

## ABSTRACTS

УДК 657.1:658.5

S. Kuznetsova

### **INTEGRATED MANAGEMENT REPORTING: GLOBAL CHALLENGES AND LOCAL SOLUTIONS IN THE ERA OF THE NOOSPHERE**

Among the global challenges of the modern world should note the following: social networks, brands, virtualization is the future of retail, corporate social responsibility, the war for talents, global computerization, demographic changes, significant information costs in the declining economy, rising unemployment, new trends in unstable economy, large amounts of information, global supply network, global imbalance, increased pressure on markets, growth strategies for volatile markets. The identified global challenges of the modern world in the era of the noosphere require the formation of a fundamentally new approach to information support management decisions. To improve the conceptual foundations of training in integrated management reporting synergistic aspect suggested using in the generated parametric principles (the need to reach a compromise between the spheres of application, purpose and goals of system users, generalization and refinement of user requirements for reporting).

Grounded theoretical and methodological development of integrated synergistic components of management reports in response to requests for information economy and society was allowed to form a Matrix component of the integrated management reporting of economic agents, which includes 9 elements and determine the structure of such statements.

It is advisable to use 7 baselines against which to assess the effectiveness of each report and integrated management reporting in general. Their use makes it possible to achieve a high level of information saturation users taking into account not only current but also potential needs.

The main requirements of the user's integrated management reporting should be considered: understandability, relevance, reliability, neutrality, prudence, completeness, comparability, timeliness, efficiency.

Strict adherence to defined user requirements to an integrated management reporting contributes not only to optimize its formation but also to create a fundamentally new mental paradigm of economic actors and the perception and understanding of the world in general.