

FEATURES OF THE DEVELOPMENT OF THE INTERNATIONAL MARKET OF ANALYTICAL AND CONSULTING SERVICES

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In modern economic conditions in carrying out activities related to entering the world market, organizations need quality advice and proper verification of financial statements. Many businesses face the problem of poor audit, seeking to attract foreign investors and partners or enter the international capital market. The article highlights the importance and necessity of auditing at the macroeconomic level.

The purpose of the study is the state of the world market of audit and consulting, its structure and prerequisites for the development of audit and consulting services.

In the last decade, the world has seen a fairly rapid growth of audit consulting services. This circumstance is explained by the globalization of the world economy. The achievements of the present time, information technology, global information networks have significantly changed the perception of the boundaries of modern enterprises, the technological process of production, the quality of management and doing business.

There are different interpretations, concepts and definitions of audit. If we consider the glossary of international terms of control, the audit (audit) is a review of the activities and operations of the organization in order to confirm that they are performed in accordance with the approved objectives, budget, rules and standards.

According to E.A. Arensa, J.K. Lobbek auditing is a process by which a competent independent employee collects and evaluates a certificate of information, quantifies it and the relevant provisions of a specific economic system to determine and express in its opinion the degree of compliance of this information with the established criteria.

All potential and actual customers of audit and consulting companies are divided into 2 groups:

Group 1: formal consumers who want to get a positive audit opinion with minimal costs and relatively short audit time.

Group 2: informal consumers who are directly interested in reliable and complete information about the financial and economic activities of the economic entity. In this situation, auditors can act as both external and internal auditors. In trying to minimize the risk of failure during the audit When trying to minimize the risk of failure during the audit, auditors must adhere to appropriate criteria for evaluating potential clients. If we talk about large audit firms and

companies, they use special checklists to provide the most reliable risk assessment of customers.

A large number of audit firms operate abroad, mainly in developed countries. If we talk about the United States, there are more than 455 thousand. audit firms are grouped into main categories:

- "big four";
- national firms;
- large regional and local firms;
- small local firms.

In many developed countries there are three types of audit: operational, financial, management. The audit of operational purpose is characterized by the assessment of each type and direction of the audited entity.

The operational audit is performed as a final assessment of the reliability of the audited information contained in the financial statements of companies.

The financial audit is carried out by audit firms, which, based on the results of the audit, issue an audit opinion on the financial statements of the audited entity.

Management audit is one of the most important and effective tools in ensuring the implementation of tasks set by the top management of the economic entity.

As a result of the analysis of the market of audit consulting services were revealed the following problems:

- lack of experienced specialists and maintenance of already hired employees;
- loss of confidence in auditors;
- monopolization of the market "Big Four";
- not clearly marked in legislation of many countries of the procedure
- holding competitions and not enough high quality audit consulting services.

Results. The main problems of the market of audit and consulting services at this stage of its development are determined. The article identifies the existing shortcomings and suggests ways to address the identified problems of infrastructure improvement and the legal basis of the international market of audit consulting services.

Conclusions. It is concluded that there are currently no clear legislative criteria to ensure the high quality of audit work. Therefore, it is necessary to continue reforming the audit and improving the regulatory framework.