

**AUDIT PRACTICE TRANSPARENCY AND AUDIT
SURVIVAL : AN EMPIRICAL INVESTIGATION
OF CERTIFIED PUBLIC ACCOUNTANTS
(CPAs) IN THAILAND**

**BY
USAPORN PONPHUNGA**

**A dissertation submitted in partial fulfillment of the requirements for
the degree of Doctor of Philosophy in Accounting
at Maharakham University**

December 2014

All rights reserved by Maharakham University



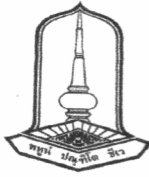
**AUDIT PRACTICE TRANSPARENCY AND AUDIT
SURVIVAL : AN EMPIRICAL INVESTIGATION
OF CERTIFIED PUBLIC ACCOUNTANTS
(CPAs) IN THAILAND**

**BY
USAPORN PONPHUNGA**

**A dissertation submitted in partial fulfillment of the requirements for
the degree of Doctor of Philosophy in Accounting
at Maharakham University
December 2014**


All rights reserved by Maharakham University

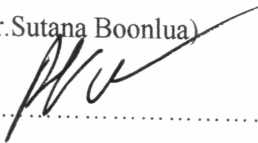






The examining committee has unanimously approved this dissertation, submitted by Ms. Usaporn Ponphunga, as a partial fulfillment of the requirements for the Doctor of Philosophy degree in Accounting at Maharakham University.

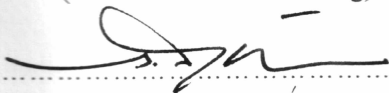
Examining Committee


..... Chairman
(Dr. Sutana Boonlua) (Faculty graduate committee)

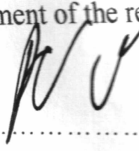

..... Committee
(Assoc. Prof. Dr. Phaprukbaramee Ussahawanitchakit) (Advisor)


..... Committee
(Dr. Prathanporn Jhundra-indra) (Co-advisor)


..... Committee
(Dr. Kesinee Muenthaisong) (Faculty graduate committee)


..... Committee
(Asst. Prof. Dr. Bhubate Samutachak) (External expert)

Maharakham University has granted approval to accept this dissertation as a partial fulfillment of the requirements for the Doctor of Philosophy degree in Accounting.


.....
(Assoc. Prof. Dr. Phaprukbaramee Ussahawanitchakit)

Dean of Maharakham Business School


.....
(Prof. Dr. Pradit Terdtoon)

Dean of Graduate School

.....
January 30, 2015

**This dissertation was funded by Maharakham Business School,
Maharakham University, Academic Year 2014.**



ACKNOWLEDGEMENTS

I wish to express my gratitude to everyone who advised and supported me to complete this research.

First, I would like to thank the Accounting Home Office, Workplace for giving me the opportunity to study for this doctorate. I would also like to thank Accounting Home Office who generously provided me with a scholarship to complete my study.

Second, it is difficult to overstate my gratitude to my Ph.D. supervisor, Associate Professor Dr. Phaprukbaramee Ussahawanitchakit. With his inspiration, enthusiasm and patience, he explained things clearly and thoughtfully. Throughout my studies, he provided encouragement, good teaching, sound advice, friendliness, and many fresh ideas. I would have been lost without him. Furthermore, I would like to thank all of my dissertation committees who gave me valuable comments on this research.

Third, I would like to thank my many friends for providing a stimulating and fun environment in which to learn and grow. Likewise, I wish to thank Dr. Prathanporn Jhundra-indra, Dr. Kesinee Muenthaisong and committees for all kindness in editing the draft of my research, the personnel of Mahasarakham University, and all respondents of certified public accountants (CPAs) in Thailand for their time and valuable information.

Lastly and most importantly, I am deeply grateful to my family for their endless support and love. They have always been there for me no matter what challenges I have faced. My father and mom, my husband, my son, and my brother, I gratefully thank you from the bottom of my heart.

Usaporn Ponphunga



TITLE Audit Practice Transparency and Audit Survival: An Empirical Investigation of Certified Public Accountants (CPAs) in Thailand
AUTHOR Miss Usaporn Ponphunga
ADVISORS Dr. Prathanporn Jhundra-indra and
Dr. Kesinee Muenthaisong
DEGREE Ph.D. **MAJOR** Accounting
UNIVERSITY Maharakham University **DATE** 2014

ABSTRACT

Auditors have importance for financial information reliability because they have assurance in financial statement, provide information credibility, reduce fraudulent that may be occur on financial information. Then, there is the question of how to ensure that the financial statement is reliability. Therefore, audit practice transparency in accounting service is behavioral expectations for the primacy of trusteeship and ethics over economic gain. The objective of this research is to examine the effects of audit practice transparency includes auditing standard implementation accuracy, regulation awareness focus, audit planning comprehension, information usefulness concern, and audit review continuity which has an effect on audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance, and audit survival. In addition, this research tests the impact of five antecedents (governance mindset, ethics awareness, morality commitment, environment force, and stakeholder needs) on audit practice transparency. Furthermore, the moderating role of audit experience and learning culture are also investigated. The conceptual model is proposed by drawing on the capability theory and social cognitive theory. The Certified Public Accountants (CPAs) in Thailand were selected as the sample. A questionnaire is used as the instrument for data collection and an auditor is the key informant. The data were collected from a sample of 376 auditors. The effective response rate was 21.41%. The Ordinary Least Squares (OLS) regression analysis is a method for testing the hypotheses.

The results indicate that audit practice transparency has an effect on audit practice transparency consequence, especially; auditing standard implementation



accuracy and audit planning comprehension has a positively affects all consequence including audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance, and audit survival. Likewise, audit quality has a positive effect on audit credibility, financial information reliability, information value, and stakeholder acceptance. Audit credibility has a positive effect on information value, and stakeholder acceptance. Financial information reliability has a positive effect on information value, and stakeholder acceptance. Information value positively affected stakeholder acceptance and audit survival. Stakeholder acceptance positively affected audit survival.

Moreover, ethics awareness and environment force as the antecedents of audit practice transparency including; auditing standard implementation accuracy, regulation awareness focus, audit planning comprehension, information usefulness concern, and audit review continuity. For moderating effect, audit experience moderates the relationships between auditing standard implementation accuracy and information value, between audit planning comprehension and audit survival, between audit review continuity and audit credibility. Meanwhile, learning culture moderates the relationships between ethics awareness and auditing standard implementation accuracy, regulation awareness focus, and audit review continuity. Moreover, the learning culture has a moderating effect on the relationship between environment force and audit planning comprehension, learning culture has a moderating effect on the relationship between stakeholder needs and regulation awareness focus, and audit review continuity.

This research provides the directions and suggestions for auditors to identify and justify key components of audit practice transparency. Especially, auditors who have practice transparency are likely to audit survival. Therefore, the auditors who are responsible should be concerned with transparency, especially about auditing standard implementation accuracy and audit planning comprehension. Therefore, auditors should be promoting audit practice transparency which provides audit survival. The further research should examine the effects of moderators in the different constructs or attempt to posit other moderator variables for the analysis. Furthermore, future research could be conducted on different samples and on a larger scale to widen the generalizability of its findings.



