

Expression of Consumers' National Identity, Doctoral Dissertation, The City University of New York, NY.

1. Han C. M. (1988). The Role of Consumer Patriotism in the Choice of Domestic Versus Foreign Products. *Journal of Advertising Research*, 2, 25-32.

2. Dimofte, C. V., Forehand, M. R., & Deshpande, R. (2003). Ad Schema Incongruity as Elicitor of Ethnic Self-Awareness and Differential Advertising Response. *Journal of Advertising*, 32(4), 7-17.

Рецензент: Балджи М.Д., д.е.н., професор, зав. каф. економіки та планування бізнесу Одеського національного економічного університету

5.04.2017

УДК 657.42

Slutskyi Yevhen

THE ANALYSIS OF DIFFERENT MODELS OF ACCOUNTING ON THE BASIS OF CAPITAL ASSETS

Modern economic relations between countries encourage theorists of accounting and practitioners of accounting to interact, and consequently to develop a unified and standardized models of accounting. One of the most controversial issues in any model of accounting is evaluation of capital assets.

Research, review and summary of the features of capital assets evaluation in various models of accounting in carrying out business transactions.

The synthesis of existing evaluation methods in key global models of accounting has been introduced. The evaluation of assets in the Ukrainian model of accounting has been researched in the article. The necessity of further study of "evaluation" as a method of accounting has been proved. The ambiguity movement (direction) of Ukrainian model of accounting to the continental model of accounting on the basis of the economic category of

"evaluation" has been confirmed.

International accounting standards and their wide variation of business transactions with certain methods of evaluation are very prospective for future research.

Keywords: model of accounting, evaluation, value adjustment, principle of accounting, method of accounting, capital assets.

Слуцький Євген

АНАЛІЗ ОЦІНКИ У РІЗНИХ МОДЕЛЯХ БУХГАЛТЕРСЬКОГО ОБЛІКУ НА ПРИКЛАДІ ОСНОВНИХ ЗАСОБІВ

Сучасні економічні відносини між різними країнами спонукають бухгалтерів теоретиків і практиків до взаємодії, а як наслідок розробки уніфікованої і стандартизованої моделі бухгалтерського обліку. Одним із найсуперечливіших питань в будь-якій моделі бухгалтерського обліку стає модель оцінки основних засобів.

Дослідження, розгляд та узагальнення особливості оцінки основних засобів в різних моделях бухгалтерського обліку при здійсненні господарських операцій.

Для досягнення поставленої мети ми застосували методи порівняння, аналізу, дедукції, систематизації при розгляді оцінки основних засобів в різних моделях бухгалтерського обліку.

Запропоновано узагальнення існуючих методів оцінки в основних світових моделях бухгалтерського обліку. У статті досліджено оцінку активів в українській моделі бухгалтерському обліку. Обґрунтована необхідність подальшого вивчення «оцінки» як методу бухгалтерського обліку. Підтверджено неоднозначність прямування української моделі бухгалтерського обліку до континентальної моделі бухгалтерського обліку на прикладі економічної категорії «оцінка».

Перспективним для подальшого дослідження і вдосконалення постають міжнародні стандарти бухгалтерського обліку та наявність у них широкої варіативності господарських операцій з визначеними методами оцінки.

Ключові слова: модель бухгалтерського обліку, оцінка, переоцінка, принцип бухгалтерського обліку, метод бухгалтерського обліку, основні засоби.

АНАЛИЗ ОЦЕНКИ В РАЗЛИЧНЫХ МОДЕЛЯХ БУХГАЛТЕРСКОГО УЧЕТА НА ПРИМЕРЕ ОСНОВНЫХ СРЕДСТВ

Современные экономические отношения между странами побуждают бухгалтеров теоретиков и практиков к взаимодействию, а как следствие разработки унифицированной и стандартизированной модели бухгалтерского учета. Одним из самых противоречивых вопросов в любой модели бухгалтерского учета становится модель оценки основных средств.

Исследование, рассмотрение и обобщение особенности оценки основных средств в различных моделях бухгалтерского учета при осуществлении хозяйственных операций.

Для достижения поставленной цели мы применили методы сравнения, анализа, дедукции, систематизации при рассмотрении оценки основных средств в различных моделях бухгалтерского учета.

