

CONSIDERATIONS REGARDING THE ACCOUNTING PROFESSION IN EUROPE - COMPETITIVENESS AND PROFESSIONAL ETHICS

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The competitiveness is one of the priorities aspects of national economies and the entire EU for the coming years. As is known, the competition, with particular reference to the services area, is a topic of great timeliness, lack of political, trade or economic sector, which does not address this issue. Starting from these issues, we present some necessary principles and personal considerations on accounting profession in Europe, which currently faces many problems, fierce competition from existing market accounting services, as a consequence of the existence of numerous liberal professions , that the governments of states treat them differently, advantaging them some, and others disadvantaging them visible.

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European Parliament has approved the recognition of qualifications across the EU, through a normative act that fulfills an important "step before" in the development of European professional systems. Finally, one can say that Europe has clarified the difference between a freelancer and a trader, emphasizing that, even if it is structured as comparable economic entity, a free professional reply and other logical answer, primarily those ethics.

The reform which took place in the market professions (especially the liberal such as notary, lawyer, expert, etc.), today uncompetitive, needs an open confrontation with the same kind of professions, businesses, unions and consumers. In a system where certification proliferate (processes, products, protect the environment, respect workers, etc.) can not be understood that the "world of professional services" is so little regarded. By their nature, services are intangible and difficult evaluated from consumers or subscribers, so control system and security, which oversees about those who will operate on the market, it is absolutely necessary, provided that such control to be real. Our country, as specified in many years ago, needs to regain lost credibility and trust, and professional accountants and specialists have a specific responsibility, to ensure that the profession and respect the deontological code protect the public interest. The accounting profession, both in our country and throughout the EU , will be in the centre of information process which agree that dialogue between those savers / consumers and business / company.

The information's asymmetry will resolve and be seen with professional counseling and specific information on the market only if there is ethics, professionalism and accountability before a legislative clear framework and rules of conduct widely shared and respected.

The role of professional associations will become the engine of ideas and the initiatives that will grow this category, but also the sensitivity to the problems which society is today subjected. The economist profession and the accounting, is a major responsibility in the employment of capital. Due to a formalized language of communication, in the business world, has produced an essential mutation likely: the transition from empiricism to arbitrary considerations, at the economic truth and the faithful image.

After the incursion into the business undertaken and they difficulties, see serious concerns on the normalization of accounting behavior. Arbitrator of the dispute held between different users

present on the information market, the economist must express in a formalized language, economic truth. Creating a single body of rules and standards, can only be achieved through the use of knowledge and professionalism of accountants and economists organized in professional associations, whose role may be necessary in the economic and social environment.

The accounting profession should focus more attention to efficiency and monitoring of the risk, not ignoring the formal side in the independence conditions, professional privacy and professional transparency. The role of economists and accountant has evolved with the accounting, at the simple technique for recording transactions and economic events, by means of control, element of proof and social challenge.

Liberal professions should be understood as independent professions, non-commercial, far from any kind of speculative, being formed in order, bodies, companies, with the composition and structure of self-discipline social recognized through promoting by their execution norms of their missions are accountability data, but also of rules of ethics and professional deontology.

The organize of the accounting profession is organically linked by the accounting system that you are right reference, system for the most part, is a national system. The factors and historical approach which that led to the current configuration of national accounting systems are influenced in a decisive manner, training and development of accounting profession.

According to IFAC's international body, the differences in language culture, laws and social that impose the burden of preparing detailed ethical requirements to return the member bodies of each State, who have the responsibility of introducing and improving these requirements.

The IFAC currently comprises over 150 member organisms in over 100 countries, and the number of people who meet the quality of expert accountant exceeds 2 million. According to IFAC, the accounting profession identity is characterized by its struggle to achieve some common goals and respect for fundamental principles of ethics and professional deontology.

So, IFAC recognizes the accounting profession responsibility, considering that its role is to provide guidance principles to foster continued efforts to promote harmonization and, considering also that it is necessary to establish an international code of ethics for professional accountants and experts, to make bases and to base the ethical requirements of each country.

The Code sets the standards and conduct rules for professional accountants, even if that act in different environments in terms of culture and regulations, must comply with the common purpose of this code.

According to IFAC code, the characteristics which distinguish a profession refer to:

- the members' obligation to the profession and society can sometimes be in conflict with their personal interest or duty of loyalty and confidentiality towards their employers;
- adaptation by the members to a common code of values and behavior, determined by the professional body and that includes maintaining an image essentially objective;
- mastery of intellectual skills acquired through training and vocational education;
- the acceptance of duties existence towards society; So, we can say that it is the duty of each member organizations to establish ethical requirements of the profession of an economist to ensure the highest quality in the provision of skills and to maintain public confidence in the profession.

In Romania, the national Code of Ethics establishes the rules of conduct for the accountant profession and makes the fundamental principles to be followed to achieve common objectives and defend the public interest..

An important feature of the profession's acceptance of responsibility to the public, the public accounting profession is composed of clients, donors loans governance, employers, employees, investors, business community, donors and others, which treats the integrity and credibility professional accountants in the development and functioning of the economy.

The confidence in the accounting profession requires a public responsibility, public interest is defined as a collective welfare of the community and institutions in which professionals are

employed accountants. Behavior of accountants and business professionals has a relevant impact on growth in our country in which they operate.

The objectives of this code on the accounting profession relates primarily to: credibility - since all users of accounting information they need their credibility, professionalism - employers, managers, customers, etc., are directly interested in the clear identification of persons professional in this area, quality of service - to be made to the highest standards of professional performance, and confidence - which refers to users of financial statements, which need to be assured of the professionalism that you prepare and present.

Conclusions

In conclusion, we can say that one of the issues facing the accounting profession is market competitive professions. On this we can identify some principles need to confront the competition:

- certainly can say that in Romania, the professions in general, and accounting in particular, is characterized by an excess of regulations;
 - undoubtedly these rules are of different intensities from one profession to another, considering that is not correct to apply a speech unit to include all categories of self-employed;
 - for profession-accounting activities are covered by the exclusivity, if exception to the book review;
 - many of the accounting profession activities are characterized by a high level of information asymmetry between professional and client, which ultimately will influenced on public property;
- A good professional should know what means the accounting reform both nationally and internationally level, to understand and apply the of financial reporting standards, to be aware of the magnitude and importance of applying professional reasoning, be able to advise the appropriate management an entity and to provide viable solutions to obey and respect the code of ethics and professional ethics training required by professional bodies that represent, to work permanently in the defense of public interest.

Today we must focus attention on other fundamental points, such as like to be what will be sustainable development of our profession?

CECCAR as a professional organization that contained 31 December 2008, 11,412 young professional we question there will be space for everyone?, What is the role of our profession in the socio-economic context of our country.

As a professional organization, CECCAR always tried to explore new fields of professional knowledge, often talking even with a careful regard to the future. "In the years have passed, we can say that thousands of accounting professionals have developed specialized advanced studies, standing up to date, have provided jobs and income to thousands of dependents and suppliers, have built a total of contributions and absolute self-confidence.

Today continue to be convinced that a solid preparation, a permanent update a professional knowledge, a rigorous conduct of discipline and an appropriate attitude towards the new requirements that the market imposes its operators, represents the elements that can guarantee a future of our profession, for the future of our profession is not a right but you need to conquer it.

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