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DOI: [https://doi.org/10.32515/2663-1636.2023.10\(43\).223-230](https://doi.org/10.32515/2663-1636.2023.10(43).223-230)**Iryna Smirnova**, Associate Professor, PhD in Economics (Candidate of Economic Sciences)**Nadiya Smirnova**, Associate Professor, PhD in Economics (Candidate of Economic Sciences)**Oleksandr Bartos**, Applicant of the Third (Educational and Scientific) Level of Higher Education*Central Ukrainian National Technical University, Kropyvnytskyi, Ukraine*

Development of the concept of accounting in the conditions of functioning of integrated structures

Globalization and integration cause changes in accounting and practical implementation of its concept. Numerous studies prove that the modern conceptual basis of accounting does not meet the needs and requirements of modern society and needs changes, which determines the direction of further work of scientists. The purpose of writing this article is to study the peculiarities of the functioning of integrated structures and their influence on the development of the accounting concept.

The advantages and disadvantages of integrated structures are systematized. Types and models of integration are analyzed. The reasons for the development of the integration interaction of business entities are clarified. Factors affecting the effective functioning of integrated structures are defined. A description of the processes that determine the effectiveness of the functioning of integrated structures is given. The levels of centralization of management functions in integrated structures are analyzed. The groups of reasons that prompt the management of integrated structures to introduce a centralized form of accounting are summarized. It is proven that modern management systems of integrated structures require appropriate information security, which is formed within the framework of the modern accounting paradigm, which acts as the calculation and analytical structure of the system.

It has been found that the role of integration processes in the domestic economy is increasingly increasing, which is connected with the creation of favorable conditions for economic activity, strengthening of competitive positions and the possibility of monitoring the market situation. It was established that since the number of integrated structures in Ukraine is constantly growing, in modern economic conditions, the management system in integrated structures should have appropriate information provision, created within the framework of the modern accounting paradigm, as a structural accounting and analytical system of such structures. The provision of reliable information for the needs of process management of these structures requires the verification of new accounting technologies, which must take into account the risky nature of innovations and the main trends in the development of accounting tools.

accounting, concept, paradigm, integration, integrated structure, efficiency, information support

Statement of the problem. Integration processes are gaining more and more importance in the domestic economy. Important reasons for their formation in the real sector of the economy of Ukraine are the creation of favorable conditions for economic activity, the possibility of strengthening competitive positions and control over the market situation.

The formation of sustainable economic structures that ensure the efficient functioning of the economy is important for the further development of the economic system and socio-economic relations. The forms of such structures can be very diverse, but their core mainly consists of:

- integration (the state of connecting separate, differentiated parts and functions of the system into a whole, as well as the process leading to such a state);
- partnership (a form of cooperation between enterprises that is not established in the founding documents, but is supported on the basis of a corporate partnership agreement).

The main goal of integration processes in industry is to combine financial, production, intellectual and other resources of enterprises in order to increase the efficiency of economic activity, ensure guaranteed conditions for the supply of raw materials and sales of products, and increase profits. and return on capital, reducing costs, increasing the use of equipment, balancing business risks, increasing the technological level and, thus, strengthening competitive positions in the market.

Analysis of recent researches and publications. The activities of integrated structures in the economy have repeatedly become the focus of attention of domestic and foreign scientists. The following researchers studied the peculiarities of their functioning, developed the organizational and economic mechanisms of their management, and substantiated the ways of ensuring the effective interaction of their elements: I.V. Honcharuk, Y.P. Ishchenko, L.L. Kalinichenko, O.M. Levchenko, G. Pasichnyk .O., Pushkar A.I., Strygun I.V., Tyshchenko O.M., Fedulova L.I. etc. Yes, Kalinichenko L.L. the problems of the essence and evaluation of the effectiveness of the functioning of integrated business structures were investigated [3]. Levchenko O.M., Tkachuk O.V. and Tsarenko I.O. expanded the scope of research and studied the issue of classification of already innovative integrated structures in the modern economy [4]. Pylypenko A.A. identified the features of competitive strategy and the formation of a strategic management system for the development of an integrated business structure [5]. Some aspects of accounting support of management in integrated structures are highlighted in [1, 6-8]. However, the issues of the development of the concept of accounting in the modern conditions of functioning of integrated structures are still not sufficiently researched and highlighted.

Statement of the objective. The purpose of writing this article is to study the peculiarities of the functioning of integrated structures and their influence on the development of the accounting concept.