Предложено обобщение существующих методов оценки в основных мировых моделях бухгалтерского учета. В статье исследована оценка активов в украинской модели бухгалтерском учете. Обоснована необходимость дальнейшего изучения «оценки» как метода бухгалтерского учета. Подтверждено неоднозначность следования украинской модели бухгалтерского учета к континентальной модели бухгалтерского учета на примере экономической категории «оценка».

Для дальнейшего исследования и совершенствования являются перспективным международные стандарты бухгалтерского учета и наличие в них широкой вариативность хозяйственных операций с определенными методами оценки.

Ключевые слова: модель бухгалтерского учета, оценка, переоценка, принцип бухгалтерского учета, метод бухгалтерского учета, основные средства.

Introduction. The development of modern economic processes leads to the unification and standardization of business operations, financial reporting, process of measurement, collection, compilation, storage and transmission of information about the activities of public and non-public enterprises, institutions and organizations, as a result, makes it possible to classify countries according to various accounting models. Since accounting is primarily distinguished from other types of calculation, it demands certain characteristics, in our view, generalization and systematization of evaluation as part of a method of accounting, during which the price in cash will be decisive in assigning accounting of the country to a certain model of accounting.

The analysis of research and publications. The author has taken into consideration how to build new accounting estimates in the current calculating models having studied research works of such scientists as: A. Osipov, Y. Nochovna, V. Istomnyy, S. Hrapach, N. Kuzichkina, D. Hrytsyshena, E. Geyer and K. Noubis. In their scientific achievements different accounting models have been systematized and economic, political and social characteristics of each model have been given.

Goal. To study characteristics of evaluation principles in different models of accounting; justification for further scientific study of evaluation as a method of accounting; synthesis of evaluation methods in different models of accounting; to study the Ukrainian model of accounting based on the method of evaluation in details.

Methods. To achieve this goal, we used methods of comparison, analysis, deduction, systematization while considering the evaluation of properties in different models of accounting.

Some unsolved aspects of the problem. One of the main disputable and controversial in the management accounting is ambiguity of approaches to the understanding of the principle in accounting estimates. There is still unresolved question of classification in the model of accounting in Ukraine on the basis of the economic category of "evaluation". The wide variation in worthiness leads to a significant number of methods for assessing non-financial calculations and, consequently, referring to the various sub-objects valuation, misstatements in the financial operations, thus the information provides substantial differences from the real balance in sheet worthiness characteristics. All this motivates to further study of the economic category of evaluation, including various models of accounting.

Results. Y.Nochovna and V. Kutsenko considering the historical development of accounting models as a separate phenomenon, connect it with the beginning of the twentieth century, influenced by the following factors: the degree of state influence on the organization of accounting in the enterprise; direction on the informational needs of users of certain information, who are the major suppliers of the capital in the country; the priority of macro- or micro-state interests; geopolitical situation of the country [1, p.2].

A. Osipov stresses that the evaluation of different models of accounting is influenced by such factors as regulation, financial and tax systems, the general economic situation in the country, the affect of other countries and other situations. In his point of view, generally accepted qualitative characteristics, defined in different conceptual bases are: materiality (significance), reliability, consistency, timeliness. According to his research of model of accounting, the differences in term of evaluation as a method of accounting are:

1. The value adjustment of assets is allowed in such countries as Australia, Hong Kong, India, the UK; is allowed under certain circumstances in France and Italy. It is forbidden in Sweden, Canada, Germany, Japan and the USA.

2. Making value adjustment it is necessary to take into account the inflation in the country. It is important to adjust these models in Argentina, Brazil, Israel, Mexico; it is possible to do it in some cases in the UK, Australia, the Netherlands, the United States. It isn't required in Canada, Indonesia, Japan, Germany and Korea.

3. While liquidation the intangible assets it is written off at the expense of own capital in such countries as Italy, Singapore, South Africa, the UK. The cost is written off in the statement of income and expenses in Australia, Canada, France and the USA [2, s.51-60].

The dependence of this difference is the discrepancy in legal systems, the state's role in the capital markets and other markets, traditions and culture of each country, and is explained by the fact that in each country the choice of accounting rules is regulated differently.

K.Noubs considers the necessity of strong following the principle of cost estimates using the initial evaluation and doing the evaluation of replacement cost (current worthiness) to the classification criteria of model of accounting [3].