CONTENT

CHAPTER	PAGE
I INTRODUCTION	1
Overview	1
Purposes of the Research	4
Research Questions	5
Scope of the Research	6
Organization of the Dissertation	10
II LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK	11
Theoretical Foundation	11
Relevant Literature Reviews and Research Hypotheses	13
Summary	60
III RESEARCH METHODS	70
Sample Selection and Data Collection Procedure	70
Measurements	74
Methods	78
Summary	88
IV RESULTS AND DISCUSSION	99
Respondent Characteristics and Descriptive Statistics	99
Hypotheses Testing and Results	102
Summary	132
V CONCLUSION	144
Summary of Results	148
Theoretical and Managerial Contributions	152
Limitations and Future Research Directions	154



CHAPTER	PAGE
BIBLIOGRAPHY	156
APPENDICES	175
APPENDICES A The Original Items	176
APPENDICES B Non-Response Bias Tests	185
APPENDICES C Summary of Demographic Characteristics of Respondents	187
APPENDICES D Tests of Validity and Reliability	190
APPENDICES E Test the Assumption of Regression Analysis	196
APPENDICES F Cover Letters and Questionnaire (Thai Version)	202
APPENDICES G Cover Letters and Questionnaire (English Version)	214
APPENDICES H Letters to the Experts	233
APPENDICES I The Acceptance Letter for Publication from International Academy of Business and Economics (IABE)	236
VITA	238



LIST OF TABLE

TABLE	PAGE
1 Summary of Key Literature Reviews on Audit Practice Transparency	18
2 Summary of Hypothesized Relationships	60
3 Details of Questionnaire Mailing	71
4 Definitions and Operational Variables of Constructs	89
5 Descriptive Statistics and Correlation Matrix of Audit Practice Transparency and All Constructs	101
6 Descriptive Statistics and Correlation Matrix of Audit Practice Transparency on Its Consequences	104
7 Results of the Effects of Audit Practice Transparency on Audit Credibility, Financial Information Reliability, Information Value, Stakeholder and Audit Survival	109
8 Descriptive Statistics and Correlation Matrix of Audit Practice Transparency Consequences on Audit Survival	112
9 Results of the Effects of Audit Practice Transparency Consequences on Audit Survival	115
10 Descriptive Statistics and Correlation Matrix of Governance Mindset, Ethics Awareness, Morality Commitment, Environment Force and Stakeholder Needs on Audit Practice Transparency	117
11 Results of the Effects of Governance Mindset, Ethics Awareness, Morality Commitment, Environment Force and Stakeholder Needs on Audit Practice Transparency	122
12 Results of Moderating Effects of Audit Experience on the Relationship among Audit Quality, Audit Credibility, Financial Information Reliability, Information Value, Stakeholder Acceptance, Audit Survival and Audit Practice Transparency	126



TABLE**PAGE**

13 Results of Moderating Effect of Learning Culture on the Relationship among Governance Mindset, Ethics Awareness, Morality Commitment, Environment Force, Stakeholder Needs and Audit Practice Transparency	131
14 Summary of the Results of Hypotheses Testing	134
15 Summary of Results in All Hypotheses Testing	149



LIST OF FIGURE

FIGURE	PAGE
1	Conceptual Model of Audit Practice Transparency and Audit Survival 15
2	The Relationships among Audit Practice Transparency on Audit Credibility, Financial Information Reliability, Information Value, Stakeholder Acceptance and Audit Survival 25
3	The Relationships among Audit Credibility, Audit Quality and Financial Information Reliability on Information Value and Stakeholder Acceptance 36
4	The Relationships among Information Value and Stakeholder Acceptance on Audit Survival 40
5	Relationships among Governance Mindset, Ethics Awareness, Morality Commitment, Environment Force and Stakeholder Needs on Audit Practice Transparency 43
6	The Moderating Role of Audit Experience on the Relationships among Audit Practice Transparency and Audit Credibility, Audit Quality and Financial Information Reliability 50
7	The Moderating Role of Audit Experience on the Relationships among Audit Practice Transparency and Information Value 53
8	The Moderating Role of Audit Experience on the Relationships among Audit Practice Transparency and Stakeholder Acceptance 54
9	The Moderating Role of Audit Experience on the Relationships among Audit Practice Transparency and audit survival 55
10	The Moderating Role of Learning Culture on the Relationship among Governance Mindset, Ethics Awareness, Morality Commitment, Environment Force, Stakeholder Needs and Audit Practice Transparency 56
11	The Effects of Audit Practice Transparency on Audit Credibility, Financial Information Reliability, Information Value, Stakeholder and Audit Survival 103



FIGURE	PAGE
12 The Effects of Audit Practice Transparency Consequences on Audit Survival	111
13 The Effects of Governance Mindset, Ethics Awareness, Morality Commitment, Environment Force and Stakeholder Needs on Audit Practice Transparency	116
14 The Moderating Effects of Audit Experience on the Relationship among Audit Quality, Audit Credibility, Financial Information Reliability, Information Value, Stakeholder Acceptance, Audit Survival and Audit Practice Transparency	123
15 The Moderating Effects of Learning Culture on the Relationship among Governance Mindset, Ethics Awareness, Morality Commitment, Environment Force, Stakeholder Needs and Audit Practice Transparency	127
16 Summary of the Results of the Hypotheses Testing	147



CHAPTER I

INTRODUCTION

Overview

Since the global accounting scandals surrounding Enron, WorldCom and Xerox were caused from inadequate monitoring and timeliness about fraud detection and it was a signal for the failure of corporate governance, the main cause of the collapse was the behavior of infidelity (Messier, Kozloski and Kochetova-Kozloski, 2010). Thus, the Sarbanes Oxley Act, 2002, was enacted to protect stakeholders. In addition, the failure of auditing cannot prevent fraud (Pagano and Immordino, 2008). Because the auditors lacked good audit practice, it led to unfavorable financial information and supported fraudulent financial reporting (Becker, Haugen and Matton, 2005). Transparency is a key topic of corporate governance (Haat, Rahman and Mahenthiran, 2008). Thus, transparency is a new ethical subject for the twenty-first century (Capurro, 2005). Transparency refers to complete, accuracy and timeline disclosure about fair financial reporting information to shareholders, analysts and other users, for understanding the operations and activity of the firm (Gramling and Hemanson, 2007). Also, it is a revelation of processes, procedures and assumptions of financial reporting (Lamberton, 2005). Also, it leads to reduce inequality of information between management and stakeholders, thus enhancing investments for the firm (Bushman and Smith, 2003). It increases the liquidity of high-quality assets, making sure for the stock of the firm (Burkhard and Strausz, 2009). Thus, when auditors have audit practice transparency, it leads to positive financial reporting information.

Accordingly, the auditors with higher audit practice transparency should have high audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival. Such auditors who have reputation lead to audit quality and best certify the reliability of financial statement (Krishnan, 2003). Also, when events adversely affect that reputation, it should also lack perceived credibility of the audited financial statements (Wilson, Apostolou and Apostolou, 1997). Additionally, the financial information is important for inside and outside users to



promote decision-making (Reck, Vernon and Gotlob, 2004). An investors/analysts need to effectiveness about information disclosure and best report (Ho and Wong, 2003).

Moreover, when the auditor has governance mindset, ethics awareness, morality commitment, environment force and stakeholder needs, there will be greater audit practice transparency. In addition, if auditors have more awareness of ethics, they will be wary about audit report opinions for the goal of audit performance to protect earnings management (Chen, Kelly and Salterio, 2012). Elci, Sener and Alpkın (2011) found that morality and religiosity have impact on hardworking behavior. Hard work is the importance of the best financial, a higher relationship between morality and ability increases capital income levels (Balan and Knack, 2012). Accordingly, stakeholder management supports about transparent financial reporting (Mattingly, Harrast and Olsen, 2009). In addition, stakeholder groups' demands affect environmental disclosure (Huang and Kung, 2010).

In additional, learning culture has to improve and increase its capability (Daft, 2007). Thus, when auditors have a learning culture, it may lead to significant for antecedent factors and audit practice transparency. In addition, diagnostic and non-diagnostic evidence are come from the best technical audit experience (Nelson and Tan, 2005). Moreover, code of ethics with more general experience, leads to a higher judgments quality (Pflugrath, Martinov-Bennie and Chen, 2007). Thus, audit practice transparency is important to guarantee the financial reports and is a consequence of audit best reporting.

There is little evidence of the factors about audit practice transparency that affect audit survival. Thus, it expands the knowledge about the role of audit practice transparency and improves many aspects of audit quality, audit credibility, financial reliability, information value, stakeholder acceptance and audit survival. Auditors are both guarantee providers and information supporters who provide financial statements. Audit practice transparency is the reliability and quality of financial reporting. Prior research such as that of Spicer (2006) has investigated the element for audit performance and how audits are sustained in the market. Moreover, the auditing profession has positive with audit capabilities and ensuring, reliability and creditability relevance auditor performance and helping financial user for decision making and



stakeholder guarantors. Therefore, audit practice transparency is a key factor for audit survival.

This research, audit practice transparency consists of five dimensions, namely, auditing standard implementation accuracy, regulation awareness focus, audit planning comprehension, information usefulness concern and audit review continuity. This research investigates the impact of audit practice transparency on more aspects, which include audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival. The results of its activity process come from audit practice transparency, providing guidance, specific directional tasks and audit survival.

