THE ROLE OF ACCOUNTING INFORMATION IN MODERN MANAGEMENT

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Abstract
Management has a very important role in the functioning of companies, regardless of their form of organization. Financial accounting management ensures the knowledge of legal norms regulating the accounting activity, its optimal organization, the use, management and permanent tracking of making use of funds on the basis of maximum profit and the analysis and providing the necessary capital for the next period, which is established on choosing the optimal variant. Accounting information is part of the economic information, which is of great interest for accounting. Beyond the interest of the majority of managers in terms of introducing new technologies, they should not neglect the importance of accounting information, both in terms of decision making, but also in terms of the entire managerial act.

Key-words: accounting information, management, role, accounting, modern.

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1. Introduction

According to P. Drucker's "Management means information, thinking, decision, action, results, analysis, feed-back". The literature also states that an information system is created and developed in the same time with the work it reflects.

The development and finalization of processes or activities, the functioning of systems or subsystems is accomplished by transfer of information and communication plays an extremely important role. One of the main accounting models reveals three important roles that this science plays: operational or administrative role, decision-making and performance evaluation role and the political role [1]. The notion of information is complex and general. The economic system has a highly dynamic character, and this dynamics imposes a continuous adaptation and improvement of the information system. In general terms, information is knowledge, communication [2].

Norbert Winer says that "Information is information, not material or energy".

The quality of information is characterized by a number of attributes [3]:
• Speed - sets the time for the information to get through from the transmitter to the receiver;
• Frequency - the number of the same type of information in a unit of time, causing the rhythm of information;
• Accessibility - depends on the means of communication, degree of training of the personnel, means of storage, etc.;
• News - represents the ability of the information to present current events;
• Intelligibility - capacity of information to be perceived by users;
• Reliability - is the ability of the information to provide a true and secure image of an event / object;
• Relevance - requires quality of the information to provide answers in a given situation;
• Age is expressed by the length of time from the moment the information is collected until the transposition into action of the decisions based upon it.

Information is an abstraction, a product of intelligent knowledge but in the same time an ubiquitous reality [4].

2. Accounting information – definition and importance.

Management represents the total of all activities, disciplines, methods, techniques incorporating management tasks, management, administration and organization of the company and aims at stimulating the entire team to work at the maximum profit, through taking the optimal decisions in the design and adjusting of the business processes, [5].
Accounting is an information system that quantifies, processes and communicates (send) financial information about an identifiable economic entity [6].

Economic information, specific to the economic activities, can be defined as a communication, news or message containing new elements of knowledge of states, situations, conditions of manifestation of certain economic phenomena or processes [7]. An economic information system represents an organized grouping of complex information, which is obtained by processing data provided by certain sources that are necessary for the organization, management and ruling of the business. The importance of such a system derives from the fact that it provides, at all times the knowledge of the condition and operation of the enterprise providing information about how resources are utilized, about the existence of weaknesses and the need for their examination, etc. [8]. Obtaining economic information is achieved by specific methods, procedures and instruments of processing economic data. It is the most real, accurate, complete and operative information, representing the support of the management process. The largest share of managerial decisions are based on accounting information, and hence their importance in the economic management system and, consequently, in the economic information system in particular.

In order to be useful to the decision makers, information must be easy to understand and faultless.

Accounting information is information of economic nature and is part of the economic information, representing the product resulting from the processing of accounting data using specific methods, processes and tools.

In essence, accounting information is the information provided by the accounting system based on the financial statements, underlying the assessment of the economic entity by its internal and external users. Based on information provided by synthetic and analytical accounts, results the balance sheet, as a synthesis of all patrimonial changes during a financial year. Analyzed from the perspective of the two types of accounting - financial and management, accounting information can be classified as financial accounting information (destined to external users) and management accounting information (destined to internal users). Accounting information provided by synthetic and analytical accounts represent leading raw material for the economic and financial analysis, for the development of diagnostics based mostly on economic and financial reality accurately captured by the accounts mentioned [9].

3. The role of accounting information in fundamenting economic decisions.

It is already well known the major role of accounting in the entire decision-making process.

A manager cannot be sure upon making right decisions, unless owning accounting information, which must be alike, understandable, relevant, reliable and consistent. True to its own name, the accounting information, being specific to a particular field is created, both by specific structures within an economic entity, such as accounting departments, financial accounting departments or by freestanding legal entities or by authorized individuals, such as chartered accountants. The only condition is that the latter have as object of activity the obtaining accounting information. Illustrious American economist Hybe noted that of all the information circulating within an economic entity, 80% are of economic nature, and 47% of it are accounting information. It is widely recognized and I agree with the view that, as information is the starting point in creating an information system, so is accounting information the starting point for creating an accounting and cost information system. Economic information system (EIS) is represented by all the means and procedures for obtaining, storing and using information in an area of economic activity as a result of capital investment of human resources[10].

Accounting information is directly proportional to the size of the economic entity, and for managers of any economic entity, accounting information relating to assets and liabilities, cash flow, results, cost, human resources, are very important. In fact, it is of great importance all information which diagnoses the state of an entity at a certain time or permanently. Unless the manager has a clear vision regarding the importance and usefulness of accounting information, he cannot even formulate a medium and long term strategy, as the latter are closely related to accounting information.

The diversity of problems concerning financial accounting and economic activities of an entity in terms of cause - effect relationship, requires the study, analysis and interpretation of financial accounting or the financial and economic diagnosis. The purpose of diagnosing the external environment of any entity consists in knowing the public, which is the user of economic, social, financial or tax advisory information.

In my opinion, the accounting information is useful to substantiate economic decisions, if the generally accepted accounting principles are respected and also the internal procedures established by the management entity. In the same time the financial statements should offer a clear and complete image of the financial position and performance of the economic entity in question.

Like any database, the perception of reality is based on a conceptual system.

In other words, the entire accounting system is based on a set of objectives, postulates, principles, rules and norms. The monetary unit postulate makes possible to aggregate a large number of facts, of different nature and to perform an overall assessment of company performance [11].

Accounting information can be considered a commodity of mass consumption [12].

4. Conclusions
The complexity of the economic activity of many economic entities, as a result of market dynamics, has a visible influence in the process of decision management and, therefore, it must resort to scientific methods based on real and realistic study in order to clarify the causal links between economic phenomena and processes and the determinant factors. Pierre Lassègue stated that "Informatics will cause a total transformation of accounting, not only is the procedure to be modified, but because it will cease to be an automatic function of the company, to be integrated into an overall system processing information.”

A management process should be based on economic information and thus on accounting information, since it is characterized by precision, efficiency, completeness and realism.

Accounting is an undeniable support for any entity managers due to its contributions in terms of forecasting, organizing and controlling operational activities, also in the strategic and financial analysis of business.

In terms of perception and usefulness of the accounting information, both the profession and the experience of managers have a most important role, regardless whether that information results from financial or managerial accounting. Managers need to perceive information accounting only by reporting it to the purpose for which it is used, also establishing with very clear objectives formulated in terms of managerial accounting. In terms of information, a modern economic entity must be anchored to the latest information and communication technologies of the moment to which we refer.

5. Bibliography

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