V. Istomnyy notes that there are not even two countries with the same accounting system. The assignment of one or the other country to a certain classification group is rather conditional. It is necessary to discern not only the similarities but also some differences in accounting practice. To reflect each operation correctly an accountant of each country solves a number of problems, including: the valuation of any operation - problem quantification or evaluation [4, s.1-52].

Though there is no the one thought concerning the classification of model of accounting, in the author's point of view, the definition of evaluation should be considered in such classification models of accounting as: Anglo - American, Continental, Latin American and Islamic.

Anglo-American model of accounting is supposed to be the most liberal, since it contains alternatives of evaluations.

The Anglo-American model of accounting evaluation of capital assets consists of purchase prices or the costs, which include costs for purchasing, transportation and procurement costs, the costs associated with the introduction to the application. The evaluation of assets produced independently is carried out by calculating its cost. Interest payments associated with the acquisition of the asset are also included in the cost. During the exchange such options as: evaluations to the market worthiness, expertise, accounting for residual worthiness are used.

Alternative methods of the evaluation of assets in the Anglo-American model is the using of accounting estimates according to the current market worthiness on the date of the last value adjustment. The frequency of value adjustments is determined by just the organization.

The basis of accounting in Anglo-American model is based on the principle of asset evaluation by self-cost or by Primary cost.

The continental model of accounting evaluation of assets suggests posting carried calculations at the cost of buying (initial worthiness) in the case of purchase by money using the additional costs for the delivery and installation.

Making asset the self evaluation is exercised at the production of cost for facilities constructed on their own, based on the cost of raw materials and overhead costs related to production (usually the worthiness of capital assets does not include financing costs and general administrative costs and expenses for research and development). Proportions may be included in the cost, unless they are directly related to the creation of an

asset (and only during its production). The expenses connected with production capacity are excluded.

Receiving royalty-free asset evaluation is carried according to the market worthiness.

One of the rules, which is set by law, is the immutability of the methods of evaluation and the cancellation during the reporting periods. This immutability has to provide a single methodology for calculating indices in different forms of accounting for the same date, their mutual coordination and continuity of these financial statements in different years.

The basis of accounting continental model is based on the principle of asset evaluation at cost or at original cost.

Evaluation as a method of accounting in the Latin American model of accounting is very similar to the Anglo-American model of accounting. Like in the Anglo-American model of accounting, evaluation of capital assets is carried at original cost. The evaluation of assets is carried at cost in the manufacture of the asset themselves. During an exchange the real worthiness is applied that can be represented as: evaluation by market worthiness, expert evaluation, evaluation according to residual worthiness or calculating worthiness.

Adjustments to the original cost of assets, the accumulated depreciation is taken place using a coefficient of devaluation of national currency, which is established by the government in a form of value adjustment.

The basis of Latin American model of accounting is set on the principle of asset evaluation by the fair value or by the revaluated initial worthiness.

Analyzing the features of the system in Islamic model of accounting shown in the works by S.Hrapach, N. Kuzichkinoyi and D.O.Hrytsyshena, one can get the output that the Islamic model prefers the evaluation of assets and liabilities of the company at market worthiness but not at a historical cost [5 s.1-2; 6, s.32-40].

The basis of Islamic model of accounting is set on the principle of the asset evaluation at market worthiness or fair value.

Approaches to evaluation in the modern accounting models of the world is given in table 1.

Table 1

The analysis of approaches to evaluation in the modern accounting models of the world

Characteristic	Anglo-American model	Continental model	Latin American model	Islamic model
A type of evaluation applied the recognition of the initial assets				
By (according to)initial cost	+	+	+	+
By fair value (market worthiness, according to expert worthiness)	+	+	+	+
By residual or salvage worthiness	-	-	-	-
Byself-cost	+	+	+	+
By replacement or reworthiness	-	+	+	-
By arbitrary value	-	+	-	-
A type of evaluation applied on disposal of assets				
By (according to)initial cost	+	+	-	-
By fair value (market worthiness, according to expert worthiness)	+	+	+	+
By residual or salvage worthiness	+	+	+	+
Byself-cost	+	+	+	+
By replacement or reworthiness	-	+	+	+
By arbitrary value	-	+	-	-
Revaluation of capital assets				
With inflationary processes	-	+	+	+

E.S.Geyer stresses the fact that the Ukrainian model of accounting moves to the continental model of accounting [7, s.1-4].

