ANALYTICAL PROCEDURES OF AUDITING WITHIN THE FRAMEWORK OF Raising STANDARDS FOR ITS QUALITY CONTROL

Abstract. Under the current conditions of economic development, it is important for owners and shareholders to obtain an independent expert assessment of the effectiveness of the entity’s business. In connection with this, there is a need for wider application of analytical procedures in the audit. In the article the essence, levels and types of analytical procedures of audit are examined, peculiarities of application of analytical procedures during audit in the current conditions of development of the economy of Ukraine are determined. The necessity of improvement of analytical procedures of audit in conditions of increase of requirements to control its quality is substantiated. The shortcomings of estimation of financial stability of the enterprise are determined. In addition, the financial stability of the entity is determined by comparing the actual and optimal values (criteria) of the respective coefficients. The criteria used in programs are generalized and do not take into account the industry and the specifics of the enterprise. Such an assessment of financial stability in many cases does not actually reflect the actual situation on the subject of management. This is due to the fact that the majority of relative indicators of financial stability are determined by the ratio of own and attracted capital, while not taking into account their structure and peculiarities of formation. In addition, the financial stability of an entity is determined by comparing the actual and optimal values (criteria) of the respective coefficients. The criteria used in these programs are generalized and do not take into account the industry and the specifics of the entity’s activities. When applying modern information technology in the audit, we must carefully approach the choice of software products and the final interpretation of the results. In the article proposes a refined and expanded list of optimal values (criteria) of indicators of financial stability, taking into account the specifics of different branches of the national economy. An auditor in assessing the financial sustainability of a business entity — the customer, it is also advisable to take into account the features of his activity and, depending on this, adjust the criteria. To improve the quality of the audit, the use of analytical procedures should be adequate to the objectives and objectives of the audit, and the costs of their conduct should be correlated with the results obtained.

Keywords: audit, analytical procedures, quality control, optimal values (criteria), economics.

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АНАЛІТИЧНІ ПРОЦЕДУРИ АУДИТУ В УМОВАХ ПІДВИЩЕННЯ ВИМОГ ДО КОНТРОЛЮ ЙОГО ЯКОСТІ

Анотація. За сучасних умов розвитку економіки власникам та акціонерам важливо отримати незалежну експертну оцінку щодо ефективності діяльності суб’єкта господарювання. У зв’язку з цим виникає необхідність більш широкого застосування в аудиті аналітичних процедур. Досліджено сутність, рівні та види аналітичних процедур аудиту, визначено особливості застосування аналітичних процедур при проведенні аудиту в сучасних умовах розвитку економіки України. Обґрунтовано необхідність удосконалення аналітичних процедур аудиту в умовах підвищення вимог до контролю його якості. Визначено недоліки оцінки фінансової стійкості суб’єкта господарювання — замовника аудиторських послуг за допомогою спеціалізованих програмних продуктів. Така оцінка фінансової стійкості здебільшого фактично не відображає реальної ситуації на суб’єкті господарювання. Це зумовлено тим, що більшість відносних показників фінансової стійкості визначаються співвідношенням власного і залученого капіталу, при цьому не враховуються їхні структура та особливості формування. Крім того, фінансову стійкість суб’єкта господарювання визначають порівнянням фактичних і оптимальних значень (критеріїв) відповідних коефіцієнтів. Критерії, які використовуються в цих програмах, є узагальненими і не враховують галузі та специфіки діяльності суб’єкта господарювання. При застосуванні сучасних інформаційних технологій в аудиті необхідно зважено підходити до вибору програмних продуктів і кінцевої інтерпретації отриманих результатів. Запропоновано уточнений і розширенний перелік оптимальних значень (критеріїв) показників фінансової стійкості з урахуванням специфіки різних галузей національної економіки. Аудиторові при оцінці фінансової стійкості суб’єкта господарювання — замовника доцільно також ураховувати особливості його діяльності і залежно від цього коригувати критерії. Для підвищення якості аудиторської перевірки застосування аналітичних процедур має бути адекватним завданням і цілям аудиту, а витрати на їх проведення повинні корелюватись з отриманими результатами.

Ключові слова: аудит, аналітичні процедури, контроль якості, оптимальні значення (критерії), економіка.

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АНАЛИТИЧЕСКИЕ ПРОЦЕДУРЫ АУДИТА В УСЛОВИЯХ ПОВЫШЕНИЯ ТРЕБОВАНИЯ К КОНТРОЛЮ ЕГО КАЧЕСТВА

Аннотация. Исследованы сущность, уровни и виды аналитических процедур аудита, определены особенности применения аналитических процедур при проведении аудита в современных условиях развития экономики Украины. Обоснована необходимость совершенствования аналитических процедур аудита в условиях повышения требований к контролю его качества. Определены недостатки оценки финансовой устойчивости предприятия — заказчика аудиторских услуг с помощью специализированных программных продуктов. Уточнен и расширен перечень оптимальных значений (критериев) показателей финансовой устойчивости с учетом специфики различных отраслей национальной экономики.

