

Short Presentation of a Futuristic Concept: „The CUNEITALE Judgment”

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Abstract: - The professional judgments assemble a plentitude of elements that slide in a conceptual manner towards creating a framework of approaches with a pronounced decisional character.

The purpose of this paper is to present a highly original point of view over the multidisciplinary super positioning of knowledge particularities when taken into consideration the professional activities of both the financial analysts and the other professionals.

This paper brings to front the conceptual build-ups methodically framed for types of economic effects widespread in accordance to the existing paradigms areas, paradigms generated by the mutations emerged at the level of current phenomenon.

In the paper content, a comprising mechanism is presented structural, from fraction to whole, a mechanism created based on the professional judgment.

Keywords: - professional judgment, futuristic concept, financial analysis, strategic, CUNEITALE judgment, research activity

1 Introduction

"Research is formalized curiosity. It is poking and prying with a purpose. It is a seeking that he who wishes may know the cosmic secrets of the world and they that dwell therein" (Hurston, 1942).

"During the development of a commercial society, an important role is played by financing, respectively the used financing sources. Enterprises can choose from a wide range of financing sources, more or less diversified, depending on the development level of the financial system" (Sudacevschi, 2009, p. 324). If one of the purposes of the companies in worldwide would be focused on education, the research activity matter could be a great expanding phenomenon.

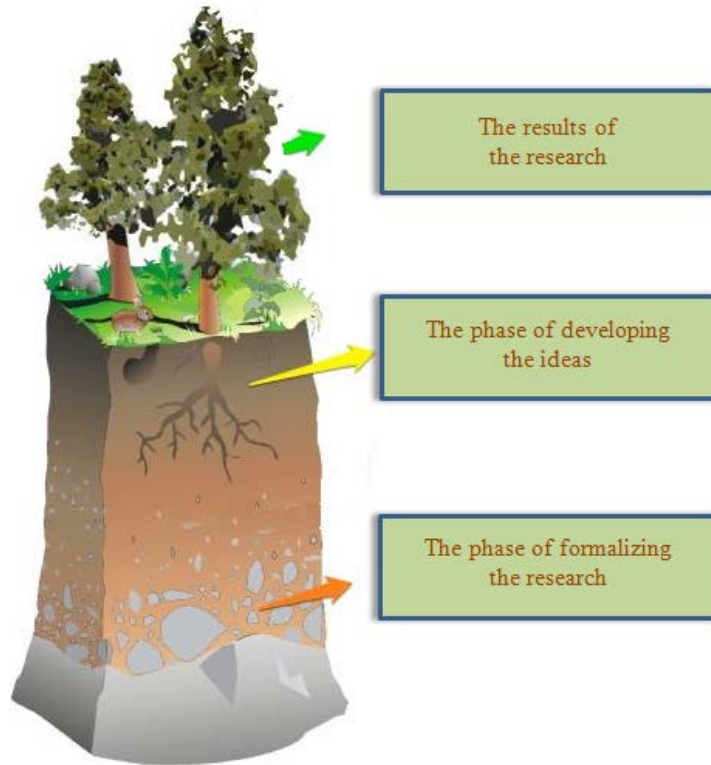
"Investing in education represents a manner of quality signalization towards employers. In this perspective, the role of education is not of training individuals for being more productive, though to select them for allowing intrinsic quality signalization" (Grigore, 2009, p. 357).

Therefore, the link between research and education represents a "process in a continuous modelling and alignment to the requirements imposed by economic space" (Stefan-Duicu & Stefan-Duicu, 2015, p. 1).

2 The research activity in our own vision

The research activity positions the researcher in the privileged role as a seeker of directions for ways to ameliorate the contextual reality in which he is situated. He benefits of freedom to contribute at the construction of knowledge that enriches the scientific status of the academic culture. The creativity of the researcher comes in aiding the exposure of the message that is wished to be transmitted through the undertaken research.

Fig .1 The regeneration of academic knowledge

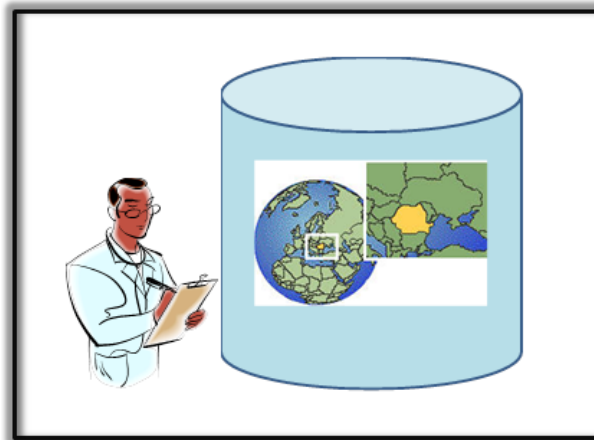


Source: working of an illustration by José Alberto Bermúdez

Our research uses lines that were defined by the positive current that connects the factual positioning of the established points of interest with the dimension of the given reality, imposing the logical ordering of the given representation and going to the systematization of the information within the “theoretical science”, concept used by the Romanian scientist Nicholas Georgescu Roegen (Georgescu-Roegen, 1996, p. 37).

