

Cost Accounting and Analysis for the Creation of an Enterprise Website



Mariya Lalakulych, Erika Yuhas, Lesya Rybakova, Alona Lysiuk, Alla Kostyrko

Abstract: *The article discusses the theoretical and methodological bases of accounting and analysis of costs for creating an enterprise website and provides recommendations for accounting and analysis of costs for creating an enterprise website.*

The study of the essence of the website as a separate accounting object from a technical, legal and accounting point of view has determined that the costs of creating a company website are capitalized in the form of an intangible asset and are subject to depreciation only if they are used for their own needs and when there is a likelihood that it will create future economic benefits. That is, the cost of implementing an enterprise website is displayed according to how it is used.

The article contains the rationale for the development, as well as the recommendations themselves:

a) the cost of creating an enterprise site with the involvement of a contractor and the cost of developing a website independently using its own resources for information placement is offered;

b) the Agreement on the transfer of exclusive property rights to the content of the site was developed;

c) a comprehensive cost analysis algorithm is proposed for the enterprise web site, which will provide a well-reasoned and reasonable cost estimate.

Keywords : *Accounting, Analysis, Costs, Enterprise, Website.*

I. INTRODUCTION

In today's dynamic information economy, having your website is an urgent need and a time-consuming task. This resource is used to disclose information about your business, its production facilities and development prospects; in the process of promoting goods and services to increase sales, reduce costs; for communication with employees; to claim their reputation, etc. After all, potential customers are primarily looking for the information they need on the

Internet. Therefore, having an enterprise site is a powerful tool for increasing profits [1-6]. You can only evaluate the effectiveness of using such a tool if it is recognized in the accounting. The order in which an entity's website is accounted for and the cost of creating and maintaining it has its characteristics, depending on whether such an entity is recognized as an intangible asset or not. At present, the current regulatory framework for accounting for intangible assets does not take into account the specific features of websites as management entities, which necessitates the development of proposals to improve their accounting, taking into account the standards of international financial reporting standards and leading accounting practices in this field [7-8].

The purpose of the study is to summarise the theoretical and methodological bases of accounting and analysis of costs for creating an enterprise website and to develop recommendations for accounting and analysis of costs for creating an enterprise website.

II. METHODOLOGY FOR ACCOUNTING AND ANALYSIS OF COSTS FOR CREATING AN ENTERPRISE WEBSITE

For proper and correct accounting, it is necessary to determine what a website is. National standards do not cover accounting for the costs associated with creating a website. Therefore, the general provisions of national accounting and international standards should be guided in this matter.

According to the Procedure, a website is a collection of software and hardware with a unique Internet address together with information resources available to a particular entity and providing access to legal information and individuals to these information resources and other information services through the Internet. The website is not a purely computer program, but rather a collection of hardware and software and information resources (Fig. 1). In content, it is an independent logical unit, a complex of related documents and graphic illustrations.

According to AS 8, an intangible asset is a non-monetary asset that has no tangible form, can be identified and held by an enterprise for use over a period of more than one year (or one operating cycle if it exceeds one year) for production, trade, administrative purposes, or renting to others.

Manuscript published on November 30, 2019.

* Correspondence Author

Mariya Lalakulych*, Department of Accounting, Uzhgorod Trade and Economic Institute of Kyiv National University of Trade and Economics, Uzhhorod, Ukraine

Erika Yuhas, Department of Accounting, Uzhgorod Trade and Economic Institute of Kyiv National University of Trade and Economics, Uzhhorod, Ukraine

Lesya Rybakova, Uzhgorod Trade and Economic Institute of Kyiv National University of Trade and Economics, Uzhhorod, Ukraine

Alona Lysiuk, Department of Accounting and Taxation, Kyiv Cooperative Institute of Business and Law, Kyiv, Ukraine

Alla Kostyrko, Department of Accounting and Taxation, Mykolayiv National Agrarian University, Mykolayiv, Ukraine

© The Authors. Published by Blue Eyes Intelligence Engineering and Sciences Publication (BEIESP). This is an [open access](https://creativecommons.org/licenses/by-nc-nd/4.0/) article under the CC-BY-NC-ND license <http://creativecommons.org/licenses/by-nc-nd/4.0/>

