HISTORY AND PROSPECTS FOR ECONOMIC ANALYSIS DEVELOPMENT IN RUSSIA


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Abstract. The main stages of economic analysis development in Russia are considered. The features of the analysis origin and development in tsarist Russia, further development in the post-revolutionary period and the difficulties associated with the transition to a market economy are considered. During the pre-revolutionary period, the economic analysis was reduced, mainly, to the analysis of balance sheet items and liquidity analysis. Since there were a large number of joint ventures, the accounting and analysis, respectively, was conducted according to the rules and methods of the foreign party. Scientific analysis was developed during the post-revolutionary period. At that time there were special areas of training at universities and the subjects appeared associated with the analysis. During the Great Patriotic War, the role of analysis was reduced to the reduction of prime cost with simultaneous quality control. During the postwar period, the role of analysis increased, but its functions were assigned to accountants and planners. Difficulties arose during the transition to the market economy. There was a large amount of translated literature and domestic developments with a different base and evaluation indicators. The same indicator in different sources is evaluated and interpreted in different ways. New trends of analysis emerged and are being developed. With the advent of new business entities, it became necessary to develop the programs for their reporting analysis.

Keywords: economic analysis, economics, accounting, analytics, analysis history, economics history

1. INTRODUCTION

Analysis is the method of scientific study, the method of environmental objects and phenomena study, based on the dismemberment of a whole into its component parts and their study in the whole variety of connections and dependencies (Weizmann, 1924). The analytical process relating to social phenomena, the process of production and exchange, the social-economic structure of society, led human thought to the fact that production itself, the welfare of people are subordinated to hidden social factors and the deep laws of economic development. In order to identify these laws, a simple observation and description of phenomena is not enough. A science is needed that can penetrate the essence of the processes that take place and reveal their driving forces (Biryukov & Sharonin, 2011). Political economy has become such a science, within which an economic analysis appeared.

The emergence of economic analysis is associated with the appearance of accounting and balance management system. Accounting, which does not always reflect a real financial and economic situation of an enterprise objectively, caused the need to monitor the correctness of financial document drawing up and to analyze enterprise activity results.

The problem of any enterprise operation sustainability is directly related to the efficiency of production and the sustainability of economic growth. The external environment of an economic entity operation, in particular, the susceptibility of an economic entity to a political one, currency and credit risks, make a particular impact on financial stability. In connection with the foregoing, the role of economic analysis is particularly great in modern conditions.

2. METHODS

The main methods of research are historical and abstract-logical methods.

3. RESULTS

The history of economic analysis development in Russia has gone through three stages: 1) the creation of analysis in tsarist Russia; 2) the development during the post-revolutionary period; 3) the development in the period of transition to market relations.

In pre-revolutionary times, Russia occupied one of the last places among major European countries concerning knowledge systematization and publishing on accounting and financial reporting (Trofimova, 2012). The owners of enterprises and a limited number of specially trusted persons had objective data on the state of production, costs and profits. This information was carefully studied to make certain managerial decisions. However, the conclusions obtained within economic analysis were a trade secret and could not serve as an object for scientific generalizations.

The analysis of the economic activities among private capitalist enterprises and their monopoly associations was mainly reduced to the assessment of the balance sheet and liquidity articles. Significant problems arose during the analysis of joint venture reports. Accounting and reporting were conducted at such enterprises not only according to the samples of German, English or French enterprises, but often in foreign languages. Thus, the Russian joint-stock company "Siemens-Schuckert" made reports on the model of its enterprise in Berlin using German language. "Dynamo" joint stock company made reports according to English samples and in English. St. Petersburg branch of the Bank "Lyon loan" made reports in French and according to the schemes of its Parisian board (Lyaskovskaya, 2011). When a trade tax was paid, reports and balances were drawn up and printed for the state chambers in Russian. However, they did not always reflect the present state of affairs. Genuine balances were drawn up by the boards in Berlin, London and Paris.

In the state and co-operative sectors of tsarist Russia the analysis was well developed, but there was practically no special literature on it. The analysis of the balance sheets was represented in a special chapter within the "Accounting course" by R.Ya. Weizmann (Chugumbaev & Chugumbaeva, 2015). Some articles on the issues of balance sheet analysis, the accounts of profits and losses were published in the journal "Accounting". Their value consisted in the fact that the authors exposed the widespread ambiguity of balances at that time, which could be understood as the form of fact veiling and concealing. Some significance for the analysis development was represented by the brief instructions of commercial banks on the check of their customer creditworthiness.
After 1917, the activities of all industrial, commercial, banking, cooperative and other enterprises and institutions were placed under workers' control. The abolition of trade secret, the provision of record publicity, the control over economic processes and their financial results - all this was the basis for the development of economic analysis. In 1919, within the financial billing department of the Supreme Economic Council, the Council of Scientists was organized, which developed the first directives on the accounting of socialist enterprises and organizations (Sheremet, 2011). "The main provisions on public accounting and reporting" developed in 1920 served as the beginning of common principles of accounting and analysis development.

