EFFECT OF GOODWILL ON THE PERFORMANCE OF THE ORGANIZATION OF THE CONSTRUCTION SECTOR

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There are issues of Goodwill and reputation risk. Particular attention is paid to the development of national standards for the evaluation of the experience and reputation of organizations. It is described the justification of creating the standard for evaluation of the experience and reputation of the building organizations. There is the method of valuation of goodwill, intangible assets that evaluates construction company. The methodology includes five factors, each of which includes some subfactors. The assessment according to this method of Russian standard 56002-2014 "Evaluation of experience and reputation building organizations" the construction company will be assigned a code of business reputation.
Key words: Business reputation, Assessment methodology, Construction

INTRODUCTION

Nowadays, standardization not only develops and is an independent tool for ensuring quality and safety. There is a new vision of objects of standardization: one of them as products and services, as well as other intangible stakeholders - namely goodwill enterprise.

In April 2013, in the Russian Federation published the Federal Law № 44-FZ (ed. by 07.13.2015) "On the contract system in the area of procurement of goods, works and services for state and municipal needs", according to which (par. 2, Art. 31) "The Government of the Russian Federation the right to establish parties to procurement of certain goods, services ... additional requirements, including the presence of goodwill" [1]. In Russian Federation also discussed the draft federal law "On the construction contracts for state and municipal needs, as well as the needs of the individual legal entities", a feature of which is that it pointed to the need to ensure access to works construction contracts only to qualified contractors to meet their obligations and to provide the necessary indicators of quality, reliability and security. A key mechanism for the selection of qualified contractors is the procedure of qualification assessment, carried out by the self-regulatory organizations. Federal law "On self-regulatory organizations" given the right to self-regulatory organizations to develop standards themselves in order to eliminate factors that create unfair competition [02].

It is necessary to define the concept of "goodwill", standardize, identify it correctly according to the developed criteria to evaluate proxy authentication and therefore be able to reduce the reputational risks for the enterprise. The difficulty lies in the fact that goodwill organization - complex characteristic, multi-faceted and complex to identify and evaluate. Directly or indirectly the market takes part in its formation [30 - 12].

GOODWILL AND METHODS OF EVALUATION

Western companies have long estimated goodwill enterprises (goodwill), the concept of "goodwill" first appeared because of trade and finance and actively used in the Middle Ages in various

trade unions. Currently, the most approximate to this aspect of the standards for the evaluation of goodwill standards are the ISO technical committee TC 289 "Assessment of the brand", as well as ISO standard 10668: 2010. Brand valuation - requirements for monetary brand valuation («Brand valuation - Requirements for financial valuation of the brand") [10 - 13].

The term "goodwill" in Russia until recently was used exclusively as accounting and banking terms. For each organization in the Russian Federation has the goodwill attached article. 150 of the Civil Code Russia "intangible benefits", and the object of evaluation can only serve as goodwill, set on the balance sheet. In the balance of this magnitude occurs when the company was purchased another enterprise and the cost of their own goodwill in the balance sheet is not reflected [14].

In regulatory documents, scientific and methodical literature, there is no one-valued interpretation of the concept of "goodwill" [03 - 15]. According to the Russian Accounting Regulations "Intangible Assets Accounting" (PBU 14/2007) [15]), the goodwill recorded in intangible assets, as well as works of art inventions and trademarks, and is defined as the difference between the purchase price of the company (value of property complex as a whole) and the carrying value of all its assets and liabilities. Goodwill organizations should be considered as a premium paid by the buyer in anticipation of future economic benefits, and to take into account as a separate inventory item of intangible assets. Negative goodwill in full refers to the company's financial results as other income in the full amount [15]. The rules laid down in [15], the accounting for negative goodwill close to the International Financial Reporting Standards (IFRS) [14, 16, 17].

