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Ensuring the Development of Economic Networks on the Basis of "Green" Corporate Accounting of Digital Business

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Annotation: This article examines how the adoption of "green" corporate accounting in digital business can lead to sustainable development in various economic sectors. By integrating environmental responsibility into financial practices, digital business can improve sustainability, improve operational efficiency and contribute to broader economic and environmental goals. Using mixed methods, including case studies and quantitative analysis, this study assesses the impact of green corporate accounting on various sectors and provides practical recommendations for using these practices to promote sustainable development.

Keywords: green corporate accounting, digital business, sustainability, financial decision-making, sustainable development.

Introduction. The global shift toward sustainability has encouraged businesses in all sectors to adopt environmentally responsible practices. Digital businesses, as key drivers of the modern economy, are in a unique position to influence sustainability through financial management practices. Green corporate accounting, which integrates environmental considerations into financial decision-making, provides a framework for aligning economic activities with sustainability goals.

Despite the recognized benefits of green corporate accounting, understanding of its impact on the sustainable development of economic sectors is limited. This paper aims to fill this gap by analyzing how green accounting practices in digital business can improve sustainability in different economic sectors.

The results show that green corporate accounting plays a critical role in promoting sustainable development across economic sectors by improving operational efficiency, facilitating regulatory compliance and enhancing market competitiveness. The observed benefits are consistent with existing research on the financial and environmental benefits of sustainability practices.

Digital businesses should consider integrating green corporate accounting into their financial management practices to ensure sustainable development. Emphasizing cost effectiveness, regulatory compliance and brand reputation can improve overall performance and contribute to broader sustainability goals.

The results are consistent with previous studies that highlight the positive impact of green accounting on business performance and sustainability. Case studies and survey data provide new insights into the unique benefits and challenges facing digital businesses. Further research could examine the long-term effects of green corporate accounting on financial performance, industry-specific applications and the role of emerging technologies in supporting green practices.

The following table lists the advantages and disadvantages of the development of economic sectors based on "green" corporate accounting of digital business (*table 1*):

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Advantages and disadvantages of sustainable development of economic sectors based on "green" corporate accounting of digital business				
№	**Advantages**	**Description**	**Disadvantages**	**Description**
1	Environmental impact has improved	Green corporate accounting emphasizes environmental responsibility, which leads to reduced carbon footprints, emissions, and resource consumption. By monitoring and managing environmental impacts, businesses can implement more sustainable practices, support long-term ecological balance, and contribute to global efforts to combat climate change and environmental degradation.	High initial costs	Implementing green corporate accounting often requires large initial investments in green technologies, systems and training. These costs can be a significant barrier, especially for small and medium-sized enterprises. High upfront costs can deter some businesses from adopting sustainable practices that affect short-term financial results.
2	Enhanced operational efficiency	Sustainable practices often lead to more efficient use of resources and energy. For example, investing in energy-efficient technologies and processes can reduce operating costs and increase efficiency. Savings from reducing energy consumption and managing waste can increase overall business efficiency and profitability.	Complexity and administrative burden	Integrating green practices into corporate accounting can create additional complexity and administrative tasks. Businesses may need to adapt their accounting systems and processes to monitor and report environmental performance. Increased administrative burden can strain resources and require specialized expertise, which can affect overall efficiency.
3	Regulatory compliance and risk mitigation	Green corporate accounting helps businesses comply with environmental regulations and standards. By integrating sustainability into financial management, companies can avoid fines and legal problems associated with environmental non-compliance and the reduced risk of fines and legal problems leads to	Limitation of green financial products	The market for green finance and investment products may be limited, particularly in emerging markets. This can make it difficult for businesses to access suitable financial products for sustainability purposes. Limited financial resources can limit businesses' ability to effectively finance and

		smoother business operations and long-term sustainability.		implement green initiatives.
4	Increasing market competitiveness	Businesses that adopt green corporate accounting can differentiate themselves in the marketplace by demonstrating their commitment to sustainability. This can attract environmentally conscious consumers and investors. Enhanced brand reputation and customer loyalty can lead to increased market share and higher profits.	Ambiguity of regulations and standards	The regulatory landscape for green accounting is still evolving, and businesses may face uncertainty and inconsistencies in regulations and standards. This can make compliance and reporting difficult. Navigating evolving regulations requires constant adjustments and may incur additional compliance costs.
5	Attracting investments and financing	Green corporate accounting practices can attract investment from green funds and socially responsible investors who prioritize sustainability. This allows businesses to access new funding opportunities. Improved financial resources and support for growth initiatives can lead to innovation and expansion.	The need for specialized expertise	Implementing and managing green corporate accounting often requires specialized knowledge of environmental accounting and sustainability practices. Businesses may need to invest in training or hire specialists. The need for specialized expertise can increase costs and complexity, especially for small businesses.
6	Attracting positive employees	Employees are increasingly encouraged to work for companies that prioritize sustainability. Green corporate accounting can increase employee morale and retention by aligning corporate values with personal values. Higher employee satisfaction and retention contribute to a more productive and engaged workforce.	Uncertain return on investment	While the financial benefits of green corporate accounting may not be immediately apparent and the return on investment may be uncertain, especially for new or unproven green technologies, balancing potential long-term benefits with short-term financial uncertainties requires careful planning and management.
7	Long-term strategic	Integrating sustainability into financial management		

	interests	helps businesses adapt to global sustainability trends and anticipate future market demands. This strategic alignment supports the long-term sustainability and flexibility of the business. Positioning for future growth in a sustainable economy can increase long-term viability and success.		

Table 1

Impact on sustainable development:

1. operational efficiency: 68% of survey respondents reported that implementing green corporate accounting practices led to significant improvements in operational efficiency. Case studies have identified cost savings through improved energy efficiency, reduced emissions and optimized use of resources;
2. regulatory compliance: 62% of respondents stated that green corporate accounting facilitates compliance with environmental regulations and reduces the risk of fines and legal problems. Companies emphasized simplified reporting and adherence to local and international standards in case studies;
3. market competitiveness: 57% of survey respondents found that a green corporate account improves their market competitiveness by increasing brand image and attracting environmentally conscious consumers and investors.

CONCLUSION AND SUGGESTION

Green corporate accounting offers significant benefits to digital businesses by improving operational efficiency, regulatory compliance and market competitiveness. These practices contribute to the sustainable development of various economic sectors and are consistent with broader environmental and economic goals.

Digital businesses must adopt green corporate accounting practices to meet sustainability goals and improve financial performance. Recommendations include investing in green technologies, adopting standardized reporting systems and partnering with stakeholders to increase transparency and accountability.

As digital enterprises transition to a more sustainable economy, green corporate accounting provides a valuable tool for aligning financial management with environmental responsibility. Adopting these practices supports sustainable development and contributes to the long-term success of the business.

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