

USAGE OF ACCOUNTING INFORMATION IN DECISION MAKING: CASE STUDY ALBANIAN MARKET

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Abstract

Decision-making is a significant process and can be considered as the cognitive process resulting in the selection of a belief or a course of action among several alternative possibilities. Every decision-making process produces a final choice and important information. Accounting it's a field that provides information and allows the interested parties to determine the business activities, processes the data into reports, and communicates the results to decision makers. It helps the managers and the owners of companies to get a better view of the financial data of the company. This paper aims to recognize the accounting techniques used in many sectors in Albania by analyzing some particular companies. In order to collect data, semi structured interviews have been done in major areas of the main sectors. The paper will provide an general idea of the accounting information needed, discusses techniques of accounting in decision making process that are subject in decision making process of companies in Albania. Later on the proposal discusses the degree and level of awareness of accounting techniques used by Albanian companies. Lastly the paper will provide some suggestions on the use of accounting information and its techniques for Albanian companies.

Keywords: *Accounting, decision making process, accounting information*