The main research question is framed as: How does audit practice transparency have an impact on audit survival? This research employs two theoretical frameworks, including the capability theory and social cognitive theory, to increase audit capabilities which generate the reliability and creditability of auditor performance, leading to usefulness for users; and all are derived from the conceptual model. The capability theory foundation explains and supports five dimensions of audit practice transparency. The capability theory explains audit practice transparency and its constructs, including auditing standard implementation accuracy, regulation awareness focus, audit planning comprehension, information usefulness concern and audit review continuity. The capability theory concerns the relationship between the audit practice transparency and its consequences. Accordingly, the social cognitive theory concerns recognizing and identifying the relationships among audit practice transparency antecedents and moderators in this research.

This research allocates three contributions to the literature on audit practice transparency. First, two important perspectives are integrated into audit practice transparency which is a new way of studying it at the individual level. Second, this research proposes the antecedents and consequences at the individual levels that have created new variables in different ways. Finally, this research consists of two theoretical foundations, namely, capability theory and social cognitive theory, which are adapted to explain the impact of audit practice transparency on audit quality, audit credibility, financial information reliability, information value and stakeholder acceptance, which contribute to audit survival. In this research, a questionnaire is used for data collection.



The results of this research can improve the quality of audit practice transparency and provide implications for efficiency and effectiveness in the audit processes that lead to audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival.

Accordingly, audit practice is a key component within transparency. In this research, transparency supports improved audit practice. Audit practice needs transparency because it can enhance audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival. Therefore, audit practice transparency research is important for audit capability. This research can support auditors to use audit practice transparency in order to improve the audit work.

Purposes of the Research

The main purpose of this research is to examine the effects of audit practice transparency on audit survival. In addition, the research purposes are provided as follows:

1. To investigate the direct effects of each dimension of audit practice transparency (namely, auditing standard implementation accuracy, regulation awareness focus, audit planning comprehension, information usefulness concern and audit review continuity) on audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival,
2. To study the effect of audit quality on audit credibility, financial information reliability, information value and stakeholder acceptance,
3. To inquire the effect of audit credibility on information value and stakeholder acceptance,
4. To examine the effect of financial information reliability on information value and stakeholder acceptance,
5. To inspect the effect of information value on stakeholder acceptance and audit survival,
6. To explore the effect of stakeholder acceptance on audit survival,



7. To survey the relationships among governance mindset, ethics awareness, morality commitment, environment force, stakeholder needs and audit practice transparency,

8. To analyze the moderating effects of audit experience on each dimension of audit practice transparency and audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival and

9. To search for the moderating effects of learning culture on the relationships between governance mindset, ethics awareness, morality commitment, environment force, stakeholder needs and audit practice transparency.

Research Questions

The key research question is how audit practice transparency has an impact on audit survival. Furthermore, the specific research questions are presented as follows:

1. How does each dimension of audit practice transparency have direct effects on audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival?

2. How does audit quality have an impact on audit credibility, financial information reliability, information value and stakeholder acceptance?

3. How does audit credibility have an impact on information value and stakeholder acceptance?

4. How does financial information reliability have an impact on information value and stakeholder acceptance?

5. How does information value have an impact on stakeholder acceptance and audit survival?

6. How does stakeholder acceptance have an impact on audit survival?

7. How do governance mindset, ethics awareness, morality commitment, environment force and stakeholder needs have an impact on audit practice transparency?

8. How does audit experience moderate the relationships between each dimension of audit practice transparency, audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival? and,



9. How does learning culture moderate the relationships between governance mindset, ethics awareness, morality commitment, environment force, stakeholder needs and audit practice transparency?

Scope of the Research

This research, use both capability theory and social cognitive theory are applied to explain the relationships between the antecedents and consequences of audit practice transparency. The capability theory is a wide normative framework, to evaluate about individual well-being and social management and the complex of social. The importance of capability approach is its focus capability of people on effectively able to do and to be (Sen and Nussbaum, 1980). Also, the capability theory manipulates the audit practice transparency and consequence. The social cognitive theory is used to understand, predict and behaviors vary of individuals. The observation, imitation or modeling generate learned behaviors and learned by believes, feels and affects. The social cognitive theory allows for a link among social and cognitive factors about affected behaviors (Bandura, 1997). Also, the social cognitive theory applies to explain three antecedents and two moderators of audit practice transparency.

This research focuses on the effects of audit practice transparency on audit survival in the context of Certified Public Accountants (CPAs) in Thailand. Audit practice transparency refers to the process and procedure of assuring the monitoring activities of auditors according to auditing standards and regulations; and have completeness, accuracy and timely disclosure about the operations and activity of audit work to provide sufficient auditing information to the stakeholders (Spicer, 2006; Suddaby, Cooperb and Greenwood, 2007; Gramling and Hemanson, 2007; Kayrak, 2008). Audit practice transparency is used to impact audit performance in order to achieve audit survival. Audit practice transparency is the independent variable that can monitor activities. In this context, audit practice transparency consists of five dimensions: 1) auditing standard implementation accuracy, 2) regulation awareness focus, 3) audit planning comprehension, 4) information usefulness concern and 5) audit review continuity. All five dimensions are hypothesized to be positively associated



with audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival.

Auditing standard implementation accuracy is one of the important factors of audit practice transparency. Auditing standard implementation accuracy refers to the focuses of audit process of Certified public accountants (CPAs) are compliance to the laws, auditing and accounting standards (Al-Shammari, Brown and Tarca, 2008). Regulation awareness focus is one of the important factors, because concern for other regulations of audit practice is increasingly important for audit work. Thus, regulation awareness focus refers to the focuses of audit process of Certified public accountants (CPAs) that are compliance to the other rules regulate with audit work (Seal, 2006). Accordingly, regulations are corporate governance to improve firm's transparency and increase information transparency (Waroonkun and Ussahawanitchakit, 2011). Audit planning comprehension is defined as the auditor's ability to cover with sufficiency and appropriateness about nature, timing and extent of audit evidences and allocation of audit resources that are supported to the level of audit risk evaluation on audit work (Christ, 1993; Davidson and Gist, 1996). It may influence an efficient and effective audit of financial statements, leading to audit quality with the goal of a desired level of assurance that material client errors have been detected (Ussahawanitchakit, 2012). Information usefulness concern refers to the focus of best audit practice to the utility in accounting information that is accurate, complete, adequate, reliable and relevant for decisions making of users (Reck, Vernon and Gotlob, 2004). Moreover, information usefulness can be the objective of the financial report concerning accuracy and timeliness (Kieso, Weygandt and Warfield, 2004). Audit review continuity is defined as the ability of auditor to review within sufficient evidence and identify error of foibles ongoing to audit work (Pongsatitpat and Ussahawanitchakit, 2012). Audit review is a part of the quality control mechanism in the compliance of auditing standards (Agoglia, Hatfield and Brazel., 2009; Favere-Marchesi, 2006; Ismail and Trotman, 1999) and procedures of quality control for financial statement audits, preparing documentation by auditors and supporting reviews by supervisors (Miller, Fedor and Ramsay, 2006) to make sure of guaranteed and right audit judgments (Tan and Shankar, 2010), the supervisor who is the examiner must indicate the possibility of errors which are not detected by subordinates (Owhoso, Messier and Lynch, 2002).



When an auditor has audit practice transparency, it is achieved the goals of audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival. Audit quality refers to the probability about discover and report an error in a client's accounting system by auditor taking audit process and trust on financial reporting to be useful about decision making (DeAngelo, 1981). Moreover, big firm audit leads to the assurance of greater audit quality and protected earnings management (Chen, Lin and Lin, 2008). Audit credibility is defined as a level of the auditor's audit confidence about the likelihood that financial statement conform to generally accepted accounting principles (GAAP) and the likelihood that stakeholder are more likely to rely on audited financial statement by auditor (Baotham and Ussahawanitchakit, 2009). This level of guarantee allows valuable communication between stakeholders and has a direct effect on audit credibility (Alles, Kogan and Vasarhelyi, 2004). Financial information reliability refers to the quality of financial information that assures the information is reasonably free from error or bias and faithfully reveal of the real-world economic transaction (Ramakrisnan and Thakor, 1984; Maines and Wahlen, 2006; Gate, Reckers and Robinson, 2009; Al-Laith and Ghani, 2012; Komala, 2012), is accuracy, timeliness and benefits decision-making (Komala, 2012; Rahayu, 2012).