According to the Law of Ukraine "On Accounting and Financial Reporting in Ukraine" in Ukrainian model of accounting one can notice the principle of asset valuation at historical cost [8], which is confirmed by the

thesis of E. Geyer about the moving of Ukrainian model of accounting to the continental model.

The author supposes that this idea needs confirmation on the basis of approaches to the evaluation of capital assets in the Ukrainian model of accounting using different accounting standards, which are shown in table 2.

Table 2

The analysis of approaches to the evaluation of capital assets in the Ukrainian model of accounting using different accounting standards (Source: it is systematized by the author on the base of [9; 10; 11, 12])

Characteristic	National accounting standards at public sector 121	National accounting standards 7	International accounting standard at public sector 17	International accounting standard 16
1	2	3	4	5
Type of evaluation used in the original recognizing of capital assets				
By (according to) initial cost	1) When buying for a fee 2) received without payment from the subjects of the public sector	When buying for a fee		
By fair value (market worthiness, according to expert worthiness)	If you receive no payment from individuals and legal entities (excluding public sector entities)	1. If you receive no payment from individuals and legal entities 2. When included into the authorized capital of an enterprise. 3. If the residual worthiness of transferred (exchanged) object exceeds its fair value	1. If you receive no payment from individuals and legal entities 2. In exchange for another asset	In exchange for another asset
By residual or salvage worthiness	As a result of exchange for another asset	As a result of exchange for another asset	1). When buying for a fee 2). In exchange for another asset	
By self-cost	With self-manufacturing (creating)	With self-manufacturing (creating)		When buying for a fee With self-manufacturing (creating)

Continued Table 2

1	2	3	4	5
---	---	---	---	---

By arbitrary value	In the absence of an active market			
The type of evaluation used in the disposal of assets				
By (according to) initial cost	On disposal of capital assets	On disposal of capital assets With partial liquidation of fixed the initial worthiness is reduced to the amount of the original cost of liquidated part		
By balancing worthiness				In case of disposal, sale, exchange.
By fair value (market worthiness, according to expert worthiness)	As a result of the writing-off the capital assets, evaluation of suitable components, parts, materials and assemblies.		In case of disposal, sale, exchange.	
By replacement or reworthiness	Under disposal of capital assets if during the operation its value adjustment was carried out.	Under disposal of capital assets if during the operation its value adjustment was carried out. With partial liquidation of capital assets its reworthiness (revaluated) cost is reduced by the reworthiness amount of liquidated part.		
The procedure of value adjustment				
	Under reconstruction (restoration), modernization, completion, equipping. When there is a significant	Under a significant difference between the carrying worthiness and the fair value of the asset.	All facilities and equipment are reworthinessed simultaneously, by decision of the management.	All facilities and equipment are reworthinessed simultaneously, by decision of the management.

Continued Table 2

1	2	3	4	5
	difference between the carrying worthiness and fair value of the asset.	May be increased on the amount of indexing.		

Comparing evaluations which are used on initial recognition of the assets in Ukrainian model of accounting and other contemporary models of the accounting world, we concluded that the Ukrainian model of accounting has features that are characteristics of the mixed model. Since the implementation of the evaluation by different accounting standards for the same object of evaluation, but in different ways receipt (with different origin), the evaluation will be carried out using different methods.

Having analyzed the Ukrainian model of accounting on the basis of methods for assessing of fixed means on different stages of the life cycle of the asset, we would like to emphasize that the movement of the Ukrainian model of accounting to the continental one should be done in two stages. The first phase - the adoption of the Latin American model, as economic indicators are not sufficiently stable and leveling of the inflation in the country is put on the performance balance. The second phase - implementation of the continental model of accounting, which must be accompanied by a stabilization of economic indicators and constant direction of the economy to the growth in real GDP and a positive economic balance.

Conclusions and prospects for further development. Summing up the research, it should be noted that at the present stage the evaluation is an integral part of accounting and many scientists link its development with specific business transactions. In modern model of accounting the estimate is closely associated with different types of costs, which in turn are different in certain business transactions. The necessity of further scientific study of the evaluation as a method of accounting and evaluation methods are summarized in various models of accounting. It is confirmed that Ukrainian model of accounting is directed to the continental model of accounting in the case of the evaluation methods are non-financial assets. It is also confirmed that the accounting system tends to unify global model. The unify global accounting model can be a model that is based on international accounting standards. International accounting standards and

their wide variation in business transactions with certain methods of evaluation are prospective for future research.

