

ANALYTICAL ASSESSMENT IN AUDIT SYSTEM OF TRADE ENTERPRISE COMPETITIVENESS

АНАЛІТИЧНА ОЦІНКА В СИСТЕМІ АУДИТУ КОНКУРЕНТОСПРОМОЖНОСТІ ПІДПРИЄМСТВ ТОРГІВЛІ

The article investigates the role, feasibility and necessity of analytical procedures in the audit. The analysis of the trade enterprise competitiveness as an element of the analysis of economic activity is identified. To achieve the goals and to solve the tasks of the audit, a method for assessing the competitiveness of trade enterprises is proposed.

Key words: trade enterprise, economic activity, competitiveness, audit, analytical procedures, profitability, liquidity, financial sustainability.

У статті досліджено роль, доцільність та необхідність застосування аналітичних процедур в аудиті. Визначено аналіз конкурентоспроможності підприємств торгівлі як складову частину аналізу господарської діяльності. Для досягнення мети і вирішення завдань аудиту запропоновано методику оцінки конкурентоспроможності підприємств торгівлі.

Ключові слова: підприємство торгівлі, господарська діяльність, конкурентоспроможність, аудит, аналітичні процедури, рентабельність, ліквідність, фінансова стійкість.

В статті досліджено роль, цілесобразність і необхідність застосування аналітичних процедур в аудиті. Визначено аналіз конкурентоспроможності підприємств торгівлі як складову частину аналізу господарської діяльності. Для досягнення мети і вирішення завдань аудиту запропоновано методику оцінки конкурентоспроможності підприємств торгівлі.

Ключевые слова: предприятие, хозяйственная деятельность, конкурентоспособность, аудит, аналитические процедуры, рентабельность, ликвидность, финансовая стойкость.

UDC 658:005.332.4

Ripa T.V.

Postgraduate Student of Financial Analysis and Audit Department of Kyiv National University of Trade and Economics

Formulation of the problem. The complication of economic processes in the conditions of an open economy development has become a prerequisite for formulating new requirements for information provision for the adoption of managerial decisions, among which an important role is played by techniques of integrated assessment of managed objects. Simultaneously with the development of IT technologies, new opportunities for attracting large amounts of data into analytical research have been introduced, which allows to provide management needs and stimulates the process of improving the system of economic indicators. Today, considerable attention should be paid to the formation of a system of analytical indicators for assessing the trade enterprise competitiveness in the context of the open economy development and taking into account the specifics of the trade sphere.

The current development of the areas of economic analysis is due to the rapid growth of the requirements accounting information users, as well as an increase in information flows. Issues relating to the formation of a system of economic indicators are based on the definition of specific features of the method, which requires the direction of analysis to a comprehensive quantitative and qualitative characteristics of the objects under study.

Analysis of recent research and publications. The research of various aspects of the evaluation of enterprise activities was conducted by such domestic and foreign scientists as N. S. Barabash [11, 12], I. O. Blank [14], O. Yu. Bolshakova [13], A. D. Butko [13], H. O. Kravchenko [13], L. M. Maliarets [2], H. V. Mytfofanov [10], Ye. V. Mnykh [12, 13, 15], A.V. Shtereveria [2] and many others.

Assessing the contributions of scientists mentioned above, it should be noted that, while exploring the methodological aspects of economic analysis, they did not set the task of developing a comprehensive assessment of competitiveness in accordance with the audit requirements. Thus, despite the presence of a large number of modern publications on the formation of a system of economic indicators of an enterprise, the problem of providing analytical audit competitiveness have largely been lost beyond the interests of researchers. At the same time, the intensification of competition in the conditions of market relations development actualizes the issue of complex audit evaluation of the enterprise competitiveness with the use of both individual and integrated analytical indicators.

Setting objectives. The aim of the study is to develop methodological approaches to assessing the competitiveness of trade enterprises.

Presentation of the main research material. In today's conditions of economic development, changes in the formation of a system of indicators of economic analysis are more related to the inclusion of a large number of relative indicators, among which the prominent place belongs to separate and integral financial ratios. Basing on these indicators for the most part the profitability, financial stability and solvency are estimated, the level of which determines the competitiveness of the enterprise.

