

# RAČUNOVODSTVO – KLJUČNI ELEMENT U UPRAVLJANJU KOMPANIJOM

## ACCOUNTING - A KEY ELEMENNT IN COMPANY MANAGEMENT

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### Summary

The modern conditions in which companies conduct their business activities are characterized by dynamics and uncertainty, which stem from the international business environment, formed in recent years, giving rise to transnational economy. However, the main aspiration of any business organization in the activities is the most efficient use of resources to achieve goals. Realization of the objectives in such an environment can be achieved only by effective, management which is adequate to changes in environment.

Implementation of general management of the business unit is associated above all with the presence of the necessary information for this activity. Information needs in quantity and quality has changed during the years of economic development of mankind. The more advanced development is the range of information needed by managers is expanded in the preparation of adequate environmental and effective company management solutions. And if in the twenties of last century, for the purpose was only necessary accounting information, in today's business environment it is undoubtedly, the need for information beyond the accounting, the in information sources are no longer only the accounting information database, but also market information, internal company (outside accounting) information, statistical information, other plans, forecasts, scenarios, etc. However, regardless of this expanding information needs in enterprise management, the provision of accounting information remains the basis for management decision making. It shows the current situation, and outlines its place in the sector, and also in the general economic environment. However, it is the basis for making an analysis of various aspects of subsequent planning of the same.

This report aims to provide accounting and in particular its information product as an intransitive key element in company management. In support of this, the report outlined the place and importance of accounting in the management of the company, by analyzing their information and control function.

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