

Economics

The division of advertising in sport into three large groups: sports, commercial and sports and commercial requires a corresponding definition in the system of sports marketing. Taking into account the grades received in the traditional classifications they should be regarded as types of sports advertising belonging to high divisions in systematics. Accordingly each type includes the types, forms and tools specific to each type of advertising in sport.



Fig. 3. Advertising drinks to the NBA Playoffs

The main kinds of sports advertising used by sports organizations are:

- advertising on top uniform;
- on the sides of the stadium – Billboard advertising;
- use the name of the company-sponsor in the name of the competitions;
- through the leading sportsmen;
- through the national team;
- the title "official sponsor of the Federation" companies or firms;
- participation in events to promote the sales of products of the sponsor;
- ads in magazines of federations.

The most widely spread are advertising on boards and boards on sports arenas – 60%, as well as the title "official sponsor of the Federation" assigned to companies and firms – 71,7%.

REFERENCES

1. Галкин, В.В. Реклама и PR / В.В. Галкин. – М.: ОЛМА-ПИРЕСС, 2001. – 168 с.
2. Жолдак, И.В. Менеджмент / И.В. Жолдак. – М.: Советский спорт, 2001. – 537 с.
3. Национальная баскетбольная ассоциация // Научно-познавательный блог. [The electronic resource]. – 2012. – Access mode: http://baryshnikovphotography.com/bertewor/National_Basketball_Association#.D0.AD.D0.BA.D0.BE.D0.BD.D0.BE.D0.BC.D0.B8.D0.BA.D0.B0_.D0.9D.D0.91.D0.90. – Date of access: 27.11.2013.

UDC 657(476)

**ECONOMIC ESSENCE OF THE CONCEPT "FINANCIAL RESULT"
AS OBJECT OF ACCOUNTING**

ANDREI BELSKI, LUDMILA MASKO
Polotsk State University, Belarus

This article is a result of research of economic essence of the concept "financial result". This research is based on opinions of authors who are presented in the bibliography. Offered definition will allow to bring accounting terminology into accord, will promote formation of the authentic information which characterizes financial result as object of accounting.

In the conditions of continuous development of the market relations in Republic of Belarus an important aspect in accounting of the enterprise is leading of results of its work for the reporting period. According to this approach the profit or a positive financial result is the purpose activity of the managing subject, it is a productive indicator of its work. Existence of a certain level of profitability defines possibility of functioning of the enterprise of any form of ownership. From the point of view of accounting the financial result of the enterprise is a total indicator of differences between the income and expenses in all directions activity. This indicator is the most important characteristic of work of all organization which defines level of its profitability or unprofitability.

At the same time the concept "financial result", being a subject of consideration of many authors, is defined by them not absolutely unambiguously.

The analysis of approaches of authors to disclosure of essence of this definition allowed to allocate its characteristics which are presented in table 1.

Table 1 – Characteristics of financial results

№	Author	Characteristics of financial results			
		Profit	Revenue	Profitability	Activity result
1.	Terkhov M.Yu.	+	-	-	+
2.	Chegovitsyna A.N.	+	-	-	+
3.	Sanko I.V.	+	-	+	-
4.	Kravchenko A.I.	+	-	+	+
5.	Punkov D.A.	+	-	-	+
6.	Danishevskaya O.G.	+	-	+	-
7.	Drobyshevsky N.P.	+	-	-	+
8.	Tishkov I.E.	-	-	-	+
9.	Levkovich O.A. Tarasevich I.N.	+	-	+	+
10.	Petrova V.I.	+	-	-	+
11.	Chichkin L.G.	+	+	+	-
12.	Savitskaya G.V.	+	-	+	-
13.	Krylov E.I.	+	+	-	+
14.	Gordienko O.I.	+	-	-	-
15.	Bogatyreva V.V.	+	-	-	+
16.	Ladutko N.I.	+	+	-	+
17.	Puzankevich O.A.	+	-	-	+
18.	Ilyin A.I.	+	+	-	-
19.	Anon S.L. Buharev A.V. Krasovskaya S.I. Matiush I.V.	-	-	+	+
20.	Nehorosheva L.N.	+	-	-	-
21.	Scliarenko V.K. Prudnikov V.N.	+	-	-	+
22.	Zabrodskaya N.G.	-	+	-	+
23.	Bichanin V.V.	+	-	-	+
24.	Azrilian A.N.	-	-	-	+
25.	Tesliuk I.E.	+	-	-	-
26.	Shimov V.M.	+	-	-	-
27.	Morozov M.A.	+	-	-	+
Total:		23	5	7	18

Source: [Own development on the basis of studying of references of the Republic of Belarus and the Russian Federation].

