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THE WAYS TO IMPROVE THE DEPOSIT GUARANTEE SYSTEM IN THE MODERN CONTEXT

Objective. *The purpose of this study is to identify and quantify the bank financial report capacity.*

Methods. *The study used: simulation methods, methods of deduction and induction, grouping and measurement method of expert evaluations, questionnaires, adaptation (in the allocation and evaluation of descriptors, assessing the level of users needs in financial information satisfaction, the importance of determining the aggregate bank's financial statements).*

Results. *The scientific and methodical approach, which let to quantify the capacity of bank financial report information, based on the needs of its customers is proposed.*

Academic novelty. *The scientific and methodical approach to assessing capacity of information in the document is improved. The M. Porter model was adapted to such good as reports.*

Practical importance. *The results of the study can be used in bank financial management optimization.*

Key words: *capacity, descriptor, information, financial reports, the importance of information, the consumer information needs.*

Particular attention process of financial disclosure by banks gets since the decline of economic development has a devastating impact on management process, which is directly based on the analysis of bank data. It should be a personal factor, because complications social and psychological conditions of decision making requires manual reporting greater concentration, attempts vision coherent picture issues including the potential for possible threats. Under such conditions are useful disclosure regarding management planning activities, definitions and methods of risk diversification. The obvious problem is the dissemination of accurate and substantiated information about the banks real situation. Shared view among economists is the claim key role in disclosing financial information of the document as the financial statements. The purpose of this analysis is to assess overall performance, identification its positive and negative aspects, threats, aid in making management decisions [1].

Information which is contained in any report can be not only qualitatively described but also must find quantitative expression from the point of view the set of its constituents, but not them quantitative expression. In other words, for the

estimation of plenitude and quality of drafting bank financial report, it is necessary to define its informative capacity.

A capacity is a category which characterizes one of the parameters of the object of its description, maximal maintenance of object units. In addition, it is possible to define such general parameters of capacity, as measurableness, maximumness, narrow-mindedness, conditionality by qualities of measuring object. So, an informative capacity of the bank financial report is maximal maintenance of descriptors which have limit nature and can be measured in number by the count of descriptors.

Literature analyzes.

I.O. Krasova says that it is necessary to create bank positive image and reliable system of trust for activity in the conditions of changeable economy. The increase of population trust to the bank shows up in forming of transparent relations between the bank and clients [7], that is represented, above all things, in the grant of reliable financial information about bank activity.

The indicated acquires the special value in the conditions of informative society, where information is certain the most meaningful resource [8, p.135]. P.P.Mazurok and B.M. Odyagaylo select such consequences of informative economy determination as next [8, p.138]:

- alienation of necessities, forms of organization and public connection;
- selection of individual as major factor of economy;
- determination of person as a creator, transmitter and user of information.

Antonio Meneghetti thinks that in conditions of globalization current level anyone can't renounce individual intuition [9].

S.L. Blagodeteleva-Vovk says that determination of the dissatisfied of clients' necessities and their pleasure is the priority factor in the conditions of competition sharpening in the bank sector [10].

N.A. Olifer and V.G. Olifer assert that descriptors must provide authentication and process state, information about the degree of privilege process, place of finding of code segment and other information [10].

Such thesis is confirmed with the independent questioning data of «Technologies of management of Spayder Ukraine» company. Result of their survey is the next: 18% of banks began to spare more attention to collection the information about the clients necessities with the purpose of increase of financial and market position [11]. From the other side, about the dissatisfaction of financial reports users in necessary information confirms the data of the official questioning of Institute of administrative accountants of Strategic Finance Magazine leading analysts, during which more than 50% respondents've spoke out about insufficiency of financial information which opens up, for acceptance of the grounded administrative decision. More than 85% respondents specified on the shortage of information about the risks of business, competition and corporate strategy.

Therefore, we consider the target of this study is relevant. Consideration of information capacity will increase clearness of financial information and satisfy the demands of its users.

Target. The purpose of this study is to identify and quantify the bank financial report capacity

Main material. Consequently, as bank financial report comes forward the setting of financial information, it must be laid out on separate descriptors which contain references one on other [10], or join in the different forms of report, that conditioned by intercommunication of its kinds . Such descriptors must help the user of information in its systematization and rapid search of necessary element from the system of information.

From the point of view the process, the descriptors are that information, in what the users are interested in. Such information is opened up through the separate elements which are the identifiers of process – the least metage of information. Such identifiers find the reflection in the concrete document of the proper report.

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To our opinion, descriptor is both that which identifies a process and that, which sets his state, degree of privilege, and eventual and most informative is the name of form of the bank financial report, as they contain the certain amount of information. Let's show the intercommunication of descriptors and their place in bank financial report in table 1.

Table 1 – Intercommunication of descriptors and their place in bank financial report

Descriptors	Information source
Financial state	Form 1, Form 2, Form 4
Assets providing	Form 1, Form 5
Profitability	Form 2
Business activity	Form 1, Form 2, Form 3 (partly)
Competitiveness	Form 1, Form 2, Form 3, Form 4
Tax discipline	Form 1 (partly)
Diversification of risks	Does not have a reflection in reports
Staff policy	Does not have a reflection in reports
Planned policy	Does not have a reflection in reports
Information about commodities, services	Does not have a reflection in reports
Investment attractiveness	Form 1, Form 2, Form 3, Form 4, Form 5 (partly)

Table 2 shows, those descriptors which expose such processes as Diversification of risks, Staff policy, Planned policy, Information about commodities, services has no reflection in bank financial reports. The same descriptor can identify a few processes, which tears its location on a several forms of reports. The status of process and its privilege degree can be described through the least informing descriptors – identifiers only.

