

THE ACCOUNTING INFORMATION AND ITS ROLE IN THE ADMINISTRATION OF BUSINESS

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Abstract

The world today is characterized as a society of knowledge, the nature of information signed the informed of quality, operative and timely gives power to those who possess it in other words "a resource of the resources".

Beneficiaries and users of information provided by the company are managers, boards of directors of their suppliers, customers company etc. which can be used in a judicious and rational these data for development and decision making. Since regulation is in force, the information you have in public are offered in accounting financial, and those of a particular they are the product activities in town and works OF THE accounting management.

Business man conduct the work in a universe of information. To design a business and actions everyday posed this needed information actual, cogent, both previous and current on the domestic economic environment et and international, but also about public consumer.

The financial accounting information is, in fact one of the main sources of information of any decision-making system. Starting with reporting it is on production obtained or stocks held and ending with annual reports, the goal is to support different types of users in choosing solutions optimal.

We conclude that in order to meet the multiplicity of interests of users of information accounting, they must: be available to anyone with notions about business market and wants to study information corrections; allowing creditors and investors to form an opinion about the result they entity and the causes that can alter; to provide information on liquidity, solvency movements property items; complicated represent the state tool and the knowledge to determine is correct various fees and taxes.

Keywords: accounting information, users, business, decision

INTRODUCTION

The accounting information is situated in the center of the economic information system and obtained through the use of information technologies is the only source through which we communicate and know the economic life.

In today's society, the firm and the accounting information system are subjects studied by specialists on the one hand as a result of the desire of the economic entities to align themselves with the current information

globalization, and on the other hand the effect of the restrictive requirements imposed by the accounting science and practice.

Accounting is considered a system that has at the disposal of those interested, information expressed value about economic units , intended to be useful in decision making.

As a result of the globalization of economies we are witnessing an increase in the value of information for economic entities and which has offered new business opportunities. Nowadays, information technology facilitates the communication and analysis of all information by providing the economic entities with the necessary tools for organizing activities on a global scale.

In our approach we started from a few definitions of information .

The information represents a communication, a message, which contains new elements , in relation to what the user knew until then , regarding the characterization of a certain situation , phenomenon, fact, economic process, etc., in order to trigger the action . (DEX , 1998)

Information is "the action of informing, communicating knowledge or news about a fact or occurrence ; the act of saying or being told something " . (Oxford English Dictionary, 1989)

According to Galliers, information is "that collection of data which, when presented in a certain way and in a timely manner, enhances the knowledge of the person receiving it so that it is better able to perform a certain activity or to base and take over a better decision " . (Galliers, R., 1987)

The broadest definition of information is related to its novelty : "Information appears as the result of a complex process, whereby certain data are assigned the significance of the state or dynamics of an object, phenomenon or event, within formal processing procedures. It is the element that links and conditions the different phases of the rational process of coordination and control, it brings an increase of knowledge that increases the degree of certainty of the individual in relation to the environment "(Paraschivescu, MD, Păvăloaia, W , 1999) .

After Oprea information is "a set of data that is the basis of behavior is comprehensible / used for carrying out an activity, including (but not exclusively) decision-making". (Oprea , D., Airinei , D., Fotache , 2002)

MATERIAL AND METHOD

Research methods used by the authors consisted in an extensive bibliography and the literature includes books, articles and papers . The data was analyzed, processed , graphically represented and conclusions were

drawn to provide an overview of the role of accounting information in business administration.

RESULTS AND DISCUSSION

The market for accounting information is interested in the demand for information, which comes from the users of accounting information, with the offer of information supported by the producers of accounting information . (Pereş, I. et al., 2009 ; Malciu, Liliana, 1998)

There is a lack of trust between the producers of accounting information and their users, which is why those who verify and certify the accounting information intervene. (Sybulescu, Claudia , Tonea , Elena , 2015)

In the context of the international accounting harmonization phenomenon, the quality of accounting information is improving. The wealth of information allows the economic agents to increase their competitiveness parameters from an informational point of view in relation to the competitors on the domestic and international market. Information is the only inexhaustible resource, the power factor that determines the prosperity level of a nation .

