir a la transparencia y fortalecer la integridad de la información financiera.

Palabras clave: Ética Contable; Integridad; Información Financiera; Auditoría; Competencia Profesional.

INTRODUCTION

Compliance with ethical standards in accounting practice is the basis for building a successful business in a competitive environment. Today, the formation of a positive image of a company depends on integrity, transparency, and reliability of financial information.

In today's business environment, accounting plays a crucial role in management decision-making, and the trust of investors, creditors, partners, and ultimately consumers depends on its reliability. However, with the growth of financial abuse, fraud, manipulation of financial statements and tax avoidance, accounting ethics is becoming increasingly important to prevent such violations.⁽¹⁾ Enron, WorldCom, Parmalat, Lehman Brothers, and Wirecard were major financial scandals that led to bankruptcies, large-scale litigation, and increased financial scrutiny. They have led to changes in the regulatory environment, the introduction of stricter corporate governance rules, and increased requirements for audit and financial reporting.^(2,3,4,5)

Particularly relevant are studies on the challenges and risks faced by accountants in the context of constant changes in legislation, the introduction of new technologies such as automation and blockchain, and increased pressure to achieve short-term financial results.⁽⁶⁾ The practice of unethical behavior by accountants has negative consequences for business, which are associated with additional costs in the form of fines, deterioration of the financial image in the business environment, and can also lead to bankruptcy.⁽⁷⁾ This requires companies to form an effective system for implementing ethical policies to maintain a high level of trust from partners to ensure the competitiveness of the business.

Literature review

Ethics and accounting play an important role in protecting society from corporate misconduct.⁽⁸⁾ An accountant is obliged to adhere to ethical standards, professional duties and use his or her knowledge and experience to resolve controversial situations.⁽⁹⁾ In the event of a conflict of opinions, they should be guided by the principles of professional ethics. In many areas of activity, there are cases of manipulation or concealment of financial information, which can lead to serious consequences. The main cause of most accounting scandals is falsification of financial statements, when the company's management deliberately submits distorted financial data. Such actions are usually aimed at misleading investors and artificially maintaining the value of the company's shares.⁽¹⁰⁾ Business ethics plays a key role in overcoming such financial crises, as it promotes transparency and responsible business conduct.⁽¹¹⁾ The need to adhere to clear ethical principles helps to raise awareness of mechanisms to prevent financial fraud and corporate scandals that have already occurred in various countries and industries.⁽¹²⁾ Such violations pose a serious threat to the economy and society as a whole, so compliance with ethical standards in accounting is critical for the stable development of the financial system. Increasing the level of compliance and transparency of financial reporting are key factors in strengthening investor and public confidence, as well as contributing to sustainable business development. Aryan,⁽¹³⁾ based on an empirical study, concluded that there is a positive correlation between accounting ethics and the quality of financial reporting. The results obtained by Dimitrov⁽¹⁴⁾ confirm that accounting activities should be based on compliance with the fundamental principles: honesty, objectivity, professional competence, confidentiality and proper behavior.

The analysis of earnings management shows that artificial stock growth, shadow financial transactions, and staff reductions increase profits but can weaken competitiveness due to the loss of experienced employees. The

study confirms the importance of balancing financial interests and ethical standards, as short-term profits from questionable activities undermine trust in companies and threaten their long-term stability.⁽¹⁵⁾

Ethical violations by accountants are often caused by a lack of training, cognitive biases, and imperfect rules. To overcome them, it is necessary to implement effective ethics education, strengthen regulatory standards, and strengthen corporate culture.^(16,17) Due diligence in financial accounting requires careful review and analysis of data to ensure its accuracy and reliability. It plays a key role in financial audits, mergers and acquisitions, as decisions affect the business and stakeholders.^(18,19)

Accounting flexibility facilitates adaptation to business innovation, making it a necessary component of financial reporting. At the same time, preparers of financial statements often use this permitted flexibility to create a misleading impression in their reporting – an impression that is disguised as a true and fair presentation. In this way, the legitimate ability to vary the application of accounting standards becomes a manipulative tool that distorts real performance.⁽²⁰⁾

About 30 % of companies in the world face cases of improper or unethical behavior of employees, and this problem is especially prevalent in companies with a low level of corporate culture. The lack of clear ethical standards and control mechanisms contributes to the spread of such practices, which negatively affects the reputation and long-term stability of the business.^(21,22)

The ethical aspects of accounting are a key area of research, as they directly affect financial transparency, corporate governance, and the level of stakeholder trust.⁽²³⁾ Given the growing complexity of international business processes and regular financial scandals, the need for strict ethical standards and strict compliance with regulatory requirements in the field of accounting is becoming increasingly important.

