

**ACCOUNTING COMPONENT OF INFORMATION POTENTIAL OF THE  
ENTERPRISE**

The article pays attention to the acute question of information potential usage, which is derivative of implementation of accounting and analytical process, with the result when the enterprise gets the powerful tool that is able to provide business productivity and get economic benefits.

Taking into account the exceptional importance of information as a resource for business it has been formed a model of information behavior which aims to optimize information infrastructure to effective support of business processes.

Focusing on researches of the leading scientists of our time, the article shows dynamic changes in character of accounting, which caused not only by development of scientific thought but the change of socio-economic system of the world space and the influence of information age where the central place is occupied by technology and communications.

The author's vision on organization of accounting and analytical process is presented. Its result is to obtain relevant knowledge, which is demanded according to the target orientation of business and information potential. It has a relevant character and is capable for bringing economic benefits in future.

Among results of the study it is allocated the construction of information process which organized by a reciprocal work of information and financial analysts that allows us to organize the information flows such avoiding information asymmetry and decreasing business productivity.

In a subsequent the author intends us to deepen the research in the direction determining of aggregate economic effect of the information usage, that allow us to regulate the cost of information in accordance with destinations and rhythms of business processes.