The main material. Integration is implemented through close cooperation and cooperation of enterprises and associations of economic entities. This process can take place at the level of regions, industries, inter-industry associations, on a national scale and beyond.

The systematization of the advantages and disadvantages of integrated structures is presented in the table. 1.

Table 1 - Advantages and disadvantages of integration

Advantages of integration	Disadvantages of integration
- savings on operating costs due to the unification of marketing, accounting, and sales services;	- management risks and bureaucratization, which can lead to complications of the management structure;
- savings due to the creation of a new, more effective management system that uses advanced technologies;	- the risk of passing the limit of the optimal size of the business, which is not followed by an increase in efficiency, but by its decrease;
- availability of financial resources, savings due to changes in sources of financing, cost of financing and other benefits;	- the existing tendency to increase the proportion of fixed costs;
- economies of scale	- the risk of losing flexibility and dynamism when technology and demand change

Source: compiled by the authors based on [3]

The general approach to the classification of integration types is presented in fig. 1. In addition, the following integration models are distinguished:

- a commercial agreement characterized by minimal integration - there is no participation in the company's capital or the exchange of shares (this model is most common in countries with high economic risk);
- joint venture (JV), when partners create a completely new organization (JV allows to share costs and reduce risk);
- direct purchase, often with external financing;
- cross ownership of shares by means of exchange;
- mergers, including in the form of financial and industrial groups (FGG);
- the structure of the financial holding" [3].

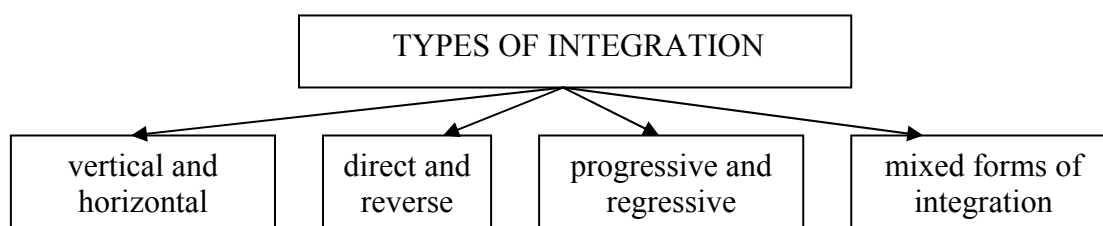


Figure 1 – Classification of types of integration.

Source: compiled by the author

In practice, there are various types of consolidation (integration) of companies in the world, which differ depending on the goals of cooperation, the nature of economic relations between their participants, the degree of independence of enterprises: strategic alliances, consortiums, cartels, syndicates, pools, associations, conglomerates, trusts, concerns, industrial holdings, financial and industrial groups, etc. The desire to find a balance between the advantages of centralization and decentralization of management and responsibility when merging companies leads to the choice of such organizational forms of integration that occupy an intermediate place between a full centralized corporate structure and cooperation in a pure market environment, examples of such organizational forms are innovative integrated structures.

In our opinion, the development of integration interaction of business entities is due to two reasons. First, development is associated with transformational processes occurring in the national economy and changing economic conditions. This is connected with the development of new branches of production, the strengthening of differentiation and integration of individual branches, the deepening of the international division of labor, the need for the formation of a post-industrial society and information. These factors led to the complication of the structural components of the economy, including not only an increase in the number of its elements, but also a change in the quality parameters of the latter, as well as a complication of the conditions, systems and mechanisms of their interaction in the form of integration at different levels of the economic system. Secondly, the development of integrative interaction of business entities is due to the historical development of forms of production organization, which led to the emergence of integrated structures of a new type - network companies, clusters and other institutional-type structures.

The conditions under which the interaction of business entities is considered integrative are presented in fig. 2.

These circumstances allow us to assert that an integrated business structure is a set of heterogeneous economic agents, each of which has its own unique characteristics, between which there are significant and regular relationships that cause a mutually determined

influence on each other [5]. In our opinion, innovative integrated structures also fall under this definition.

In order to determine the factors affecting the effective functioning of integrated structures, it is first of all necessary to distinguish the internal (microeconomic) and external (macroeconomic) environment of business entities in the conditions of integration.