Therefore, goodwill is a set of assets that encourage customers to use the products and services of the given company. Negative goodwill (asset value) may be the lack of stable customers, poor product quality, lack of marketing skills, low-skilled personnel, lawsuits, precedent to the manufacture of counterfeit products. Obviously, the importance of correct assessment of the reputation is especially great in the provision of services, where the cost of goodwill is significant value along with an assessment of tangible assets in determining the value of a business.

There are two approaches for the assessment of reputation: quantitative and qualitative. In practice most widely methods are method of excess profits; assessment of goodwill, based on the volume of sales index; qualimetric method and others. The qualitative approach include a method of sociological surveys and expert method, the followers of which are of the opinion that to calculate the exact amount of goodwill can't be, and can only fix it change - for the worse or better. Currently existing methods for determining the value of goodwill of the company are not universal.

The function according to the value of goodwill on the level of innovation of the company can be represented by the formula

Cr = f (Ki, D, IR, mass media, M, Esin)

where Cr - amount of goodwill (goodwill); Ki - factors indicating the effect on Cr enterprise products (price of products, quality, production time and other work.); D - market share of the enterprise; IR - innovative development of the enterprise; Media - the influence of the mass media (coverage of the enterprise); M - marketing policy of the enterprise (promotional activities, the creation of a web site and its support and so on.); Esin - a synergistic effect on innovation and marketing development [18].

In conjunction with marketing activities and taking into account the influence of media goodwill could increase significantly under the influence necessarily resulting synergies. In the present situation the companies are given the opportunity to establish itself as the innovative development of enterprises and improve business reputation [10 - 13].

Changing the goodwill, maintaining it at a certain level, and improve the software associated with the concept of reputational risk.

Reputation risk - a set of risks resulting from the company and related to improper use of the brand, poor production of goods and services, the failure of the relevant laws, as well as the damage caused to its reputation, which threatens us in the future to lose the trust of customers, employees, shareholders, partners and other stakeholders.

Reputation should be viewed as a source of risk both in itself and as a result of interaction with other types of risks. Therefore, reputational risk is a comprehensive risk [14, 16]. Obviously, there is reputational risk for businesses of all types,

so it is important to be able to identify, describe, analyze, assess its quality, and to make recommendations for managing them. Market assessment of reputation and associated risk now in Russia is not developed. This is due to the lack of clear formal valuation models and lack of reliable information about companies [7, 10, 12, 13, 16, 17], as well as the absence of rules and regulations and the definition of counterfeit means of combating it [14].

So, according to [1], the Government of the Russian Federation the right to establish parties to purchases additional requirements, including the availability of business reputation. For the construction industry in Russia, the state order is the foundation of financial stability. The share purchases in the public procurement market amounts to 60% of all the ongoing tender procedures, while the market itself is far from equilibrium. The majority of construction companies - are companies that operate on the market for over 5 years, and their work is reduced to search of lucrative contracts and their implementation with the maximum benefit for themselves without regard to future orders, developed and approved by an adequate system of assessment of the experience and reputation is designed to reduce risks to market procurement of unscrupulous contractors.

EVALUATIVE FACTORS OF INTANGIBLE ASSETS

In 2014, the national standard Rosstandart approved a new Russian standard 56002-2014 "Evaluation of experience and reputation building organizations", which is designed Profit Partnership "The National Center for" the dedicated ", JSC" Institute of goodwill ", JSC" All-Russian Research Institute certification ", made by the Technical Committee for Standardization TC 066" Assessment of experience and business reputation "and establishes general requirements and criteria for evaluating models goodwill construction companies on the basis of their work experience. The standard contains the procedure for expert evaluation, evaluation model of business reputation and a number of applications, including the method of estimating the goodwill of a construction company [19].