Rapid development of information technology contributes to the wide distribution and popularity of indexes in economic analysis. This creates opportunities for unlimited access to primary information and the calculation of various relative indicators (indicators of structure, dynamics, intensity of processes,

etc.) on this basis. The current direction of forming a system of strategic management indicators of the level of trade enterprises competitiveness is the development of strategic competitiveness improvement maps based on a system of balanced indicators [1-3]. It represents a set of interconnected components, which is based on the implementation of certain stages (Fig. 1).

It is necessary to emphasize the importance of developing strategic maps for improving the trade enterprises competitiveness based on a system of balanced indicators, since the logic of their construction is based on the principles of the formation of a system of economic indicators.

The system of indicators of competitiveness analysis is not limited to internal information coming from the structural and functional divisions of the trading company. An enterprise's competitiveness audit should be considered as part of an internal audit, which carries out an independent assessment of the enterprise, based on internal and external information [5-9]. It should be noted that the focus of the internal audit is on the research of the micro-environment, which besides the investigated trading company also includes partners, suppliers, buyers, etc.

However, the microenvironment is based on the enterprise, which in this study is considered as a source of internal information on competitiveness. It is therefore advisable to classify economic indicators on the basis of economic content, the nature of the reflection and the sources of formation (Table 1).

Since external sources can be the source for the analysis of competitiveness, it is also necessary to

classify the indicators that are formed in the external microenvironment according to the purpose of application in the analysis of competitiveness (Table 2).

The next step in the formation of a system of indicators of the trade enterprise competitiveness analysis is the definition and distribution of economic indicators according to information sources of data formation and structural and functional units responsible for providing information.

Information coming from accounting sources is used in the analysis of competitiveness to assess the profitability, financial status and cash flow efficiency of the enterprise. Information on the results of the activity of the trading company is accumulated in the statement of financial results [10] and may be detailed, if necessary, in the reports of its structural units (liability centers). From this source there are data on absolute values of income, expenses, financial results; the composition of goods turnover of the enterprise in the whole and its structural divisions (liability centers), indicators of the size and composition of resource potential (primarily – commodity stocks).

On the basis of these data, absolute deviations from the planned or previous indicators and relative indicators of structure, dynamics and intensity of processes are calculated. It should be noted that as the basis of comparison in the study of the processes intensity in terms of profitability and turnover of assets and capital, it is expedient to attract data contained in the balance sheet of the enterprise [10].

The existence of a large number of analytical indicators that can be used in the audit of the trade enterprise competitiveness, allows to independently select

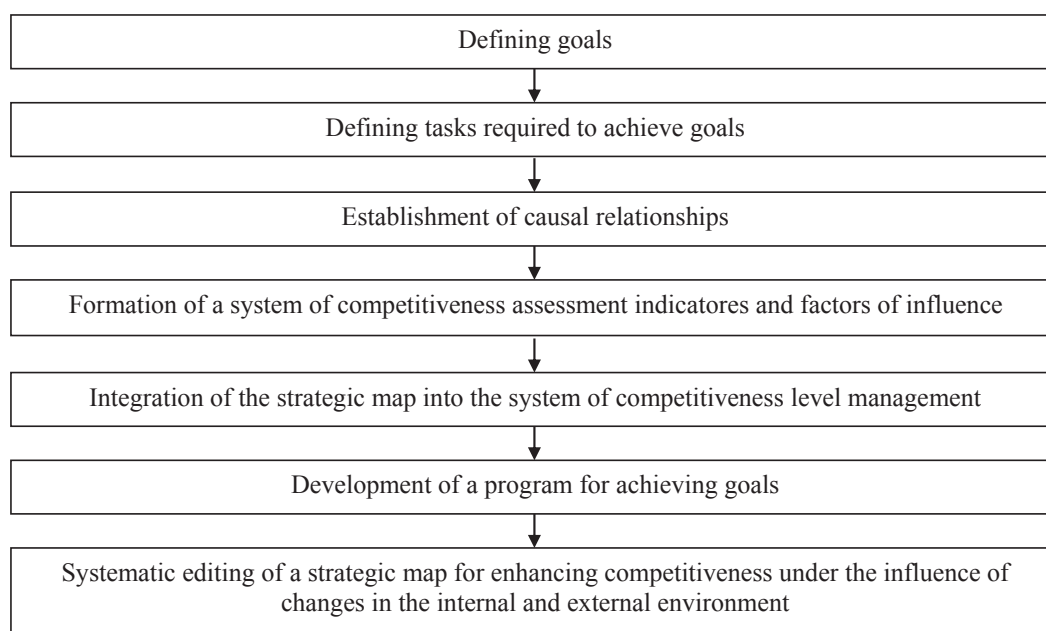


Fig. 1. Stages of the implementation of a strategic map for improving the competitiveness of trade enterprises