The purpose of the article is to define the role of ethics in accounting as a tool for ensuring transparency, reliability and sustainability of business in the context of high competition, technical innovations and social changes.

METHOD

The study is empirical and was conducted in 2023-2024 using a comprehensive approach that combines the analysis of scientific sources, regulatory documents and practical cases. It is based on the reproduction and adaptation of existing methodologies for studying ethics in accounting. The object of the study was ethical standards in accounting at the international and national levels. The sample included scientific publications, international standards (in particular, the IESBA Code of Ethics), regulatory acts and real cases of violations, including the analysis of financial reporting and court decisions. The selection criteria were relevance to the topic and relevance of the information. The main study variables included the level of compliance with ethical norms, the prevalence of violations, the impact of ethics on financial stability and the effectiveness of regulatory measures.

Data were collected through a systematic review of the literature, analysis of official reports of international organizations (IFAC, OECD, Transparency International) and statistical indicators of financial violations. Synthesis, comparative and empirical analysis, as well as statistical methods were used to process the information. The study complies with international ethical standards, ensuring the reliability and confidentiality of data. Thanks to this approach, a comprehensive understanding of the challenges in the ethical sphere of accounting has been formed and practical recommendations have been developed to reduce risks and increase integrity standards.

RESULTS

Accounting, like any other activity, requires adherence to professional competence and adherence to moral principles that shape the ethics of behavior of specialists.⁽²⁴⁾ Let's consider the key factors that lead to conflicts caused by violations of ethical principles using the example of different countries of the world (see table 1).

Table 1. The main factors leading to ethical conflicts in accounting

Factor		Essence	Experience
Pressure management shareholders	from and	In many companies, top management puts pressure on accountants to overstate financial results (e.g., artificially increasing profits before reporting to shareholders)	Enron scandal (USA, 2001) – management forced accountants to conceal debts through complex financial manipulations, which led to the company's bankruptcy and the collapse of the Arthur Andersen audit firm
Short-term goals	financial	Companies' focus on short-term profits forces accountants to aggressively record revenue or defer expenses to improve financial reporting	In the 2000s, WorldCom Corporation (USA) artificially underestimated costs by billions of dollars to create the illusion of profitability.
Market and desire investors	competition to attract	In a fiercely competitive environment, companies may resort to "creative accounting" to make themselves look more attractive to investors.	In 2015, Toshiba (Japan) overstated profits for seven years to maintain its market position and attract shareholders

Corruption and ineffective regulation	In countries with a weak control system, fraud is possible, such as income concealment, illegal tax evasion, or collusion with auditors.	In 2014, Petrobras (Brazil) found itself at the center of a corruption scandal due to fraudulent financial statements and bribery of officials
Conflicts of interest between auditors and clients	Audit firms that receive large fees from a single client may deliberately ignore irregularities in financial statements in order not to lose the contract.	In the case of Lehman Brothers (USA, 2008), Ernst & Young failed to disclose the bank's risky operations, which contributed to the financial crisis.
Ethical culture and corporate values	In companies with a weak ethical culture, accountants may feel compelled to alter financial reports or remain silent about discrepancies to avoid jeopardizing their employment	In 2016, Volkswagen falsified its emissions data in Germany as a result of corporate pressure on employees.
Use of technology and complexity of financial instruments	New digital solutions, such as cryptocurrencies or complex derivatives, create opportunities to conceal financial transactions	In 2022, the FTX exchange (USA) concealed financial risks by manipulating its own assets, which led to its collapse.

