

THE RELEVANCE OF ECONOMIC INFORMATION IN ANALYZING THE ECONOMIC PERFORMANCE

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Abstract

The performance analysis is based on an informational system, which provides financial information in various formats and with various applicabilities. We intend to formulate a set of important characteristics of financial information along with identifying a set of relevant financial rates and indicators used to appreciate the performance level of a company. Economic performance can be interpreted in different ways at each level of analysis. Generally, it refers to economic growth, increased productivity and profitability. The growth of labor productivity or increased production per worker is a measure of efficient use of resources in value creation.

Keywords: performance analysis; financial analysis; theories of information;

Classification JEL: M10

1. Introduction

The question of the quality of information has been the subject of many theorists, who, trying to formulate the concept of the quality of accounting information, began analyzing the peculiarities of communication sheet, trying to determine the quality criteria or the quality characteristics required for the development of a measuring tool.

We encounter more and more discussed the concept of "performance" and not only in financial accounting but also in all fields and at all stages of economic phenomena. The performance is required in the design, forecasting, organization, implementation, analysis of business results.

The accounting theorists have admitted that the accounting information system is an integrant part of a control body system and that the accounting information provides vital data that affect the decision to facilitate the control information. Accounting information of an enterprise can be classified into two main categories: management accounting information and financial reporting.

Financial accounting information addresses to external users, such as investors, employees, creditors, government or general public and is embraced in the annual financial statements or, in short, the financial statements. The directors of enterprises should develop a set of standardized annual financial statements, comprising: balance sheet, income statement, statement of changes in equity, cash flow statement and accounting policies and explanatory notes.

The information in management accounting is for internal users or company's management. This information is not standardized and includes information on the unit cost of the product or the profitability of the product. Reports are subject to short intervals management - monthly, weekly or daily - and circumscribe the subdivisions of the company, also called responsibility centers or profit centers.¹

The annual financial statements have been and continue to be a major area of interest to accounting professionals and others. This, reinforced by frequent changes in legislation, gives the profile a note of the current ongoing studies that deal with this concept. In this approach we intend to highlight the main features that should characterize the annual financial statements for them to be a solid source of information for all users

The importance of developing financial reporting in the era of globalization is equal for both preparers and users of financial information. Accounting produces financial statements that impact society and changes the behavior of individuals, generating social changes or mutations. The accounting information under economic globalization that characterizes the global economy undoubtedly represents one of the main sources of information of any decision-making process. From reports of yields to the annual financial statements, the motivation is the same: to support various user groups from various countries of the world, optimal decision making.

Often called "business language" the accounting goes through an inevitable process of harmonization which aims at harmonizing national accounting standards and practices to ensure comparability of financial statements and accounting. This way the financial resources and time needed for transnational companies to draw up consolidated financial accounting situation are saved.

¹ Caraiani, C., Bazele contabilitatii, Editura Infomega, București, 2005, p.3

In the current conditions of economic globalization, especially financial, the differences between national accounting systems cause problems especially for multinational activity related to two key areas: the internal management of the company and providing external financing.

2. Research Methodology

To achieve the main goal of this scientific approach, and to identify opportunities for improved economic performance in the metalworking, mechanical industry, we used an empirical study based on data submitted to the website of The Bucharest Stock Exchange.

The study was conducted by observing the principles and specific rules of mixed research methodology. The research techniques used were: literature study, usage of various sources of information, data collection and processing.

Given that the literature is replete with various studies that deal with the power of information in the financial statements, the research focused on the theoretical presentation of concepts considered significant in relation to the topic, to bring to light the current state of knowledge in this field. The diversity of research on this can be justified on account of frequent changes occurred in recent years in the field of financial reporting, which is why the science of accounting believes that these studies are up to date.

This scientific approach focused on a presentation of existing approaches in the related literature based on analysis of financial position (especially in the light of information provided by the balance sheet as a component of the set of annual financial statements) and specific importance of this concept on various categories of stakeholders.

3. The relevance of economic information in analyzing the economic performance

Analysis of the performance concept highlighted how performance is affected by certain factors, notably reversible impairments of value.

An information system well organized that in its content has relevant indicators for managers, calculated on the basis of accurate and real information, becomes more important both for the management and its business partners. Additionally, indicators from financial analysis will be used to develop a diagnostic for profitability, risk and value.²

According to the objectives pursued in the analysis of the economic and financial performance, we identify the overall performance analysis and performance analysis based on the ratio of profitability or stock market rates. If we consider the source of information on the financial performance we've seen in the context of the capitalized information we obtain the analysis of profit and loss in the context of real information other than profit and loss sheet, the latter being on the analysis of information on the operating result, the allocation of profits, amortization and adjustments for depreciation, etc.