Thus, proceeding from table 1, it is possible to draw a conclusion that the most part of authors consider that the essence of financial result is most fully opened through by such characteristics as "profit" and "an activity result".

Economics

In this group of authors - M.Yu. Terekhov [1, p. 33], A.N. Chegovitsyna [2, p. 241], D. A. Punkov [3, p. 43], M.A. Morozov, O.A. Puzankevich, V.I. Petrova, N.P. Drobyshevsky and some other.

However it is necessary to emphasize that "the activity result" is broader concept than "profit" because this category as the object of accounting is defined by economic profit which can be positive (directly profit) or negative (loss).

Second group of authors: I.V. Sanko, A.I. Kravchenko, A.I. Danishevskaya [4, p. 25], G.V. Savitskaya [5, p. 386], L.G. Chichkin and some other – in addition characterizes financial result from the point of view of revenue and its analytical component – profitability.

In our opinion, such characteristic of financial result as "revenue" in case it isn't added with the sum of expenses, isn't result of activity of the managing subject, profitability has analytical character and doesn't consider economic essence of this category as object of accounting in full measure.

Based on the above, we offer the following definition of financial result which is the fullest reflection of essence of considered category as object of accounting:

The financial result is the total result of activity of the managing subject for a certain period expressed by means of the sum of economic profit.

This definition differs from an existing one in the fact that the indicator "economic profit" of the managing subject is considered. It can be both positive, and negative. As the majority of authors identify financial result with profit, we consider that it is more correct to define "financial result" as economic profit.

Offered definition will allow to bring into accord terminology of accounting and also will help to form most fully and authentically information about this object of the account.

REFERENCES

1. Терехов, М.Ю. Бухгалтерский учет. – 2-е изд., стереотип. / М.Ю. Терехов. – Минск.: Книжный Дом, 2004. – 360 с.
2. Чеговицына, А.Н. Микроэкономика: учеб.-метод. пособие /А.Н. Чеговицына. – М.: ИНФРА-М, 2006. – 496 с.
3. Финансовый менеджмент: учеб. пособие / Д.А. Панков [и др.]; под общ. ред. Д.А. Панкова. – Минск: БГЭУ, 2005. – 363 с.
4. Данишевская, О.Г. Проблемы теории и практики организации управленческого учета на предприятиях РБ / О.Г. Данишевская. – Минск: Книжный Дом, 2009. – 384 с.
5. Савицкая, Г.В. Анализ хозяйственной деятельности предприятий. – 5-е изд., перераб. и доп. / Г.В. Савицкая – М.: Инфра-М, 2009. – 536 с.

UDC 338.242.2:796.966

**THE ECONOMY OF THE NATIONAL HOCKEY LEAGUE: A VIEW FROM THE PAST
TO THE FUTURE**

LIZAVETA BELIANKOVA, ALIAKSANDR MATVIENKA
Polotsk State University, Belarus

The article is devoted to the economy of the NHL. The article considers the issues of income in the League and profit of all clubs, players' salaries and contracts with the media in the National Hockey League, as well as the long-term business plans for the future.

In marketing activities NHL there is much in common with the NBA. Not accidentally President of the NHL, G. Bettman came from basketball League. The main source of NHL income is the sale of tickets for the games. Attendance in the middle of the 90's has reached 15 thousand people per game on average which accounted for about 90% of sports palaces bandwidth. In 1997, the attendance rate of games increased to 18217 viewers per team on average.

Like in basketball, a huge impact on the attendance of the matches has presence of "Superstars" in a team. In 1988, the owner of the team "Los Angeles King", B. McNeil, bought U. Gretzky from the club Edmonton for 15 million dollars. His appearance in Los Angeles team increased attendance by 5000 spectators on average, despite of high cost of tickets (18 – 25 dollars). Additional economic effect after moving U. Gretzky in Los Angeles was estimated by the specialists at 12,7 million USD per year. The similar situation was observed