The purpose of the researcher within the positive current is an external, passive one, of observer, having as instruments actions like: “observation of the objective data, measurement of different phenomenon, search of causality relationships, the intuition and the conscience of the researcher having a secondary role in the scientific practice” (Niculescu, Vasile, 2011, p. 73), fact illustrated also in Fig. 2.

Fig. 2. The representation of the positive current – the passive role of the researcher



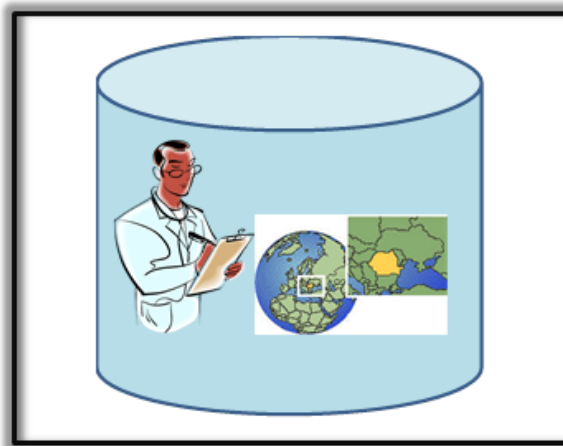
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The ongoing research goes also in directions covered by the constructivist current that positions the researcher as an active person, directly involved in the universe of the studied phenomenon, leaving the

imagination and the senses to interconnect within a cumulus of innovating ideas that reached a common denominator because at the bottom of their construction, these ideas serve to an indissoluble purpose to the one that shapes it in accordance with the “phenomenological hypothesis” proposed by Jean-Louis Le Moigne in his reference paper “Theories of modeling”, hypothesis to which we add the “teleological hypothesis” in which background’s the motivation of the researcher’s demarche is situated, transposed directly to the involved subject (Le Moigne, 2006, p.8).

The constructivist specter is found within the management sciences according to Professor Albert David on 3 levels: the level comprising of management sciences from specific domains that have recently presented transformations, the level comprising of management sciences regarding these domains’ and the level that comprises the so called practice and the preliminary research. This research imposes a complex research in which the researcher is “an actor of the realized research that tries to understand the meaning given by people to their experience, gives sense to reality in relationship with a vision, with a level of requirements and expectations, its interaction with the “field” becoming the instrument for the production of knowledge” (David, 1999, p. 14), demarche illustrated in Fig.3.

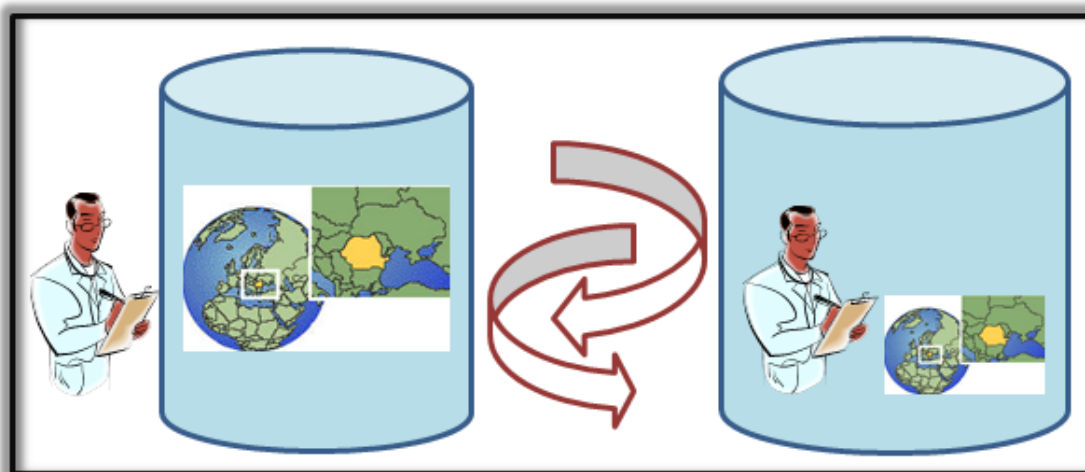
Fig. 3. The representation of the constructivist current – the active role of the researcher



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The construction of our research study has led to the progressive location on multiple epistemological axis that enables the supply of an eloquent informational corpus for the validation of the research ideas within a concatenated vision according to Fig.4., using methods and elements located within the mentioned scientific representations by taking into consideration that “any significant thematic opening of epistemology needs both a consistent reformulation of the whole domain of philosophical issues of science and a new representation of the nature and objectives of the epistemological reflection” (Pârvu, 1984, p. 141).