Within the relationships between information value and stakeholder acceptance, information value is defined as information that is effective and response to information users and increases the understanding of the investor (Waroonkun and Ussahawanitchakit, 2011). The ability of information value leads to a central feature of decision analysis and key interesting areas of application (Bickel, 2008). Stakeholder acceptance refers to the performance of auditors who has been admitted and believed by stakeholders in their abilities (Kuratko, Hornby and Goldsby, 2007). This literature can support the potential impact of enhanced audit practice transparency which can afterwards bring the success of information value and stakeholder acceptance.

In this research, five antecedents of audit practice transparency include a) governance mindset, b) ethics awareness, c) morality commitment, d) environment force and e) stakeholder needs. Moderators include audit experience and learning culture. Governance mindset refers to the motivations of CPA(s) on audit work which is fairness for everyone (Kaewprapa, Ussahawanitchakit and Boonlua, 2012). Ethics



awareness refers to the function of knowledge in which the auditor has to be good or bad and right or wrong in monitoring the conduct of audit practice. Also, it includes competence, confidentiality, integrity and objectivity that are required in audit practice (Marion and Cengage, 2001). Morality commitment refers to the moral value and realization of social activity by dealing important for persons, groups, communities or society (Watkins and Hill, 2011; DeScioli and Kurzban, 2009). Environment force is defined as the change in set of political, economic, social and technological force that are largely outside the control and influence of business (Prepanichnukul and Ussahawanitchakit, 2010). Stakeholder needs refers to the expectations in value, attitudes, needs or desires of individual or group of firms who potentially respond to audit work (Uachanachit, Ussahawanitchakit and Pratom, 2012). Moreover, in this research investigates the two moderators namely, audit experience and learning culture which can influence the relationship in the conceptualization model. Audit experience refers to audit performance that comes from knowledge and understanding on audit process (Nelson and Tan, 2005). Learning culture refers to the motivation to encourage knowledge sharing that can help support the auditor to seek for optimum intellectual performance (Bontis, 1999).

Audit survival refers to the existence of the professional accountants who are measured by continuing clients, creating new clients and serving other services which the auditors must present fairly in accordance with generally accepted accounting principles (GAAP). Also, the best client relationship can be getting new clients and success for survival on profession (Chanruang and Ussahawanitchakit, 2011).

This research selects Certified Public Accountants (CPAs) in Thailand because they are essential for performing effective responsibilities and each auditor has different practices of audit practice transparency with varied performances. Also, 8,700 Certified Public Accountants (CPAs) are active (information draw on December 31, 2013). The equation under the 95% confidentiality rule is used to calculate the appropriate sample size is 368 Certified Public Accountants (CPAs) (Krejcie and Morgan, 1970). Based on prior business research, 20% response rate for a mail survey, without an appropriate follow-up procedure, is deemed sufficiently (Aaker, Kumer and Day, 2001). Thus, 1,840 mailed questionnaires are an appropriate for a distributed mail survey. As a result, the questionnaires are directly distributed to a random choice of 1,840 Certified public



accountants (CPAs) in Thailand who are selected with a simple random sampling that used table of random number. The test of non-response bias was examined to ensure that the nonresponse bias in the mailed surveys was not debatable. The non-response bias testing procedure was evaluated by comparing early and late returned questionnaires, where the late responses represent the non-respondents (Armstrong and Overton, 1977). Validity is the degree to which a measure precisely represents the correct and accurate instrument, reliability is an assessment of the degree of consistency between multiple measurements of a variable (Hair et al., 2010). In this research, the bases of checking all the raw data for regression analysis using the ordinary least squared method (OLS), are normality, homoscedasticity, autocorrelation and linearity.

Organization of the Dissertation

The structure of this research is organized as follows: firstly, chapter one provides an overview of the research, motivation, purposes, research questions and scope of the dissertation. Secondly, chapter two reviews the relevant literature detailing all constructs in the conceptual model, the definitions of each construct and the relationships between the constructs with supported theoretical framework to postulate some related hypotheses for empirical testing. Thirdly, chapter three demonstrates the research methods, including the population and sample selection, the data collection procedures, the variable measurements of each construct and the statistical equations to test the hypotheses. In addition, the examinations of validity and reliability and non-response bias testing are included to ensure that the results of this research are reliable. Fourthly, chapter four demonstrates the empirical results of hypotheses testing and the discussion. Finally, chapter five details the conclusion, theoretical and practical contributions, limitations and recommendations for future research directions.



CHAPTER II

LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

The previous chapter contains the overview of the situation on audit practice transparency which entails research objectives, research questions and the scope of the research. Therefore, this chapter emphasizes the construct of the conceptual model and a review of previous studies and relevant literature. The core construct of this research is audit practice transparency that branches from the capability theory and social cognitive theory. The capability concept is not a new issue, but has been applied to many fields in psychology or behavioral research, especially in educational studies. However, only a little research in Thailand has studied audit practice transparency. This research attempts to expand on the perspective of audit practice transparency in the context of Thailand. The structure of this chapter is organized as follows. The first section explains the theoretical support, conceptual model and the definition of all constructs. The second describes the relevant previous literature and the last chapter develops the hypotheses from the literature to be tested.

Theoretical Foundation

This research implements two main theories to define the meaning of audit practice transparency which are the capability theory and social cognitive theory. Each of the applied theories is detailed as follows.

Capability Theory

Sen and Nussbaum (1980) pioneered the capability theories by their writings over the last few decades that have become influential in a number of fields with an ethical or policy dimension. The capability theory is concerning the person who can succeed, concluding, the person's freedom made better life and possible livings. The theory has been employed not only in various applied forms, including the analyses of poverty and human rights but also in the development of the quality of life which, can support how to the sustainable livelihoods and also to the development of agencies (Johnstone, 2007).



The capability theory is a broad normative framework for the evaluation and assessment of individual well-being and social arrangements, the design of policies and proposals about social change in society. The key of capability theory is scanning on effectively able to do and to be; it is capabilities of people, well-being, justice and development. Their effective opportunities undertake actions and involve activities for whom they wish to be. The capability approach not only is advocating an evaluation of people's capability sets, but is also insisting on scrutinizing context in which economic production and social interactions take place and whether the circumstances which people choose from their opportunity sets are enabling and just (Robeyns, 2005).

This research uses the capability theory to explain audit practice transparency and its construct, including auditing standard implementation accuracy, regulation awareness focus, audit planning comprehension, information usefulness concern and lastly and audit review continuity. The capability theory identifies the relationships between behavior of auditors and impact on stakeholders. Although creating value for the audit report for the guarantee of the clients' financial reporting, auditors must to obtain through the values of other stakeholders which are related to audit survival. The auditors need to balance the needs of different demands of stakeholders. This research can bring out the appropriate implications for auditors to modify the capability theory as to auditors' behavior, focusing on more accurate way to build really audit value. Therefore, this research used the capability theory to develop hypotheses about the relationships among audit practice transparency and the consequences.

Social Cognitive Theory

Bandura (1997) developed from the social learning theory. Social cognitive theory suggestion that learning by pass observation, imitation or modeling, think, believe and feel to impact on behavior. The theories include three parties; person, environment and behavior. People have to cognition on the relationship between external and internal environment.

Moreover, this theory explains about the behavior of human through among social environmental factors and personal factors involving cognitive, affective and biological events. Also, who have a self-efficacy that is concerned on beliefs relate to capability and produce to competence. The environment can be the effect to personal



characteristic, personal experiences and observations; and people learn behaviors from last experiences pass the actions and observations. Therefore, previous experience development the performance and prior failure experience stimulate learning and adaptation (Bandura, 1997; Khampichit and Ussahawanitchakit, 2011).