Ключевые слова: аудит, аналитические процедуры, контроль качества, оптимальные значения (критерии), экономика.

Формул: 0; рис.: 2; табл.: 1; библ.: 15.

Introduction. The range of audit tasks is significantly expanded under modern conditions of Ukraine’s economy development. Most corporate customers of auditing services are not satisfied with only professional judgement related to the reliability of reflection of an actual state of their business activities in accounting and financial statements. The number of requests for ancillary auditing services increases. It is important for the owners and shareholders to obtain an independent expert opinion concerning a financial standing of a business entity, an effectiveness of its activity, a distribution of cash flows, a forecast of values of basic indexes, an identification of development directions and others. Investors and creditors who in many cases can only rely on the results of an audit work need more complete and comprehensive information than it is in the audit reports. Due to this, there is a necessity of a wider application of analytical procedures in auditing.

Research analysis and research objective. Analytical procedures were considered in the works of both foreign and Ukrainian scientists, namely: B.A. Amanzholova, A. Arens, M. Bernstein, O.M. Bunda, A.A. Vasylenko, H.M. Davydov, F.L. Defliz, L.P. Domracheva, Ye.V. Mnykh, N.V. Novytska, S.V. Pankova, N.M. Proskurina, G. Robertson, V.S. Rudnytskyi, Ya.V. Stepanova, K.S. Surmina, K.P. Chosova and others, who investigated analytical procedures systematically in a single conceptual estimation model of companies, however not properly considering their peculiarities when carrying out auditing in terms of raising standards for quality control.
The aim of the article is grounding of practicability, generalization and developing of scientific and theoretical provisions and recommendations to improve the process of application of analytical procedures of auditing within the framework of raising standards for its quality control.

Research results. Companies’ business activity under conditions of market economy always requires a non-biased, professional and independent confirmation by those economic indicators, which it may be represented by. The economy obtains publicity features (an economy with a public access), financial borders become mostly relative and the possibilities of investors and shareholders to invest into investment objects of economies of different world countries are simplified. At the same time big money has always been and is the timeserver of an economic attractiveness used by audit companies to identify and, if necessary, improve the package of auditing services, which is required by the information users. The information users, especially if they are non-professional, periodically want to obtain answers for a number of fundamental questions from a highly professional specialist, first of all, an independent (external) auditor. Among the mentioned questions the first place is given for the following:

- how the financial statements provided for the CEO shareholders actually reflects a business situation in the company?
- how effectively the top management (CEO) uses invested funds and shares in the company?
- did the auditors notice any actions inside the company which have the signs of fraudulence, etc.?

It is important to emphasize that among the information users there can also be its professional users (for example, state control authorities). The range of auditors’ questions to them greatly differs from those that are of interest of shareholders, but at the same time, certain questions may coincide. Well-known events of early 2000s with a number of bankruptcy cases and litigations of world economy leaders, transnational companies, which shares headed the listings of most famous world stock exchanges, forced both professional and non-professional information users to increase the demands for an audit quality, which, in its turn, provides for a significant raising of quality standards of information itself.

Since IFAC (International Federation of Accountants) in approved ISA (International Standards of Auditing) quite often uses the notion of «a professional auditor’s opinion», it creates a field of possibilities for unscrupulous auditors to use a certain methodology at its discretion, that is among the whole list of methods to choose the one that will allow to obtain a necessary result (usually positive) [1]. In this issue, it is crucial to take into account a particularity of audit orders in certain regions of Ukraine, when giving an objective but negative audit opinion actually means a retirement of this market entity. For example, according to official reports of a regulatory authority of domestic auditing, the Audit Chamber of Ukraine, for the year of 2016 [2] in Kirovohrad region per one entity of audit activity there were 11.6 orders (per year). If recalculate the number of orders into average monthly indexes, the specified index means that one business entity has 1 order per month. It is the dependence on customers that can promote the fact that the auditors will search for and choose such calculation methods which will allow providing the client with a positive audit opinion. The confirmation of this tendency can be seen in the results of the comparison of negative and positive audit opinions for 2016 (Fig. 1, 2).

