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## DEVELOPMENT OF FINANCIAL ENGINEERING IN THE CONTEXT OF STRUCTURAL FINANCIAL TRANSFORMATIONS

The article revealed the interdisciplinary nature of financial engineering as a new direction of finance research. Based on the categorical analysis, financial engineering was defined as an interdisciplinary field of study that applies mathematical tools, engineering methods, economic principles and financial theories to make financial and managerial decisions by economic agents. It was found that financial engineering is implemented through the use of financial engineering as an auxiliary method of managing

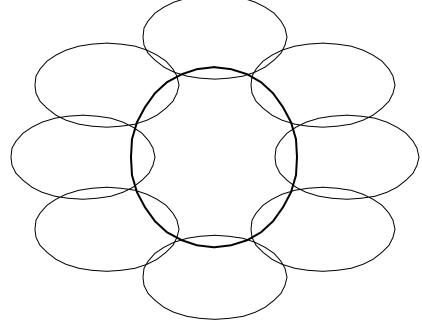
the economic activities of an enterprise, as an innovative method of financial management, as a risk management tool. Other areas of application of financial engineering were also noted: the creation of new financial products, corporate finance, arbitrage trading, forecasting, algorithmic finance, analytics, testing of investment strategies and others. Conceptual and physical groups of financial engineering tools were identified. The possibilities of using artificial intelligence in financial engineering were shown, such as risk management technology, pricing and performance assessment, profitability and risk forecasting. It is emphasized that financial engineering-based solutions enhance the ability to process huge amounts of data, uncover creative ideas, and optimize capital structure and company target assessment. The focus of global financial trends examined the possibilities for expanding and developing financial engineering in the modern world.

Keywords: financial engineering, financial products, digital innovation, artificial intelligence.

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