Cost Accounting and Analysis for the Creation of an Enterprise Website

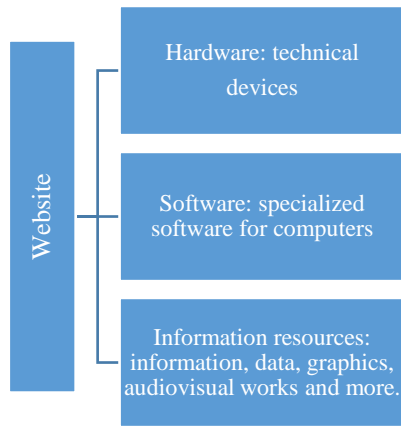


Fig. 1. Website components

This definition is entirely consistent with the website, which is maintained on a subaccount 125 "Copyright and Related Rights" of Account 12 "Intangible Assets". However, before the introduction of the site into business, the cost of creation is accounted for by debit subaccount 154 "Acquisition (creation) of intangible assets". If an enterprise purchases a ready-made software package of an online store developed and marketed by a third-party organisation, in this case it is also recognised as an intangible asset but is accounted for in the account 127 "Other intangible assets", because the enterprise does not own the copyright for such software product.

Therefore, the nature of the website can be viewed from three different sides: technical, legal and accounting (Fig .2).

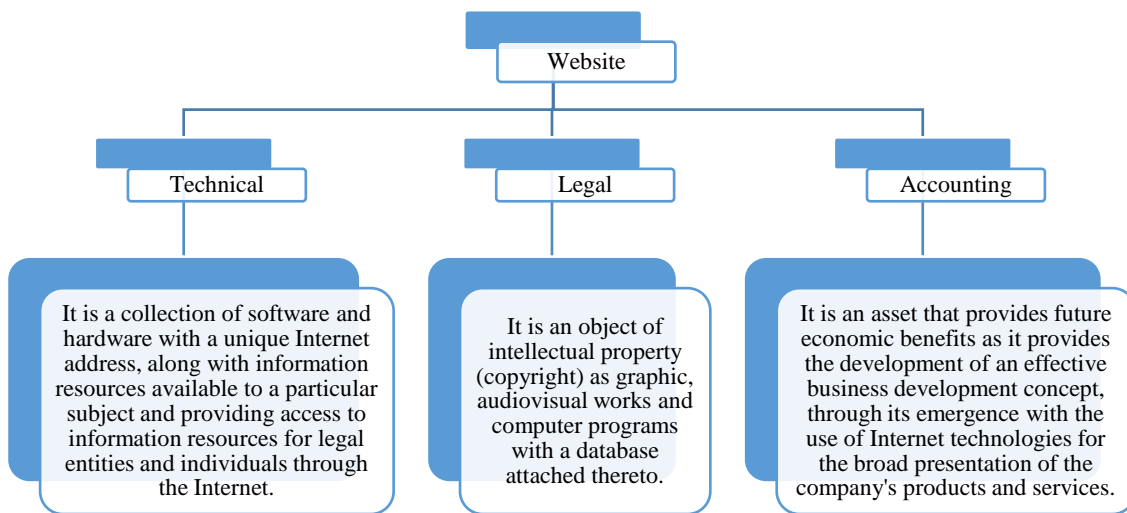


Fig. 2. The essence of the website

In general, a website can be created by the company on its own (on its own in the presence of appropriately qualified specialists), can be developed by a third-party organisation,

the company can buy a finished project or rent a site. Thus, the costs at this stage will depend on the chosen method of site creation (Fig. 3).

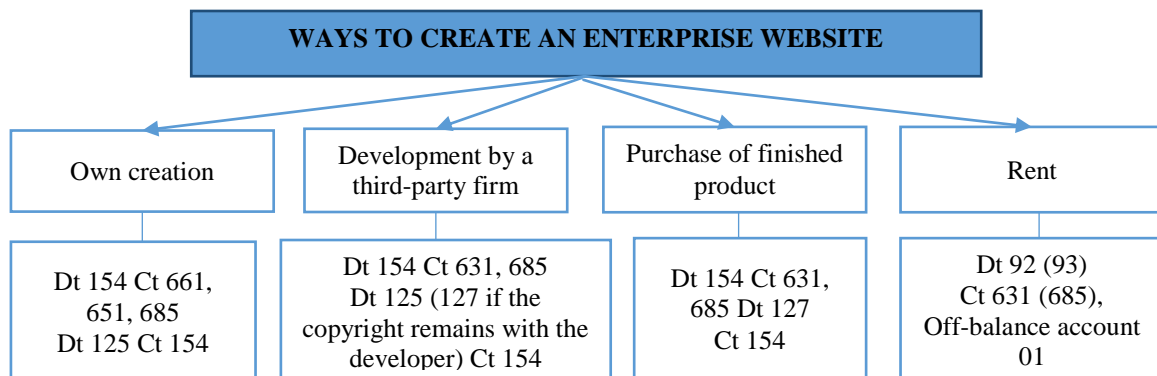


Fig. 3. The essence of the website

The company must decide on the structure of the site, its design, principles of operation and placement of information.