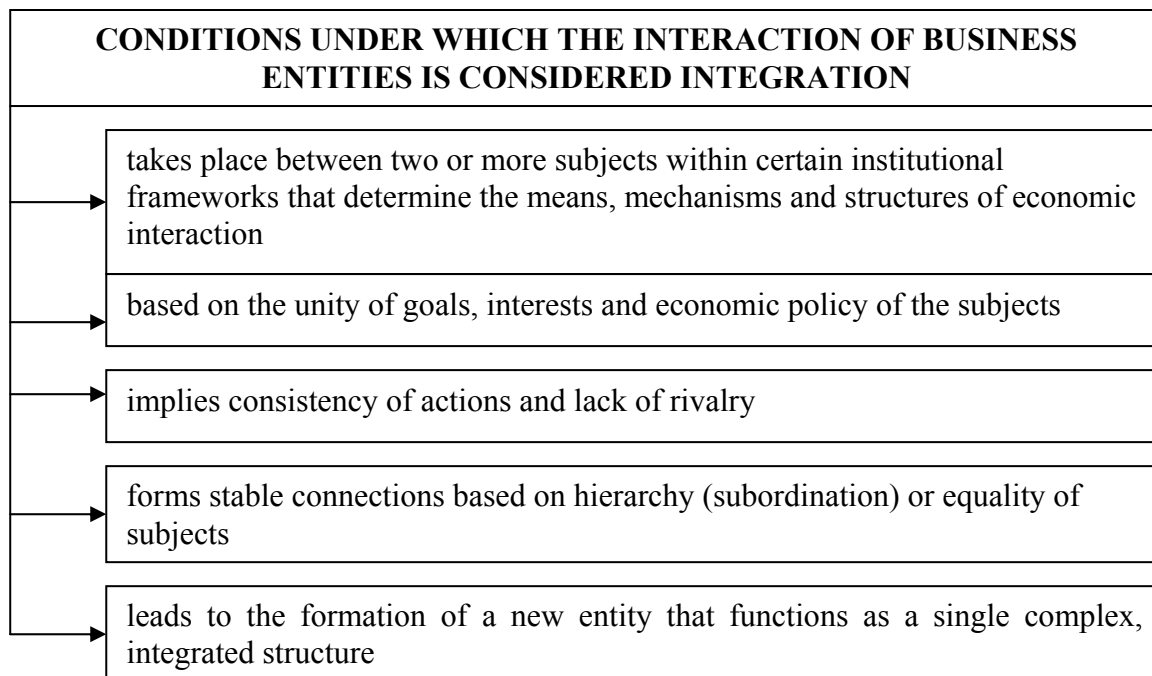


Figure 2 – Conditions of integration interaction of business entities

Source: compiled by the authors based on [3]

The entire structure, like any business entity, is located and functions in the external macroeconomic environment. At the same time, such a structure differs in that it includes many elements, each of which has its own immediate environment. At the same time, economic units of the entire structure can replace individual elements of the immediate environment. Many factors that determine the effectiveness of the entire business structure may be external to the individual business entity that is part of it, but in the context of integration they are at the same time internal to the entire structure as a whole.

Internal factors include those that determine the effectiveness of the entire structure, which is the inherent potential of the business entity. And external factors include factors of the economic environment of the integrated structure, as well as the mesoeconomic environment and the immediate environment of the integrated structure itself.

External and internal factors that determine the effectiveness of integrated structures are summarized in fig. 3.

In addition, in order to evaluate the effectiveness of the functioning of integrated structures, five main types of processes are used, the content of which is presented in Table 2.

The specificity of assessing the economic efficiency of integrated corporate structures is largely related to the need to take into account the variety of intra-corporate relationships that affect both the functioning of individual economic units that make up the enterprise and the overall efficiency of the divisions.

The efficiency of interaction between the structural elements of the integrated structure can be represented as a functional dependence between the efficiency of business

units within the framework of individual processes of the integrated structure and the degree of influence of the interacting enterprise on the activities of this unit within the framework of the relevant processes of the integrated structure.

It is advisable to present the set of interactions of business units within the framework of an integrated structure in the form of an adjacency matrix, in which each element represents the power of influence of a business unit on the activities of interacting business units within the framework of individual processes of a complete structure.

