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DEVELOPMENT OF METHODOLOGY AND ORGANIZATION OF CONSULTING AND AUDITING SERVICES

The paper is devoted to solving the scientific problem of the formation of scientifically grounded principles of the methodological and organizational provisions of the audit service delivery process (different from audit and tasks of assurance engagements) in Ukraine. The paper identifies the possibility of unification of certain criteria for the reliability of the performance of audit services (other than audit). Some of these characteristics interact with each other, which additionally confirmed the hypothesis of the possibility of generalizing certain characteristics at the level of certain tasks and their presentation in standards or other documents. It is proposed to establish criteria at the level of standardization for assessing the reliability and quality of performance of audit services (different from audit). The provision of assurances of quality of accompanying and other audit services should be based on the concept that will determine the theoretical assurance of the quality control of the work of auditors (audit firms) in the performance of accompanying and other services of professional audit activity for theoretical support and practical implementation for harmonization of legal regulations and practices of auditors (audit firms). The conclusion of this paper helps to identify vectors in the development of a regulatory framework of audit services on the national level.

Keywords: professional activity; audit services; non-audit services.

Formulation of the problem. The existence of changes in the market of audit services in Ukraine with the emphasis on the prevalence of services other than the assurance engagements provided by the auditors is established. The priority of the audit of financial reporting in terms of methodological and organizational support has led to disproportions in the development of audit activity. The practice of auditors/audit firms in relation to the provision of other audit services correlate with the current situation, but not always with regulations.

Formulating the article goals. The purpose of the article. The coronavirus pandemic has the potential to create significant changes for auditors and their clients, who prepare company

financial statements. Under the influence of external factors, other audit services become relevant, other than the audit of financial statements. The combination of these tendencies necessitates the improvement of methodological and organizational provisions for the implementation of audit services (non-audit services), which is the purpose of this article.

Analysis of recent research and publications. The issues of the development of audit services on the quantitative and qualitative indicators remain the subject of consideration of scientists in many countries of the world. However, in each country, the development of the market acquires national peculiarities and characteristics. Evidence for this is the publication of scientists from many countries devoted to the identification of trends in the development of audit and other audit services. The research methodology is based on theoretical developments and scientific tools, including statistical and comparative analysis. Among the areas of research of the market of non-audit services, one can distinguish the following :

- influencing factors for paying for audit services [1]. Other scientists studied the market of audit services for the similarity of the determinants of audit fees in the market of audit services [2];
- difference in the pricing policy of Big Four companies when providing non-audit services;
- performance of non-audit services and adherence to the principle of independence.

Scientific publications testify to the research of the market of audit services in the Anglo-Saxon countries, but to date, only a few studies are focused on the European countries.

Outline of the main research material. The market for audit services in Ukraine is represented by domestic audit firms (auditors) and international auditing companies. Only a part of Ukrainian auditing firms specializes exclusively in carrying out the audit, but they also provide additional services, which is due to the complications of the economic life of enterprises and the increase of competition. On the basis of the study of the practice of audit firms, the signs of classification of types of audit activity were identified, the difference from the existing standard classifications of the composition of audit services in the practice of audit firms/auditors were detected [3]. Many companies and accounting firms have been focusing on new standards on revenue recognition and accounting for leases, hedging, and credit losses. «I think the biggest challenge is that there is an element of fatigue in the marketplace because of the substantial accounting

changes that have occurred,» said Sean Torr, CPA, a risk and financial advisory managing director at Deloitte & Touche LLP [4]. According to Torr, many of the project management activities done to implement the other new standards could be employed here. Stakeholder communications is one example. As with implementation of the revenue recognition and lease accounting standards, it's important to put together a multifunctional project management team, map the project's progress with goals and accountabilities, and train personnel to handle the transition. Controls also need to be appropriately designed and operate effectively [4].

The author's research in previous works [5; 6] identified the following problematic issues in the development of audit services (Figure). Given the multi-variance of the definitions that characterize certain types of audit services, the logical question arises about a single categorical set of audit activity for the use in practice of auditors proposed to be implemented at the level of standards for providing audit services (different from audit and tasks of assurance engagements), the developer of which may be the professional organization of auditors. The paper identifies the possibility of unification of certain criteria for the reliability of the performance of audit services (other than audit) : comprehensibility, authenticity, and compliance. Based on this, the possibility of establishing generalized criteria in the context of individual audit services is considered. Some of characteristics of audit services interact with each other, which additionally confirmed the hypothesis of the possibility of generalizing certain characteristics at the level of certain tasks and their presentation in standards or other documents.