To properly account for costs, you need to figure out the purpose of creating a website. Usually, websites are created to increase sales of manufactured goods and products through the representation of the enterprise on the Internet. The site may be an online store.

Thus, it is important that the costs of creating and hosting the website qualify as costs related to the business activities of the business. The correctness of the cost of creating an

enterprise website depends, first of all, on the functions it performs. For example, a business card site containing general information about an enterprise (business, major partners, price list, contact information) is characterized by signs of advertising in accordance with the Law of Ukraine "On Advertising", Article 1 and in accordance with AS 8

"Intangible assets" the cost of advertising and promotion of products on the market is not determined by intangible assets: they are reflected in the costs of the reporting period when they are made.

When you create a website with more functionality, such costs can be included in the intangible assets cost. In particular, the entity may demonstrate how the future economic benefits of the asset will be generated (for example, a website is capable of generating revenue, including direct revenue from the ability to place orders).

A. Methodology for an accounting of costs for creating an enterprise website

The process of creating a website can be divided into the following stages: planning, application and infrastructure development, graphic design development, content entry, domain name registration, Internet placement, operation. Depending on the stage of implementation of this process, there are features of their accounting display (Fig. 4).

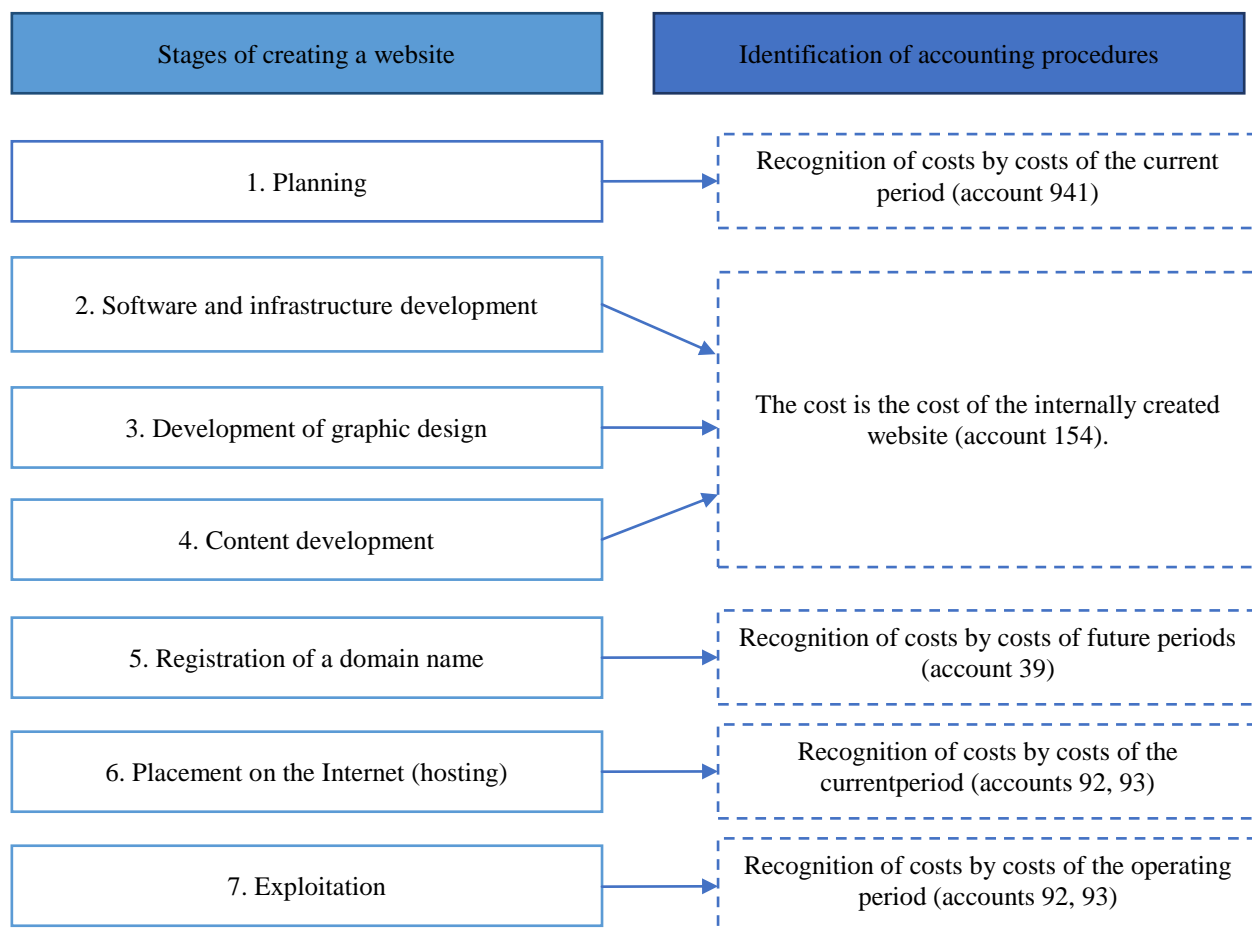


Fig. 4. The essence of the website

Depending on the method of creation, the initial cost of the website created as an IA object contains the following cost elements (Table 1).

Table- I: The initial cost of the enterprise website

When purchasing a finished product	When own creating
Purchase price (cost) (excluding trade discounts received);	Direct labour costs, direct material costs;
Customs;	Other expenses directly related to the creation of this intangible asset and bringing it to its intended use (legal registration fees, amortisation of patents, licenses, etc.).
Indirect non-recoverable taxes;	
Other costs directly associated with its acquisition and bringing it to its intended use.	

Thus, following SCT 32, an entity's web site, which is the result of development and is intended for internal or external access, is an internally generated intangible asset subject to the requirements of IFRS (International Financial Reporting Standards) 38 [9].