Fig. 4. The layout of the research’s demarche within a concatenated vision



Source: created by authors

The objective of this paper is focused on the impact of research over the professional judgment and also on the identification and representation of professional judgments of the financial analysts in correlation with the types of analysis starting from the notion of “professional judgment” to which we give the extensive epithet in the professional domain due to its known quality of being a structural and organizational mastodon.

The financial analyst reflects the decisional posture of a whole managerial machine and it is considered a professional in terms of usage of the financial statements and the instruments given by the plurality of interdisciplinary instruments.

Closely related with the base construction of the description of “financial analyst”, the accounting and the financial analysis come to aid the judgment of these types of users of financial and accounting information through operational confirmations as a result of applying an “assembly of concepts, techniques and instruments that ensure the treatment of internal and external information in order to formulate pertinent affirmations regarding the status of an economic agent, the level and quality of its performances, the risk level within an extreme and dynamic competitive environment.

According to Professor Hubert de la Bruslerie, “the first reaction of the financial analyst is to rebuild his vision over the economic reality of the company by correcting the accounting recordings, namely through revision/retreatment of the accounting information presents in the synthesis documents” (de la Bruslerie 2010, p. 14) .

3 The introduction of a futuristic concept within the research field

The professional judgment represents a transversal element for all the activities carried by people within a work agreement. “Professional judgment is a concept that completes the activity of all practitioners. This type of judgment appears at helping element of high importance in the decision-making process. The intervention of this type of judgment represents an extension of decision taking power of the practitioner, the practitioner having the possibility to highlight his main native skills or practice accumulated skills“ (Stefan-Duicu, 2015, p. 713).

Being a complex joint of characteristics highlighted by a large pluridisciplinary pallet, the professional judgment comprises elements related to the human psychological structure, to conduct, elements that are nuanced by the abilities of each person such as memory, acumen, organizational spirit but also regulated elements that impose limitations in exercising the duties of the job as a result of filtering the decisional mechanisms issued for the formation of a correct professional judgment.

In order to assist the research study regarding the formation of the professional judgments of the financial analysts, we have built the sketching of a proposal for a concept we have named “the CUNEITALE JUDGMENT of the financial analysts”.

The term “CUNEITALE” comprises of three elements:

The first component that incorporates the construction of “CUNEI” is tied to the importance of the cuneiform writing, as origin point in the progressive starting of ideas concretization in the emergent demarches of the professional activity.