It is proposed to establish criteria at the level of standardization for assessing the reliability and quality of performance of audit services (different from audit).The study found that for the audit services the principle of competence acquires signs of actualization; one of the meanings of this term is the transition from the state of possibility to the state of reality, that is, the ability to perform new types of audit services. The issue of ensuring the quality performance of audit services can be implemented through the standardization of audit services. Standards for the regulation of the performance of certain types of audit services will clearly determine the differences in audit services. Practical implementation of the defined concept includes a list of internal standards for the performance of audit services (other than audit and assurance engagements) and a list of audit worker's records when performing these services necessary to ensure the quality of these services.

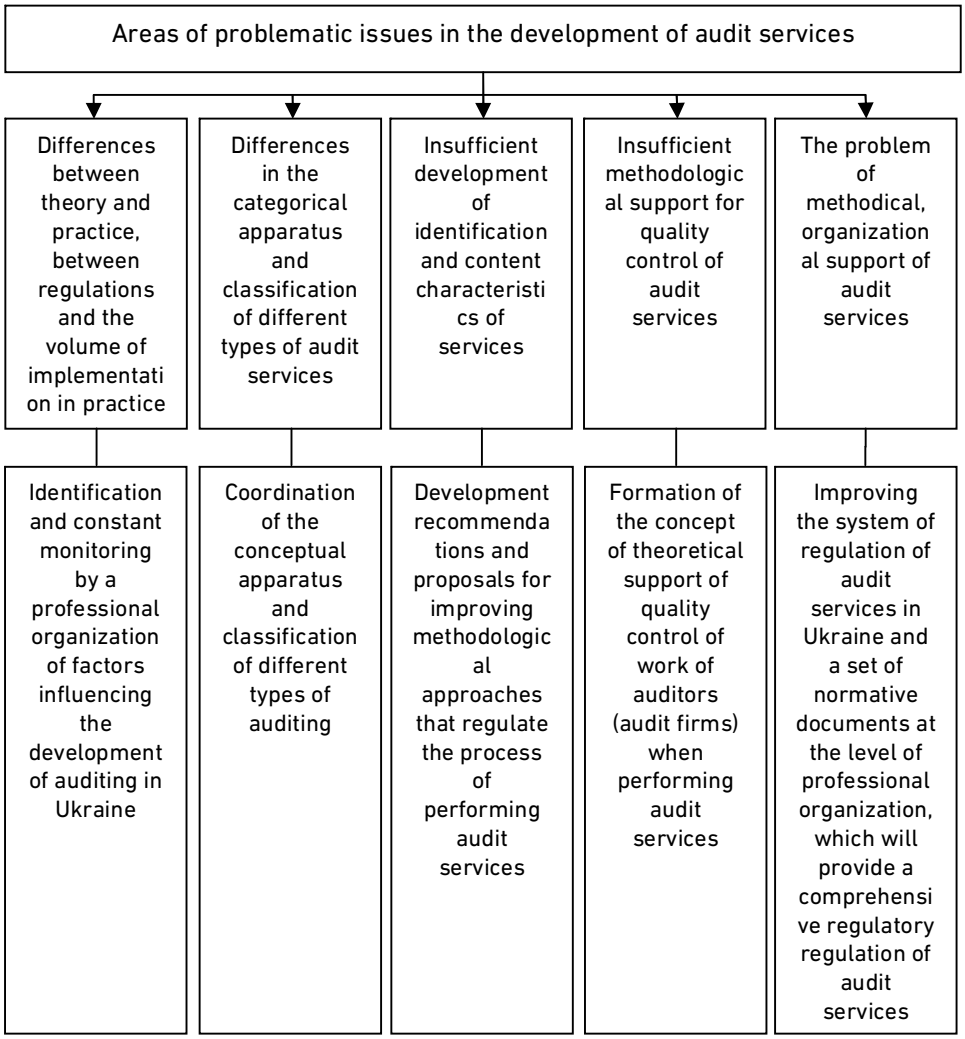

Figure. Formation of problematic issues in the development of audit services and ways to solve them

The unified stages of performance of other audit services are as follows: the formation of the terms of the audit service's task, the submission by the auditor of a letter-agreement on the performance of the audit service and the negotiation of the contract, the collection of general information on the subject of audit services, the development of the audit service program, assessment of risk factors for the provision of audit services, performance of the audit service and obtaining evidence regarding the tasks of the service and the criteria for its implementation (assessments, etc.), documenting issues that are important in the context of services for the substantiation of the final

document, preparation of report on implementation of services or other final document.

Normative regulation of audit activity, which is a dynamic process, is inextricably linked with the prediction of the competitiveness of audit entities. Stages and their content are proposed in carrying out the forecasting of audit activity, which are: assessment of the operational environment of the audit firm (auditor), assessment of competitiveness, forecasting of competitiveness.

The provision of assurances of quality of accompanying and other audit services should be based on the concept that will determine the theoretical assurance of the quality control of the work of auditors (audit firms) in the performance of accompanying and other services of professional audit activity. The research indicates the basis for the allocation of two groups of influence on the quality of audit services : factors (affect quality) and conditions (provide quality). In the generalized form, an approach is presented to ensure the quality of audit services, which takes into account the interconnection of various conditions, factors, indicators of the quality of audit services.

