

## ROLE OF GOODWILL IN COST MANAGEMENT OF DOMESTIC INDUSTRIAL ENTERPRISE

**Faizova O.L.**

Candidate of Economic Sciences, Associate Professor,  
Manager of the economy Department  
and Socially-Humanitarian Disciplines,  
National Metallurgical Academy of Ukraine

The change of gravity centre in the structure of enterprise assets to the unidentified non-material assets becomes the sign of modern economy. The estimation of goodwill cost becomes a necessity.

In the national legislation of Ukraine, non-material assets are identified and estimated separately from goodwill of a company, and goodwill mainly consists of unidentified non-material assets. A presence of non-material assets at the enterprise does not have the certificate of goodwill presence yet.

Goodwill as an economic category is the unidentified non-material assets of enterprise that gives specific competitive edges and generates incomes that exceed average on industry, forms a business cost that is higher than net asset of enterprise value. A clarification and clear division of non-material assets on identified and unidentified – goodwill – becomes relevant in the Report on financial state of enterprise.

Combination is offered rating and quantitative methods of quality level estimation of control system for the efficiency estimation of the unidentified non-material assets use at enterprise. The factor of its increase is administrative, intellectual perfection. Id est, the quantitative estimation of corporate management quality measures a return from the

use of administrative capital at enterprise, as major constituent of non-material assets.

The rating estimation of achievement degree of key indexes efficiency was select as a quantitative measuring device of management quality of enterprise.

Economic effect from realization of effective administrative decisions, improvement of organizational structure of management, introduction of innovative administrative technologies and practices, managerial personnel creativity for the cost oriented industrial enterprise consists in the increase of its market value. The effect estimation is based on the scenario calculation of prognosis values of capitalization in accordance with the attained level of corporate management quality.

From data of leading metallurgical enterprises of the Prydniprovsk region of Ukraine, three scenarios of reformation of control system of an industrial enterprise are worked out. In their basis lies introductions of administrative innovations as one of the factors of efficiency increase of intellectual capital – the unidentified non-material assets of the enterprise. Management upgrading on the basis of administrative innovations use is accompanied by the height of goodwill cost of enterprise and corresponded height of its capitalization.