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ACCOUNTING PECULIARITIES OF INTANGIBLE ASSEST AT THE ENTERPRISE

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The purpose and objectives. The purpose of research is characteristic peculiarities of accounting for intangible assets, improving accounting intangible assets at the enterprise and studying the problems arising in accounting for intangible assets.

The objectives of this study are: to define the concept of intangible assets, describe the peculiarities of accounting for intangible assets at the enterprise.

The object and subject of study. The object of research is the process of accounting for intangible assets. The subject of the study is the peculiarities of accounting for intangible assets at the enterprises in Ukraine.

Methods and tools of research. In the process of study general scientific and empirical methods were used in order to determine the economic substance of intangible assets - methods of induction and deduction, abstraction, analogies, analysis, synthesis and generalization; to conclusions - logical and abstract generalization.

Scientific novelty and practical significance of the results. At this stage of economic development in Ukraine and worldwide, accounting for intangible assets requires further detailed investigation. In terms of existing theoretical material there are a lot of disagreements about the definition of intangible assets and accounting at the enterprise. The results of research will help to reveal the essence of intangible assets and identify the peculiarities of accounting at the enterprise.

The results of the research. There is no enterprise which doesn't use various intangible assets in their practice, whose presence ensures the state actor development. Research methods and organizations of accounting intangibles are important issues not only for Ukraine economists, but also for scientists around the world. Development of methods for intangible assets accounting rules now is at the level of certain countries and international organizations.

Theoretical aspects are formed on the basis of studies of domestic and foreign economists: Butyntsya F., I. Bihdan, N. Vyhovsky, Golova S., L. Melnychuk, S. Pisarenko, T. Poliova, M. Pushkar, Y. Sokolov, I. Tarasova, H. Anderson, D. Kolduela, B. Needles, E. Hendriksen and others. Many economists and scientists raise the topic of intangible asset and each of them expresses his opinion and his vision of the subject. However, review of theoretical sources does not give the full concept of "intangible assets".

According to p. 4 P (S) 8 "Intangible Assets", intangible asset is monetary asset that has no physical form and can be identified [1]. The composition of intangible assets includes: industrial property (inventions, industrial designs, trademarks, etc ..), intellectual property (databases, knowledge bases, software, etc ..) and other intangible resources (know-how, goodwill, etc ..) [2]. Thus, creating the own definition of intangible assets is necessary to consider the characteristics such as value terms, transformability and effectiveness [2].

At the basis of the theoretical aspects we can say that intangible assets have a broad range of essential features. However, it is not exhaustive and may be supplemented continuously. Considering the theoretical principles of determining intangible assets, as well as the practical side of their operation, we should add several important characteristics of

intangible assets [3]. Firstly, intangible assets have value expression, which is financial shape. Secondly, it transformability, i.e. the ability to change its form, the information is converted into financial resources and vice versa. Thirdly, the possibility of economic benefits (or losses) that is result from their use. Also, one must take into account that most of the intangible assets created due to the result of human creativity, that intellectual capital and its achievements should be protected by property rights of the author (intellectual property rights) [4]. The ownership includes: patents, licenses, copyright certificates and others. Thus, protected property rights are intangible assets. Therefore it is necessary to add the concept of "intangible assets".

Today, many native enterprises have problems with accounting for intangible assets, such as:

there is obscurity for many new modern terms and their accounting, such as "know-how", "goodwill" and others; there are many "mismatches" in Ukrainian standard regulations prompting the term of intangible assets and their accounting, leading to a complete misunderstanding of the objects accounting; not fully established clear criteria for evaluation, amortization and revaluation of intangible assets in accounting; inability to manage the intangible asset and use them effectively; no reflection of intangible assets in the balance and neglecting of their implications for economic activity leads to a reduction of enterprise value; the failure of the current legislative framework in terms of transactions with intangible assets which cause an active development of second economy and non- recognition of rights to scientific discoveries and private labels.

Conclusions. Accounting for intangible assets is a problem that is highly relevant in the practice of the enterprise. Proposed additions to the concept of "intangible assets" will help to understand of the essence better, improve accounting in the company and prevent these problems in the process of accounting.

Keywords: Intangible assets, accounting peculiarities for intangible assets, classification of intangible assets ownership.

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