The development of internal standards for audit services other than audit and assurance tasks will allow : to define a general approach to the implementation of the specified service; to determine the methodology (basic principles of implementation, criteria for the implementation of the service, procedures for the implementation of services); resolve organizational and technical issues (define the actions of the auditor in particular situation when executing the order, establish requirements for the composition of the order, content and form of the working documentation, types of summary documentation), ensure the quality of service.

Conclusions. Depending on the services provided by the auditors, each audit firm can determine the composition of the standards individually. At the same time, it is clear that the availability of typical standards substantially improves the work on the implementation of standards, especially in small audit firms. Creation of typical standards based on peculiarities of their own work will allow to optimize the content and time characteristics of the process of standardization of audit services.

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РОЗВИТОК МЕТОДИКИ ТА ОРГАНІЗАЦІЇ НАДАННЯ КОНСУЛЬТАЦІЙНИХ ТА АУДИТОРСЬКИХ ПОСЛУГ

Статтю присвячено науковій проблематиці формування аудиторських послуг (відмінних від аудиту та завдань з надання впевненості) в Україні, що особливо актуалізується в період кризи, за впливу зовнішніх чинників, таких як пандемія. У статті розглядається надійність та якість роботи аудиторських фірм в умовах кризи для задоволення вимог клієнтів. Розглянуто питання якості надання аудиторських послуг. Дослідженням встановлено наступні проблемні питання у розвитку аудиторських послуг: 1) неоднозначність термінологічного апарату; 2) наявність різних підходів до оцінки результуючих показників аудиторської послуги; 3) наявність можливої необізнаності представника клієнта з результатами виконання послуги, що вимагатиме від аудитора прийняття власних рішень (суджень) та ініціатив з ідентифікації результуючих показників; 4) визначення вимог до аудиторської послуги передбачає участь певних користувачів, що може супроводжуватись низьким рівнем обізнаності та компетентності з боку користувача (замовника); 5) ускладнення процесу ідентифікації предмету аудиторської послуги, що збільшує ймовірність відмови від завдання у зв'язку з підвищеним ризиком її неякісного виконання; 6) значний обсяг застосування професійного судження аудитора в процесі виконання аудиторської послуги.

При цьому аудитору потрібно визначати критерії з врахуванням різних точок зору науковців, теоретиків та практиків, особливо при виконанні таких аудиторських послуг, щодо яких відсутні орієнтири у нормативних документах.

Посилаючись на матеріали попередніх досліджень, автор робить висновки, що характеристики деяких послуг взаємодіють один з одним, що додатково підтверджує гіпотезу про можливість узагальнення певних характеристик на рівні певних завдань та їх подання в стандартах або інших документах. Пропонується встановити критерії на рівні стандартизації для оцінки надійності та якості виконання аудиторських послуг. Надання гарантій якості супутніх та інших аудиторських послуг має ґрунтуватися на концепції, яка визначатиме теоретичне забезпечення контролю якості роботи аудиторів (аудиторських фірм) при виконанні супутніх та інших послуг професійної аудиторської діяльності для теоретичної підтримку і практичну реалізацію. Матеріал статті допомагає визначити вектори розвитку нормативно-правової бази аудиторських послуг на національному рівні.

Ключові слова: професійна діяльність; аудиторські послуги; неаудиторські послуги.

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РАЗВИТИЕ МЕТОДИКИ И ОРГАНИЗАЦИИ ОКАЗАНИЯ КОНСУЛЬТАЦИОННЫХ И АУДИТОРСКИХ УСЛУГ

Статья посвящена научной проблематике формирования аудиторских услуг (отличных от аудита) в Украине, что особенно актуализируется в период кризиса, а также влияния внешних факторов, таких как пандемия. В статье рассматривается возможность развития работы аудиторских служб в условиях кризиса для удовлетворения требований клиентов. Рассмотрены критерии оценки качества аудиторских услуг. Характеристики некоторых услуг взаимодействуют друг с другом, что дополнительно подтверждает гипотезу о возможности обобщения определенных характеристик на уровне определенных задач и их представления в стандартах или других документах. Предлагается установить критерии на уровне стандартизации для оценки надежности и качества выполнения аудиторских услуг. Предоставление гарантий качества сопутствующих и других аудиторских услуг должно основываться на концепции, которая будет определять теоретическое обеспечение контроля качества работы аудиторов (аудиторских фирм) при выполнении сопутствующих и других услуг профессиональной аудиторской деятельности для теоретического сопровождения и практической реализации. Материал статьи помогает определить векторы развития нормативно-правовой базы аудиторских услуг на национальном уровне.

Ключевые слова*:* профессиональная деятельность; аудиторские услуги; неаудиторские услуги.

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