Source: compiled by the author for [4]

Table 1

Classification of economic indicators on the basis of economic content, the nature of reflection and sources of formation

Classification criterion for grouping indicators			Types of competitiveness analysis indicators
Economic indicator content	The character of objects, processes, phenomena presentation	The source of the formation of primary information	
Quantitative indicators	Complete physical indicators	Indicators that are formed in record-keeping, statistical and operational accounting	Do not apply
		Indicators formed on the basis of expert assessments	
	Complete value indicators	Indicators that are formed in record-keeping, statistical and operational accounting	Volumetric indicators
		Indicators formed on the basis of expert assessments	
Qualitative indicators	Relative indicators	Indicators calculated on the basis of recordkeeping, statistical and operational accounting data	– Indicators of structure – Indicators of dynamics – Indicators of the intensity of processes
		Indicators calculated on the basis of expert assessments	– Indicators of the probability of obtaining a result – Indicators of quality assessment according to the determined parameters of the investigated object

Table 2

Classification of the indicators formed in the external microenvironment based on the purpose of application in the competitiveness analysis

The purpose of the application in the competitiveness analysis	Types of indicators used in the competitiveness analysis
Estimation of the company's share in the goods market	Indicators of total turnover of goods market
Substantiation of volume and structure of retail trade turnover	Indicators of actual and forecasted solvent demand for goods and trade services of the enterprise
Determination of the optimal amount and cost of delivery	Indicators of the dynamics of the main sources of physical resources (first of all, consumer goods)
Determination of the optimal capital structure	Indicators of supply and cost of financial resources, differentiated according to sources of financing
Comparative assessment of the company's activity in the securities market	Indicators of stock quotes of competitors in the securities market
Determination of the company's rating by indicators of profitability and financial condition of the enterprise	Financial indicators of competitors, which have been chosen as the comparison base for the rating of the enterprise
Determination of the rating of the enterprise by the indicators of the goods and services quality	Quality indicators of goods and services of competitors, which have been chosen as the comparison base for the rating of the enterprise

the ones that are most expedient to apply considering specific objectives.

In this case, it is particularly important to avoid duplication of similar indicators (for example, the pace of change and growth rates, etc.). It is this principle that should be used to select indicators for assessing the competitiveness of trade enterprises. It is advisable to focus on indicators that characterize the general state of the enterprise, namely: profitability indicators (net and operating income margin, net return on assets and equity); total expenditure

return ratio; indicators of turnover of aggregate and current assets; ratios of sufficiency, liquidity and cash flow efficiency. Provided that a negative result is obtained by any indicator, an in-depth study should be carried out with additional indicators of financial statements and reports of structural or functional subdivisions.

So, if the ratio of income and expenditure is unsatisfactory, it is necessary to investigate their components in accordance with the statement of financial results and to determine what kind of income is insuf-

Table 3

Integral indicators recommended for assessing the trade enterprise competitiveness

Indicator name	Evaluation criterion	Indicators that are recommended to be aggregated using the integral indicator
Economic growth rate (E_{GR})	Positive evaluation: $E_{GR} > 1$ Negative evaluation: $E_{GR} < 1$	Separate rates of change of any economic indicators, as well as, if necessary, absolute physical and specific indicators
Integral coefficient of "distance from the standard" (ρ)	Positive evaluation: $\rho = 0$ Negative evaluation: Depending on the permissible values set by the auditor	Any particular absolute (physical, specific and cost), relative indicators of structure, dynamics and intensity of processes, as well as any financial ratios and indicators of expert assessments
Simple average ($\bar{X}_{\text{проста}}$) Weighted average ($\bar{X}_{\text{зважена}}$)	Positive evaluation: $\bar{X}_{\text{проста}} = \max$ $\bar{X}_{\text{зважена}} = \max$ Negative evaluation: Depending on the permissible values set by the auditor	Indicators for the assessment of which the one-type measure has been applied. In this study – recommended for the generalization of expert assessments

cient, or in what type of expenditure there is an over spending of funds.