A developmental web site is recognised as an intangible asset only if, in addition to meeting the general requirements set out in paragraph 21 of IFRS 38 for recognition and initial measurement, all recognition criteria are met at the development stage following paragraph 57 of IFRS 38. It is worth noting that not all of the cost of creating and bringing the site to a working condition will generate its original cost. For example, the costs of promoting the site and its research (testing) are not intangible assets and, therefore, they relate to the costs of the reporting period in which they were incurred (para. 9 P AS 8). After creating a website design, filling it with content, a domain name is created and registered, and then it is placed on the Internet, providing the user with access to the server on which the site is hosted. The registration fee is paid for the use of the domain name.



The vast majority of accountants believe that due to the inability of the site to work properly without a domain name, the cost of such registration should also be included in the original cost of the website. We believe that such costs are more expedient to be included in sales expenses (account 93) with a gradual distribution throughout use through the account 39 Future Expenses, intended to summarise the information on expenses incurred in the reporting period, which are attributable to expenses in future reporting periods. Expenses are recognized through a systematic breakdown between the respective reporting periods.

In addition to registering and obtaining a domain name, the website must be hosted on a server. If this is done using your computer equipment, accounting is carried out in the manner prescribed for accounting for fixed assets. However, if the site is hosted on equipment leased from a provider, that is, hosting, then the cost of such services is reflected in the cost during the accrual period, which must be confirmed by the original documents.

To keep the information posted on the site up-to-date and to maximise its impact, it is necessary to regularly update and promote the site. To do this, you can use contextual advertising (text ads or banners), to promote the site to the front page of search engines for certain key queries (SEO), social media advertising (SMM) [10]. That is, the costs of maintaining and promoting the site on the Internet will be mandatory. It is recommended that such accounting losses be included in the reporting period before sales costs.

Sometimes there is a need to improve the site: changes in design, expansion of functionality, adding any features, etc. The costs associated with such measures, according to p.18 AS 8, increase the initial cost of intangible assets, that is, they are capitalised and subsequently amortised.

The commissioning of a web site as an intangible asset is required using the form No. IA-1 "The act of putting into operation of an object of intellectual property right in the composition of intangible assets" without the decision of a specially created commission of the enterprise.

In tax accounting, the procedure for recognising a website as an intangible asset is identical to an accounting one. Yes, the intangible asset resulting from development is reflected in the balance sheet provided that the enterprise has the intention, technical capability and resources to bring it to a condition in which it is fit for sale or use; the opportunity to obtain future economic benefits from the implementation or its use; information to accurately determine the costs associated with developing it.

