

STUDY ON HARNESSING OF MANAGERIAL ACCOUNTING IN THE BUSINESS OF S.C. PETROM S.A.

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Abstract: Capitalizing on the efficiency of economic information can be achieved only under a system informational schedule in which accounting is a basic component. Accounting activity has a major contribution to the economy through its contents, that merge harmonically abstract theory with the reality of the phenomena studied. It provides a system of related information and checked, nelasând place of subjectivism and promoting accuracy and strictness in the reflection of economic and financial phenomena. The importance of communication in management has increased as the company expanded its borders, iar globalizarea increasingly sharp capital markets requires that you use the everyone has a unique language in accounting, actually achieved through normalization and harmonization.

Key-words: accounting information, managerial performance, information system.

1. INTRODUCTION

Harnessing information economic efficiency can be achieved only within the framework of an information system in which economic accounting is a basic component. Accounting activity has an important contribution into the economy through its contents, which harmoniously combines abstract theory with reality of the phenomena studied. It provides a system of related information and checked, nelasând place of subjectivism and promoting accuracy and strictness in reflecting the economic and financial phenomena.

Managerial communication importance grew as the company expanded its borders and globalisation increasingly accentuated capital markets requires that you use the everyone has a unique language in accounting, actually achieved through normalization and harmonization. The less expensive and most widespread method of managerial communication is the financial statements, which in fact represents the core accounting summaries. Information users of financial statements to assess the profitability of the undertaking, in general, and unliquidity risk [3].

This paper develops the issue of accounting information and its role in reflecting managerial performances from their own point of view, combining classic and modern elements. The work is intended to be a tool which will highlight the importance of information in

accounting for the management of an undertaking and in particular its role in reflecting the managerial performance obtained from its level. Our study turns around of the two main Poles-the basics of accounting and information management-performance with their associated analysis.

In the process of transition from the industrial economy to the information society, information is a strategic factor of economic and social development, and the information system is an element in the engine business, defined as a set of coordinated actions of collecting, researching, processing, distribution, and protection of information obtained legally and useful Enterprise, helping to increase its performance[4]. Therefore, the current economy has become increasingly more in the information economy, in which the decision is dependent on information system. Purpose of the work derives from the theme which is focused on the study of the ways in which accounting information contributes to the coverage of the Organization's management performance.

2. DASHBOARD MANAGEMENT PERFORMANCE INDICATORS BASED ON INFORMATION PROVIDED BY BALANCE SHEET AT S.C. PETROM S.A.

Determination of the structure of liabilities of the rates was made based on information provided by the balance sheet as at 31 December 2010 and of the balance sheet as at 31 December 2011.

2.1 The rate of financial stability

$$Rsf = \frac{\text{Permanent capital}}{\text{Passive total}} \times 100 \quad (1)$$

where Rsf = the rate of financial stability;

$$Rsf_{2009} = \frac{1504095402 + 13568598447}{3446027370 + 1504095402 + 6262466399 + 146258559 + 13568598447} \times 100 = \frac{15072693849}{24927446177} \times 100 = 0.6046 \times 100 = 60.46 \%$$

$$Rsf_{2010} = \frac{2822317311 + 14056147241}{3561335577 + 2822317311 + 6176529278 + 97208979 + 14056147241} \times 100 = \frac{16878464552}{26713538386} \times 100 = 0.6318 \times 100 = 63.18 \%$$

$$Rsf_{2011} = \frac{3457194256 + 18459040000}{4624590000 + 3457194256 + 8011040000 + 213395744 + 18459040000} \times 100 = \frac{21916234256}{34765260000} \times 100 = 0.630461 \times 100 = 63.04 \%$$

Evolution of financial stability rate recorded is shown by the graph in Figure 1.