The standard will evaluate the intangible assets on the basis of this technique, which operates five factors, each of which includes a number of subfactors with the established weight and a specific range of the evaluation (Figure 1):

- Factor "History" includes subfactors "number of years in the market" and "the rhythm of implementation";
- Factor "Means" includes subfactors "material base", "financial autonomy", "construction in progress";
- Factor "Personnel" includes subfactors "managerial skills", "middle tier", "awards and titles";
- Factor "Prestige" includes subfactors "citation", "elimination of violations", "delayed delivery of objects", "Emergencies", "certified management system", "customer feedback";
- Factor "Credibility" is a multiplier of all the factors in the model and has a default value of 1.
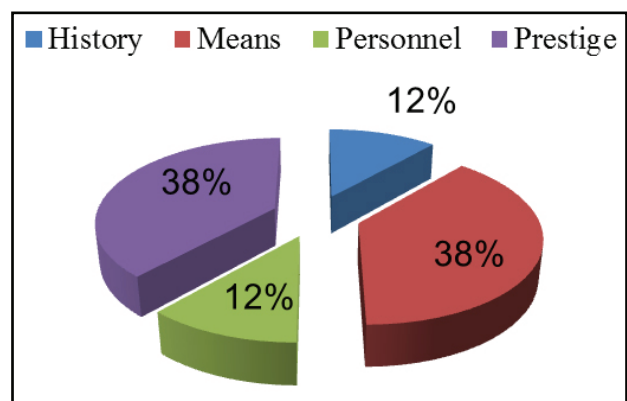

Figure 1: Evaluative factors of intangible assets of companies

The evaluation according to Russian standard 56002-2014 construction company is assigned an index of goodwill in the range from 0 to 1. When the index is less than 0.5 the certificate of conformity is not issued a construction company, as evidenced by the extremely low level of business reputation. The highest index range - 0.8 - 1.0 get market leaders [20].

In order to be an independent evaluation process, it adopted a proposal to establish a reputation in the Commission for Standardization Technical Committee 066 "Evaluation of experience and business reputation enterprises" (hereinafter - the Commission). A commission with the participation of concerned government bodies and professional associations, but the main principle of selection of representatives should be impeccable professional reputation and author-

ity of specific expertise in the relevant field of activity. The Commission was established to improve the competitiveness of Russian business through the development of reputation-oriented approach to business, and ensure the credibility of estimates conducted by the standards developed by Technical Committee 066.

The main task of the commission will be ensure the credibility of the standards being developed to assess the experience and reputation in different industries, and the performance of the functions of impartiality, facilitate the development of a system to assess the experience and reputation of organizations of various sectors and the credibility of the assessment [23-28].

In 2015, we developed the following new standards: Russian standard 66.0.01-2015 "Evaluation of the experience and reputation of businesses. The national system of standards. General provisions, requirements and guidelines ";

Russian standard 66.1.01-2015 "Evaluation of the experience and reputation of businesses. The national system of standards. Evaluation of the experience and reputation of persons carrying out architectural and construction design ";

Russian standard 66.1.02-2015 "Evaluation of the experience and reputation of businesses. The national system of standards. Evaluation of the experience and reputation of persons carrying out engineering surveys".

Therefore, the rating indicator provides an opportunity to get enough objective information about the terms of the company's reputation and helps to determine the strengths of the company and potential growth points. Finally, the public indicator of success is not only financial, but also the professional development of the company allows you to compare the level of development of the company and its competitors, as well as to adequately position itself in the market. An important factor is the universal assessment of the reliability of data provided by a participant ranking [3, 10 - 12, 21, 22].

CONCLUSION

The federal legislation includes such requirements as having the experience and reputation, but no system of recommendations that would allow the customer to navigate among the offerings on the market of goods and services. Evaluation of the experience and reputation can be carried out rating, because it achieved sufficient accuracy at a relatively low cost. The objectivity of the study will be based on expert opinion reputational Commission organized on a voluntary basis and made up of the most representative of industry experts.

For the construction industry, it is means that there will be easier access to the construction works of skilled contractors able to meet its obligations and to provide the necessary indicators of quality, reliability and security. At the same time the system will transition to a complex procurement model, which is based will lie quality and safety.

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