The diagnosis and prognosis of the company showcases a multitude of essential economic and financial characteristics of the company. Accounting as main source of data for the financial analysis is distinguished by the fact that "there is a special kind of science designed to reflect information from all aspects, all processes of the transformation of inputs into new values and legal relations they generate."³

The homogeneous nature of the accounting information derived from the "Accounting Standards" by the accounting legislation, by recourse to general principles and conventions based on terminology and the same for all users of specific accounting information. By the Accounting Law (No. 82/1991) our country has adopted the new accounting system in line with the international one.⁴

Also the homogeneity of accounting information results from the "uniform system to quantify. Heritage elements are measured on a consistent basis and adapted to the apparent financial analysis, even though inflation and unstable exchange rates require periodic adjustments".⁵

J. Pilverdier - Latreyte believes that "the financial analysis is to establish a diagnosis on the financial situation of the company using the information contained in the summary of accounting calculations: balance sheet, income statement and annual report".⁶

The financial analysis is characterized by the interpretative approach built on provided accounting information. This analysis attempts to give meaning to the assessment of the situation and business performance. In this regard, E. Cohen believes that "accurate financial analysis suggests not only a flawless calculation of indicators or a flawless presentation of tables and diagrams. It should identify the most important financial characteristics of the company and

² Stancu, I., *Finanțe*; Editura Economică; București, 2002, p. 779

³ Rusu, D. – *Bazele contabilității*, E.D.P., București, 1977, p. 35

⁴ Ristea, M. – *Contabilitatea societăților comerciale*, vol. I, Ed. CECCAR, București, 1995, p. 8

⁵ Cohen, E. – *Analyse financière*, Ed. Economica, Paris, 1990, p. 46

⁶ Pilverdier-Latreyte, J. – *Finance d'entreprise*, Ed. Economica, Paris, 1993, p.2

possibly rank prior to the relevant assessment of the situation, activity and lucid anticipation of prospects of development".⁷

The sources of information in these financial statements must be supplemented by those related to the specific legal literature, these presentations of accounting and financial reporting broadens the scope of the information to the financial analyst because "any presentation includes implicitly a project of use, favoring a certain category of users".⁸

Analysis of the essential character of the information is of interest, firstly, by the transmission mechanism and, secondly, by its content (both in terms of the amount of information transmitted, and in terms of semantics), issues that have been exploited by many approaches in mathematics, sociology, psychology, linguistics and economics.

For a long time, the appreciation of the relationship between accounting and financial analysis focused on the identification of accounting as a primary source of information for financial analysis. Hence the common interest of specialists for the quality of this information (although adjacent characteristics). New developments have shown, however, another key to reading the relationship between analysis and accounting, with importance also for practitioners and researchers.

The financial information lays at the interpenetration of accounting with financial analysis, and a proof of that is the change of the terminological terms used by IASB in generally naming the standards, from IAS – international accounting standards to IFRS – international financial reporting standards.

Thus, some authors consider that we are dealing, in today's economy with an analysis of emancipation trends on sources of financial accounting (Cohen, 2000, pp 20-26). According to Cohen, the factors that determine this emancipation are:

- The development of financial markets (leading to the development of portfolio management tools, based largely on statistical methods of analysis);

- In traditional analyzes (type of credit analysis, based economies in the financing of the bank), the focus is on forward-looking information, so economic information, commercial, political, social information, assist in the prediction;

- The economic information providers also have an increasingly wealth in the contemporary business environment (financial data, extra information), which relaxes the dependence of the analysis of direct account source.

We can add to the factors mentioned by Cohen, the development of intangible assets in an economy based on knowledge.

Recent studies show that there is a substantial difference between the value of registered intangible assets and the value of the brainpower recognized on the market. The role of performance analysis is fundamental by it's objective, that of serving in the decision making process. This process involves processing and analysis of the information, assuming that the user is an educated one.

Analysis of the performance of an entity is a complex activity that requires treatment of several quantitative and qualitative indicators. Of all the indicators that can characterize economic performance, the specialist has to select those who truly reflect the realization of the unit taken in consideration. The importance of performance analysis can be derived from the specifications of international accounting standards, in particular IAS 1, Presentation of Financial Statements, which underlines that "companies are encouraged to present, outside the financial statements, a financial review by management that describes and explains the main features of the financial performance and financial position of the company and the principal uncertainties it faces."