The experience in the field of cooperative economic activity analysis was found in the book by P.N. Khudyakov "Balance Analysis" (1920). It was the first original work on balance analysis. The author sought to explain the "nature of the balance sheet and the ways of its analysis" to a reader. P.N. Khudyakov was already well aware that analysis is a higher stage of accounting than an accounting record of individual economic transactions and their generalization in records. It is not an accident that the author calls the analysis "the philosophy of accounting" (Lysenko, 2013).

With the transition to a new economic policy (1921), the methods of administrative coercion were replaced by flexible methods of economic impact.

The reports received from industrial enterprises contained the data on the fulfillment of a production plan, the cost of production by the types of products, the observance of production costs estimate, etc. The audit of this account and its analysis at that time were carried out mainly by accountants, the heads of management and the audit commission of trusts.

In 1925, a summary program was published "To the analysis of the balance sheets and reports of households (the guide for accountants)." It drew attention to the need for a comprehensive analysis of industrial enterprise activities. At that the balance sheet indicators were considered in more detail. The merit of this historical period is that the beginning of the integrated use of economic information was laid. Economic analysis in industry has become increasingly problematic. Since 1937, the magazine "Accounting" is published, in which the articles on the analysis of enterprise balance form various industries are published (Bulankina, 2008). At this stage, economic analysis was finally formed as an independent discipline of higher education institutions. On the one hand, this stimulated research and development of textbooks in this field, and on the other hand, the production of highly qualified specialists in the field of analysis promoted the introduction of scientifically based analysis techniques into practice.

A special historical period is the Great Patriotic War. At that the economic contribution to this was also made by the employees of the economic service, especially those who were directly involved in the accounting, control and analysis of production activities.

Under these conditions, the importance of works on the economic analysis of industrial product cost produced before the war increased significantly. At the same time, attention was also drawn to the practical use of the full arsenal of methods and means of economic analysis, since the universal principle of quality product increase with minimum costs acquired a special importance in wartime. Without a systematic monitoring and the analysis of economic activity, it was impossible to observe this fundamental principle fully. The development of official guidelines for the analysis of annual reports had a decisive importance. The programs provided the study of fixed assets, material and labor resources use, and their influence on the cost and the quality of products, i.e. actually the technical and economic analysis was rapidly developed along with financial analysis.

During the postwar years further development of economic analysis is noted. This was expressed, first of all, in the differentiation of analysis by the branches of national economy; Secondly, in the deepening of the activity analysis by the units of self-financing enterprises; Thirdly, in the development of consolidated report analysis methods; Fourthly, in the monographic study of economic analysis main problems and, finally, in the use of methodology and the methods of economic analysis outside of our country.

The differentiation of economic analysis in the branches of national economy, which began during the pre-war years, was further developed during the post-war period.
At that time the main and senior accountants were assigned to analyze a balance and a report, which was not prescribed by previously valid provision (from 1932). At an industrial enterprise, the chief (the senior) accountant had to monitor and analyze the compliance with the norms of raw materials, materials, fuel, and electricity consumption; to analyze the use of wage funds; to seek for reserves reducing production and management costs, to strengthen settlement, payment and credit discipline.

With the transition to market relations (1990-2000), the mechanism of economic management, the forms of ownership, the principles and the methods of management changed. The role of economic analysis for the owners of private enterprises increased since there was the need to explore demand, supply independently, to conduct marketing analysis, to study pricing methods, etc. The ignoring of new factors could lead to bankruptcy. The economists of planning departments were not in demand, highly specialized qualified employees were required: financial and PR-managers, HR managers, business analysts, marketers, etc., capable to respond quickly to the changing conditions of the external business environment.

Today, economic analysis is a thoroughly developed science in the theoretical aspect. At the same time, it is in the state of development: research is being carried out in the area of wider application of mathematical methods and computers that allow to optimize management decisions. The process of theoretical achievements of domestic and foreign science into practice takes place (Matyagina, 2014). The analysis of performance indicators for commercial organizations became constructive and focused, based on economic-mathematical methods, programming and expert assessments. The quality and the efficiency of economic analysis improved by the creation of automated workplaces for each expert and computer processing of data.

