

ABSTRACTS

УДК 336.14:65.014

V.L. Pikalov

BUDGET MANAGEMENT OF SUBJECTS OF ECONOMIC ACTIVITY: MOTIVATIONAL ASPECT

Among a variety of systems of management of successful business entities the most efficient and effective now revealed budget office, carried out on the basis of construction of system of financial and management accounting, qualified diagnostics of the financial state of the enterprise, planning operational and financial results in the short and long term, as well as monitoring their implementation. In the development of the budget was attended by heads of almost all departments of a business entity, and certain centers of financial responsibility, which include the composition of the permanent collegial body of the budget Committee. The process of harmonization of the budgets of all levels with the integrated budget of the entity performed by the method of top-down and bottom-up, has a powerful motivational impact on virtually all participants in the budget process and get them working on the implementation of the commitments made in meeting the goals of the enterprise. Providing information about planned and actual results of a business entity (as managers directly involved in the budget planning process, and almost all workers who carry out the implementation of these plans) is an essential positive psychological factor that can improve quality and productivity. Indeed, in this case each employee has a clear chain of all production activities, their place in the total working process, as well as qualitative and quantitative final results. The more clear the company's goals to all employees, the more likely they will be implemented. Because goal setting is a cognitive process and conscious goals and intentions – this is just what underlies the motives of the individual. The core of budgetary control business entity is the desire of employees to achieve goals, to achieve a certain result. In turn, the of employee satisfaction results not only completes the process chain of motivation, but it is the starting point for the next cycle of motivation of the budget process.