

DEVELOPMENT OF THE CONCEPTION OF INTEGRATED ACCOUNTING ON THE BASIS OF INSTITUTIONAL APPROACH AND BENCHMARKING

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The integration of budgeting and all kinds of accounting, analysis and control brings to a scientific theory of accounting such concepts as “vision”, that is a description of the future activities of a company and the tax system in the long run, the ability to detect deviations and make quick adjustments, reflecting all the most important characteristics of the company, its mission, that is, its purpose, and the tax system of activities and payments to the state for taxes.

Today there is a tendency of integration of all types of accounting and budgeting, monitoring and analysis of the process of production management, which requires the general patterns of management and reflects the relationship between the various elements of the management system of the production process.

The essence of integrated accounting methodology is that it allows interconnecting enterprise strategy, indicators characterizing its activities, and concrete actions to implement the strategy. But in order to be the basis for goal setting and planning real action, the strategy should be formalized in some way. It should go down this path by offering a structured way to describe both the accounting and the factors that ensure its implementation.

Integrated accounting approach – is its focus on the end result of management, which is achieved through the transformation of strategies and goals into concrete actions and then bringing real challenges to individ-

ual artists. Centrally planned research, the need for which was the result of the enterprise staff awareness necessary improvements in critical areas of business called benchmarking.

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The methodology of integrated accounting in management allows logically organizing goals and ways to achieve them, making the process of production more transparent and manageable, minimizing formed conflicts and improving the efficiency of the highest executive body of the company.

The problem of corporate information is multifaceted and hardly has an easy solution. But now both in the West and Ukraine there are opportunities to make management of large enterprises more conscious, based on the analysis and control of economic reality. The main focus of such management systems is transforming strategy into action, that is, to allow making economically sound management decisions based on comprehensive analysis and control over the current situation, forecasting models, and most importantly – on the identification of those factors that are most important for the public business success. This can be done with the help of single advanced and clear to all integrated accounting.