In this research, the social cognitive theory is adaptation to describe the relationships among audit practice transparency, antecedents and moderators. The assumption is that auditors gain knowledge from the interactions between environmental factors such as environment force and stakeholder needs and individual factors such as governance mindset ethics awareness and morality commitment that affect the audit practice transparency of the auditors. Their higher governance mindset, ethics awareness and morality commitment tend to obtain greater capabilities in audit practice transparency, information value and stakeholder acceptance, which have an impact on audit survival. Moreover, the social cognitive theory is applied to describe the moderators in this research, namely, learning culture and audit experience, to describe the self-efficacy which is apprehensive with an auditor's beliefs in their capabilities to produce learning culture and audit experience which influentially relationships between audit practice transparency and the consequences.

Relevant Literature Reviews and Research Hypotheses

According to the theoretical foundations, audit practice transparency is assigned as the independent variable, while audit survival is designated as the dependent variable. Audit practice transparency is a procedure for assuring monitoring of the activities which auditors are a conservator according to auditing standards, regulations; and the qualities of completeness, accuracy and timeliness in disclosures about the operations and activity of audit work providing sufficient auditing information to the stakeholders (Kayrak, 2008). Moreover, an auditor who can earn public's trust is constantly keeping in mind that ethical behavior couples with intelligent, competent service which is the foundation of practice (Landes, 2004). The auditors' Code of Ethic was enacted as a guide for all audit personnel to enhance their performance and professionalism and to improve efficiency and effectiveness. It is of greatest importantly that audits are produced which follow a prescribed standard based on a high work code



of ethics to acquire the confidence of the public. Auditors are expected to apply and uphold the following principles by the American Institute of Certified Public Accountants (AICPA) which is integrity, objectivity, confidentiality and competency.

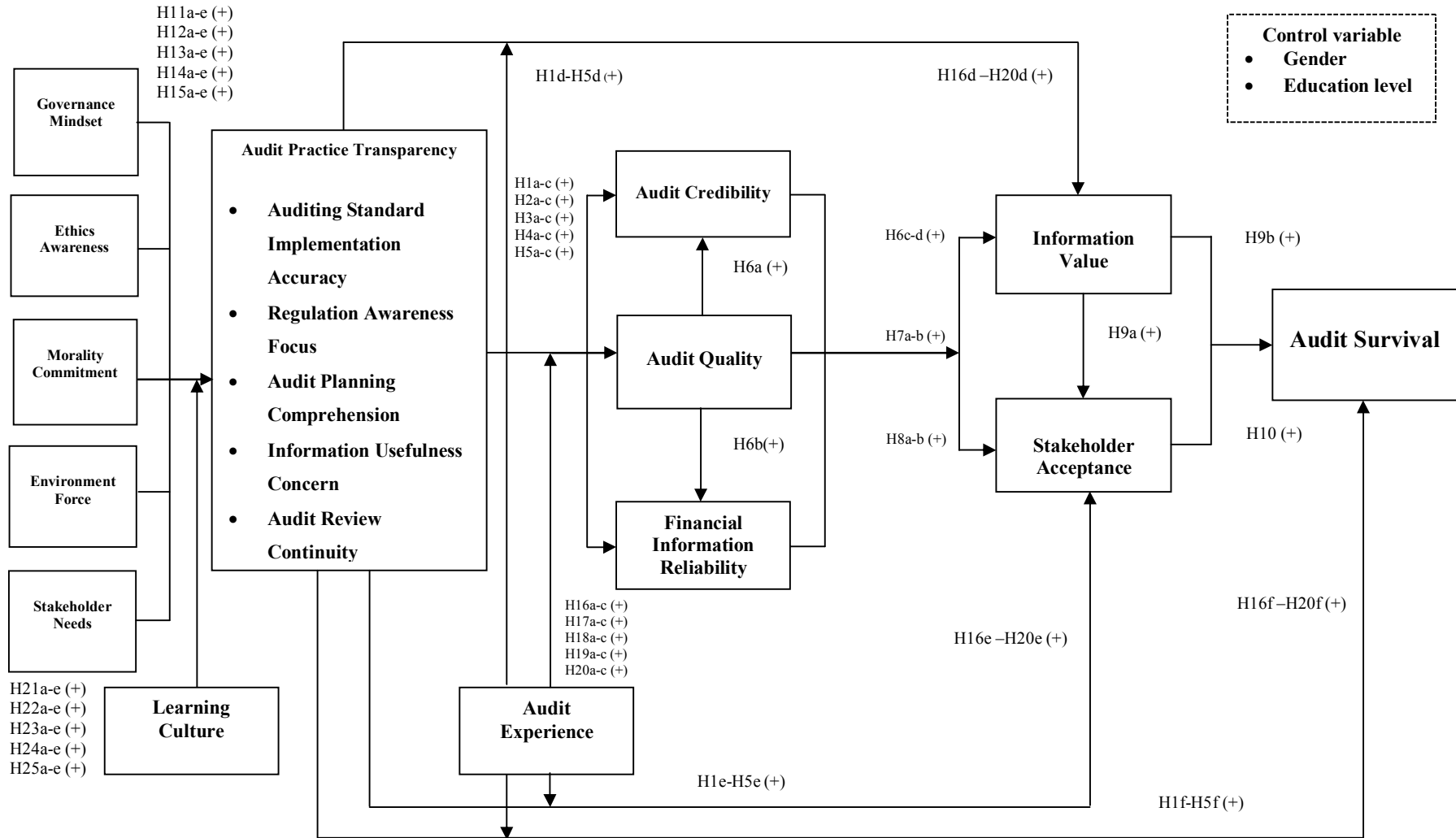
There are five characteristics of audit practice transparency in this investigation, consisting of auditing standard implementation accuracy, regulation awareness focus, audit planning comprehension, information usefulness concern and audit review continuity. Audit experience is proposed to be the moderator of audit practice transparency and the consequence relationships. The consequences of audit practice transparency are comprised of audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival. The audit practice transparency antecedents are comprised of governance mindset, ethics awareness, morality commitment, environment force and stakeholder needs that are addressed as the determinants to drive each dimension of audit practice transparency. Learning culture is the moderator between antecedent and audit practice transparency.

As described earlier, this research proposes that audit practice transparency positively associates with audit quality and audit credibility financial information reliability. Moreover, information value and stakeholder acceptance have a positive influence through the moderating effect of the audit experience. This research also posits that information value and stakeholder acceptance have an effect on audit survival.

As mention above, governance mindset, ethics awareness, morality commitment, environment force and stakeholder needs are designated as the antecedents of audit practice transparency. This research assumes that such antecedents positively affect audit practice transparency. In conclusion, the developed conceptual model and the postulated hypotheses are briefly illustrated in Figure 1.



Figure 1 Conceptual Model of Audit Practice Transparency and Audit Survival



Audit Practice Transparency

Audit practice transparency is the core construct in this research and transparency shows that governance is the key element of improved audit quality, audit credibility and financial information reliability. There are many tools that contribute fair governance practice in protect fraud. An audit serves as a monitoring device and tool for ensuring the best corporate governance. Also, The International Federation of Accountants (IFAC) which serves the public interest advocates the professional accountant's responsibility to satisfy the needs of an individual client or employer. When acting in the public interest, a professional accountant shall observe and comply with code of ethics including (a) integrity (b) objectivity (c) professional competence and due care (d) confidentiality and (e) professional behavior which shall comply with relevant laws and regulations and avoid any action that discredits the profession. Thus, in this research, audit practice transparency is defined as the process and procedure audit of auditors on assuring that monitoring activities for conservator consistent with auditing standards and regulations and have completeness, accuracy and timely disclosure about operations and activity of audit work for appropriate auditing information to the stakeholders.

Previous research such as that of Mironeasa and Codina (2013) demonstrate that a new approach to audit functions and principles, by reviewing of the literature, identifying the principle audit and fine connections between principles and newest audit functions, such as principles with a viewpoint of a better understanding of the roles on in the audit process. Meanwhile, Becker, Haugen and Matton (2005) studied a substandard audit work and unethical decisions of auditors, which have resulted in the loss of billions of dollars by investors and retirees and the loss of thousands of projects. There are more studies in examining audit practice transparency in the ethical issues of monitoring activity influence on accountants. However, the updated transparency research in the accounting field has focused on the code of ethics and its impact on the ethical dimensions of the auditor's judgment which are mixed, unclear indications of ethics on all coding which are a part of the environment that may impact the auditors' judgments.