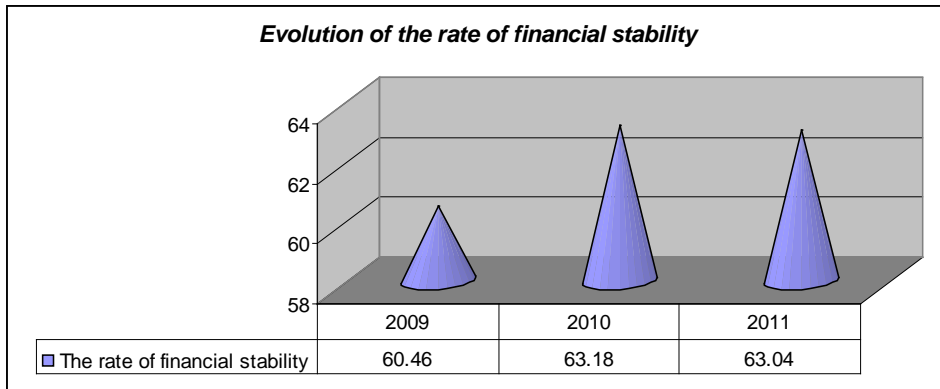


Figure 1 Evolution of the rate of financial stability

In 2009, this indicator registered a tendency of growth, its value reaches the threshold of 63,18%, surpassing the levels of 2008, basically concerned 60,46% which means an increase of the share capital in total liabilities, so increasing financial stability. This is due to the fact that along with higher capital and long-term debt registered a tendency to increase in this exercise.

However, the value of this indicator is below the minimum acceptable maintained by 66%. Financial stability rate for fiscal year 2010 financial year is 63,04% which reflect a slight reduction of the share capital, in favour of short-term debt, the company having a dominant share in the growth in total capital [2].

2.2 The rate of financial autonomy (Raf)

2.2.1 Global financial autonomy ratio (Rafg)

$$\text{Rafg} = \frac{\text{Equity capital}}{\text{Passive total}} \times 100 \quad (2)$$

where Rafg = Global financial autonomy ratio.

$$\begin{aligned} \text{Rafg}_{2009} &= \frac{13568598447}{3446027370 + 1504095402 + 6262466399 + 146258559 + 13568598447} \\ &\times 100 = \frac{13568598447}{24927446177} \times 100 = 0.5443 \times 100 = 54.43\% \end{aligned}$$

$$\begin{aligned} \text{Rafg}_{2010} &= \frac{14056147241}{3561335577 + 2822317311 + 6176529278 + 97208979 + 14056147241} \times 100 \\ &= \frac{14056147241}{26713538386} \times 100 = 0.5261 \times 100 = 52.61\% \end{aligned}$$

$$\begin{aligned} \text{Rafg}_{2011} &= \frac{18459040000}{4624590000 + 3457194256 + 8011040000 + 213395744 + 18459040000} \\ &\times 100 = \frac{18459040000}{34765260000} \times 100 = 0.5309 \times 100 = 53.09\% \end{aligned}$$

Share capital and reserves in passive in all three financial exercises was reduced in 2010 in favour of the total debts, which have increased over the period. In these conditions the overall financial autonomy ratio diminishes from 54.43% to 52.61%, so it causes a reduction in the level of financial autonomy as a result of increasing equity at a slower rate than total liabilities. However, the value of this rate is far above the minimum acceptable value is 33%,

which means that in 2010 the company's financing activities in proportion of 52.61% of the community's own resources.

This indicator registered a slight increase in 2011, reaching the level of 53.09%

Evolution of financial autonomy rates registered is shown by the graph in Figure 2.

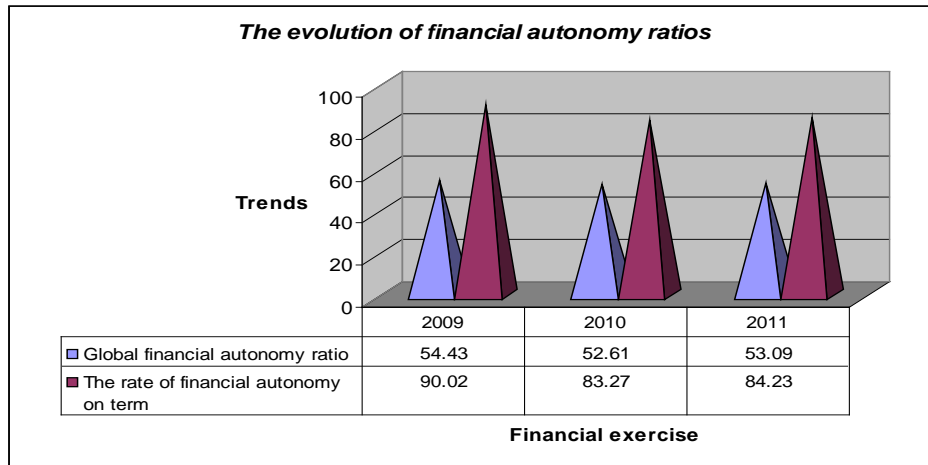


Figure 2 The evolution of financial autonomy ratios

2.2.2 The rate of financial autonomy on term (Raft)

$$\text{Raft} = \frac{\text{Equity capital}}{\text{Permanent capital}} \times 100 \quad (3)$$

where: Raft = the rate of financial autonomy on term.

