

SECTION 1 ECONOMIC THEORY AND HISTORY OF ECONOMIC THOUGHT

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ENTERPRISE INCOME: HISTORICAL STAGES OF THE CATEGORY FORMATION IN THE ACCOUNTING AND ECONOMIC THEORY

The article analyses the historical stages of formation and development of a category of enterprise income, gives the most general, acceptable in terms of the use in terminology, fully consistent with the current legislation, given the importance of the enterprise activities development, microeconomic determining income. Selected the major tasks of revenue as the financial base of the enterprise.

In terms market competition, the main purpose of any business structure is to obtain the greatest profit, which depends on the size of revenues. Thus, the income of enterprises regardless of sector activity, ownership and other factors are obtained a particularly important, crucial role.

The functioning of enterprises in terms of market changes that have affected all sectors of the economy today is characterized by the following features:

- extent of privatization of enterprises interested in increasing revenue from the sale of manufactured goods increases, becoming a necessary condition of their existence and further development;

- exacerbated intra-market competition;

- in the industries and businesses, there are objectively new development trends and brewing conflicts on analysis and regulation of activities based on old methods and approaches, emerging supply and demand correlations, new types

of income, significant differentiation of incomes under the influence of market mechanisms that, as a consequence, affects the income structure;

- for the use of reserves of increasing profitability, there appears a desire to use scientific methods of analysis and forecasting of financial and economic activity;

- effective management of the enterprise requires not only the emergence of management accounting and income analysis but also a qualitatively new approach to income – strategic analysis and forecasting.

In terms of market economy, enterprises were able to form their own tactics and strategy of development. However, the new economic conditions, the need to provide conditions for the survival and competitiveness of enterprises cause the need to change the priorities in the development and justification of economic tactics and strategy of its development, which, in turn, caused the need to change technology of substantiation of planned indicators and projections of financial and business activities.

Requirements for the determination of an enterprise development strategy are suggested primarily by market situation, competition and specific of activities. However, we believe that the development of enterprise development strategies must be built starting from

the identification of key business targets (so-called business philosophy), based on which is determined a form of the strategy implementation. The entrepreneurial philosophy combined with motivational idea identifies the main di-

rections of the enterprise development, based on which it is possible to bring forth one or other priorities, objectives, benchmarks that allow achieving the main goal of business – acquisition of maximum income.