It is recommended that the newly created website be included in tax accounting for the fifth group of intangible assets with a useful life of at least two years. In case of recognition of the company's web site as an intangible asset, enterprises whose annual income exceeds UAH 20 million must adjust the financial result before tax according to the requirements of Art. 138 PKU, i.e. in the case of depreciation, revaluation and disposal of this intangible asset. Concerning the VAT display, there are no specific points in the display. If the use of an intangible asset is related to the taxable activity of the enterprise, then the VAT applies to the tax credit if there is a tax invoice.

Thus, the study of the essence of the website as a separate accounting object from a technical, legal and accounting

point of view has determined that the costs of creating a website for an enterprise are capitalized as an intangible asset and are subject to amortization only if they are used for their own needs and if it is likely that it will generate future economic benefits. That is, the cost of implementing an enterprise website is displayed according to how it is used.

Methods of accounting for a website are defined, depending on the way it is created. Accordingly, in the case of self-development and purchase of the enterprise's website, the initial value is formed by the provisions of AS 8 "Intangible assets". In case of involvement of a specialised organisation from the side, the original value of the site is the value stated in the act of the performed works. Thus, the developed recommendations on the method of displaying in accounting the process of creating a company website will allow you to generate reliable accounting information, which will help to avoid distortions of credentials.

B. Features of cost analysis for the creation of an enterprise website

Cost management is important and one of the most difficult issues in the activities of business executives. The level and dynamics of expenditures depend on the profits or losses of both individual entities and the efficiency of formation of national income of the state. To achieve and maintain an adequate level of competitiveness, in the long run, enterprises need to carry out a thorough analysis of the external and internal environment.

In the national theory, scientific and methodological developments on cost analysis have traditionally been of great importance. However, given the current features of the market economy, it is necessary to adapt the accumulated scientific and practical potential, to bring it in line with modern accounting standards and market requirements. Cost analysis of the enterprise is to provide information and a comprehensive assessment of the results achieved, their optimisation and justification of management decisions for further rationalisation.

Achieving this goal is accomplished by solving analytical problems, grouped into three blocks of research: strategic, current (operational) and retrospective (final) analysis.

The strategic analysis aims to determine the main objective of the enterprise, which usually involves maximising profits by enhancing its competitive advantage. Achieving strategic goals involves the development of tactical measures that can temporarily increase the level of monetary expenditures at separate intervals. The main criterion of most studies is to identify such measures that not only reduce costs but also allow faster growth of revenue and increase product competitiveness.

The most important direction of the final (retrospective) analysis is to study the structure and dynamics of costs both at the enterprise level and at the level of individual centres of responsibility. Dynamics analysis is carried out to study the general trends of such indicators as the absolute amount of costs from ordinary activities, costs from operating activities; cost of sales (production costs); administrative costs, sales costs; Other operating expenses; the cost of certain types of products.

In the study of the dynamic series of the above indicators it is necessary to neutralize the influence of the quantitative factor by recalculating direct production costs to the volume of sales (production). Analysis of the dynamics of total costs and its individual elements should be compared with trends in income, inflation, dynamics of scale of activity of the enterprise. The analysis of the structure gives a general idea of the importance of individual elements and cost items, allows to determine the resource intensity of certain types of products, segments of special attention of managers and irrational directions of spending resources. The combination of structure and dynamics analysis makes it possible to comprehensively approach cost studies and identify

weaknesses and strengths of an enterprise's cost management activities. It is advisable to analyse the structure and dynamics of costs in two directions: by cost elements and items.

Moreover, the analysis of the structure by cost elements can be carried out both by the enterprise as a whole and by separate centres of responsibility and by separate types of products. In carrying out the analysis of the activity of enterprises and associations there are three stages of work: preparatory, main phase, final. Table. 2 shows the features and content of each stage of the cost analysis website at the enterprise (Table 2).

