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MARKETING IMPACT INSTRUMENTS ON CONSUMERS BEHAVIOR IN RESTAURANT SERVICES

Summary

The article is devoted to the development of theoretical aspects of marketing tools to manage the manner of behavior of consumers in restaurant business. Authors considered attention on specific features of carrying out market researches in the field of restaurant business. In particular, the choice of market researches is depending on the according to the set customer objectives. Various approaches are investigated of influence marketing communications on behavior of consumers. The organization of sale of services and goods and the influence of information on processes are considered.

Keywords: marketing tools, competition, behavior, influence, marketing strategy.

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SPECIAL ASPECTS OF ACCOUNTING POLICY IMPLEMENTATION AT ADOPTION OF THE INTERNATIONAL FINANCIAL REPORTING STANDARDS

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Special aspects of the International Financial Reporting Standards adoption by national enterprises were studied in this Article. Field of application, sequence and changes in accounting policy under the International Financial Reporting Standards were also compared. Special aspects of accounting policy documentation were determined. The importance of the disclosure of accounting policies for users of financial statements was shown. The principles of formation of accounting policy of the International Accounting Standards adoption by national enterprises were determined.

Keywords: International Accounting and Financial Reporting Standards, accounting policy, changes in accounting estimates and errors, order on accounting policy, National provisions (standards) of accounting.

Problem statement. Accounting policy is an important element of financial reports. The term «accounting policy» was firstly mentioned in the laws of Ukraine after adoption of the Law of Ukraine «On Accounting and Financial Reports in Ukraine» [1] (hereinafter referred to as the «Law»). In accordance with the Law «accounting policy means a set of principles, methods and procedures used by a company for financial reports execution and submission».

The mentioned definitions reflect the core of the international standards close enough. For example, Paragraph 5 of the International Accounting Standard (IAS) 8 includes the following definition: «Accounting policies mean particular principles, fundamentals, agreements, rules and practices used by a business entity at financial reports execution and submission» [2].

It may be noted that in accordance with the IAS 8 each accounting decision shall be taken under certain accounting policy, but in accordance with the national laws accounting policy shall be applied in general. The main difference between the LAW and the IAS consists in absence of the methods and procedures as elements forming accounting policy in the IAS 8.

Analysis of the latest researches and publications. A lot of national and foreign scientists research the issues of explanation and formation of a company's accounting policy under the international standards, among which are F. Butynets, [3], P. Zhytnii [4, 5], A. Sysoieva [6], T. Bondar [7], O. Rudenko [8], L. Nemakova [9], L. Gordienko [10], L. Guida [11], I. Chalyi [12], V. Zholner [13], D. Khoptynskyi [14], O. Henriksen [15]. The said authors have deeply researched the approaches mentioned in the international standards. Theoretic and regulatory structure of accounting policy establishment, approaches and principles of formation thereof were researched, factors affecting formation thereof were highlighted, rules related to the duly documentation and submission thereof were stated in their works.

Unsolved parts of the general problem. Notwithstanding the above, there is a variety of differences related to views of the scientists researched this issue, namely in relation to methodological, organizational and practical application of accounting policy. The data disclosure requirements in financial statement in compliance with the international standards have been identified, as well as a list of items that must be disclosed in the company's accounting policies.

Purpose of the Article is settlement of questions arisen at establishment of companies' accounting policy when they adopt the international standards. Especially it refers to compliance of the national law and regulatory structure with requirements of the international standards.

Basic material statement. Selection and application of accounting policies are important. It is interpreted in the IAS 8 as follows, Paragraph 7 includes the following: «if the IAS is applied to a certain operation, other action or condition, accounting policy or accounting policies applied to such actions shall be determined by the IAS application», the other option is the situation «when there is no IAS which shall be applied to a certain operation, other action or condition, management staff shall use the statement during development and application of the accounting policy» [2].

The national laws exclude such option. Paragraph 5 Article 8 of the Law includes the following concerning the actions which an enterprise shall take independently: «accounting policy of a company shall be established under agreement with the owner (owners) or the authorized body (official) in accordance with constituent documents; ... shall determine reasonability of the international standards application (excluding the cases when the international standards shall be compulsorily used in accordance with the laws)» [2]. Professional statement availability is not prohibited by the Law.

Sequence of the accounting policies under the IAS 8 provides for that «a business entity shall sequentially choose and apply its accounting policies for the similar operations, other actions or conditions unless the IAS requires or allows determination of categories of the articles which other policies may be reasonable for. If the IAS requires or allows determination of such categories, the established accounting policy shall be chosen and shall be sequentially applied to each category» [2]. Sequence

principle under the national laws determines «constant (year to year) application of the accounting policy by a company. Change of the accounting policy is possible only in cases provided for by the national accounting provisions (standards), and shall be proved and described in financial reports». So accounting policy application under the IAS 8 allows regulating periodic accounting processes for a certain situation, whereas the national laws require application of a certain accounting policy within a year. This is what determines flexibility of the process and individual approach to each event.

The other difference between the national law and the international laws is change in accounting policies.

The IAS 8 says that «a business entity shall change accounting policy only if the change:

a) is required by the IFRS or

b) due to this change financial reports provide more accurate and reasonable information on influence of operations, other actions or circumstances on financial status, financial results of the activity or monetary flows of business entity» [2].

In accordance with the Methodological Recommendations «Accounting policy may be changed in the following cases:

– Change of statutory requirements on enterprise;

– Change of requirements of the authority carrying out functions of state regulation of accounting and financial reports methodology;

– Accounting policy change ensures more accurate description of actions (business operations) in accounting and financial reports» [16].

Documentation regulating accounting policies formation is also enough important.