The performance is a complex and evolving concept that characterizes human action in general. The performance is associated with the outcome and success of human action (Pintea and Achim, 2010)⁹. Is it fair to say that the definition of performance is an approach that tends more towards the evaluation of performance compared to other concepts, such as efficiency, effectiveness and value (Albu and Albu, 2005).¹⁰

Economic performance can be interpreted in different ways at each level of analysis. Generally, it refers to economic growth, increased productivity and profitability. The growth of labor productivity or increased production per worker is a measure of efficient use of resources in value creation.

Economic performance is perceived differently by users of economic and financial information. "The current investors and potential investors perceive performance by the profitability of their investments, managers are directed toward the overall performance of their company, the workers perceive performance by the profitability and stability of their jobs, and the banks are interested in the stability of the organization." (Pintea and Achim, 2010). There are documents which often give non-financial performance of the concept such as customer loyalty and employee

⁷ Cohen, E.– *Analyse financière*, Economica, Paris, 1990, p. 69

⁸ Colasse, B. – *Comptabilité générale*, 2-e édition, Economica, Paris, 1988, p. 31

⁹ Pintea M.O., Achim M.O., (2010), Performance - an evolving concept, Annals of University of Craiova-Economic Sciences Series, Vol.no. 38

¹⁰ Albu, N., Albu, C., (2005), Soluții practice de eficientizare a activităților și de creștere a performanței organizaționale, Editura CECCAR, București;

satisfaction. These problems can lead to changes in indicators that measure financial performance (Ittner and Larcker, 2003).¹¹

In the context of sustainable development, the performance of the economy has generated a global perspective of corporate social responsibility and includes economic, social and environmental fields (Reynaud, E., 2003).¹² The overall approach to performance is absolutely necessary in all sectors that generate environmental problems through technological processes and the impact on all social problems through social and economic activities.

The performance continues to be the goal of any economic entity since only thanks to the performance they have the opportunity to create value for the shareholders. The first condition to improve and achieve excellence in business is the development and implementation of a company's performance appraisal system.

The rationality of the economic activity of an entity in a competitive economy is to maximize the value from the perspective of shareholders of the economic entity but not to neglect the social side of the business, as attention should be given to other stakeholders too.

Currently, in our country and also in other countries in South East Europe, the current model of corporate reporting ignores basic indicators falling value creation (EVA), or non financial indicators, which is a major concern to investors to persuade them to invest in companies that are geared towards the creation of wealth.

An important indicator to measure the performance of companies in the Anglo-Saxon system of governance, is the overall or economic result, which is calculated as the difference between total income and opportunities of all factors of production, which participate in the formation of the economic result. This relationship has a structure determination and therefore must be analyzed in terms of resources and results. It is necessary to be effective, as well as income and expense, gains or losses resulting from events or circumstances related to the outside, and usually not covered by the controller of the economic entity.

In the literature there are studies that address the concept of performance and how it can be influenced. Among them, we agree with the views presented by Burja and Burja (2014), that there are a number of variables that can influence the performance of an entity, such as the current liquidity ratio, or “the leverage effect”.¹³

The analysis of the useful performance, especially in profitability is that it allows assessing potential changes in the economic resources that the company will be able to control and anticipate the future ability to generate cash flow existing resources.

The financial performance of an economic entity exists when the profits are higher than the cost of capital invested, or as indicated by Peter Drucker, "the company returns to the economy with more than it received as resources."

We present a survey of the main balance sheet data of companies listed on the Bucharest Stock Exchange. Tables contain indicators illustrated in the classic ways, and modern ways. (Table 1 and Table 2)

As it can be observed, not the companies with the highest sales volume are the most profitable, but the ones which use the resources better. Even though some of the companies have high equity values, they do not obtain high profits.

Also, the workers profitability is not a good indicator to use when taking a decision. We think that in order to have a complete image on the profitability of any entity the specialist must take into account all aspects regarding equity return, sales, resource usage, operational profits, and put them together. It is not enough to limit the financial analyses only to the classical indicators.