Table- II: Rationale for developing guidelines for accounting and analysis of website development costs

Stages of analysis		Characteristic	Activities
Preparatory stage	Drawing up an economic analysis plan	Determination of the purpose, tasks, subject and object of analysis; Distribution of work between performers; Identifying sources of information, metrics, methods and techniques of analysis; Recommendations on the sequence and frequency of the study.	Drawing up an analysis plan and a schedule for its implementation; Development of the program and the entire analysis tool (table layouts, calculation algorithms, etc.)
	Provide analysis	Information support for analysis; Material and technical provision.	Definition of the information base of analysis; Data validation; Conducting monographic and sociological surveys.
Main stage	Evaluation of information materials	Systematization of information, evaluation of its reliability, adequacy and adequacy of the program and certain methods of analysis.	Selection, verification of completeness and quality of the information used in the analysis.
	Analysis of indicators	Assess the status and effectiveness of the object of analysis; Definition of indicators and grouping of factors of influence on cost; Determination of reserves for improving economic efficiency.	Statistical processing and compilation of data; Comparison of indicators; Preparation of analytical calculations; Factor analysis; Filling in analytical tables.
Final stage	Final evaluation of the results of the analysis	Study and generalization (grouping, calculation) of production reserves; Definition of implementation measures; Informing stakeholders of the results of the analysis; Systematic control over the implementation of the decision.	Drawing conclusions, notes on the results of the analysis; Adjustment of methodology (if necessary) and organization of analysis; Approbation of results; Dissemination of best practices.

Thus, *based on the conducted research we can draw the following conclusions:*

- depending on the purpose of creating a site in accounting, the cost of creating it can be reflected in two ways: write them off at once for enterprise expenses or capitalise by recognising the site as an intangible asset.
- IAs with indefinite useful lives in accounting are not subject to depreciation, so it is advisable for taxpayers who do not apply tax differences to set all such NMAs (including sites).
- for tax accounting purposes, it is not clear whether to

attribute the NMA's site to Group 5 or Group 6 (PPC 138.3.4).

- payers who apply tax differences, if they are to be credited to the NMA in their bookkeeping, will have to make amortisation adjustments.
- there is no metric system to analyse the costs of building an enterprise website.

All this is the basis for the development of recommendations for accounting and analysis of costs for creating a website at the enterprise (Table 3).

Table- III: Rationale for developing guidelines for accounting and analysis of website development costs

Problem identified	Effects	Proposed measures
<i>Guidelines for cost accounting and website costing analysis</i>		
Recruitment of the staff involved in the development, upgrading and refinement of the site is accepted but has no experience in accounting in this aspect.	Improper accounting results in a misstatement of the financial statements, which will result in a cumbersome correction of material errors that have affected the financial result, required disclosure (disclosure) of information on the correction of errors and penalties and sanctions. Moreover, there is no statute of limitations for accounting errors.	The cost accounting process for creating a website on your own and with the involvement of a third party
The enterprise does not enter into an agreement with the employees to transfer the rights to the text created for the website of the enterprise. The intellectual object created by the employee belongs equally to the enterprise and the employee (the author).	The consequences of this are: the company cannot prohibit the author from using this text and will not be able to use this text (such as in promotional brochures) without the employee's consent.	Agreement on the transfer of exclusive property rights.
<i>Website cost analysis guidelines</i>		
The cost of building a website is not analysed.	The company does not have a reasonable and reasonable estimate of costs, can not assess whether to hire in the staff or whether to outsource such work. Moreover, there is no analysis of the cost of promoting the site and the official page on the social network.	Introduce cost analysis to build, upgrade, and improve a website

III. RESULT AND DISCUSSION

A. Website cost accounting guidelines

To properly account for the cost of creating a site, you need to know the purpose of creating it. Depending on the purpose in accounting, the cost of creating it can be reflected in two ways: write it off at once for business expenses or capitalise by recognising the site (as it belongs to intellectual property) as an intangible asset.

If a site is not recognized as an intangible asset, for example, created solely for advertising purposes, the cost of creating it is written off against the cost (paragraph 9 of AS 8).

If the site is recognized as an intangible asset (IA) (if the site can generate income), then all costs for its creation are accumulated in the account 154 "Acquisition (creation) of intangible assets". After "launching" of the site into economic circulation based on "Act of putting into business circulation of the object of intellectual property as part of intangible assets", these costs are capitalised on account 125 "Copyright and related rights".

The original cost of the site, made with the involvement of third parties, is formed per clause 11 of AS 8, self-made - according to clause 17 of AS 8 (possible and "combined" option).

Depreciation is charged on the month following the month in which the IA website was put into the business. The method of depreciation the enterprise chooses independently based on the conditions of obtaining future economic benefits. If they cannot be determined, depreciation is calculated using the straight-line method. We believe that the straight-line method is the most convenient here.