$$\text{Raft}_{2009} = \frac{13568598447}{1504095402 + 13568598447} \times 100 = \frac{13568598447}{15072693849} \times 100$$

$$= 0.9002 \times 100 = 90.02\%$$

$$\text{Raft}_{2010} = \frac{14056147241}{2822317311 + 14056147241} \times 100 = \frac{14056147241}{16878464552} \times 100$$

$$= 0.8327 \times 100 = 83.27\%$$

$$\text{Raft}_{2011} = \frac{18459040000}{3457194256 + 18459040000} \times 100 = \frac{18459040000}{21916234256} \times 100$$

$$= 0.8423 \times 100 = 84.23\%$$

The share capital within the capital's dominant standing in all three financial exercises was reduced from one year to another in favour of debt with maturity over one year who grew up, so that if in 2009 represented the total of liabilities 6.033, 2010 their share in total liabilities is 10.57%. Under these conditions the rate of financial autonomy within diminishes gradually from 90.02% value recorded in 2009 at 83.27% in 2010.

In 2010 the financial exercise register a slight revival of this indicator, the rate of financial autonomy with 84.23% value. However, in all three financial exercises that are the subject of the analysis, the company has recorded a rate of financial autonomy very high, well above the minimum accepted by 50%, which reflects a favorable situation in terms of the degree of financial independence to its long run. Information obtained from the analysis carried out so far are summarized in table 1.

Table 1 The rates of financial autonomy

Synthesis Rates (%)	Financial exercise			Deviations (± Δ)		Indices (%)	
	2009	2010	2011	Δ _{2010/2009}	Δ _{2011/2010}	I _{2010/2009}	I _{2011/2010}
The rate of financial stability	60.46	63.18	63.04	+ 2.72	-0.14	104.49	99.78
Global financial autonomy ratio	54.43	52.61	53.09	- 1.82	+0.48	96.66	100.91
The rate of financial autonomy on term	90.02	83.27	84.23	- 6.75	+0.96	92.50	101.15

2.3 The rate of indebtedness

2.3.1 The rate of global indebtedness (Rig)

$$\text{Rig} = \frac{\text{Total debt}}{\text{Passive total}} \times 100 \quad (4)$$

where: Rig = the rate of global indebtedness.

$$\text{Rig}_{2009} = \frac{3446027370 + 1504095402}{3446027370 + 1504095402 + 6262466399 + 146258559 + 13568598447} \times 100$$

$$= \frac{4950122722}{24927446177} \times 100 = 0.198581 \times 100 = 19.86 \%$$

$$\text{Rig}_{2010} = \frac{3561335577 + 2\,822\,317\,311}{3561335577 + 2822317311 + 6176529278 + 97\,208\,979 + 14\,056\,147\,241} \times 100$$

$$= \frac{6383652888}{26713538386} \times 100 = 0.2389 \times 100 = 23.89 \%$$

$$\text{Rig}_{2011} = \frac{4624590000 + 3457194256}{4624590000 + 3457194256 + 8011040000 + 213395744 + 18459040000} \times 100$$

$$= \frac{8081784256}{34765260000} \times 100 = 0.2324 \times 100 = 23.24 \%$$

The rate of global indebtedness registered a growth trend in financial 2010 exercise period, hovering, but far below the maximum acceptable value of 66 %.

In its upward evolution evidenced by increasing the proportion of debts and reducing the share capital and financing structure. Highest value attained by this indicator

was in the year 2010, which suggests that the company used borrowed resources and attracted in proportion of 23.89 %. The rate of global indebtedness level reflects on the one hand a high degree of financial independence and on the other hand the possibility of resorting to new foreign capital [5].