Qualitative features of information	
Speed	<i>the time required for information to complete the route from the issuer to the beneficiary;</i>
Frequency	<i>the number of information of the same type in a unit of time, determining the rhythm of the information;</i>
accessibility	<i>it is determined by the means of communication, the training of the personnel, the possibilities of storage, etc.</i>
News a	<i>information capacity to present recent events;</i>
intelligibility	<i>ownership of information to be perceived by users;</i>
reliability	<i>the ability of information to ensure a real and secure image of an event / object</i>
relevance	<i>the quality of information to provide answers in a given situation.</i>

Fig.1 The characteristics that determine the quality of the information

The quality of information is characterized forced through a variety of features shown in Figure 1: the speed, frequency, availability, timeliness, intelligibility, reliability, relevance. (Negescu, 2004 , Imbrescu, Carmen, 2008)

Accounting information is provided by two types of information systems: (Georgescu, N., 1999 ; Diaconu, E. , 2010)

- financial accounting that provides information to external users and is subject to rules (regulations or standards) , being available to the public;

• Management accounting provides information to internal users for the purpose of making decisions.

According to the General Framework of the IASB, the following categories of users are listed : investors, employees, financial creditors, suppliers and other commercial creditors, customers, the government and its institutions and the public. (General framework for preparing and presenting the financial statements , 2001)

The users of the accounting information and the objectives pursued

USERS	OBJECTIVES FOLLOWED
1. Capital providers shareholders	<ul style="list-style-type: none"> - the performance of the investment made; - future profitability and profit per share; - monitoring the orientation mode of the resource or company ; - the level of liquidity and solvency .
Investors in bonds	<ul style="list-style-type: none"> - the liquidity and solvency level of the company; - estimating the risk of investing in bonds; - the ability of the company to generate long-term availability; - profitability.
banks	<ul style="list-style-type: none"> - monitoring the payment capacity and the degree of indebtedness of the company; - analyzing the value of the company, its liquidity and solvency; - the risk of not being able to recover the borrowed amounts; - possibility of the company to pay its obligations, even in the absence of profits;
2. Business and social partners providers	<ul style="list-style-type: none"> - the financial security of their clients, by assessing the financial structure, solvency; - future development of business with business partners, research of outlets.
customers	<ul style="list-style-type: none"> - financial issues and issues, as they influence the quality of the products / works / services or they can create supply discontinuities, especially when long-term contracts are concluded.
Employees and trade union organizations	<ul style="list-style-type: none"> - job security; - negotiation and salary size ; - how much is added value?
3. The State taxation authorities	<ul style="list-style-type: none"> - determining the mass of the taxable profit, the tax on the profit, the VAT, other taxes and taxes; - control of the information provided through the accounting summaries;
Government and other government organizations	<ul style="list-style-type: none"> - the financial rates of the industries and their analysis; - evaluating the performance of the economic sectors and evaluating the feedback of the promoted policies; - establishing subsidies to be granted for various economic activities.
Local authorities	<ul style="list-style-type: none"> - use of the levers they have (bond issue, granting of facilities, attracting investors).
4. Other users Company's management	<ul style="list-style-type: none"> - the foundation of the research-development policy, the marketing-promotion policy, the acquisition and merger policy, based on the strategic diagnosis of the company; - determining the position of the company within the branch of activity; - in the short term, it aims to increase the profit, and in the long term, the value of the company;
Professional organizations	<ul style="list-style-type: none"> - reducing the involvement of the state in professional activities; - adopting accounting rules and monitoring their proper

	application.
Analysts and consultants (also found in the categories presented above)	- follow the objectives set by the beneficiaries of the analysis.
auditors	- appreciation of the continuity of the operation; - auditing and certifying financial statements.
The prosecuting bodies or the courts	- the judicial accounting expertise for the resolution of any disputes; - evaluating the possibilities of recovery of a company in difficulty.
The audience	- the public interest is somewhat modest, especially since its access is limited due to the specific language.

