

MANAGERIAL ACCOUNTING AND ITS EFFECTS OVER THE BUSINESS ENVIRONMENT IN ROMANIA

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Abstract. *The present article is focused on revealing the effects generated by the information that circulates in managerial accounting and its possibilities to achieve economic performance, this way trying to get responses to the basic question on the impact of managerial accounting information over the business environment. Performance analysis issues through information provided by accounting appear when the researcher begins to examine sensitive dilemmas related to the management accounting sciences, such as the reality and characteristics of the source information, or the choice between different analysis tools within the general corporate governance and agency theories. Their presentation is done through a critical approach, the classic and new methods of the specialized literature with this issue. Besides theory, we also approach the point of view of practice to provide a comprehensive picture of the subject's content and to suggest further progress in this regard*

Keywords: managerial accounting, non-financial indicators, performance, financial analysis

1. Introduction

Managerial accounting in Romania is oriented towards recording and processing various financial information, from economic entities, according to their general and financial managerial needs, and presenting them as: management reports, analysis, budgets and dashboards [1]. This type of accounting is focused on identifying and optimizing the sources of profit and loss within the organization (company): income and costs management, influx and payments management, funding sources management. In market economy, the formation of prices based on demand and offer was pushing the producers to give a special attention to the real cost of the products, which, compared to their selling price, was showing their activity efficiency or inefficiency and, as a consequence, its competitiveness on the market. That is why, managerial accounting helps today's Romanian management to organize their current and future businesses in such a way that they will be able to evaluate, control and administer their future and everything related to its

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