The audit process is influenced by the slant and beliefs of each individual/group, which are part of the ethical environment of the organization (Meyers, 2004;



Martinov-Bennie and Pflugrath, 2009). Moreover, Pflugrath, Martinov-Bennie and Chen (2007) show about the code of ethics that will have a positive impact on the quality of judgment. Thus, it is expected that the prepenesely code of ethics will have a favorable impact on the quality of the auditors' judgments. Some studies, such as Kelton's and Yang's (2008) investigate the impact of corporate governance on internet financial reporting and reveal that the corporate governance mechanisms significant on firm's internet disclosure behavior, assume in response to the information asymmetry between management and investors and the resulting agency costs. Additional competence, independence, relationships and service qualities are investigated on audit quality (Duff, 2009). Unfortunately, empirical studies especially focus on inadequate audit practice transparency.

This research develops a construct of audit practice transparency and its measurement which attempts to define how audit practice transparency affects audit quality, audit credibility, financial information reliability. In addition, this research explains how the antecedents influence audit practice transparency and its consequences. Thus, audit practice transparency is very important for stakeholders or user's decision-making based on best information. Chen et al., (2013) suggested that the auditors can serve as external governance mechanisms to discourage executives with lower integrity in committing fraud. Also, the external auditors are the gatekeepers protecting stakeholders (Cabrera-Frias, 2012). Similarly, audit opinions that result from ethical judgment and technical expertise improve and provide valuable information regarding a company's financial statements.

The Securities and Exchange Commission (2000) indicates that organization transparency is associated with information flow from the organization to the stakeholder who knows it as full disclosure, because the disclosure truly reflects the financial position and firm performance. Thus, it leads to a reduction of information asymmetry between management and the stakeholder leading to increase the opportunities of investment with firms (Bushman and Smith, 2003) by audit opinions that help stakeholders in usefulness of information that brings best ethical decision-making possibilities (Becker, Haugen and Matton, 2005). Moreover, the auditors who comply with general auditing standards are important factors of audit quality (Causholli and Knechel, 2012).



Audit practice transparency has increased audit capabilities which make the quality, creditability and reliability of auditor performance, leading to usefulness for decision-making of financial users and stakeholder trust. Thus, this theoretical framework can confirm that the auditors with higher audit practice transparency can enhance their audit abilities such as in audit quality, audit credibility and financial information reliability. This can result in improving information value and making sure of stakeholder acceptance. Therefore, they can achieve information value, stakeholder acceptance and audit survival. A summary key literature reviews on audit practice transparency are presented in Table 1 below.

Table 1 Summary of Key Literature Reviews on Audit Practice Transparency

Authors	Title	Results
Balsam, Krishnan, and Yang (2003)	Auditor Industry Specialization and Earning quality	Clients of industry specialist auditor have lower discretionary accruals and higher earnings response to coefficients than clients of non-specialist auditors.
Velayutham (2003)	The accounting professions code of ethics: Is It a code of ethics or a code of quality assurance?	The main concern of the code of ethics is quality. The ethical elements are mainly concentrated in the fundamental principles' section of the codes, which are goal oriented and inspirational, but frequently having little impact on professional practice since they are not generally enforceable.
Warming-Rasmussen and Windsor (2003)	Danish evidence of auditors' level of moral reasoning and predisposition to provide fair judgments	Pre-conventional or low level of just reasoning suggests that people will act in their own self- interest and do the right only to avoid punishment. Post-conventional or middle level of just reasoning in which auditors have a predisposition to act fairly on principal, particularly when faced with an ethical crisis. The conventional or mid-just reasoning believes in law and order and the maintenance of the status quo.



Table 1 (continued)

Authors	Title	Results
Anctil, et al., (2004)	Information transparency and coordination failure: theory and experiment	Auditors felt that the detection of fraud is management's responsibility, while users and management disagreed. Internal controls and effective audit committees are better at dealing with fraud prevention and detection.
Hodge, Kennedy and Maines (2004)	Does search-facilitating technology to improve the transparency of financial reporting	The results suggest that search-facilitating technologies, such as XBRL aid financial statement users by improving the transparency of firms' financial statements information and managers' choices for reporting that information. Also reveals that wide publicity about the benefits of using search-facilitating technology may be needed to induce financial statement users to access the technology.
Boury and Spruce (2005)	Auditors at the gate: Section 404 of the Sarbanes-Oxley Act and the increased role of auditors in corporate governance	Auditors must reach much more deeply into the operation of companies in investigating a company's compliance with applicable laws and regulations, Searching for sources of potential fraud and realm often reserved for counsel. Without the protection of any claim of privilege and with the threat of public disclosure, discuss areas of potential liability with auditors



Table 1 (continued)

Authors	Title	Results
DeFond and Francis (2005)	Audit Research after Sarbanes-Oxley	Using restatements provides more direct evidence that the auditor failed to either detect or report an accounting treatment that is inconsistent with GAAP. However, many restatements are unrelated to audit quality issues and researchers are unable to identify the management manipulations that are not restated.
Nelson and Tan (2005)	Judgment and Decision Making Research in Auditing: A Task, Person, and Interpersonal Interaction Perspective	Must continue to examine how auditors develop and apply knowledge with respect to technical issues and client- and engagement-management issues. Understanding how stress and emotions affect auditor judgment and decision making is an important topic that has been researched insufficiently.
Kinney (2005)	Twenty-Five Years of Audit Deregulation and Re-Regulation: What Does it Mean for 2005 and Beyond?	Demand for standardized decision-relevant economic measurements that are carefully prepared and displayed through a trustworthy mechanism will almost surely continue. Users' expectations of what can be achieved through audits will almost certainly continue as long as the present professional contract structure continues



Table 1 (continued)

Authors	Title	Results
Awad and Krishnan (2006)	The personalization privacy paradox: an empirical evaluation of information transparency and the willingness to be profiled online for personalization	The results indicate that customers who desire greater information transparency are less willing to be profiled.
Davis-Friday, Eng and Liu (2006)	The effects of the Asian crisis, corporate governance and accounting systems on the valuation of book value and earnings	The results indicate that the level of corporate governance mechanism has an impact on changes in the value relevance of book values, but not earnings. Specifically, the value relevance of book value decreases when corporate governance is weak, also that accounting systems effect changes in the value relevance of book value is a consequence from the crisis.
McDaniel and Simmons (2007)	Auditors' Assessment and Incorporation of Expectation Precision in Evidential Analytical Procedures	Auditors' abilities to assess precise expectations and incorporate their assessments into judgments related to substantive analytical procedures, as required by professional standards. Auditors judge the level of assurance from analytical procedures consistent with their precise assessments.



Table 1 (continued)

Authors	Title	Results
Pflugrath, Martinov-Bennie and Chen (2007)	The impact of codes of ethics and experience on auditor judgments	Code of ethics has a positive impact on the quality of the judgments. Context of greater general experience that leads to higher quality of judgments.
Barth, Landsman and Lang (2008)	International accounting standards and accounting quality	Firms that apply IAS have less earnings smoothing, less managing of earnings, more timely recognition and higher correlation between accounting amounts with market returns.
Coram et al., (2008)	The Moral Intensity of Reduced Audit Quality Acts	Auditors perceive seven different Reduced Audit Quality (RAQ) acts that differ in the Moral Intensity of Jones' model (1991). Social consensus, Magnitude of consequences, Probability of effect, RAQ acts differ in terms of their moral intensity and hence, auditors' decisions to undertake RAQ behavior may be issue contingent. Moral intensity factors vary with the moral issue.
Shil (2008)	Accounting for good corporate governance	The results are that good corporate governance is a must for today's complex and dynamic business environment to ensure long-term sustainability.



Table 1 (continued)

Authors	Title	Results
Duff(2009)	Measuring audit quality in an era of change An empirical investigation of UK audit market stakeholders in 2002 and 2005	The “technical” audit factors: competence, relationship and independence fell from 2002 to 2005. No change in service qualities across the period.
Kanagaretnam, Mathieu and Shehata (2009)	Usefulness of comprehensive income reporting in Canada	The results show significant among available- for-sale and cash flow which is associated with price and market return. Furthermore, it found that comprehensive income is strongly associated with stock price and market return.
Holthausen (2009)	Accounting Standards, Financial Reporting Outcomes, and Enforcement	A variety of factors influence financial reporting outcomes and suggest that accounting standards may not be as important as incentives, enforcement, ownership structure and other market and legal forces. The reliability of the empirical measures of all of these factors is important in assessing whether a particular factor is important.
Rennie, Kopp, and Lemon (2010)	Exploring Trust and the Auditor-Client Relationship: Factors Influencing the Auditor’s Trust of a Client Representative	Auditors believe it is important to trust their clients. They attempt to ensure that trust does not impede professional skepticism, primarily through a rigorous audit process and the adoption of an independent attitude.