2.3.2 The term indebtedness ratio (Rit)

$$\text{Rit} = \frac{\text{Debts in the medium and long term}}{\text{Equity capital}} \times 100 \quad (5)$$

where: Rit = The term indebtedness ratio.

$$\text{Rit}_{2009} = \frac{1504095402}{13568598447} \times 100 = 0.1108 \times 100 = 11.08 \%$$

$$\text{Rit}_{2010} = \frac{2822317311}{14056147241} \times 100 = 0.2007 \times 100 = 20.07 \%$$

$$\text{Rit}_{2011} = \frac{3457194256}{18459040000} \times 100 = 0.1872 \times 100 = 18.72 \%$$

In all three financial exercises, the organisation has benefited from a low level of short-term indebtedness, which is well below the maximum acceptable limit of 50% for this indicator. The growth rate of short-term debt in 2010 at the level of 20.07% in 2010, was a consequence of the increase in debt with maturity over one year compared to equity.

2.3.3 Leverage (total debt coefficient - L)

$$L = \frac{\text{Total debt}}{\text{Equity capital}} \times 100 \quad (6)$$

$$L_{2009} = \frac{3446027370 + 1504095402}{13568598447} = \frac{4950122772}{13568598447} \times 100 =$$

$$= 0.3648 \times 100 = 36.48 \%$$

$$L_{2010} = \frac{3561335577 + 2822317311}{14056147241} \times 100 = \frac{6383652888}{14056147241} \times 100 =$$

$$= 0.4541 \times 100 = 45.41 \%$$

$$L_{2011} = \frac{3457194256 + 4626590000}{18459040000} \times 100 = \frac{8081784256}{18459040000} \times 100 =$$

$$= 0.4378 \times 100 = 43.78 \%$$

If in the year 2009 it was 36.48 percent in 2010, reaching the level of 45.41% in 2011 to register a decrease tendency, debt to equity ratio of 43.78%. The growth reflects the increasing financial lever indebtedness due to the increase of the share of debt relative to equity, having

the effect of reducing the degree of financial autonomy, which is maintained at supraunitare however, which reflect a situation of normalcy [6]. Information obtained from the analysis carried out so far are summarized in table 2.

Table 2 The rates of indebtedness

Synthesis Rates (%)	Financial exercise			Deviations ($\pm \Delta$)		Indices (%)	
	2009	2010	2011	$\Delta_{2010/2009}$	$\Delta_{2011/2012}$	$I_{2010/2009}$	$I_{2011/2010}$
The rate of global indebtedness	19.86	23.89	23.24	+ 4.03	-0.65	120.29	0.97
The term indebtedness ratio	11.08	20,07	18.72	+ 8.99	-1.35	181.14	0.93
Leverage	36.48	45.41	43.78	+ 8.93	-1.63	124.48	0.96

The evolution of the registered debt rates chart is shown in Figure 3.

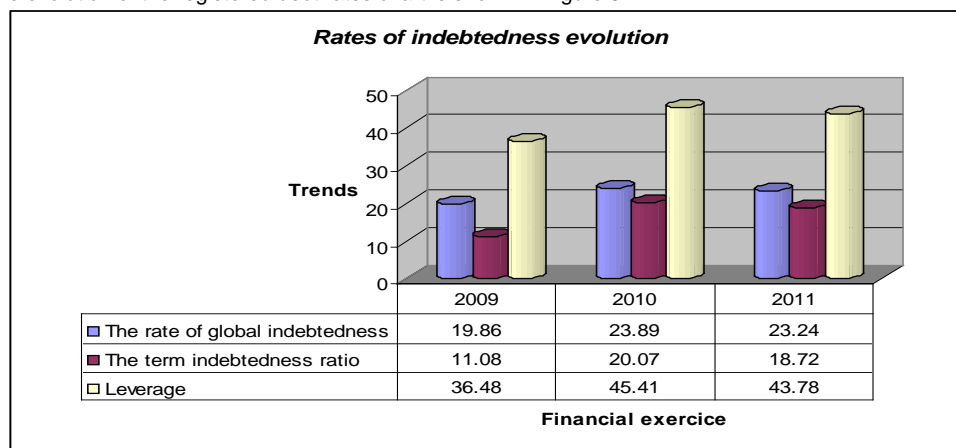


Figure 3 Rates of indebtedness evolution

3. CONCLUSIONS

As a result of the research conducted has found that the main source of economic information system data and also one of the basic components of its accounting, basic tool for knowledge management and control of assets and of the results obtained by the economic entities.

If initially the Manager stood in front of a process without constraints, the decision is conditioned by the existing analysis information and restrictions.

Thus, the right decisions, which fully matches reality and contribute to solving the complex problems faced by the economic and financial activity, depends on the quantity and quality of the information provided via the information system.

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