Source: compiled by the authors based on Deb and Deb,⁽²⁵⁾ Bondarenko,⁽²⁶⁾ Carpenter,⁽²⁾ Sotero,⁽²⁷⁾ Jacobs and Kalbers,⁽²⁸⁾ Sharmark,⁽⁴⁾ George,⁽²⁹⁾ Kapoor,⁽³⁰⁾ Afadzinu et al.⁽³¹⁾

Violations of ethical policies in accounting are often associated with employees' lack of professionalism and dishonesty in performing their duties, pressure from management, high levels of competition, and the desire to obtain excess profits through dishonest means.^(32, 33)

Violations of ethical policies in accounting are mainly associated with an insufficient level of professionalism, dishonest performance of official duties, as well as external pressure from management and high competition in the market. Often, the desire for quick enrichment and obtaining super-profits by unethical means leads to the formation of complex corruption schemes and manipulation of financial information. Such actions seriously undermine the trust of investors, business partners and the public, and also pose a threat to the legal liability of companies and their reputation.

To prevent such negative consequences, the basis is a reliable regulatory framework that ensures the accuracy and transparency of financial reporting. However, the role of ethical standards that form moral guidelines and professional principles of behavior of accountants and financial specialists is no less important. These standards contribute not only to compliance with the rules, but also support a culture of honesty, integrity and openness in professional activities.

It is thanks to compliance with ethical standards in accounting that an atmosphere of trust is created among all stakeholders – from investors to government regulators – which is a key factor in the stability and development of modern business (figure 1).

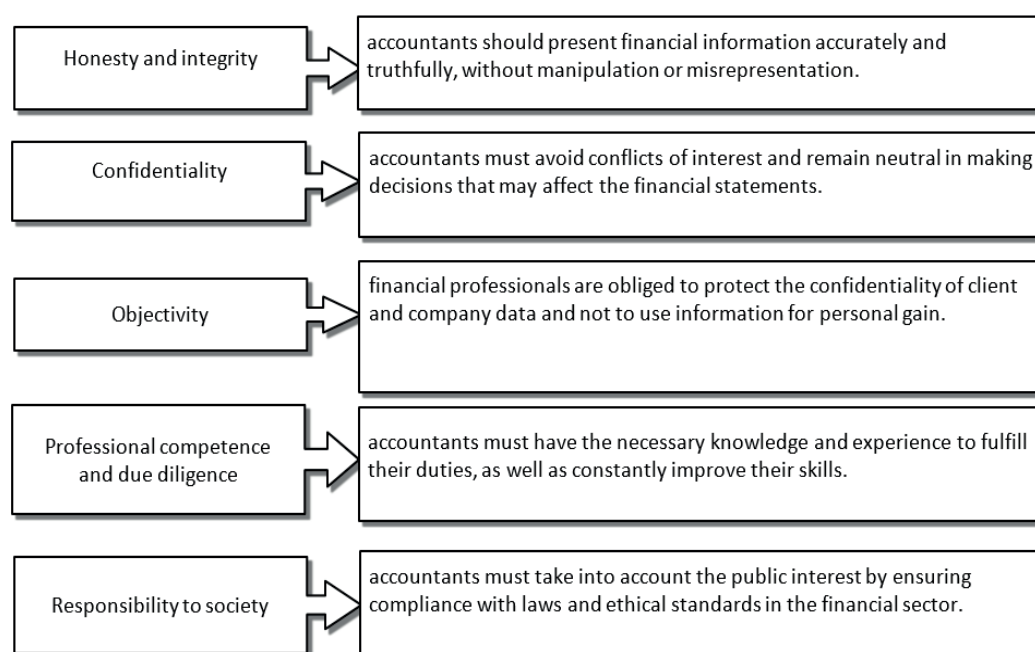


Figure 1. Basic ethical principles in accounting
Source: compiled by the authors based on Palmer⁽³⁵⁾

The results of the study confirm the key role of ethical standards in shaping the professional behavior of accountants and financial specialists. Adherence to the principles of transparency, honesty and integrity ensures the quality of financial information, reduces the risks of reporting distortions and helps strengthen trust in business entities.

Ethical standards regulate not only the technical aspects of accounting and financial reporting, but also the general approach to making management decisions. In conditions of growing economic instability and political turbulence, it is precisely compliance with such standards that prevents financial manipulation and fraud, helps to form a positive reputation of companies and attract investment resources.