¹¹ Ittner C.D., Larcker D. F., (2003), Coming up Short on Nonfinancial Performance Measurement, Harvard Business Review

¹² Reynaud, E., (2003), *Développement durable et entreprise: vers une relation symbiotique*, Journée AIMS, Atelier développement durable, ESSCA Angers, pp. 1-15

¹³ Burja C., Burja V., (2014), Key performing factors of leading Romanian companies, Annals of the „Constantin Brâncuși” University of Târgu Jiu, Economy Series, Issue 4/2014

	CAEN	2932	2599	2822	2932	3020	2822
	AN	2014	2014	2014	2014	2014	2014
		Autonova SA Satu Mare	Fabrica de accesorii metalice FAM SA Galati	IFMA SA Mogosoia	UAMT SA Oradea	MECANICA 94 SA DROBETA TR SEVERIN	UNIO SA BAI MARE
ACTIVE							
Imobilizari corporale		13,289,158	2,948,442	1,816,218	69,953,503	147,993	79,704,342
Imobilizari necorporale		155,606	0	104,097	557,200		149,937
Imobilizari financiare		19,800	0	151,699	36		36,050
Total active imobilizate		13,464,564	2,948,442	2,072,014	70,510,739	147,993	79,890,329
Stocuri		4,991,933	2,050,054	3,906,406	17,383,269	260,721	50,907,885
Creante comerciale		2,900,172	960,385	5,705,901	21,335,784	382,324	17,541,791
Cheltuieli in avans		170,701	2,830	189,921	0		
Numerar, echivalente de numerar		30,431	2,608,602	1,971,653	16,621,508	14,405	411,849
Alte creante		156,484	0	270,258	2,948,456		4,587,927
Total active curente		8,249,721	5,621,871	12,044,139	58,289,017	657,450	73,449,452
TOTAL ACTIVE		21,714,285	8,570,313	14,116,153	128,799,756	805,443	153,339,781
CAPITALURI PROPRII							
Capital social		4,350,000	2,919,590	11,419,413	17,766,860	393,552	18,590,972
Prime de capital		593,913					
Rezerve		6,583,710	5,537,747	885,721	52,113,815	57,216	104,515,503
Actiuni proprii				(587,257)	(1,315,366)		
Rezultatul reportat		245,552	(241,548)	(11,405,956)	8,669,972	54,298	(10,979,358)
Total capitaluri proprii		11,773,175	8,215,789	311,921	77,235,281	505,066	112,127,117
DATORII							
Datorii comerciale pe termen lung							
Împrumuturi pe termen lung		292,346					
Venituri în avans pe termen lung		2,093,976			8,447,414		718,294
Alte datorii pe termen lung		297,062		6,303,423	2,841,790		
Total datorii pe termen lung		2,683,384	0	6,303,423	11,289,204	0	718,294
Datorii comerciale pe termen scurt		2,655,690	354,524	1,999,222	13,364,517	287,613	8,336,975
Împrumuturi pe termen scurt		4,043,272			25,000,000		15,273,053
Venituri în avans pe termen scurt		46,314					4,861,811
Provizioane pe termen scurt							632,300
Alte datorii pe termen scurt		512,450		5,501,587	1,910,754	12,764	11,390,231
Total datorii curente		7,257,726	354,524	7,500,809	40,275,271	300,377	40,494,370
TOTAL DATORII		9,941,110	354,524	13,804,232	51,564,475	300,377	41,212,664
TOTAL CAPITALURI PROPRII SI DATORII		21,714,285	8,570,313	14,116,153	128,799,756	805,443	153,339,781
Verificare		0	0	0	0	0	0
CPP							
Venituri din cifra de afaceri		23,081,110	3,951,838	21,750,902	117,616,215	1,310,679	70,832,088
Alte venituri		169,118	86,055	78,513	1,234,125	22,683	160,929
Variatia stocurilor de prod finite si prod in curs de exec		201,901	(62,277)	(497,631)	1,209,725	33,300	3,645,568
Cheltuieli cu materii prime, materiale		12,346,624	1,418,558	7,574,016	71,141,935	540,883	33,819,055
Cheltuieli cu serviciile prestate de terti		1,898,150	381,595	4,598,583	9,074,675	58,708	8,301,966
Cheltuieli cu personalul		4,680,373	1,895,573	8,005,134	18,296,538	654,926	26,214,335
Alte cheltuieli		1,636,264	366,167	581,863	4,360,920	85,612	1,690,900
EBITDA		2,890,718	(86,277)	572,188	17,185,997	26,533	4,612,329
Cheltuieli cu amortizarea si deprecierea imobilizarilor		2,138,937	270,310	302,576	10,137,836	6,620	3,046,287
Rezultat operational		751,781	(356,587)	269,612	7,048,161	19,913	1,566,042
Rezultatul financiar		(314,445)	115,039	(345,175)	(1,192,473)	(3,250)	(1,019,760)
Rezultat inainte de impozitare		437,336	(241,548)	(75,563)	5,855,688	16,663	546,282
Impozitul pe profit curent		142,813			963,177	3,066	305,802
Rezultat dupa impozitare		294,523	(241,548)	(75,563)	4,892,511	13,597	240,480