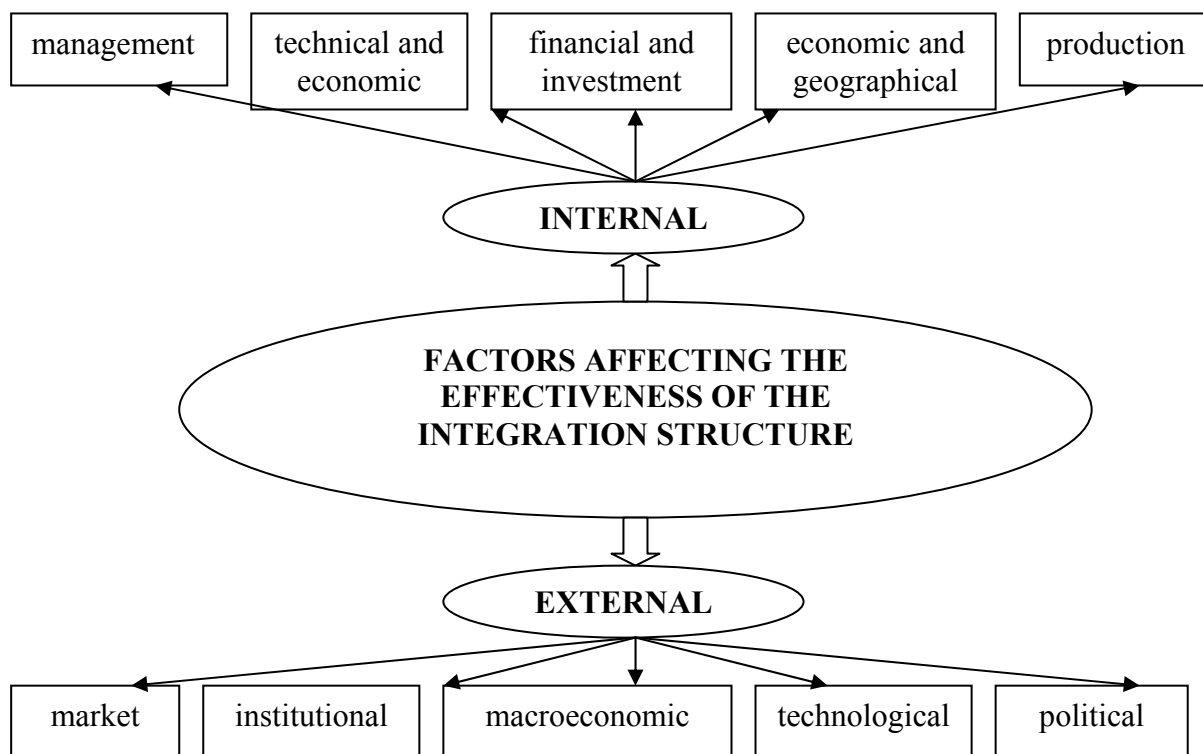


Figure 3 – Factors affecting the effectiveness of the integration structure

Source: compiled by the author

Table 2 - Processes that determine the efficiency of functioning of integrated structures

№ and name of the process	Content of the process
1. Material	related to the acquisition (own production), the use of raw materials and materials in the production of finished products, as well as the sale of finished products
2. Technical	related to the acquisition and use of fixed assets in the process of production and economic activity
3. Financial	related to the attraction, distribution and use of financial resources of the integrated structure in the implementation of financial and economic activities
4. Investment	related to attracting and using resources to finance investment projects and programs implemented by an integrated structure
5. Management	related to the influence of the subject of management on the management objects of individual business units within the integrated structure

Source: compiled by the authors based on [3]

The efficiency of the integrated structure as a whole can be calculated as the average value of the efficiency of the processes carried out in it. At the same time, the overall efficiency of business units within the framework of individual processes of the integrated structure represents a general assessment of their own efficiency and the efficiency of the company's internal interactions within the framework of the relevant processes.

The study of theoretical sources and experience of management organization in integrated structures made it possible to identify three levels of centralization of management functions: low, medium and high. At the same time, the centralization of functions can be achieved by creating centralized organizational structures or transferring them directly to the central body by establishing procedures, rules and standards for their implementation by structural units.

The main advantages of the centralization of management include: transparency and controllability of the activities of enterprises (institutions) controlled by them; the ability to apply a single strategy, policy and implement single procedures and rules within each division, which further reduces administrative management costs; quick exchange of information between enterprises (institutions) of the group; reducing the risks of decision-making, which allows to achieve a synergistic effect in the management of a group of enterprises (institutions).

