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STATE, REGION, ENTERPRISE**

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PURPOSE AND DEVELOPMENT OF A SOCIO-ORIENTED ACCOUNTING REPORTING SYSTEM IN AGRARIAN ENTERPRISES OF UKRAINE

In the present economic conditions, there is the need to form an up-to-date information system, which will be able to meet the requirements of interested users in making correct and effective management decisions is growing. The financial reporting is primarily such an instrument. However, the lack of resources, the growth of political activity, the need for transparency of enterprises assists the development of reporting on the integrated-social basis, which is characterized by combining financial and non-financial reporting into a single model [2, p. 78].

It is worth noting that among the investors there is a certain formed trend, which clearly states that they are willing to see more and more non-financial data in the financial statements. Skepticism around this has come down to nothing: the number of respondents in a survey by the prestigious Audit Company Ernst & Young Global Limited state that nonfinancial disclosures “rarely have a significant effect on finance” dramatically decreased from 60% in 2013 to 12% in 2016. Obviously, the interest in integrated reporting is increasing [6, p. 300].

The main disadvantage of the old model is the lack of proper attention to the factors such as risk and strategy. Developers of the new model of socially-based reporting consider that the including of “non-financial” components in the reporting system will improve its quality, and will reflect the significant impact of these factors [2].

The main tasks of the socially-oriented system are: 1) satisfaction of the information needs of long-term investors, which will show the consequences of making managerial decisions in the long run; the assignment of the influence of external factors in the decision-making process, which has a clear link between the stability of the enterprise and its economic value; 3) transferring attention to the indicators of the enterprise from short-term to long-term; 4) display in the reporting more information used by the management for daily operations management [3].

The problems of introducing social events are solved by implementing the appropriate costs that need to be reflected in the accounting and reporting of the company. From our point of view, this financial aspect is the best set out in the standard ISO 26000 (Table 1).

Consolidation of the current concept of a socially-oriented accounting system has happened gradually taking place since the emergence of some international organizations that create and develop non-financial reporting forms. Thus, in 2010 the International Committee on Integrated Reports and in 2011 the Council for the Improvement of Accounting Standards for Sustainable Development were created [4, p. 179].

Reflection of socially-oriented measures in accounting

Socially-oriented enterprises	Objects of accounting
Employing and employment relationships	Expenses on employees' salaries (social package)
Occupational safety and workplace safety	Labor costs and personal protective equipment
Training in the workplace. Creating conditions for the development of skills and abilities	Costs for periodical literature, methodical materials, educational programs, creation of new workplaces, the extension of employees qualification
Prevention of environmental pollution	Costs for environmental measures, nano-technologies
Steady use of resources	Costs for resource-saving technologies
Protection of consumer health and safety	Costs for product quality assessment
Customer service and support	Warranty maintenance costs
Technology development	Costs for innovative projects
Creating the welfare and income of society. Health. Social investment	Charity costs

The publication of the document “One Step to Integrated Reporting: A new approach in the 21st Century” (2011) and “The project on the international integrated reporting format” (2013) was a push for the further development of the concept of an integrated reporting system. These documents declared the need to transform the existing reporting system, described the possible options for construction and the benefits of their implementation [6].

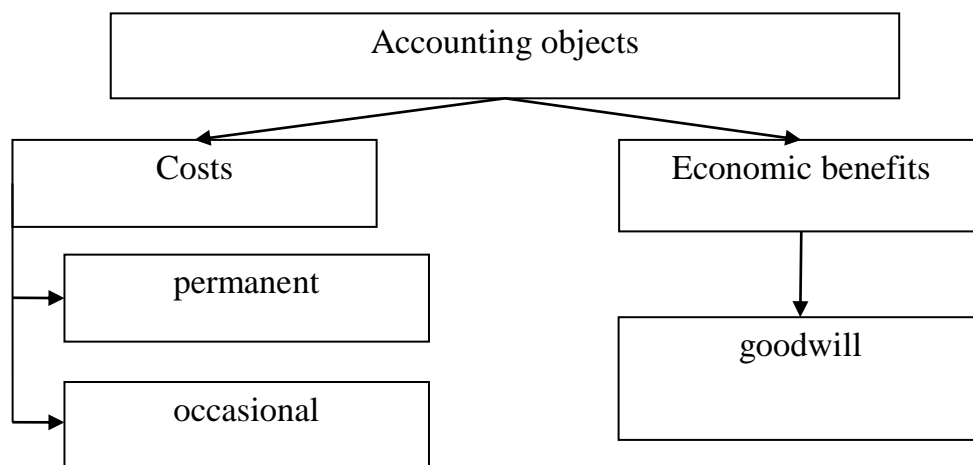
The basic principles of integrated social reporting are: strategic orientation; consistency of information; orientation towards the future; reliability, essentiality and clarity [7].

The main differences of this system of accounting from the usual financial are: brevity; accessibility; high adaptability; reliability; process approach; system structure; orientation towards the future; control over financial, industrial, personnel, intellectual and other capital; time frame (short, medium and long term).

At the current stage, socially-oriented reports in Ukraine are not legally fixed, so the organization itself determines the required indicators. In our opinion, such a report in an agricultural enterprise must have several necessary components: 1) a report on the strategic development of the enterprise; 2) the usual financial reporting; 3) non-financial reporting; 4) managerial reporting of the enterprise.

It should also be noted that the following information is in a great interest for interested parties and investors: 1) clear self-identification; 2) a guarantee of economic stability; 3) the guarantee of the best quality; 4) perfection of innovations; 5) promotion of the system of values; 6) communication in a transparent and effective way; 7) participation in territorial development [5].

Corporate social programs today do not provide any additional profit, but their realization leads to a certain business effect, the essence of which is associated with business reputation. Consequently, it is impossible to reflect the economic benefits from the introduction of social measures recorded in the course of their implementation even having information on the value of their associated costs (pic. 1).



Pic. 1. Model of objects of accounting within a socially-oriented agrarian enterprise

Therefore, the conclusion according to the above-mentioned material is that socially-based reporting is on the stage of development and creation. So far, the complete replace of the traditional reporting systems is not able to be done by it, however, there are all the preconditions for it. The possibility of analysis in such a system not only of past periods, but also forecasting the future opens up broad prospects for both managers and investors.

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