Evaluating the indicators of profitability and turnover it should be understood that they combine different components of economic content: income and financial results that are calculated for the relevant period (year, quarter) and assets and capital, which are defined as balances at the relevant time (beginning or the end of the reporting period).

Recommended for the audit of the trade enterprise competitiveness, solvency ratios characterize the ability of the enterprise to calculate liabilities and are defined as the ratio of pre-grouped by the degree of liquidity assets to the total value of current liabilities, calculated at the time of drawing up the balance sheet. In order to assess the coefficients of financial stability, it is expedient to use a number of indicators that are developed taking into account the specifics of trade enterprises [11-15].

An assessment of the level of competitiveness is impossible without comparing the investigated trade enterprise with similar competitive enterprises using integral coefficients. In relation to these indicators, there are clear evaluation criteria and unified calculation algorithms that enable to build a reliable rating of enterprises, determine the position of the investigated trade enterprise in the goods market and provide recommendations for improving its competitiveness.

The application of the proposed criteria for the estimation of a number of integral coefficients in the audit allows to provide an unambiguous assessment of competitiveness for comparison with similar indicators of competitive enterprises (Table 3).

Conclusions from the conducted research.

At the current stage of an open economy development, the analysis in the system of audit of the trade enterprise competitiveness becomes important and requires the use of the latest information technologies. This creates the necessary conditions for the processing of large amounts of information and the calculation of a significant number of indicators.

The analysis of the competitiveness of trade enterprises should be defined as a component of the analysis of economic activity in the system of economic analysis. The feasibility of using the analytical procedures in the audit led to the need to study the methodology of economic analysis and the development on its basis of the methodology for assessing competitiveness in accordance with the goals and objectives of the audit.

Determination of the peculiarities of the formation of indicators system of the trade enterprises competitiveness analysis has made it possible to generalize them in order to distinguish those that are recommended to apply in the audit of the trade enterprises competitiveness.

REFERENCES:

1. Kuzmin O. Strategic activity of enterprises: importance and prospects of development / O. Kuzmin, N. Petryshyn, K. Doroshevych // Democratic Governance. – 2011. – № 8. – P. 25-32.
2. Malyarets L.M. Balanced system of indicators in the assessment of enterprise activity : [scientific publication] / L.M. Malyarets, A.V. Shtereverya. – Kharkiv : Vydavnychy Dim KhNUE, 2008. – 188 p.
3. Kyzym M.O. Balanced Scorecard : [monograph] / M.O. Kyzym, A.A. Pylypenko, V.A. Zynchenko. – Kharkiv : Vydavnychi Dim INGEK, 2007. – 192 p.
4. Nazarova K.O. Contemporary trends in the transformation of the internal audit / K.O. Nazarova // Herald of Kiev National University of Trade and Economics. – 2011. – № 6. – P. 94-101.
5. Usach B.F. Audit : [scientific publication] / B.F. Usach. – K. : Znannia, 2007. – 232 p.
6. Kulakovska L.P. Organization and method of audit : [scientific publication] / L.P. Kulakovska, Yu.V. Picha. – K. : Karavela, 2004. – 568 p.
7. Nemchenko V.V. Audit (State, Independent Professional and Internal Audit) : [scientific publication] / V.V. Nemchenko, O.Yu. Redko. – K. : TsUL, 2012. – 540 p.

8. International Standards for the Professional Practice of Internal Audit. – [Electronic resource]. – Access mode : https://www.iaa.org.ua/?page_id=189.

9. On Approval of the National Accounting Standards (Standard) 1 : General Requirements for Financial Statements : Order of the Ministry of Finance of Ukraine № 73, 2013.

10. Mytrofanov H.V. Financial analysis : [scientific publication] / H.V. Mytrofanov, H.O. Kravchenko, N.S. Barabash. – K. : Kyiv national university of trade and economics, 2001. – 301 p.

11. Barabash N.S. Analysis of economic activity : [scientific publication]. / N.S. Barabash. – K. : Kyiv national university of trade and economics, 2005. – 395 p.

12. Mnykh E.V. Financial analysis : [scientific publication] / E.V. Mnykh, N.S. Barabash. – K. : Kyiv national university of trade and economics, 2014. – 536 p.