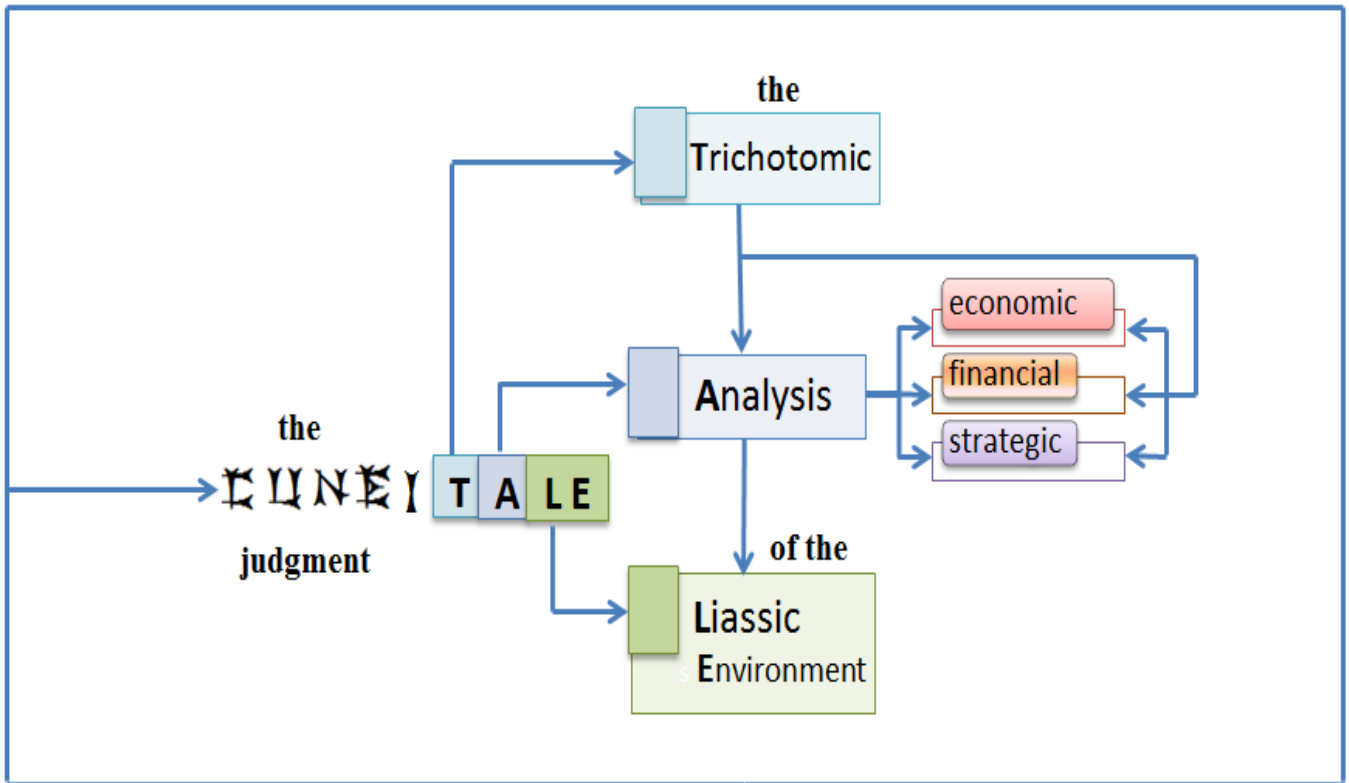
The “CUNEI” construction refers to the use of descriptive forms as an activation feature of the capacity of interpretation and presentation of the memorized and revised information within a given context.

The second component of the term “CUNEITALE”, namely “TALE” represents an acronym: the Trichotomic Analysis of the Liassic Environment. The trichotomy refers to the division in three parts of a concept, therefore structuring the analysis into financial analysis, economic analysis and strategic analysis.

The word “Liassic”, in the context of proposing “THE CUNEITALE JUDGMENT” positions this type of judgment within the current context and refers to it as being an element that belongs to the contemporary environment.

Marking the correlations of each term, the concept of “CUNEITALE JUDGMENT of the financial analysts” incorporates the judgment based on a systematic mechanism, rigorous and consistent, built gradually, starting from the trichotomic footprint of the economic, financial and strategic analysis and using cases, elements and specific indicators of these types of analysis taking into consideration the current dominant theories.

Fig. 5 The representation of the CUNEITALE JUDGMENT



Source: created by authors

In the practice of the financial analysts we can apply the label of “CUNEITALE JUDGMENT” to those structures of decisions that have implication at economic, financial and strategic level, within a company.

In exemplifying the proposed type of judgment we brought the planning and carrying out an investment.

This case provides a part of economic analysis focused exemplary of the expenses analyzed by the identification of tendencies and significations within the decisional process; a financial part through the use of risk certification indicators that could appear in the case of this investment of the indicators related to its profitability; and a strategic part concretized by the identification of activities and strategies to maintain the position in the competitive market after the application of the development plans of the realized investment.

This concept comes as a creative addition of the presented and explained notions of the current paper and are currently situated in an incipient stage of development and will come to aid other researchers that could see this concept as a future research.

4 Conclusion

The issued working addresses a subject with a high content of originality by highlighting the professional judgment from the perspective of conceptual buildups situated in the economic and social space of accounting and financial analysis through the correlation of new elements with the paradigms and fundamental scientific theories.

The efforts put are concretizing in result that take an innovative form, in paradigms adjusted by the multidisciplinary economical processes, and in concepts of logical build meant to bring an added value to the proposed research by showing a theoretical framework ordered by the quality of writings in the field by the specialty literature.

The research undertaken falls in the actual posture of an environment shaped by the contemporary demands and implies a whole process of radiography of the current stage in which the formation process of the professional judgment is situated in general, and in particular explains the modality of substantiation of the professional judgment of the financial analysts, starting from the theoretical support and then continuing with the practical support of the information provided by accounting, financial analysis, the company’s financial management etc., the information provided having a procedural purpose bot catalytic and flexible.

This paper has prepared the introduction of a vanguardist concept with an incipient explanatory character, followed that authors will develop their ideas under the auspices of these new visions contoured in their research activity.

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