Table 1 (continued)

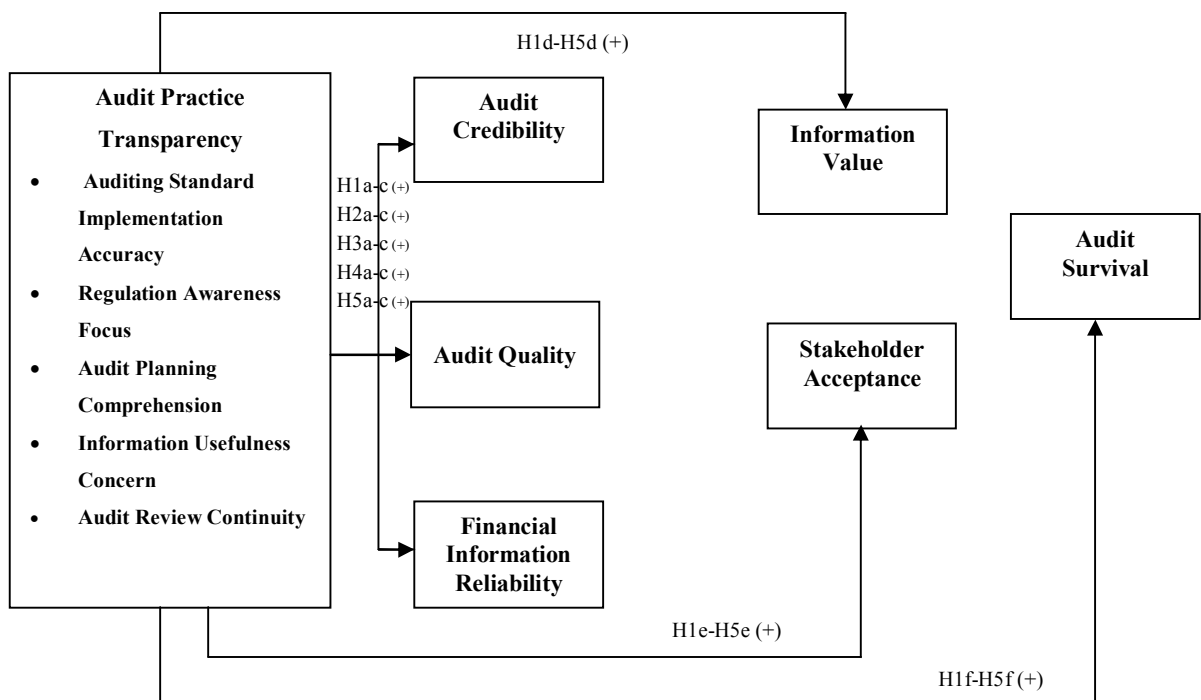
Authors	Title	Results
Price, Roman and Rountree (2011)	The impact of governance reform on performance and transparency	The results indicate that compliance with the Code has increased dramatically over time. However, compliance is generally not associated with improved performance or financial reporting transparency. They find firms with greater compliance resort to the more costly mechanism of marketing dividend payments to reduce agency conflicts.
McKnight and Wright (2011)	Characteristics of Relatively High-Performance Auditors	Higher-performing auditors will perceive that technical knowledge and ability, client interaction skills and professional attitudes/behaviors are more relevant. Will be more inclined to extend standard audit procedures and will have a more proactive, involved internal locus of control. Finally, auditors are more proactive regarding the performance of audit judgment tasks and decisions.



The Relationships among Audit Practice Transparency on Audit Credibility, Financial Information Reliability, Information Value, Stakeholder Acceptance and Audit Survival

This section emphasizes the effects of the construct of audit practice transparency's five dimensions consisting of auditing standard implementation accuracy, regulation awareness focus, audit planning comprehension, information usefulness concern and audit review continuity on audit credibility, financial information reliability, information value, stakeholder and audit survival as shown in figure 2.

Figure 2 The Relationships among Audit Practice Transparency on Audit Credibility, Financial Information Reliability, Information Value, Stakeholder Acceptance and Audit Survival



Auditing Standard Implementation Accuracy

The sophistication of businesses has engendered an attempt to have all financial accounting according to a common standard, that is, IFRS (International Financial Reporting Standards). The accounting harmonization is one way to encourage



higher transparent and consistent reporting and to that end, the International Accounting Standard Board (IASB) produces international accounting standards for private sector entities throughout the world. Since 2005, there has been pervasive adoption of IASB standards on a mandatory basis (Al-shammari, Brown and Tarca, 2008).

Prior research found that auditors who comply with general audit standards is an important factor of audit quality (Gao and Kling, 2012) and they perform procedures to obtain an understanding of the client's integrity and ethical values (Karacaer et al., 2009). Auditing standard implementation accuracy must be studied and understood regarding performing audit compliance with the generally accepted accounting standards, auditing standards, revenue code and related laws or regulations (Arnold et al., 2001) which can make one believe that the auditing standards are based on those guidelines and that operational auditing enhances auditors to apply the understanding of the audit report for accuracy in compliance with auditing standards (Norman, Wier and Achilles, 2008). Accounting professionals and regulatory agencies monitor the work of auditors' frequency sufficiently to punish the auditor who does not comply with auditing standards. Also, auditors are liable for a positive probability at any level of quality for a failed audit and the probability is a decreasing function of the quality (Zhang, 2007). Auditors are required to comply with professional auditing standards on conduct, which is about how the configuration should be performed to ensure the appropriate level of audit quality (Martin, 2007). Thus, credibility and reliability of reporting are important. Auditor independent is expected from users for the credibility and reliability of reporting. Because auditors are both insurance providers and information intermediaries that provide independent verification of manager-prepared financial statement, audit quality contributes to the reliability and quality of financial reporting. Thus, auditors should continue developing them. Moreover, much of the conventional literature treats accounting regulation as an exercise in applied economics and applies public choice theory to accounting public policy (Cooper and Robson, 2006). Also, Kinney (2005) suggests that standards themselves are inadequate to prevent financial reporting failure. Similarly, Hart (2009) and Holthausen (2009) proposed evidence from the accounting literature that concludes accounting standards alone do not determine the quality of financial reporting outcomes such as in the capital market effects that are stronger in member states of the European Union (EU), which



are due to the EU's efforts to improve transparency and enforcement. In spite of this, the Public Company Accounting Oversight Board (PCAOB) provides some protection, as it is responsible for future financial reporting scandals. Standard enforcement is used to reduce the number of audit failures.

Likewise, the United States of America has government- mandated regulations and oversight of accounting and auditing standards that are set for public companies to protect investors by maintaining fair, orderly and efficient markets; and facilitate capital formation (Kinney, 2005). Also, Cabrera-Frias (2012) argues that the public has relied upon audited financial statements when making financial decisions for investments. Then auditing standard implementation accuracy is more likely greater credibility. These auditing standards and a robust audit monitoring function are standards of quality and a robust audit oversight function is necessary to nurture sound auditing processes. These thorough procedures are an important element that is integral to maintain and enhance industry market confidence. In addition, The Sarbanes-Oxley Act indicates that the internal audit functions are an integral part of corporate governance in verifying and assuring the accurate and reliable financial information (Elson and Lynn, 2008; Prawitt, Smith and Wood, 2009). Therefore, auditing standard implementation accuracy will be strengthen the financial process and enhance the reliability of financial information.