MSFO (IAS) 01 sets that, except for the resulted information in the different types of financial reports, banks must also provide the additional information, when

informing of public information unsuffices, in order that users could understand influence of concrete operations, other events and terms on the financial state and financial results [12]. Based on this and the experience of enterprises, I suggest to introduce such information to the new descriptor of Form 6 «Report after segments» at the terms of its necessity and importance for final users.

Greater quantity of useful information disclosure will have as a result the target audiences of bank inflow, and so to maximization of financial results. For determination of descriptors usefulness among the target audiences of legal entities and public, which are dissatisfied with the information segment of the bank contractors, it was conducted a questionnaire for the subsequent processing of data after the method of expert estimations. A questionnaire was built, leaning against descriptors, which describe the forms of financial reports about bank activity of group, types of risks, that inherent a bank group and M. Porter model [13, p. 221-223], which was fixed in basis of descriptors classification.

M. Porter chain of values combined the interests of supplier, firm and user. According to it, useful to the user and supplier at the choice of product there is an information about [13, p. 221-223]: structure of company; human resources; technological development; purchases, related to the supply of materials; internal and external logistical support; marketing and commodity turnover; service.

Within the framework of M. Porter model, it is necessary to transform it in its application to such specific product, as bank financial report as it is made in questionnaire by the authors of the research.

The 50 individuals and 50 entities were involved in the surveys. The concordance coefficient was calculated with Statistica program separately according to experts – individuals and legal entities (Appendix C). Based on a sample of individuals concordance coefficient was 0.75, a difference of expert estimates are not important, $p < 0,000001$. According to the experts - legal entities concordance coefficient is 0.8, the difference in estimates of experts is not important ($p < 0,000001$). That is why, the expert estimates can be considered as fairly consistent, the difference between them is not much different.

Survey among individuals - recipients was conducted in the context of age and education. By age 34% is represented by people aged 25 to 30 years, 24% – from 30 to 40, 14% – up to 25 years, 12% – 40-50 years and 8% – aged 50-60 and over 60 years respectively. In the direction of education in the survey involved persons with economic, legal, humanitarian, technical, educational, technological, and philological education. 47% of respondents sure, they can analyze and read bank statements. Among the entities survey 57% of companies surveyed belonged to medium-sized businesses, 29% - to a small, 14% were large enterprises.

Described with M. Porter model descriptors, which reflect the needs of users in information, were evaluated by group of experts selected four-point scale, where 0 - unimportant information, 1 – informative, 2 – important information, 3 – very important information. The evaluation was conducted based on the recipient's own needs in bank information for any of the administrative decision. According to the obtained results, the unmet needing in information is identified.

Selected parameters were distributed at reporting forms in which they appear, based on the classification descriptors describing the consolidated financial statements and on the basis of average values evaluated the importance of each descriptor and each form of reporting in general for the end user.

The combined usefulness of bank financial reports will consist of sum of values of all the Forms which are included in its structure:

$$F_{\left(\sum_0^n \Phi_n\right)} = (\Phi 1 + + \Phi n) / n , \quad (1)$$

where $F_{\left(\sum_0^n \Phi_n\right)}$ is quantitative expression of the combined importance of the bank financial reports;

$\Phi 1-n$. – quantitative expression of importance of certain Form;

n – sequence number of certain Form of the financial reports.

Thus, using the formula (1) we can quantify statements with a particular set of descriptors. The above equation assesses the importance and practicability of supplementing and expanding quantitative information on the bank components and to evaluate its qualitative aspect. It also allows modeling and facilitation to ensure the greatest importance under fewer descriptions and the inclusion of descriptors, which reduces the complexity of the financial statements, thereby increasing social impact.

So, the overall significance of all financial statements is

$$F_{\left(\sum_0^5 \Phi_5\right)} = (\Phi 1 + \Phi 2 + \Phi 3 + \Phi 4 + \Phi 5) / 5 = 2,008 \quad (2)$$

It means, that the importance of financial reports to its user at this point is 2.008 ("important").

Conclusions. To evaluate the information contained in the financial statements and people, who interested in it, it was formulated the descriptors of identification process, its status, place and level of privilege. Thus, using and displaying the new information significantly alters the ratio of contractors to the data bank about its activities. In order to quantify the banks financial information descriptors the list of descriptors identify processes that would increase user satisfaction in containers financial disclosures by banks as well, based on the adaptation of M. Porter model by applying the method of expert estimations calculated ratio of total value of financial statements. Testing of this calculation will increase the capacity of the financial information contained in the report, for which a model calculation of the aggregate value of such reports on the evaluation of significance of each of its forms. Promising avenue for further research in this direction is to develop a method of filling the financial statements descriptors in terms of improved its values and information capacity.

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