It has been established that the reliability and openness of financial information is an important factor in sustainable business development. The principles of ethics – in particular, honesty, transparency and responsibility – serve as a protective barrier against distortion of financial data by unscrupulous market participants. Publication of reports on official platforms and objective results of independent audits strengthen trust from partners, investors and regulators.

The formation of ethical policies of companies is based on the provisions of the Code of Ethics for Professional Accountants, developed by the International Federation of Accountants (IFAC), which provides for compliance with the principles of professionalism, competence, confidentiality and responsibility. In addition, other international standards also play an effective role in regulating professional ethics: International Financial Reporting Standards (IFRS), IESBA standards, as well as Generally Accepted Accounting Principles (GAAP), which are widely used in the world's leading economies.

The generalization of international experience shows that the sustainability of economic development and the stability of the financial market in the long term directly depend on the appropriate level of ethical regulation, which supports the quality of financial management and promotes trust at the global level.

As international practice shows, the policy of preventing challenges and threats should be based on the transparency of financial information and adherence to a culture of integrity. To ensure these conditions, it is necessary to comply with internal and external control, conduct independent audits. That is, accounting ethics must be supported by the company's corporate culture, which extends not only to accountants, but also to managers and other employees.⁽³⁶⁾

In international practice, seven key aspects of ethical standards in accounting are identified (figure 2).

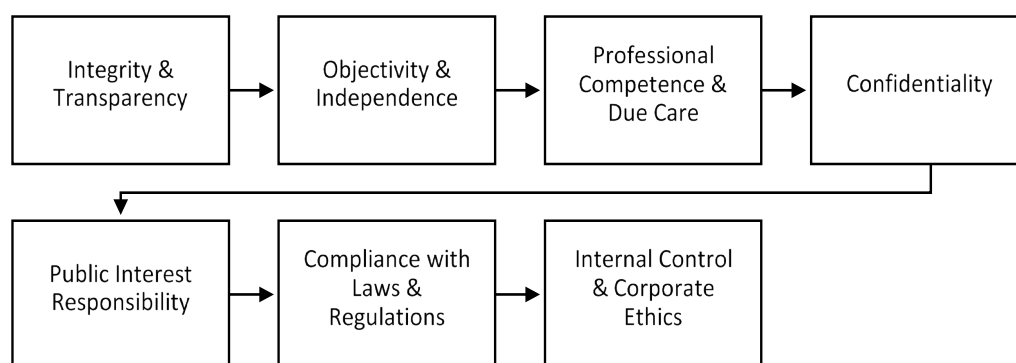


Figure 2. Core Ethical Standards in International Accounting

Source: compiled by the authors based on IESBA,⁽³⁷⁾ IFRS,⁽³⁸⁾ APESB⁽³⁹⁾

Let us consider the standards of accounting ethics that are used directly in individual countries around the world. The main law that prevents fraud in the formation of financial statements in the United States is the Sarbanes-Oxley Act (SOX). Responsibility for compliance with the postulates of this law is placed on the CEOs of companies, who must personally certify the reliability of financial statements.⁽⁴⁰⁾ In the UK, the Financial Reporting Council (FRC) operates, which brings together regulated auditors and aims to avoid manipulation of financial statements.⁽⁴¹⁾

This regulatory act is aimed at audit firms, which must strictly adhere to international ethical standards, ensure the quality of audits, and promote transparency and reliability of financial information for partners and investors. The experience of Canadian accountants (CPA) is based on continuous improvement of professional skills through regular advanced training. The training of accountants is aimed at strict compliance with current accounting standards and taking into account the variability of regulations. The result is high professional competence and minimization of financial violations.⁽⁴²⁾ The European Union countries have the General Data Protection Regulation (GDPR), which is designed to exercise strict control over the formation and use of financial and personal information.⁽⁴³⁾ The German Corporate Governance Code (GCGC), in order to ensure a high level of transparency, requires businesses to publicly submit information to disclose non-financial risks.⁽⁴⁴⁾

The corporate culture of Japanese companies, Keidanren, is focused on promoting the development of internal control to prevent fraud and fraud, as well as to prevent financial crises in the country.⁽⁴⁵⁾ In Australia, the Code of Ethics for Accountants (CEPA) operates under the support of the professional organization CPA Australia,⁽⁴⁶⁾ which aims to adhere to the principles of accounting ethics in the financial environment.⁽³⁹⁾