References

1. Nochovna Ju. "Past and Future of the balance sheet", [Online], available at: <http://www.stattionline.org.ua/ekonom/60/8230-minule-ta-majbutnye-buxgalterskogo-balansu.html>.
2. Osipova A. "Foreign experience of formation of accounting policy", [Online], available at: https://www.google.com.ua/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0ahUKEwj2vMO14I_RAhWH6CwKHZTVCvIQFggYMAA&url=http%3A%2F%2Fwww.library.ru%2Fhelp%2Fdocs%2Fn76338%2F1.rtf&usg=AFQjCNHcaKahDOjMp_OP0NG9Dc8AUAXs5w&sig2=Idtxbp2Zqgz_hOQ26fleGw&bvm=bv.142059868,d.bGg.
3. Nobes, C. International Classification of Financial Reporting.- Croom Hall, 1983
4. Istomnij, V. S. (2012) Uchebno-metodicheskij kompleks disciplin modelibuhgalters'kogoucheta v zarubezhnyh stranah [Educational-methodical complex discipline model of accounting in foreign countries], Blagoveshensk: Amurskij gosudarstvennyj universitet
5. Hrapach S. "Features of the system of Islamic accounting", [Online], available at: <http://conf.htei.org.ua/wp-content/uploads/2015/03/Hrapach.pdf>.
6. Gricishen D. "Islamic model of accounting in the context of globalization", [Online], available at: <http://pbo.ztu.edu.ua/article/viewFile/46884/43700>.
7. Gejer E. "Classification of systems and models accounting", [Online], available at: <http://dspace.uzhnu.edu.ua/jspui/bitstream/lib/7443/1/%D0%9A%D0%9B%D0%90%D0%A1%D0%98%D0%A4%D0%86%D0%9A%D0%90%D0%A6%D0%86%D0%AF%20%D0%A1%D0%98%D0%A1%D0%A2%D0%95%D0%9C%20%D0%A2%D0%90%20%D0%9C%D0%9E%D0%94%D0%95%D0%9B%D0%95%D0%99%20%D0%B1%D1%83%D1%85%D0%B3%D0%B0%D0%BB%D1%82%D0%B5%D1%80%D1%81%D1%8C%D0%BA%D0%BE%D0%B3%D0%BE%20%D0%9E%D0%91%D0%9B%D0%86%D0%9A%D0%A3.pdf>.

8. The Verkhovna Rada of Ukraine (1999), The Law of Ukraine “On accounting and financial reporting Ukraine”, available at: <http://zakon5.rada.gov.ua/laws/show/996-14>(Accessed 16 July 1999).

9. Ministry of Finance of Ukraine(2010) “On approval of the national provisions (standards) of accounting in the public sector”, available at: <http://zakon3.rada.gov.ua/laws/show/z1017-10>.

10. Ministry of Finance of Ukraine(2000) “On approval of (Standard) Accounting 7 "Fixed Assets"”, available at: <http://zakon3.rada.gov.ua/laws/show/z0288-00>

11. International Federation of Accountants():“International Accounting Standard 16 "Fixed Assets"”, available at: <http://www.ifac.org>.

12. International Federation of Accountants(2001):“ International accounting for public sector 17 "Fixed Assets"”, available at: <http://www.ifac.org>.

Рецензент: Ковальов А.І., д.е.н., професор, проректор з наукової роботи Одеського національного економічного університету

3.04.2017

УДК 657.9

Тимощенко Юлія

АКТИВИ ПІДПРИЄМСТВА ЯК ОБ’ЄКТ ОБЛІКОВОЇ ТА УПРАВЛІНСЬКОЇ СИСТЕМ

У статті описано місце та роль системи бухгалтерського обліку в інформаційному забезпеченні системи управління. Систематизація наукових праць дозволила виокремити найважливіші проблеми у сучасному обліку: слабкі зв’язки з цілями і завданнями менеджменту; невизначеність у питаннях формування структури та змісту облікової інформації; нестача даних, яка призводить до проявів інформаційної асиметрії.

З метою підвищення якості інформації, яка використовується, для виконання завдань з управління активами, визначені конкретні