![Fig. 1. The analysis of types of opinions of mandatory audit of financial statements, submitted in 2016](image_url)
Pursuant to the Commercial Code of Ukraine [3], an audit is an examination of public accounting statements, records, source documents and other information on financial and economic activities of business entities to determine an authenticity of their statements, accounting, their completeness and compliance with the law and the established standards. Despite the fact that the basic relevant law of Ukraine [4] does not determine the auditing, instead it specifies what is an audit of financial statements: an auditing service of inspection of accounting records and indicators of financial statements and (or) consolidated financial statements of a legal entity or the agency of a foreign business entity or other entity submitting the financial statements and consolidated financial statements of the group to represent an independent auditor’s opinion on its conformity in all essential aspects to the requirements of national regulations (standards) of accountancy, international financial reporting standards or other requirements.

So, the auditing is carried out to confirm the auditor’s professional opinion. But it should be emphasized that the auditor must be responsible for the results of the performed inspection. The users expect not only the fact of the performed audit work but also its quality. In its turn, the high-quality auditing provides the confirmation of the auditor’s professional opinion based on the methods, which are built on a solid economic analysis.

Analytical procedures are in consideration of International Standards of Auditing (ISA) containing a separate ISA 520 standard «Analytical procedures» [5, p. 454—462], according to which performing of analytical procedures is based upon the assumption that there are certain relations between the indicators in accounting and they occur in the absence of evidence of an opposite and are applied as appraisal procedures to the client’s business insight.

Potential risks such as presence or absence of unusual or incorrectly represented facts and results of business activity is the main reason for an application of analytical procedures in auditing. The research showed [6—10] that the application of analytical procedures in auditing is to investigate significant indicators and tendencies including the correlations and deviations, as well as to identify reasons of possible deviations. The analytical procedures are meant [11, p. 43] the research and evaluation of data through their comparing with other information related to an audit subject. The most common analytical procedures of auditing include a general reliability check, an analysis of tendencies, dependencies, ratios, validation of physical existence and repeated performance of operations.

There can be distinguished the following tasks faced by the auditor in the process of carrying out analytical procedures:

- investigation of the company’s activity and detection of general factors affecting it;
- assessment of the financial position and perspective of its continuous activity;
- provision of a reduction in the number of comprehensive audit procedures;
- provision of methodical instruments of testing.

The source of information is financial and statistical reports, as well as external information [12, p. 31, 33]. An information base is built on using various sources including non-financial data. Mass media data, explanatory notes and regulations on accounting policy can be used.
It is supposed to be meaningful the application of a suggested approach by A. Arens and J. Loebbecke [13, p. 205] that allows stating that the performance of analytical procedures in auditing consists of several specific steps: the formulation of a procedure’s aim, the planning of a test, the testing, the analysis of an audit results and obtaining of conclusions, preceded by aims discussion and timing of analytical procedures. Analytical procedures in auditing are conducted by the method providing: establishing of the audit aims and objectives, information base, methods of the analysis, performing of analytical procedures and assessment of obtained audit results.

According to ISA 520 «Analytical procedures» [5, p. 457] analytical procedures include the consideration and comparison of financial information with:

- comparative information for the previous periods;
- expected results, in particular forecasts and the previous auditor’s calculations;
- similar information for an industry, with its average indicators and other companies of a corresponding size.

Analytical procedures may be carried out during the whole auditing, at this the auditor itself must schedule and carry out analytical procedures essentially both at the stages of scheduling, directly during the audit work and after completion of the works. In particular, this idea is shared by V.S. Rudnytskyi [14, p. 134], who specifies that it is important to carry out several analytical procedures at the initial stage of the audit, as it helps to implement a deductive assessment method of reporting indicators, to schedule different aspects of a further work properly and draw out events of a risk.

At conducting the audit, the following basic directions of the analysis of the company’s activity are allocated [15]: production and business activity analysis; financial statements analysis; analysis of an economical upturn and probability of bankruptcy; analysis of activities perspectives in the context of economic strategies.

Depending on the type of analytical procedures and the stage of their conducting the auditor can apply various methodological analysis techniques. In fact, when conducting the audit, in most cases analytical procedures are used in a minimum amount. As a rule, the application of analytical procedures is associated with the assessment of a financial condition of the corporate customer, at this more attention is paid to study the dynamics of basic balance figures (statement of financial standing) and the report on financial results (statement of total income) as well as the analysis of financial firmness and solvency.

The assessment of a reliability of reporting by means of analytical procedures of auditing is aimed to identify misstatements caused by: errors, fraud actions of interested persons, as well as the imperfection of the accounting standards. Analytical procedures in auditing allow to provide an unbiased character of actions for a number of subjective and objective change factors, predict absolute and relative changes, represent functional correlations and assess an impact on the financial and economic standing of the company in general. An algorithmization of indicators, their choice according to the internal structure and formation of a final result, the consistency of performing the analysis — this is all the component of the effectiveness of application of analytical procedures in auditing.