Thus, international experience from different countries of the world emphasizes the importance of adhering to corporate and accounting ethics to prevent financial disasters at various levels. Unethical risks are evidenced by global financial scandals, in particular in the cases of Enron, WorldCom and Wirecard.^(47,48,49) It should be noted that they are associated, first of all, with the pressure of top managers on accountants, who falsified financial information, shaking the economic stability of companies in the market and the economy as a whole.⁽⁵⁰⁾ In the context of constant change, globalization, and technological innovation, accountants face numerous challenges that may call into question the ethics of their decisions.⁽⁵¹⁾

Today, company management often sets tasks for accountants that are focused on achieving quick financial results - increasing profits, reducing costs, optimizing tax payments.⁽⁵²⁾ This pressure leads to situations where an accountant is encouraged to use questionable methods to improve financial reporting, such as manipulating data or hiding certain expenses. In such conditions, the accountant is faced with a choice: to be guided by questionable management conditions or to adhere to accounting ethics.^(53,54) Often, the corporate interests of the firm are aimed at maximizing profits by any means necessary, even in violation of the law. To attract additional investment resources in the face of increased competition in the business environment, some companies try to reflect rapidly growing profits using unethical methods of inflating financial results.^(55,56) To motivate accountants, a system of material incentives is used.

One of the ways to comply with ethical standards is the transfer of innovations in accounting, in particular the use of automated reporting systems, artificial intelligence and blockchain.^(57, 58) However, even in such a situation, fraud and data manipulation are possible if the information database is abused.^(59,60) In the context of digitalization, accounting reporting also requires constant internal and external control to ensure compliance with ethical principles.

Financial and tax legislation is constantly changing depending on the economic situation of the country, region, and world. New standards must be adapted taking into account current challenges and threats, which is often negatively reflected in the work of the accounting department.^(61,62) The corporate culture of companies is changing, and not always in favor of preserving ethical doctrines.⁽⁶³⁾ When a corporate culture is focused on achieving results at any cost, it can be tempting for an accountant to violate ethical principles.

Accountants often handle confidential financial information and are responsible for its accuracy and reliability. With the growing pressure to meet financial targets, situations may arise where an accountant may have the opportunity to misrepresent or conceal certain financial facts to maintain the company's reputation or to satisfy management. At the same time, unethical handling of confidential information can lead to serious consequences for both the company and the accountant. Unethical accounting practices, such as manipulating financial indicators, concealing expenses, overstating revenues, or double-entry bookkeeping, can lead to serious consequences for the business.⁽⁶⁴⁾ Fraudulent activities, such as falsifying financial statements or intentionally misleading investors and regulators, undermine the credibility of a company, which can be a threat not only to its reputation but also to the very existence of the business.⁽⁶⁵⁾

The tax cuts have contributed to an increase in fraud among multinationals, which has exposed corporate taxation problems. According to the Tax Justice Network,⁽⁶⁶⁾ tax breaks for large companies often stimulate the economy, but can be abused through aggressive tax schemes, tax havens, and manipulation of financial statements.

Reduced rates allow for the transfer of income to countries with more favorable tax conditions, which reduces the tax burden and allows for tax avoidance. This not only increases fraud, but also creates financial flows that circumvent legitimate requirements. Mechanisms for controlling violations are not always effective, resulting in significant losses for budgets.^(67,68)

This phenomenon has become especially noticeable after tax reforms in developed countries, where there has been an increase in tax evasion among corporations (figure 3). Therefore, it is necessary to develop effective mechanisms of international cooperation to combat financial crimes and tax manipulation, which will reduce the negative impact on the economy.