The conducted research allowed Honcharuk I.V., Ishchenko Ya.P. and Strygun I.V. identify and generalize the groups of reasons that prompt the management of the network (group of enterprises) to introduce a centralized form of accounting:

- inconsistency of analytical data on business transactions provided by different units or individual enterprises of the network;
- a critical number of local software products used by various divisions and enterprises of the group, while there is a huge probability of error related to the human factor when transferring data from one system to another;
- the lack of detailed comparative information on the activities of network enterprises by the management entity is a common problem of enterprises of any size that have geographically distant divisions or many divisions" [1].

Integrated systems of activity efficiency based on relevant indicators of an economic and non-economic nature are based on the approach of goals and resources to increase the efficiency of economic activity. Modern management systems of integrated structures require appropriate information security, which is formed within the framework of the modern accounting paradigm, which acts as the calculation and analytical structure of the system.

Conclusions and prospects for further researches. Summarizing the results of the conducted research, the following conclusions can be drawn.

In the domestic economy, the role of integration processes is increasingly strengthened, which is connected with the creation of favorable conditions for economic activity, strengthening of competitive positions and the possibility of monitoring the market situation. The development of integrated interaction of business entities occurs for several reasons:

- firstly, transformational processes taking place in the domestic economy and changing economic conditions. This is connected with the development of new branches of production, the strengthening of differentiation and integration of individual branches, the deepening of the international division of labor, the need for the formation of a post-industrial and information society. These factors led to the complication of economic processes, including not only an increase in the number of its elements, but also a change in their quality indicators, as well as a complication of conditions, systems and mechanisms, their interaction in the form of integration at different levels of the economic system.

- secondly, the historical evolution of forms of production organization led to the emergence of new types of integrated structures, in particular innovative integrated ones.

The study of the main trends in the development of integrated structures in Ukraine proves that their number in Ukraine is constantly growing. In modern business conditions, the management system in integrated structures must have appropriate information provision, created within the framework of the modern accounting paradigm, as a structural accounting and analytical system of such structures. The provision of reliable information for the needs of process management of these structures requires the verification of new accounting technologies, which must take into account the risky nature of innovations and the main trends in the development of accounting tools.

We see the prospects for further research in the development of recommendations on organization and accounting for various types of integrated structures.

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І.В. Смірнова, доц., канд. екон. наук

Н.В. Смірнова, доц., канд. екон. наук

О.В. Бартось, асп.

Центральноукраїнський національний технічний університет, м. Кропивницький, Україна

Розвиток концепції обліку в умовах функціонування інтегрованих структур

Глобалізація та інтеграція викликають зміни в бухгалтерському обліку та практичній реалізації його концепції. Численні дослідження доводять, що сучасна концептуальна основа бухгалтерського обліку не відповідає потребам і вимогам сучасного суспільства і потребує змін, що визначає напрямок подальшої роботи науковців. Мета написання даної статті полягає у дослідженні особливостей функціонування інтегрованих структур та їх впливу на розвиток облікової концепції.

Систематизовано переваги та недоліки діяльності інтегрованих структур. Проаналізовано види та моделі інтеграції. З'ясовані причини розвитку інтеграційної взаємодії суб'єктів господарювання. Визначені фактори, що впливають на ефективне функціонування інтегрованих структур. Надано характеристику процесів, що визначають ефективність функціонування інтегрованих структур. Проаналізовано рівні централізації функцій управління в інтегрованих структурах. Узагальнено групи причин, які спонукають керівництво інтегрованих структур до запровадження централізованої форми обліку. Доведено, що сучасні системи управління інтегрованими структурами потребують відповідної інформаційної безпеки, яка формується в рамках сучасної облікової парадигми, що виступає розрахунково-аналітичною структурою системи.

З'ясовано, що у вітчизняній економіці дедалі посилюється роль процесів інтеграції, що пов'язано зі створенням сприятливих умов для здійснення господарської діяльності, зміцненням конкурентних позицій та можливістю контролю ринкової ситуації. Встановлено, що оскільки кількість інтегрованих структур в Україні постійно зростає, то в сучасних умовах господарювання система управління в інтегрованих структурах повинна мати відповідне інформаційне забезпечення, створене в рамках сучасної облікової парадигми, як складової обліково-аналітичної системи таких структур. Надання достовірної інформації для потреб управління процесами цих структур потребує верифікації нових облікових технологій, які мають враховувати ризиковий характер інновацій та основні тенденції розвитку інструментів бухгалтерського обліку.

облік, концепція, парадигма, інтеграція, інтегрована структура, ефективність, інформаційне забезпечення

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