Table 1: Balance sheet data collected from www.bvb.ro

CAEN	2932	2599	2822	2932	3020	2822	
AN	2014	2014	2014	2014	2014	2014	
	Autonova SA Satu Mare	Fabrica de accesorii metalice FAM SA Galati	IFMA SA Mogosoia	UAMT SA Oradea	MECANICA 94 SA DROBETA TR SEVERIN	UNIO SA BAI MARE	
INDICATORI							
Lichiditate globala	nr.ori	1.14	15.86	1.61	1.45	2.19	1.81
Lichiditate imediata (test acid)	nr.ori	0.45	10.07	1.08	1.02	1.32	0.56
Solvabilitate generala	nr.ori	2.18	24.17	1.02	2.50	2.68	3.72
Rata profitului brut	%	1.89%	-6.11%	-0.35%	4.98%	1.27%	0.77%
Rata profitului net	%	1.28%	-6.11%	-0.35%	4.16%	1.04%	0.34%
Marja EBITDA	%	12.52%	-2.18%	2.63%	14.61%	2.02%	6.51%
Rata profitului operational	%	3.26%	-9.02%	1.24%	5.99%	1.52%	2.21%
Perioada de recup a creantelor	zile	45	87	94	65	105	89
Perioada de ramb a datoriilor	zile	113	32	124	123	83	206
Rotatia stocurilor	rot/an	5	2	6	7	5	1
Productivitatea muncii	lei/sal	128,945	47,613	145,006	213,848	45,196	86,486
Numar mediu de personal		179	83	150	550	29	819
Grad de indatorare	%	84.44%	4.32%	4425.55%	66.76%	59.47%	36.76%
ROE	%	2.50%	-2.94%	-24.23%	6.33%	2.69%	0.21%
Activ net contabil	lei	11,773,175	8,215,789	311,921	77,235,281	505,066	112,127,117

Table 2: Financial indicators calculated based on balance sheet data

Measuring the economic performance is dependend of the information considered in the measuring system and the utilized measurement instruments. We will try to briefly show the leading indicators that can be used for this purpose.

The financial indicators used for the measurement of performance show a big variety, their most simple classification being: classical indicators and modern indicators.

The main qualities of the financial indicators are:

- Synthetic and dynamic reflection of the economic position of the company
- They ensure the interdependence of the economic phenomen with the social and natural ones, in order to prevent the degradation of the natural environment.
- They reflect the correlation between all the functions of the entity.
- They offer the possibility of making various comparizons.

The most important of the financial indicators are considered the financial rates, One can identify more than 150 financial rates. In the following table we briefly present a set of rates, considered to be representative for the financial diagnosys. (Pinches, 1975, quoted by Anghel, 2002)

ROI	Indebtedness	Capital efficiency	Liquidity	Cash flow	Stock rotation	Receivables rotation
Net profit / Net assets	Liability / Capital	Turnover / Assets	Current assets / Current liabilities	Available funds / Assets	Stock / Turnover	Receivables / Stock
Net profit / Personal capital	Liability / Assets	Turnover / Fixed Asstes		Available funds / Costs	Sales cost / Stock	Receivables / Turnover

Table 3 Financial rates, source Anghel. 2002

Besides these rates, considered to be classical in financial analisys, the practice has developed some modern indicators that fit in the vision of the company shareholders, the indicators of value creation. We mention a few of the

most important ones: EVA, Market value added, Return liquid investments, Liquid value added, Total return to shareholders. The primary orientation of the firm's strategy is to create value for shareholders, the impact on the company's management being crucial, developing management and piloting methods geared towards creating value for owners. The critics on the power of informing of the financial indicators are diverse and they start with the quality of the used financial information and go to the indicators relevance for making decisions. This explains how analysts use a new type of indicators, nonfinancial, which better show the performance of entities, using sensible point of the organizations, such as management quality or brainpower.

In the following table we present a list of nonfinancial criteria used by investors for appreciating the company's performance.