The increasing pressure on accountants to make ethical decisions in today's environment is a major challenge for accounting professionals. This requires not only a high level of professionalism and moral responsibility, but also the ability to make complex decisions in an environment where conflicts between business goals and ethical standards may arise on a regular basis. The effective functioning of business in the conditions of modern realities is ensured by a balanced corporate culture, based on compliance with international ethical standards, ensuring a high level of professional training of specialists. There is a close relationship between the policy of corporate culture and the postulates of ethical behavior of auditors in the business environment and the responsibility of the accounting department for the reliability of financial reporting.⁽⁶⁹⁾

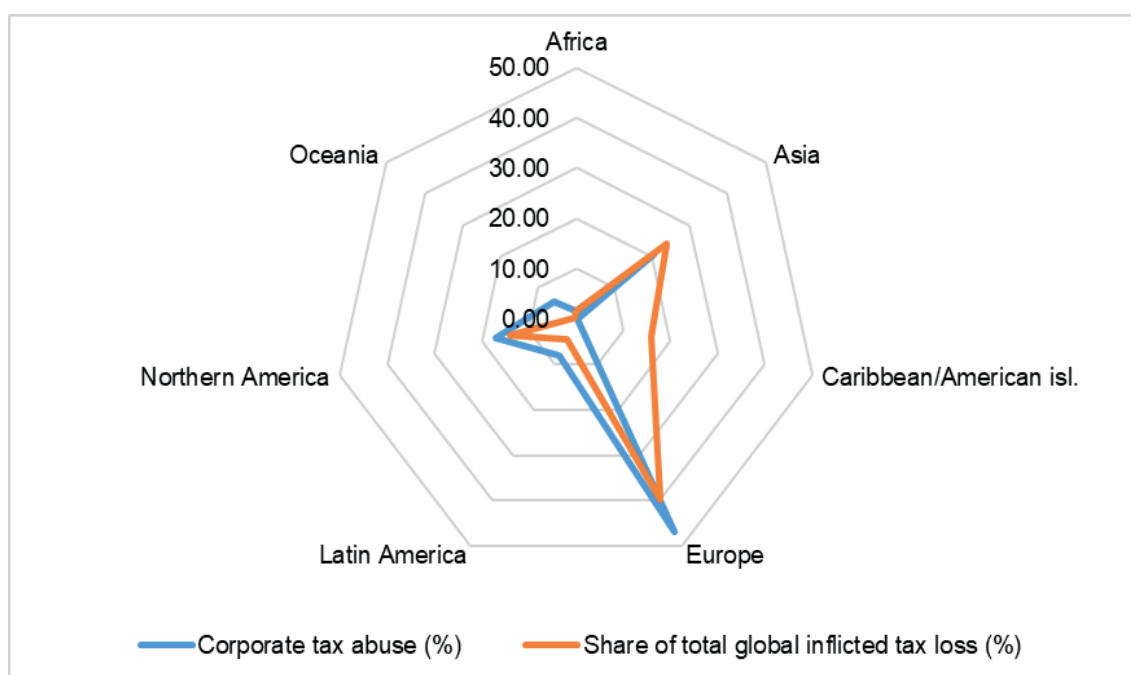


Figure 3. Tax evasion by companies in different regions of the world, 2024

Source: compiled by the authors based on TJN⁽⁶⁶⁾

When forming a corporate culture, it is important to take into account the influence of auditing activities on it. The main features of an auditor are compliance with accounting standards and ethical culture, a high level of ethical awareness and adherence to the principles of honesty, accountability and transparency in auditing practice, aimed at ensuring public trust in the auditing profession. Analytical study of these factors confirms their influence on the effectiveness of corporate culture⁽⁶⁹⁾ and compliance by auditors with established professional standards.⁽⁷⁰⁾

To prevent and identify financial risks, an important place in accounting practice is given to analytical diagnostics, which allows for the formation of alternative scenarios for making management decisions in the short and long term, taking into account the dynamics of the development of the national and global economy.^(71,72)

DISCUSSION

The analysis of the results showed that one of the key factors for the effective implementation of ethical standards in the field of accounting is the harmonization of regulatory and ethical approaches at the global and national levels. As evidenced by the studies of IFAC and Afadzinu et al., ensuring a single ethical framework is possible only under the conditions of coordinated interaction between international professional institutions and national regulatory authorities.^(31,73)

The involvement of international organizations, such as the International Federation of Accountants (IFAC) and the International Ethics Standards Board for Accountants (IESBA), plays a leading role in the formation of single standards that contribute to maintaining a high level of professional ethics, integrity and responsibility on a global scale. At the same time, national regulators perform the function of local adaptation - they are responsible for the integration of global ethical principles into relevant jurisdictional, economic and cultural contexts.