Depreciation is determined by the useful life, which in the case of rapid moral deterioration of the site may not be very long (the minimum period for accounting purposes is not set). Therefore, together with the registration of the act in the form № IA-1, the company should issue an administrative document specifying the useful life (and method of depreciation) of the object (paragraph 25 AS 8). IAs with indefinite useful lives are not subject to depreciation, so it is advisable for taxpayers who do not apply tax differences for all NMAs (including sites) to set such a term (subject to paragraph 26 of IA 8).

Let's take a closer look at the main elements of accounting for the cost of creating a site of LLC "S-Engineering" on a real-life example of the company: the company created the site (not solely for advertising purposes) with the involvement of a third party. The total cost of the site is 12000 \$, the cost of domain registration is 288 \$.

The cost of creating a site with the involvement of the artist is given in Table 4.

The cost of creating a site by the enterprise is given in Table 5.

As it was noted, the information on the site is updated periodically, it is updated, so in Table 6 we will give an example of accounting of costs for the modernization of the website by a third-party contractor (if you do your best, the accounting will not change significantly with the previous example).

Table- IV: Cost accounting for the creation of the site with the involvement of a contractor

Operation	Accounting		Amount, \$
	Debit	Credit	
1. Signed act on rendering of site development services (services are subject to VAT*)	154*	631	10000
2. The amount of VAT is displayed	644/1	631	2000
3. A tax credit is displayed	641/ VAT	644/1	2000
4. Paid for site development services	631	311	12000
5. Paid for domain name registration	371	311	288
6. The amount of VAT is displayed	644/1	644/ VAT	48
7. The VAT tax credit is displayed	641/ VAT	644/1	48
8. Costs for domain name registration are included in the cost of site development	154*	685	240
9. The amount of VAT previously displayed is written off	644/ VAT	685	48
10. Debt offset has been made	685	371	288
11. Website Launched (No. NA-1)	125	154	10000
12. Site depreciation has been calculated	93	133	427

Table- V: Cost accounting for website development using own resources to host information

Operation	Accounting	
	Debit	Credit
1. The salary for the staff who developed the site was accrued	154*	661
2. The amount of ERUs for the employee's salary was calculated (22%)	154*	651
3. Withheld from PIT pay (18%)	661	641/ PIT
4. deductions from salaries of military duty (1.5%)	661	642/md
5. Salary paid to the employee	661	311
6. Other development costs are reflected	154*	631,685
7. The company's web site was put into operation	125	154

* Or a 93 account debit if the site is created solely for advertising purposes.

Table- VI: Costs for thr website upgrade

Operation	Accounting	
	Debit	Credit
1. The act of the site modernisation works was received	154	631
2. The right to a VAT tax credit is reflected	6442	631
3. The amount of VAT tax credit accrued following the tax invoice registered with ERTB (Unified Register of tax bills)	641/VAT	6442
4. Increased website cost due to upgrades	125	154
5. The website upgrade fee is listed	631	311

In this way, the following examples will allow you to properly account for the costs of creating and upgrading a website at the enterprise.

Concerning the proprietary rights of the company to the site, we propose to conclude with the workers and third parties the **Agreement on the transfer of exclusive property rights**. According to the legislation of Ukraine, an agreement on the transfer of exclusive intellectual property rights is a bilateral consensual agreement, which can be both free and paid. The alienation of property rights may be fully or partially realized. Therefore, it is worthwhile for the enterprise to include full alienation.



The amount and procedure for payment of royalties are determined by the contract for the transfer of exclusive intellectual property rights. Such remuneration may be in the form of a one-time (lump sum) payment, or deductions for each copy sold, or each use of the work (royalty), or combined payments. Although, as a rule, the payment depends on the contractual model chosen by the parties to the contractual relationship and provides for a one-off counter-satisfaction for the transferred property rights.

The contract can be paid and free of charge. However, creating, upgrading, improving the site is a job, so the contract should include a free form. The term of the contract for the transfer of exclusive intellectual property rights is not specified, since it is assumed that the rights are transferred irrevocably, i.e. the contract is indefinite.

The agreement on the transfer of exclusive intellectual property rights shall be concluded in writing. Unlike in a license agreement, the contract for the transfer of exclusive property rights is in most cases subject to mandatory state registration, except in the case of copyright. According to Art. 1114 of the Civil Code of Ukraine contracts on the disposal of intellectual property rights are not subject to mandatory state registration, but it can be performed at the request of one of the parties to the contract. The lack of state registration does not affect the validity of the rights. According to Part 2 of Art. 1114 of the Civil Code of Ukraine, the fact of transfer of exclusive property rights of intellectual property, which according to this Code or other law are effective after their state registration, is subject to state registration. These requirements relate to the contract for the transfer of exclusive intellectual property rights to the invention, utility model, industrial design, trademark, integrated circuit layout, plant variety or animal breed. In this case, the contract is valid only from the moment of its state registration in the State Department of Intellectual Property of Ukraine.

