

**Malyuga Natalia Mykhailivna,**  
Professor, Doctor of Economics,  
**Vitchenko Viktoriya**  
Polisia National University

## **MANAGEMENT MODEL OF INCOME REFLECTION IN ACCOUNTING AND FINANCIAL STATEMENTS**

In a market economy, the main goal of any enterprise is profit, which is an indicator of the efficiency of economic entities. Today, in the context of Ukrainian economic reforms, the level of profitability tends to decrease, so this issue is very relevant and needs further study. Businesses are trying to increase profits by increasing the volume of production needed by the consumer and reducing the cost of its production. The economic category of "profit" requires considerable attention, as incorrect assessment by entrepreneurs of the direction of capital, organization of production and sales can be the opposite phenomenon-loss, which also covers the results of the company for a certain period of time.

Profit is a monetary indicator created by the owner-enterprise. It describes the financial results of the enterprise's activities. This index, which can fully reflect the efficiency of production, quantity and quality of products, the state of productivity and level of property. In the opinion of most of the authors, the profit is a positive result of the company's activity. However, there is an opinion that this economic category is part of the income that remains after all costs have been paid, which is then used to pay dividends to the business owners.

In my opinion, profits should be used for the development of the economic entity, be their own source of investment and only then be treated as the owners' income. To obtain positive dynamics of profitability of an enterprise it is necessary to build an effective system of profit management. The main tasks of profit management include:

- assessment of the profitability of production and commercial activities of the enterprise;
- determination of business risk;
- ensuring maximization of profits within the capabilities of the resource potential of the enterprise and the constraints of market conditions, ensuring optimal proportionality between the level of profit and the acceptable level of risk, the payment of a high level of income to business owners;
- ensuring the formation of a sufficient amount of financial resources at the expense of profit in accordance with the objectives of enterprise development in the long run;
- identification of reserves to increase profits through production activities, investment and financial transactions;

The profit management system must be organically integrated with the accounting information system. However, such an information system has not yet been created in the accounting system. To build it, we propose to allocate additional accounts to generate information about all indicators of profitability of the enterprise, its structural units and relationships that arise with customers (Fig. 1).

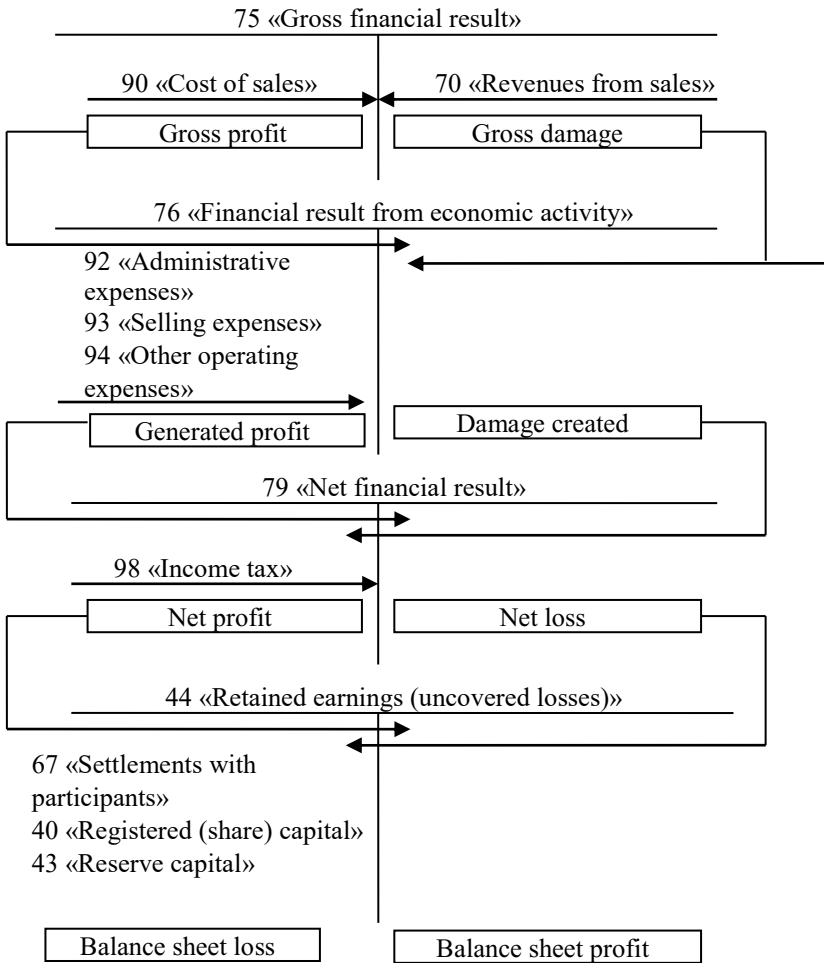


Fig 1. Model of formation of financial results for management of economic activity of the enterprise

Source: authors' own development

The proposed model of formation of financial results for the management of economic activity of the enterprise makes it possible to assess the performance of the enterprise in terms of gross profit, net profit and profit after tax with the adjustment of tax differences.

Therefore, in order to create an effective management model of profitability, it is necessary to:

1. To develop a model of earnings management that would meet the long-term goals of the company's development and achieve the best results with the help of available resources.
2. Include income from all activities of the company.

3. When using profits, be guided by the needs of the company in formulating its own sources of financing, which can lead to maximisation of profits.
4. Plan your expenses so that they do not exceed your income in a given period.

#### REFERENCES:

1. Національне положення (стандарт) бухгалтерського обліку 1 «Загальні вимоги до фінансової звітності»: Наказ Міністерства України від 07.02.2013 р. № 73. URL: <https://zakon.rada.gov.ua/laws/show/z0336-13>
2. Податковий кодекс України від 02.12.2010 р. № 2755-VI. URL: <https://zakon.rada.gov.ua/laws/show/2755-17>
3. Цал-Цалко Ю. С., Мороз Ю. Ю., Мельник Т. Ю. Облік, статистика, аналіз та аудит в системі контролювання фінансових результатів підприємства: монографія. Житомир: ЖНАЕУ, 2016. 300 с.
4. Завгородній В.П. Бухгалтерський облік в Україні. В.П. Завгородній. – К.: А.С.К., 2002. – 420 с.
5. Міакова Г.І. Фактори впливу на прибуток / Міакова Г.І., Мяло В.В. Наукові праці КНТУ. – 2005. – Вип. 74. – С.15-17.
6. Нашкерська Г.В. Оцінка прибутку підприємства. Вісник Національного університету Львівська політехніка. "Менеджмент та підприємництво в Україні" – 2007. – № 576. – С.194-196