
GLOBALIZATION IN THE WORLD SYSTEM AND ITS INFLUENCE ON THE CONCEPT OF ACCOUNTING AND STATISTICS

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The article focuses on the digital economy management as a macro-system, the role of model-constructive tools, economic and mathematical methods and the latest computing and information tools in improving the effectiveness of this kind of management, identifying the most important areas of digital economy in modern countries.

Keywords: industrial revolution, macro-system, digital economy, digital economy management, model-constructive management tools, economic modeling.

Introduction

The emergence of new economic relations between different countries and manufacturers, the tendency to reduce the cost of goods and services and the development of modern technologies affect changes in accounting and statistics. Globalization is characterized by the introduction of new general-purpose technologies in the field of information and communication.

This phenomenon had an impact on all areas of the economy and social activities, for example, retail trade, transportation, financial services, manufacturing, education, healthcare, the media, and so on. This phenomenon also operates far beyond the borders of technologies related to information and communication. Thanks to the worldwide network, people have new opportunities in creating and disseminating their ideas, creating new content, new companies and markets.

There were enough ways to implement this concept, since the deep integration of information and telecommunication technologies with the real processes of the economy of a country is assumed subject to the observance of general norms, rules and standards. Undoubtedly, the emergence of information technologies has also influenced the process of reporting by commercial organizations.

All economic entities, especially rapidly growing and developing companies, feel the need for instant and uninterrupted access to analytical data, conclusions and conclusions in almost every area of their activity - from supply and production to warehouse accounting and marketing - in order to choose the best solutions, find hidden opportunities, prevent problems and delight customers.
Main focus of the study

The globalization process is accompanied by the introduction of new technologies, which is one of the key factors of market competition that contribute to improving production efficiency and improving the quality of production processes. Various spheres of the global economy are growing every year, and currently the following are the most prevailing: 1) electronic business; 2) Internet banking; 3) social sphere; 4) education; 5) telecommunications; 6) information systems; 7) industry.

Among the main elements of the global economy, as a rule, there are:
- infrastructure, including data storage, processing and conversion centers, information transfer centers, software, telecommunication facilities, etc . ;
- electronic services of legislative and executive state authorities;
- business processes of business entities through computer networks in the conditions of remote exchange of information between market entities;
- e-commerce, which is currently one of the most promising areas of the economy.

Effective development of markets in the global economy is possible only with the availability of advanced technologies, therefore, development will be carried out in two priority areas.

Firstly, the institutes where the opportunities will be created for the development of digital technologies: normative regulation, personnel and education.
Secondly, the basic infrastructure elements: information infrastructure and information security. The existence of a global world economy is impossible without modern digital technologies. Programs and systems are actively being formed that allow centralizing enterprises located outside the borders of one state.

This allows you to efficiently and quickly achieve the goals set by the head office of the company. The main sources of growth in the era of the global economy are:
- optimization of production and logistics operations;
- improving the efficiency of the labor market;
- increasing the productivity of equipment;
- improving the efficiency of food production;
- reduction of resource costs and production losses.

At present, favorable conditions are forming for the transformation of the financial industry. Today, for traditional players, the main benefits of the global economy are a significant acceleration of the launch of new products on the market and against the background of cost reduction.

Improving national systems of accounting and statistics on the basis of harmonization will make it possible to pull economically less developed countries to the level of more developed ones. Information obtained in standardized accounting and statistics systems with the same qualitative characteristics will create objective conditions for accelerating the development of economic activity across countries. The use of new technologies in the global economy will significantly increase the profit of small and medium-sized businesses.

For example, due to its ability to control stocks and analyze real-time running costs, a small retail store can avoid excessive stock fluctuations from deficit to overstock and optimize profitability. Particular attention is required to cash flow, the optimization of which should be ensured at all costs.
The measures taken by small and medium-sized enterprises today have a direct and almost unimpeded impact on their tomorrow’s financial results. Having in their arsenal all the necessary data, companies gain the ability to act proactively.

For example, if a company expects an increase in the cost of materials over the next six months, it can gradually increase the price of its products in order to avoid a significant one-time increase in price. One of the most promising results of increasing access to advanced technology is to accelerate the flow of business opportunities. In particular, in the field of global e-commerce, when a website is often the sole face of a company, it is extremely important that it reflects the same opportunities and the same potential that large corporations have.

Software development as a service and cloud technologies reduce the company’s maintenance costs, so technology investments are becoming more frequent among small and medium-sized businesses. In the future, all operations on payment processing, accounting, marketing and stock management of a company should be carried out using a single data system that allows analyzing sales indicators through different channels.

Thus, the company will know which services or goods are sold best and where, which gives the company the opportunity to make non-trivial decisions leading to an increase in sales volumes without excessive fluctuations in stocks of finished products. The company's management will be able to clearly see and analyze what is best sold through a particular sales channel and plan ahead for the distribution of finished products. Finance specialists at all levels express a clearer vision of a collaborative work environment when an increasingly detailed financial analysis will be associated with quick, decisive business actions.

Such a relationship is likely to occur even outside the virtual walls of the company, involving external partners in creating company value. In the future, a financial analyst will play an even greater role in all aspects of creating business value. For this, financial analysts see a clear need to expand cooperation, greater self-sufficiency in the use of technologies and a more promising analytical presentation. As a result, they realize that they are transforming from a data custodian into true information analysts. In the future, the actions of the financial function in relation to the company will focus less on tracking numbers and more on analyzing what these numbers mean for business.

Conclusions

Thus, it can be stated that in the conditions of the global world economy, the capabilities of an accountant and an auditor are expanding, while the range of competencies required by these specialists is growing. In the context of digitalization processes, economic entities must optimize the use of not only the data at their disposal, but also the information that they can obtain or extract from communication with counterparties, from their and economic activities.

The right data should be available as soon as the need arises so that those who make decisions can do their work in real time. Successful business transformation programs in the global economy require ambitious goals, sufficient resources to achieve them, and close attention from senior management - often in the form of appointing a manager at the board level who will be responsible ownership of the program, ensuring control over it and overseeing it along with other strategic tasks of the company.
Now more than ever, finance experts are recognizing that the increasingly sophisticated use of analytics will become a valuable and necessary tool to expand their influence in their companies. They also know that they will need to use all the tools at their disposal to keep up with the faster-growing decision-making environment and move to real-time analytics. Simply put, they need to improve the use of advanced technology to achieve the goals of their companies and their own careers.

The globalization of the economy, manifested in the development, expansion, deepening of world production, the global market, the growing importance of the information factor, increasing the mobility of free capital, etc., necessitates determining the place of national accounting and statistics systems in the global information system.

Accordingly, it is very important for countries, especially those with a transition to a market or developing economy, to switch to IFRS or maintain national accounting and reporting systems. For successful business activities, you must first evaluate all the pros and cons of the transition to a new accounting system.

References