Compared to previous studies, which were dominated by the concept of formalized transfer of standards, the modern approach focuses on institutional cooperation and bilateral adaptation of ethical norms.^(29,30) This allows maintaining a balance between the universality of standards and the flexibility of their application in specific economic and legal conditions.

Given the constant development of digital technologies, innovative business models and new financial instruments (in particular, artificial intelligence, blockchain, automated auditing), the need for regular updating of ethical norms and their adaptation to modern challenges is growing.^(74; 75) It is this dynamic approach that makes it possible to maintain the relevance of the code of ethics in the context of globalization and changing corporate cultures.

Thus, the harmonization of ethical standards in accounting requires not only regulatory coordination, but also a strategic partnership between global initiatives and local implementation mechanisms. Such cooperation ensures the sustainability of ethical values in the profession, maintains trust in financial information, and

contributes to the formation of responsible corporate behavior at the international level (figure 4).

Basis – international standards	Adaptation to the conditions of the national economy and business characteristics
Cooperation with international organizations and authorities	Cooperation with international organizations Systematic updating of accounting standards
Taking into account cultural and social differences	Studying cultural aspects Flexibility of standards
Incorporating control and audit mechanisms	Increasing responsibility Monitoring technologies
Training and advanced training of accountants	Universal training programs Continuous professional development
Increasing transparency and fighting corruption	Ethics as a means of preventing corruption Creating transparent processes
Inclusive approach and involvement of various stakeholders	Involving all stakeholders Taking into account the needs of small and medium-sized businesses

Figure 4. Principles for Forming Worldwide Ethical Standards for the Accounting Profession

The results of the study confirm that the harmonization of ethical standards in accounting requires constant updating in both substantive and organizational aspects. One of the key areas in this process is institutional cooperation between international organizations and national regulators. As the International Federation of Accountants (IFAC) emphasizes, the formation of a unified approach to professional ethics is possible only if international standards are supported and implemented at the national level.⁽⁷³⁾ International organizations, in particular IFAC and IESBA, form the conceptual foundations of ethical regulation, focusing on such principles as honesty, objectivity, professional competence, confidentiality and independence. At the same time, national authorities must adapt these standards to the jurisdictional realities, cultural characteristics and economic model of their state. Such a multi-level approach to ethical responsibility ensures not only regulatory compatibility, but also functional effectiveness of ethical practices.

At the same time, the challenges of digital transformation require regular updating of standards. According to the study of Afadzinu et al., innovative technologies, such as artificial intelligence, cloud platforms and blockchain, significantly change the conditions for accounting and auditing, affecting the level of transparency and objectivity in financial reporting.⁽³¹⁾

Thanasas et al. note that the use of breakthrough technologies in the field of auditing allows to reduce the risk of manipulation and increase the efficiency of compliance with regulatory requirements, but at the same time creates new ethical dilemmas, in particular regarding liability for automated decisions.⁽⁷⁵⁾ The experience of using blockchain technologies in financial accounting deserves special attention, which, according to the study of Prokopenko et al., contributes to increasing the reliability of data, but requires clarification of the

regulatory framework for the ethical use of such tools.⁽⁷⁴⁾

In summary, it can be argued that the sustainability of professional ethics in accounting today depends not only on the preservation of classical moral principles, but also on the system's ability to respond promptly to technological and regulatory changes. Cooperation between international and national institutions, as well as the dynamic updating of ethical norms in response to digital challenges, are critically important factors in building trust in financial information and increasing the efficiency of global financial markets.

CONCLUSIONS

It has been established that the formation of a positive image of business in a constantly changing competitive environment is achieved through a balanced corporate culture, which is based on compliance with ethical standards, taking into account. Modern accounting ethics, according to IESBA, is based on compliance with the basic principles: honesty, objectivity and confidentiality. The main conditions for compliance with accounting ethics are the use of internal and external control and audit, ensuring high-quality education of accountants, transfer of innovations, digitalization of accounting processes, adaptation to the characteristics of the national economy, globalization changes in order to ensure sustainable development.

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FINANCING

The authors did not receive financing for the development of this research.

CONFLICT OF INTEREST

The authors declare that there is no conflict of interest.

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