Nowadays, analytical studies became more in-depth, focused on simultaneous solution of several problems. The priority of economic analysis issue study has changed. The following types of economic analysis became relevant ones: marketing, innovation, investment, economic and environmental, institutional, strategic; cluster, multicomponent, SWOT-analysis, etc.

With the change of business conditions, not only the factors of economic analysis expanded, but also their versatility, and often the inconsistency of the influence on the results of the financial and economic activities of an organization. Planning became the main function of economic analysis once again, as there was a need to develop business plans and a budgeting system in order to use own and borrowed funds rationally and effectively. An organization of intra-firm management and financial analysis, information-analytical departments are created at the enterprises.

The issues of economic analysis theory, methodology and practice are widely covered both in textbooks, teaching aids, and in periodicals. Special literature enriched analytical studies of various organizations financial and economic activities within various forms of property and types of activities. Since 2001 there was a mass production of literature on the economic analysis of various authors, with frequent repetitions.

One of the problems of modern analysis is the theory of financial analysis. In many works, indicators with the same name have different calculation methods, economic meaning and criterial values. The analysis of reports is often conducted on foreign methods, without taking into account the specifics of the Russian accounting model. The global financial crisis became the catalyst for the development of economic analysis in a completely new aspect. The results of the conducted studies show that nowadays Russian organizations need an objective assessment of a company value, an accurate forecasting of financial and economic crisis appearance and all possible consequences, in the development of various options to get out of a crisis, an efficient management of assets and capital, the calculation of lost economic benefits and valuation reserves.

The next problem is the reduction of information to be disclosed in the financial statements. On April 4, 2011 President D.A. Medvedev approved the list of instructions to improve the investment climate in the country. The list of ten areas in which specific improvements are to be made, also mentions the following: "to provide minority shareholders with the access to information on the activities of the largest companies. The fact of their rights violation should be considered as a sign of ineffective work of managers" (Zaretskaya, 2011). Obviously, this should be done through the financial statements of an organization. But the modern forms of reports do not imply deciphering,
for example, accounts receivable and accounts payable, intangible assets, financial investments in subsidiaries, etc. Consequently, the accuracy of the analysis conclusions is reduced significantly.

The economic analysis will be aimed not so much at the reflection of errors and their elimination as on the development of measures to mobilize reserves, their possible resource and financial provision on the basis of accepted decision scientific justification.

A separate direction of economic analysis in the coming years will be the study of developed country economy development advantages, the mechanisms of private-state partnership, financial instruments, social and technological factors. Analytical studies touch upon the study of derivatives within financial and economic crisis, the development of scenario predictions for Russian economy development, the determination of financial policy determinants.

In the long term, the object of economic analysis will be the organizations, as well as all types of their products, services, all stages of the life cycle of goods, all production factors and the types of economic activity, suppliers, consumers, competitors, the economy of developed countries and policy. The future of domestic economic analysis is related precisely to the multifaceted innovative development of Russian competitive economy.

4. CONCLUSIONS

The development of economic analysis in Russia went through several stages. In the pre-revolutionary period there were no methods to conduct the analysis, but the companies conducted it independently, analyzing the articles of the accounting balance and liquidity. At that, the companies with foreign capital made a balance in accordance with the requirements of their country, which introduced inaccuracies in the analysis results. After 1917, the activities of enterprises were put under working control. The commercial secret was abolished, the control was established not only for finances but also for economic processes. Economic analysis began to acquire a problematic character. The methods of analysis appear, the journal "Accounting" is printed, etc. During the war a lot of attention was paid to cost and quality issues. During the postwar years, the differentiation of economic analysis in different sectors takes place. During the transition to the market, the domestic analysis base was revised and translation techniques appeared. At present, the improvement of economic analysis involves the setting of new tasks that need to be addressed by new methods.

5. SUMMARY

Economic analysis, as a scientific approach, began to be formed in Russia during the late XIXth - early XXth century. But it started to be considered as a separate science relatively recently. The prospects for economic analysis development are determined by the processes taking place in economy. Nowadays, analysis in Russia faces a number of problems.

Some enterprises still do not use it in their activities, considering it is inappropriate to hire an additional employee. The untimely identification of bottlenecks increases the risk of insolvency. The appearance of new subjects of analysis on the market (for example, engineering, consulting, leasing companies, etc.) leads to the need of new areas of analysis development, taking into account the specificity of their activities. It is necessary to develop a methodology for enterprise analysis during crisis periods. It is necessary to revise the methodology for certain financial indicators calculation concerning an enterprises operating on the external market. It is necessary to bring the domestic methodology of analysis in line with world standards.

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REFERENCES


