

Reputation as a key factor of influence on the interface component of economic security auditing entities

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The research of Methodology. Using the causal analysis the effect of reputation factor on an interface component of economic security auditing entities was explored. Logical methods of synthesis and analysis of qualitative characteristics formulated weight of reputation accounting firm for target groups with an interest in the subject of the audit.

The results. The concept of “reputation” in the context of the interface component of economic security auditing entities was considered. The key stakeholders that have the greatest impact on the reputation of the subjects of audits by groups such as regulatory, functional, diffuse and consumer were characterized. The signs of loss of reputation were allocated and the qualitative assessment of the weight loss of reputation for the impact of stakeholder groups on an interface component of economic security audit subjects was formulated.

Novelty. The nature and content of reputation as key factor of influence on the interface element of economic security auditing entities were revealed. The qualitative characteristics of the weight loss of reputation by group influence stakeholders at an interface component of economic security audit subjects were formulated.

The practical significance. The signs of loss of reputation which allow one to define parameters for the evaluation of reputation of their significance for regulatory, functional, diffuse and consumer stakeholder groups were formulated. This will increase the security level of auditing activity against threats of loss of reputation.