We consider it inappropriate to conduct a cost analysis to build a site. This kind of analysis will give management decision-making guidance only about whether to outsource or design the site on its own. It is more important to analyse the cost of promoting the site, upgrading it, conducting an audit, improving usability, etc. in the complex. The stages of the proposed cost analysis for the website can be grouped as follows (Fig. 5).

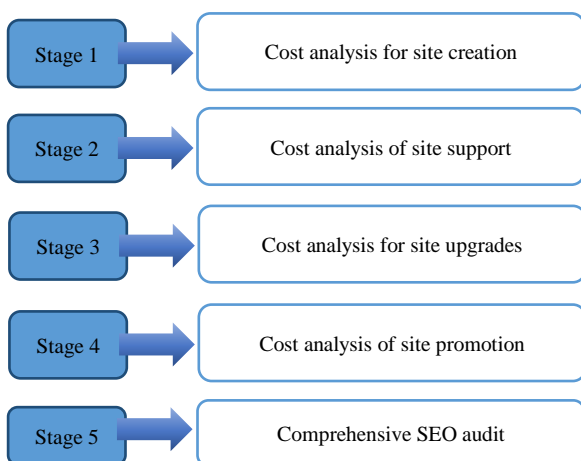


Fig. 5. The proposed cost analysis

IV. CONCLUSION

Thus, the developed recommendations on how to reflect in the process of creation of the website of the enterprise will allow to create reliable accounting information that will avoid distortion of credentials, protect the intellectual property of the enterprise and can help the enterprise to rationalize and improve the accounting and analysis of costs for the creation of the website.

The conducted researches make it possible to form the basis for further improvement of accounting and analysis of costs for the creation of the site of the enterprise, namely the development of a system of coefficients of the cost analysis for the creation, support, promotion and modernization of the site of the enterprise.

REFERENCES

1. Everett Truex, Carl Thomas Devine, Cost Accounting and Analysis, *Southern Economic Journal*, 18(1), pp.127 DOI: 10.2307/1053787
2. Richard J. Palmer, Henry H. Davis, Cost accounting for rational FCIM investment analysis, *Journal of Manufacturing Technology Management*, 16(3), April 2005, pp. 254-264 DOI: 10.1108/17410380510583581
3. Y. V. Trifonov, A. N. Vizgunov, Key Factors of Effectiveness of Developing an Activity Based Cost Accounting and Analysis System at an Enterprise, September 2019, DOI: 10.26794/2408-9303-2019-6-4-24-31
4. Xuemei Chen, A Brief Analysis of Enterprise Social Cost Accounting Confirmation and Measurement, Conference: Proceedings of the 4th International Conference on Economy, Judicature, Administration and Humanitarian Projects (JAHP 2019), January 2019, DOI: 10.2991/jahp-19.2019.70
5. James B. McKillip, Robert G. Dicus, Cost Analysis and Cost Accounting, *Physical Therapy*, 51(1), pp. 79-80 DOI: 10.1093/ptj/51.1.79
6. Metin Uyar, The Effects of Cost Accounting Approaches on Research and Development Competence: An Analysis for Manufacturing Firms, April 2018, DOI: 10.20491/isarder.2018.421
7. Junping Qiu, Chunhui Tan, The Credibility of Enterprise's Website and Its Evaluation in the Customer's Perspective, Conference: Integration and Innovation Orient to E-Society, Volume 1, Seventh IFIP International Conference on e-Business, e-Services, and e-Society (I3E2007), October 10-12 2007, Wuhan, China, DOI: 10.1007/978-0-387-75466-6_35
8. Valérie Michaud, Business as a Pretext for Community. Dealing with Community-Business Tensions on a Social Enterprise's Websites, *Management* 16(3), January 2013, pp. 294-331
9. International Financial Reporting Standards 38 "Intangible Assets" [Online]. Available: http://zakon3.rada.gov.ua/laws/show/929_050
10. Bashynska I.O. Using SMM by industrial enterprises, *Actual Problems of Economics*, 12 (186), 2016, pp. 360-369.

