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PROSPECTS FOR THE DEVELOPMENT OF MANAGEMENT  
ACCOUNTING

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***Abstract:*** *The article analyzes the essence, main tasks and principles of management accounting at the enterprise in terms of adaptation of accounting to international standards.*

***Keywords:*** *accounting, cost control, costing, controlling, international standards.*

In today's business environment, an important role is played by the proper organization of management accounting as the main and proven source of management information. In conditions of competition and rapid changes in the external environment, the strategy becomes a major factor in ensuring the competitiveness of domestic enterprises. In these circumstances, the winner is the one who can better anticipate and quickly calculate the various options for doing business. In these circumstances, the winner is the one who can better anticipate and quickly calculate the various options for doing business. The formation of the management structure of the enterprise is closely linked with the successful development and development of management accounting as an important tool of control and management, as a system of active influence on

economic processes, as a way of survival and prosperity of any enterprise.

In modern conditions, management accounting is a certain approach to the organization of enterprise management, which focuses on the internal user, who must obtain the necessary information in an operational mode, rather than some new method of accounting [1].

The main tasks of management accounting are:

- cost calculation, accounting and cost planning of the reporting period;
- analysis and control of costs by products, segments, areas, divisions;
- accounting, analysis, planning of results of activity on nomenclature groups, directions, centers of responsibility, divisions [2].

Today, management accounting is not required by law, but without it can be accepted on the basis of incomplete and unverified data, which can cause material losses.

The company's specialist in management accounting is usually the CFO. He is on a par with other top managers and reports to the company's president (such as the CEO).

The manager of management accounting is usually the chief accountant, who reports to the financial director. He is a key link in the structure of top managers, without him no fundamental decisions are made [3].

The main principles of management accounting are:

- communication - well-established management accounting begins with communication and ends with it, allowing managers to obtain a holistic picture based on disparate data;
- the use of relevant information - is the timely provision of management with the necessary information;
- analysis of the impact of various factors on the value of the company;
- trust-based management - requires active management of relationships and resources to ensure the security of financial and non-financial assets, reputation and value of the company.

The developed principles of management accounting are aimed at:

- removal of organizational barriers by establishing effective communication;
- selection and use of the most relevant and reliable information for analysis;
- the use of analytical methods that allow you to see the effect of various factors on the cost of the organization;
- strengthening the atmosphere of integrity and trust, which ensures the prosperity of the business in the long run [4].

The main direction of the formation of effective management accounting is to use only those data that are really necessary for timely and realistic management decisions. At the same time, it is advisable to use foreign experience and make more active use of international standards.

The quality and usefulness of information generated in the management accounting system depends on the degree of analytical data. This requires appropriate adjustment of the work plan of accounts to detail, which would be sufficient to create management accounting and internal reporting.

The main objectives for the organization of the management accounting system are:

- setting up a tool for conducting financial and economic calculations based on the formation of a base of sound effective management decisions in the implementation of management accounting;
- improving the tool for calculating the cost of services, products and other objects of costs to meet the information shortages of financial management as a system of profit management of the enterprise as a whole through the prism of cost management;
- setting up a tool for implementing the concept of controlling, based on the presentation of management information for planning, control, evaluation and continuous improvement of accounting and enterprise activities [5].

To strengthen the economic potential of the organization is the development of management system, which provides for the availability of information generated in the management accounting system. The influence of modern approaches in management on the formation of the management accounting system in terms of management informatization necessitates the development of basic provisions taking into account the following:

- the ratio of accounting information to the appropriate level of management decisions;
- compliance of methods and procedures of management accounting with the key goals and objectives of management;
- unity of accounting and analytical space for management decisions.

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