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DIGITAL TRANSFORMATION OF TAX CONSULTING

The purpose of the article is to study the theoretical and applied principles of the digital transformation of tax consulting, to identify key areas of implementation of digital technologies in consulting activities to substantiate their impact on increasing the efficiency of tax management by enterprises. The methodological basis of the study is a complex of general scientific and special methods of cognition, which provided a comprehensive study of the processes of digital transformation of tax consulting. The method of analysis and synthesis was used to study the theoretical foundations of the development of tax consulting and the features of its digitalization. Content analysis was applied when processing regulatory legal acts, scientific publications and modern digital practices in the field of taxation. The method of logical generalization made it possible to systematize the results of the study, formulate conclusions and identify promising directions for the development of digital tax consulting. The article examines the features of the digital transformation of tax consulting in the context of changes in tax legislation and the spread of modern information technologies in the field of enterprise management. It is substantiated that the digitalization of tax consulting contributes to increasing the efficiency of tax planning and ensuring a high level of tax compliance. It is determined that the introduction of digital platforms, specialized software products and intelligent algorithms for generating tax reporting creates the prerequisites for improving the quality of consulting services and minimizing the likelihood of tax errors. It is found that the digital transformation of tax consulting is accompanied by the development of electronic interaction between taxpayers, consultants and regulatory authorities, as well as expanding the possibilities of predicting the tax consequences of business transactions. It is proven that the use of digital technologies forms a new model of tax consulting focused on preventive tax risk management, increasing the transparency of tax processes and ensuring the effective functioning of enterprises in the context of the digital transformation of the economy.

Keywords: tax consulting, digital transformation, digitalization, tax planning, tax compliance, information technologies, tax risks.