

VALUE OF the CORPORATIONS AS AN OBJECT OF THE ACCOUNTING

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The article reveals the essence of the category «value of the corporation» in the system of accounting. Analysis of the literature showed the absence of the concept of «value of corporation», however the presence of a large number of similar concepts among that: «value of the enterprise», «value of the company», «value of the firm» and «value of the business». Research of corporations as a system allowed identifying equality categories of «value of the enterprises» and «value of the corporation» from the positions of the macrolevel.

Defined main groups of interested users of financial statements, among which: corporation, owners, investors, credit institutions, insurance companies, government agencies, stock exchanges. The main purposes of groups are systematized in relation to the estimation of value of the corporation.

Investigated the objective and subjective factors in the formation of the value of the corporation from the data of accounting system. Systematized the main factors that are not included into accounting system: in relation to the corporation (internal and external), the nature of the influence on the value of corporation (generating and destroying).

Identified four groups of principles of estimation of the value of the corporation, among which: the principles relating to the exploitation of property; principles of market

environment; principles based on the concept of the user; principles related to collection and analysis of information. Established that the synthetic indicator of the first three groups is the principle of the best and most efficient use of the facility.

The approaches to the value estimation of the corporation are investigational, among that: profitable, comparative (market), expense (property) approaches. It is established that in practice these approaches are not used in isolation but mutually complementary, so for the estimation of the value of the corporation at the same time using methods from different approaches.

Developed a complex model for determining the value of the corporation, which consists of four main stages of forming the value of the corporation, namely the assessment of the financial condition of the corporation; analysis of factors of the value of the corporation; choice of methodological approach of estimation of the value of the corporation, the assessment of market aspects of activity of the corporation.

The proposed complex model for determining the value of the corporation, will give all interested groups of users of financial statements most complete and meaningful information on the value of the corporation as represents a process of forming of index value from a position of consistency.