There is no officially approved form of the order (provision) on accounting policy. However the Letter No. 31-34000-10-5/27793 of the Ministry of Finance of Ukraine dated 21.12.2005 says that «Powers of

Table 1

Comparative Analysis of Accounting Policy Elements under the IAS and P(S)A

Requirement	IAS	P(S)A
Write-off methods	«First-in-first-out» (FIFO); weighted-average production cost	– Identified production cost of the relevant inventory unit; – Weighted-average production cost; – Production cost of the first inventory receipt with respect to time (FIFO); – Regular costs
Fixed assets amortization	Amortization method applied in relation to the assets shall be revised at least at the end of each financial year	Fixed assets amortization method shall be revised in case of change of the expected mean of the economic benefits receipt due to its use. Amortization accrual under the new method shall be carried out from the month following the month of the decision on amortization method change taking
Income determination	Income amount occurred in the result of operation, as a rule, is determined by agreement between business entity and asset purchaser or user. It shall be assessed under the fair value of the received compensation or the compensation which shall be received considering any trade discount or discount from the volume given by the business entity	Income shall be indicated in accounting as a total of the assets fair value received or subject to receipt. In case of difference between the fair value and nominal amount of the monetary assets or the equivalents subject to receipt for production, it shall be deemed income as interest.
Period of the reports submission, submission frequency	Business entity shall submit a full package of financial reports (including comparative information) at least once a year. Date of the reports submission is not fixed	A calendar year is a reporting period for financial reports preparation. Balance shall be executed as of the end of the last day of the reporting period.

owner (owners) of enterprise to establish accounting policy shall be realized by determination in executive document of the list of methods of assessment, accounting and procedures in relation to which regulatory and methodological structure allows more than one option. Inclusion of one-option methods of assessment, accounting and procedures as imperative regulations applied by the enterprise, to such regulatory document is not reasonable. The executive document shall be executed by the executive authority of the enterprise management and shall be submitted for approval (conformation) to owner (owners), body authorized to manage state property, body authorized to manage corporate rights of the country. Accounting policy shall be determined on the grounds of the accounting provisions (standards) and other accounting and financial laws and regulations» [17]. In the Letter the Ministry of Finance is also listed records which shall be included to the order on accounting policy. However this list of records does not conform to requirements of the IAS 8.

The National provisions (standards) of accounting 1 indicate that «an enterprise shall describe the accounting policy selected by describing:

- Principles of report items assessment;
- Accounting methods related to certain report items» [18].

Therefore official standard form of the order on accounting policy is not approved, that is why enterprise independently establishes methods and procedures which will be used considering specifics of its business.

In accordance with the international standards, accounting policy differs from the accounting organization, and in accordance with our regulatory

acts – it is its element. So accounting organization includes accounting policy formation as executive document i. e. order on accounting policy.

Notwithstanding that the National Accounting Provisions (Standards) of Ukraine are based on the International Standards, their elements of accounting policy differ (Table 1).

Such elements as assessment of assets and obligations related to income tax and reassessment of the fixed assets under the national and international standards are fully coincide.

Conclusion. Analysis of the basic principles of accounting policy formation under the national and international standards has shown that at adoption of the International Financial Reporting standards in many case there shall be changed rules of the accounting policy if they do not correspond to the international accounting standards.

At order execution there also shall be considered that in accordance with the international standards retrospective application is necessary – «apply the new accounting policy related to operations, other actions and conditions as if this policy was always applied and allows preparing a report on financial status as of the beginning of the least recently used comparative period when the business entity applies the accounting policy retrospectively or carries out retrospective recalculation of articles of its financial reports included to the full package of financial reports under the international standards» [2]. As a result reports under the international standards are more stable, they may be easily compared to the ones of the previous periods as well as they ensure transparence of the received information on the entity status.

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ОСОБЛИВОСТІ ВСТАНОВЛЕННЯ ОБЛІКОВОЇ ПОЛІТИКИ ПРИ ПЕРЕХОДІ НА МІЖНАРОДНІ СТАНДАРТИ ФІНАНСОВОЇ ЗВІТНОСТІ

Анотація

У статті досліджено особливості переходу вітчизняних підприємств на Міжнародні стандарти фінансової звітності. Також проведено порівняння сфери застосування, послідовності та змін в обліковій політиці за Міжнародними стандартами бухгалтерського обліку та фінансової звітності. Визначено особливості документального оформлення облікової політики підприємств. Показано значимість розкриття облікової політики для користувачів фінансової звітності. Визначено принципи формування облікової політики та етапи її формування при переході на міжнародні стандарти обліку.

Ключові слова: Міжнародні стандарти бухгалтерського обліку та фінансової звітності, облікова політика, зміни в облікових оцінках та помилки, наказ про облікову політику, Національне положення (стандарт) бухгалтерського обліку.

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ОСОБЕННОСТИ СТАНОВЛЕНИЯ УЧЕТНОЙ ПОЛИТИКИ ПРИ ПЕРЕХОДЕ НА МЕЖДУНАРОДНЫЕ СТАНДАРТЫ ФИНАНСОВОЙ ОТЧЕТНОСТИ

Аннотация

В статье исследованы особенности перехода отечественных предприятий на Международные стандарты финансовой отчетности. Также проведено сравнение сферы применения, последовательности и изменений в учетной политике по Международным стандартам бухгалтерского учета и финансовой отчетности. Определены особенности документального оформления учетной политики предприятий. Показана значимость раскрытия учетной политики для пользователей финансовой отчетности. Определены принципы формирования учетной политики и этапы ее формирования при переходе на международные стандарты учета.

Ключевые слова: Международные стандарты бухгалтерского учета и финансовой отчетности, учетная политика, изменения в бухгалтерских оценках и ошибки, приказ об учетной политике, Национальное положение (стандарт) бухгалтерского учета.