13. Mnykh E.V. Analysis and control in the enterprise capital management system : [monograph] / E.V. Mnykh, A.D. Butko, O.U. Bolshakova, H.O. Kravchenko, M.O. Nykonovych. – K. : Kyiv national university of trade and economics, 2005. – 232 p.

14. Blank I.O. Financial management : [scientific publication] / I.O. Blank. – K. : Elga, 2008. – 724 p.

15. Mnykh E.V. Financial audit : informational and analytical support : [monograph] / E.V. Mnykh, S.V. Bardash, K.O. Nazarova, O.L. Sherstiuk, V.P. Beliakova, V.P. Miniaylo. – K. : Kyiv national university of trade and economics, 2015. – 416 p.

ІНТЕЛЕКТУАЛЬНИЙ КАПІТАЛ І НЕМАТЕРІАЛЬНІ АКТИВИ: ВЗАЄМОЗВ'ЯЗОК ЕКОНОМІЧНИХ КАТЕГОРІЙ

INTELLECTUAL CAPITAL AND INTANGIBLE ASSETS: INTERCONNECTION OF ECONOMIC CATEGORIES

УДК 657.421.3

Чугрій Г.А.

науковий співробітник сектору маркетингу та економічних досліджень
Донецька державна сільськогосподарська дослідна станція
Національної академії аграрних наук
України

Чугрій Н.А.

завідувач сектору маркетингу та економічних досліджень
Донецька державна сільськогосподарська дослідна станція
Національної академії аграрних наук
України

У статті здійснено критичний аналіз сутності та структури облікових категорій «нематеріальні активи» та «інтелектуальний капітал». Установлено взаємозв'язок між інтелектуальним капіталом і нематеріальними активами в бухгалтерському обліку. Досліджено проблематику обліково-методичного інструментарію відображення інтелектуального капіталу та нематеріальних активів.

Ключові слова: інтелектуальний капітал, нематеріальні активи, об'єкти інтелектуальної власності, людський капітал, структурний капітал.

В статье осуществлен критический анализ сущности и структуры учетных категорий «нематериальные активы» и «интеллектуальный капитал». Установлена взаимосвязь между интеллектуальным капиталом и нематериальными акти-

вами в бухгалтерском учете. Исследована проблематика учетно-методического инструментария отображения интеллектуального капитала и нематериальных активов.

Ключевые слова: интеллектуальный капитал, нематериальные активы, объекты интеллектуальной собственности, человеческий капитал, структурный капитал.

The article deals with the critical analysis of the essence and structure of the accounting categories "intangible assets" and "intellectual capital". The relationship between intellectual capital and intangible assets in accounting is established. The problems of accounting and methodical tools for the reflection of intellectual capital and intangible assets are investigated.

Key words: intellectual capital, intangible assets, intellectual property objects, human capital, structural capital.

Постановка проблеми. У сучасних умовах стратегічним напрямом розвитку економічних відносин є концентрація уваги на підвищенні значимості процесів інтелектуалізації господарської діяльності. Ресурси інтелектуального характеру на протигагу матеріальним активам набувають вирішального значення для забезпечення сталого розвитку завдяки своїм унікальним особливостям. Тобто інтелектуальні активи нині відіграють вирішальну роль для підприємства, забезпечуючи при цьому високоефективну діяльність та досягнення високого рівня конкурентоспроможності, результатом чого є збільшення прибутків. Перед управлінням постає завдання отримання достовірної та повної інформації не лише про матеріальні та фінансові ресурси, якими оперує підприємство,

а й про якість та ступінь використання інтелектуального капіталу. Для отримання такої інформації існує необхідність чіткого розмежування основних економічних категорій у системі бухгалтерського обліку, таких як «нематеріальні активи», «інтелектуальний капітал», «інтелектуальна власність».

Аналіз останніх досліджень і публікацій. Проблематика інтелектуального капіталу, дослідження його економічної сутності, взаємозв'язок із нематеріальними активами відображена в працях таких видатних вітчизняних та зарубіжних дослідників, як: Е. Брукінг, М.О. Воронова, І.І. Дахно, І.А. Дерун, В.М. Діба, В.С. Дроб'язко, Л. Едвінсон, І.В. Жураковська, К.В. Ковтуненко, О.В. Кудирко, Б. Лев, С.Ф. Легенчук, Н.М. Проскуріна, М.С. Пушкар, К. Свейбі, Т. Стю-