Management quality	Effectiveness of executive management remuneration policies
<ul style="list-style-type: none"> - The degree of execution of the firm's strategy - The quality of the company's strategy - The managerial experience - The quality of organizational vision - Leadership style of management 	<ul style="list-style-type: none"> - The harmonization of the stimulation policy for the management with the shareholders interests - Remuneration policies based on appropriate performance criteria - The ratio of management compensation and remuneration to the workforce remuneration
Corporate culture	The quality of the communication system with shareholders
<ul style="list-style-type: none"> - Ability to attract and retain talented people - The quality of workforce - The quality system of granting incentives - The quality of personnel training programs - Social and environmental policies - The usage of teamwork. 	<ul style="list-style-type: none"> - The credibility of management - The availability of management - The efficiency of the department for the relations with shareholders - The quality of published materials

Table 4 Nonfinancial criteria used in performance evaluation, source: Robu and Vasilescu 2004, p.181

4. Conclusions

The information in general and financial information in particular, experiences a continuous change in the sphere of interest in the current economic turmoil. Developing good decisions that conform to reality and helping solve the problems of economic and financial activity of the company depends on the quality and quantity of information provided by the economic information system. This one shows that the accounting information has a crucial role, and in that sense can be made a number of arguments, like the vast majority of information circulating in the economy are of an accounting nature; It offers the possibility of accurate representation of phenomena and economic processes; It has the greatest degree of certainty; it characterizes the size and flows that arise in the context of social reproduction in both micro and macro economy.

At the micro level, an issue frequently raised in meetings of the management is: "What should be done to ensure the company's performance?"

Responses from participants in these meetings are sometimes different, depending on the vision of every manager: increase revenues, optimize costs (direct and indirect), but keeping the same quality of products and services (or reach a higher level) with special emphasis on the factors to "create value" for investors and motivation and development of staff. The leading indicators that measure the performance have the disadvantage of providing information on the historical performance achieved by the company.

These indicators do not take into account the cost of capital employed but only highlights the results of its use. Therefore, if we limit ourselves only to use the classic indicators, we can meet economic entities that obtain performance, but does not create value, but consume or even destroy the existing one. Continually we need to evaluate the creation of wealth for investors since the financial resources invested are "blood" that keeps alive the economic entity.

The development of an accounting system, out of an uniform manner of making financial statements and out of a financial audit compatible internationally, along with their correct application into practice, renders the necessary rigor, particularly to transition economies and which leads to the amplification of the trust coming from internal and international investors, but also from credit, insurance-reinsurance institutions and from capital markets in general, through the protection that is granted by information in accounting that has been constructed and audited accordingly.

Under these circumstances the part played in ensuring the comparative quality of economic information has increased significantly. Hence, nowadays there are a lot of reasons that have led to the necessity of uniform financial statements, that can be applied world-wide.

We believe the future of reports on economic performance will be a mixed model that will make possible the cumulative achievement of three basic requirements at the micro level:

- Results achieved as a measure of the performance of the economic entity;
- Results as a measure of wealth creation for stakeholders;
- The highlights of the aspects of social and environmental performance.

The corporate strategy is mainly based on information published by the financial statements. As some European countries have placed increasing importance of financial information, and financial communications, would be extremely useful in Romania to impose increasing the quality of information required for financial communications to protect users, but also to define responsibilities and social management.

Financial statements should provide information on the financial indicators, taking into account the internal and external factors that influence to be an effective financial communications.

We conclude that the extremely complex field of issuing decisions preoccupied over time more researchers. Thus, the approach to decision-making in the economy can not occur without the knowledge of the principles and concepts that govern economic disciplines, emphasizing between them: finance, accounting, statistics, management, marketing, economic cybernetics and branch economy.

Choosing the best decisional solution must meet the following criteria:

- Risk identification and prevention, each alternative containing an assessment of the relationship between the expected benefit and possible risk;
- saving effort, that is establishing the lines of action to be resolved with the least effort, but with the best results and lowest system perturbations;
- synchronization and timing, respectively correlating decision with the factor time.
- Understanding, guidance, competence and point of view of the decision applicants.

Given the outcome of the decision, no decision is good if the execution staff is not competent to execute it. Therefore, rightly, it is estimated that in decision making, every contribution given with confidence equals success.

The place of privileged information in the accounting information system of the company is offered by the fact that there is a large number of users of accounting information, although not all the information produced in the document processing business written after participation in various economic and even financial operations available.

Managers, corporate directors are accountable primarily to meet the accounting principles imposed by various composers. To ensure compliance with the financial statements it made in the companies they represent, they may hire independent auditors to review their financial statements.

We consider that the performance analysis is important, mainly when done closely related to the characteristics of the environment in which the financial information is transmitted, with the aim of identifying its limits and sensitive points.

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