In many cases to perform the analysis specialized software products are used that help on the basis of the financial statements data automatically detect absolute and relative indicators of the financial firmness, solvency, profitability, assets and capital turnover, etc. Such assessment of the financial firmness in numerous cases actually does not reflect a real situation in the company. This is due to the fact that the most part of relative indicators of the financial firmness are determined by the correlation of own and borrowed capital, while their structure and peculiarities of formation are not considered. After that, the financial firmness of a business entity is determined by comparing of actual and optimal figures (criteria) of corresponding ratios. The criteria used in these programs are generalised and do not take into account the field and specific nature of the company’s activity. For instance, the correlation of own and borrowed capital, non-current and current assets in the instrument-engineering company and in the retail trade company can differ essentially. The assessment of the ratios of absolute, urgent and intermediate solvency is not always unbiased since
the amount of monetary funds may vary substantially, depending on the needs of a business entity, and the accounts receivable can be uncollectable. We offer an updated and extended list of optimal figures (criteria) of the indicators of financial firmness with consideration of a specific nature of different sectors of the national economy (Table 1).

<p>| Criteria for assessment of financial firmness of the companies of the national economy |
|-----------------------------------------|----------------|----------------|----------------------------------|</p>
<table>
<thead>
<tr>
<th>Indicator</th>
<th>Trade companies</th>
<th>Industrial companies</th>
<th>Companies of professional, scientific and technical activity*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equity to total assets ratio</td>
<td>0.55-0.60</td>
<td>0.70-0.75</td>
<td>0.60-0.65</td>
</tr>
<tr>
<td>Leverage ratio</td>
<td>0.30-0.35</td>
<td>0.45-0.50</td>
<td>0.35-0.40</td>
</tr>
<tr>
<td>Financial risk ratio</td>
<td>0.45-0.50</td>
<td>0.65-0.70</td>
<td>0.50-0.60</td>
</tr>
<tr>
<td>Long-term raising debt capital ratio</td>
<td>0.70-0.80</td>
<td>0.35-0.45</td>
<td>0.55-0.70</td>
</tr>
<tr>
<td>Equity capital handling ratio</td>
<td>0.65-0.80</td>
<td>0.35-0.50</td>
<td>0.55-0.65</td>
</tr>
<tr>
<td>Ratio of net working capital in current assets</td>
<td>0.40-0.45</td>
<td>0.50-0.55</td>
<td>0.45-0.50</td>
</tr>
<tr>
<td>Ratio of fluidity of current assets</td>
<td>0.05-0.10</td>
<td>0.25-0.30</td>
<td>0.10-0.20</td>
</tr>
<tr>
<td>Ratio of real cost of fixed assets</td>
<td>0.10-0.20</td>
<td>0.35-0.50</td>
<td>0.20-0.30</td>
</tr>
<tr>
<td>Ratio of supply of inventory and expenses with own funds</td>
<td>0.55-0.60</td>
<td>0.85-0.90</td>
<td>0.60-0.80</td>
</tr>
</tbody>
</table>

When assessing the financial firmness of the corporate customer, the auditor should also take into account the peculiarities of its activity and correct the criteria depending on this.

In the application of modern information technologies in audit, it is important to take a balanced approach in choosing software products and final interpretation of the obtained results. Practice shows that a specialized analytical informational system "Audit Expert" is one of the most adapted for conducting analytical procedures in audit due to its massive opportunities of analysis and support of the reporting forms of different countries, including Ukraine. While conducting the analysis of a financial standing in this system the analytical tables with financial indicators and formulas for their calculations, graphs, diagrams and reports are created which can be built on their basis. In addition, the system makes it possible to create opinions and forecasts automatically under the analysis results. With its practical use it is necessary to determine criteria directly for the relevant indicators, the advisability of using of certain ratios and even techniques, and, if necessary, to correct the opinions, offers and forecasts created by the system considering the peculiarities of functioning of the company, the strategy of its activity and possible environmental factors.

Conclusions. Thus, the effective application of analytical procedures requires the auditor to master basic methods of economic analysis and analytical thinking. Most of these methods are not actually used in auditing (grouping, structural analysis, deterministic and stochastic factor analysis, relative comprehensive assessment, etc.). Of course there is no use to apply all the methods. It is for the auditor to decide which analytical procedures to use, in what sequence and with what amount of detail, according to the specificity of the corporate customer’s activity and target requests of the information users. To improve the audit quality, objectivity and accurateness of opinions and forecasts, to provide the users with valid and complete information according to their requests, the application of analytical procedures must be adequate in terms of audit tasks and aims, and the cost of their performance must be correlated with the obtained results.

Література


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