Another classification of users can be presented as follows: the management of the company, the social partners (trade unions, staff), the financial partners (current or potential shareholders, banks), the commercial partners (suppliers and customers) and other partners (the central administration). , N., 1999)

The categories of users who might be interested in financial information about a large public company and the objectives pursued by each in order to substantiate the decisions could be classified as presented in table 1. (Sîrbulescu, Claudia et al, 2010; Mătiș, D. , Fătăcean, Ghe, 2003)

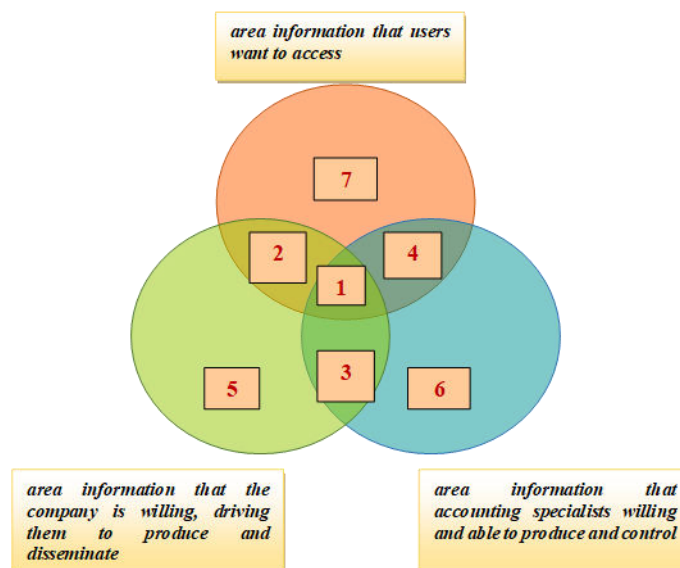


Fig. 2. The areas of interest for the information provided by the company
Sources: Sybulescu, Claudia, Tonea, Elena, 2015

Users who request accounting information do not always succeed in motivating their requests for information, which have an increasing tendency for growth, are qualitatively better, more credible and better processed, but which are more expensive.

By using a figure composed of three spheres of activity, corresponding to the three categories of actors, seven areas result from their intersection (figure 2): (Matiș, D., Fătăcean, Ghe, 2003; Burns, TJ, Hendrickson, HS, 1996).

Zone 1 (obtained by the intersection of the three areas) summarizes the interest grouping of the three categories of actors and summarizes information that the company is willing to publish because the financial - accounting sector can produce and supply them. Most of the information in area 1 is provided by the financial accounting and is obtained from the accounting summary and reporting documents.

In the 2 summarizes information on the company is willing to provide the information requested by users, but that specialists in accounting Health can not produce and can not control. Information them in zone 2 concerns : human resources, social relations and environmental phenomena.

Zone 3 includes the information that the company is willing to serve, specialists in accounting Health can produce and check . However, this information is not requested by users because they represent the absolute and exact dimensions of the activity of the company, but they are not important for users.

Zone 4 provides information that professionals in accounting health can produce and requested by users, especially competitors . In the case of information in this area, the company is not willing to make them available to users . This information refers to product costs, resources allocated to activities , etc.

In the five information can not be determined and verified by experts in accounting , users do not require it, but the company is willing to provide . This information is used in the fight with competition, because through its dissemination it is desired to mask the information more significant than the disseminated.

For area 6 , the accounting specialists can determine and control the information, but the company does not want to disseminate them. This information are interesting for users and are expensive (data are very analytical).

Area 7 contains interesting information for users, but which the company does not want to provide and exceeds the area of competence of the accountants. Information in this area fall under the category specific plan ui strategic company .

Accounting information , an important component of economic information, is the basic component of the accounting information system . Also , the information accountant complicated, the basis for calculating the actual values on all transactions economic-financial and ensure the safety required for the realization of projections viable .

CONCLUSION

Accounting information is a component single important economic information system at the level of each company because "every stakeholder in the activity of the company resorts to accounting information, because it is the only source that can provide image work and his situation, starting from streams and monetary masses, which for a certain period interested her." (Capron, M. , 1994)

Accounting information is provided through financial statements in order to meet the information needs of different user groups . Users may have different information needs and interests and not all can be satisfied . In the case of their managers , the responsibility lies with the owners / shareholders for the efficient management of the business. They are remunerated for their activity , and their compensation increases the expenses of the company and reduces the profit due to the shareholders . Banks have interests related to the profitability of the company and its ability to pay the debts. Managers would like to use the borrowed amounts for as long as possible and pay low interest rates . In the case of joining them, their efforts have always contributed to the profit and they want salary increases. In this situation there would be a major increase in the company 's expenses and a decrease in the profit. We can conclude that there is always accounting information of common interest, but also information that is useful only to a certain category of users.

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