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FINANCIAL LITERACY IN THE CONTEXT OF DIGITAL TRANSFORMATION OF PROFESSIONAL EDUCATION

Digital transformation is a systemic process that encompasses all areas of society and involves profound changes driven by digital technologies. Key aspects include the digitization of the economy, e-government, the transformation of social life and the labor market, the formation of a data ecosystem, cybersecurity, and ethical challenges [1, p. 94]. Therefore, the digital transformation of professional education in Ukraine is a prerequisite for ensuring the competitiveness of graduates in the labor market and their adaptation to the technical and technological changes taking place in the financial system. The digitization of professional education opens up new opportunities for access to modern knowledge, professional skills, and career development for its students. This improves the quality of education and ensures Ukraine's integration into the European and global humanitarian and financial space.

However, digital transformation, by changing the technologies used to employ financial instruments or expanding the range of such instruments, only forms the technical basis for financial decision-making, but does not replace the financial decisions themselves. Household financial decisions continue to be based on their financial literacy as «a combination of financial awareness, knowledge, skills, attitudes and behaviours necessary to make sound financial decisions and ultimately achieve individual financial well-being» [2] a complex of knowledge, abilities, skills, attitudes, and behaviors necessary for making informed financial decisions and achieving personal well-being.

The inclusion of financial literacy classes will make the digital transformation of vocational education in Ukraine more aligned with European standards. This increases the chances of graduates of Ukrainian vocational education institutions finding work in EU countries, where there is high demand for qualified specialists with digital skills in the field of financial literacy. The creation of coordinated training programs for professions that meet European standards will enable those undergoing vocational education to successfully find work and, if necessary, confirm and improve their qualifications and professional skills [3].

Digital transformation of professional education promotes the development of digital skills in financial literacy, which are important for the career and personal development of future professionals. Skills in using modern financial instruments with digital software management, working with data arrays, creating digital financial content, and complying with digital security rules are particularly in demand. Possessing the relevant financial literacy skills enables professional education graduates to integrate effectively into modern society and be prepared for future challenges. The digitization of vocational education opens up opportunities for the development of innovative educational programs in financial literacy. Accordingly, professional education should be focused on developing skills in the field of digital

financial information technologies, robotics, automation, data analysis, artificial intelligence, etc., in order to ensure the professional training of personnel for the modern labor market.

At the same time, the digitization of professional education poses certain challenges that need to be addressed. In Ukraine, digital transformation requires significant resources, which are limited during wartime. As a result of the resource shortage, infrastructure problems have become more acute. In particular, insufficient access to high-speed internet, especially in areas affected by hostilities, and the lack of electricity are significant obstacles to the introduction of digital financial tools in vocational training. In many cases, the lack of computer equipment among students and teachers in professional education institutions makes digital learning impossible. Solving these problems is particularly relevant in a situation where online learning is the only way to continue education.

References

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