The auditing standard implementation accuracy needs to enforce the improvement of audit practice transparency. Auditing standard implementation accuracy is ensuring that audit procedures are complying auditing and accounting standard (Al-shammari, Brown and Tarca, 2008). In this research, Auditing standard implementation accuracy refers to the focuses of audit process of Certified public accountant (CPAs) are compliance to the laws, auditing and accounting standards. Then auditing standard implementation accuracy is more likely greater audit quality. Based on prior research has indicated that a review of company compliance with applicable laws and auditing standard on auditing activities assures that all transactions regarding compliance with auditing standard are expended efficiently, effectively and economically. Auditors who perform auditing under auditing standard implementation accuracy provide audit quality, audit credibility, financial information reliability,



information value, stakeholder acceptance and audit survival. Based on the previous literature, the related hypotheses are postulated as follows:

Hypothesis 1a: The higher the auditing standard implementation accuracy is, the more likely that auditors will gain greater audit quality.

Hypothesis 1b: The higher the auditing standard implementation accuracy is, the more likely that auditors will gain greater audit credibility.

Hypothesis 1c: The higher the auditing standard implementation accuracy is, the more likely that auditors will gain greater financial information reliability.

Hypothesis 1d: The higher the auditing standard implementation accuracy is, the more likely that auditors will gain greater information value.

Hypothesis 1e: The higher the auditing standard implementation accuracy is, the more likely that auditors will gain greater stakeholder acceptance.

Hypothesis 1f: The higher the auditing standard implementation accuracy is, the more likely that auditors will gain greater audit survival.

Regulation Awareness Focus

The accounting scandals at the beginning of the millennium are well known, partial list of companies includes Waste Management, WorldCom, Enron and Xerox. The scandal waves spread widely and quickly resulting damage such as a decline in the worldwide reputation of a wide variety of U.S. firm. It also has a negative impact on the creditability of financial market and accounting profession. Especially, weakness of regulations and rules controls their business operation behavior then appears misreport information accounting. Accordingly, in the 2002 the U.S. introduces the Sarbanes-Oxley Act of 2002 (SOX) to control business operation. Rezaee (2005) indicates that the SOX have enacted to improve corporate governance, quality of financial reports and credibility of audit functions. Regulation awareness focus is defined as the concerns



about strictly complying with the regulations and laws to achieve good performance and also focuses on continuously following the information of regulators. Regulation is one type of external effect that affects the internal operations or practice of business (Seal, 2006). Accounting practices relate to regulations and laws affecting accounting statements and information disclosure. However, the regulations are corporate governance that reforms the firm's transparency and the firms that follow the related regulations will increase the information's transparency (Waroonkun and Ussahawanitchakit, 2011).

Regulation compliance means conforming to fulfill the obligation in the audit world by specification policy, standard or law that is clearly defined. There are many components that should be valuable to maintaining legal compliance such as legal requirements, operational control procedures, internal audit and external certification. Galan and Battaner (2009) reveal that managers and employees are fulfill in duty to know and comply about basic regulations within purpose of internal audit area, cause to ensure professional audit quality standards. Prior research found that the essential audit aims to ensure that organizations are strict as to rules and regulations for achievably information security compliance management and unsurely that the structure remains solid. In other words, if organizations need to fulfill their long potential maximize of wealth, then a planning strategy of regulation compliance awareness is an important factor to implement (Srikarsem and Ussahawanitchakit, 2009). Thus, compliance with regulations is representative of the effectiveness of audit work which complies with the objectives of audit practice. The compliance with regulations such as adopting the rules for corporate governance, include preparedness with regulatory changes that will occur and finding ways to solve problems resulting from the enforcement of laws and regulations (Shapiro and Matson, 2008; Jokipii, 2010).

In this research, regulation awareness focus refers to the focuses of audit process of Certified public accountant (CPAs) are compliance to the others rules regulate with audit work. The result of regulation awareness focus has positive impacted on audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival. Therefore, the hypotheses are posited as follows:



Hypothesis 2a: The higher the regulation awareness focus is, the more likely that auditors will gain greater audit quality.

Hypothesis 2b: The higher the regulation awareness focus is, the more likely that auditors will gain greater audit credibility.

Hypothesis 2c: The higher the regulation awareness focus is, the more likely that auditors will gain greater financial information reliability.

Hypothesis 2d: The higher the regulation awareness focus is, the more likely that auditors will gain greater information value.

Hypothesis 2e: The higher the regulation awareness focus is, the more likely that auditors will gain greater stakeholder acceptance.

Hypothesis 2f: The higher the regulation awareness focus is, the more likely that auditors will gain greater audit survival.

Audit Planning Comprehension

Audit process includes audit planning activity. According to Crist (1993) reveals that audit planning comprehension refers to improvement about appropriate audit strategy in circumstances on expectation about the likelihood of errors in financial statements. And comprehensive audit process on business activity and development about a cost-effective audit program for obtaining sufficient competent evidence (Davidson and Gist, 1996). As the result, International Audit Standard (IASs) section 300, Planning an Audit of Financial Statements (2006) reveal that the objective of audit planning is the performed and effective manner and indicate that auditors create an overall audit strategy include, timing, direction of the inspection and improve of audit plans. Consistent with Shoommuangpak and Ussahawanitchakit (2009) defined audit strategy, as the tool or technique of auditors. Also, when auditor has audit planning it has to goal success or audit effectiveness. The auditor should be known about industry



and enterprise of customer before taking audit planning to reduce audit risk and generate audit quality (Arens, Elder and Beasley, 2005).

In prior research, Bedard (1991) reveal that inherent or control risk factors, environment, the client-industries and audit experience have influence on audit method and audit resource, but the audit scope depended on the judgment and information. Moreover, Bedard, Mock and Wright (1999) indicate that audit planning within five types including focus, extent, audit method (nature), timing and staffing. Bedard, Graham and Jackson (2005) indicate that level of audit risk assessment is consistent with auditor's ability on the nature, timing and scope of audit evidences and allocate of audit resources to appropriate on audit work. Furthermore, Bedard, Mock and Wright (1999) reveal that the relationship among audit planning and audit procedure. Moreover, the auditors have audit practice and procedures are similar on the last years (Bedard, Mock and Wright, 1999; Hoffman and Zimbelman, 2009). The auditor may be changing their audit procedure when environments in audit have complex.

In this research, audit planning comprehension refers to the auditor's ability to comprehensive with sufficiently and appropriately specifies the nature, timing and extent of audit evidences and allocation of audit resources that are consistently with the level of audit risk assessment on audit work. Audit planning is method to detect and improve risk assessment. Therefore, audit planning comprehension has an effect on audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival. Thus, the hypotheses are proposed as follows:

Hypothesis 3a: The higher the audit planning comprehension is, the more likely that auditors will gain greater audit quality.

Hypothesis 3b: The higher the audit planning comprehension is, the more likely that auditors will gain greater audit credibility.

Hypothesis 3c: The higher the audit planning comprehension is, the more likely that auditors will gain greater financial information reliability.



Hypothesis 3d: The higher the audit planning comprehension is, the more likely that auditors will gain greater information value.

Hypothesis 3e: The higher the audit planning comprehension is, the more likely that auditors will gain greater stakeholder acceptance.

Hypothesis 3f: The higher the audit planning comprehension is, the more likely that auditors will gain greater audit survival.

Information Usefulness Concern

The usefulness of information and the perception of many user groups about these reports have been the subject of a number of previous studies (Chatterjee et al., 2010). Information usefulness concerns are defined as the focus on the utility of accounting information which is accurate, complete, adequate, reliable and relevant for decision making to establish the reliability of accounting information to stakeholders. Then, it leads to the added value of the firm. Useful financial information is very important for both internal and external users to support decision making that relates to the operations (Reck, Vernon and Gotlob, 2004). Furthermore, information usefulness is perceived so that it can be used to make correct and timeliness following the objectives of the financial report defined by professional standards (Kieso, Weygandt and Warfield, 2004). Moreover, information can create value of a competitive advantage and firm growth (Thaweechan and Ussahawanitchakit, 2011). Information usefulness concern is benefit to stakeholder.

Thus, the usefulness of information is a central feature of decision analysis and one of its most interesting areas of application (Bickel, 2008). In this research, information usefulness concern refers to the focus of best audit practice to the utility of accounting information which is accurate, complete, adequate, reliable and relevance for decision making of users. Then, information usefulness concern is one of important parts to audit practice transparency. The increasing uncertainty in the prior distribution does not necessarily lead to larger valuation of information (Gould, 1974). Therefore, information usefulness concern leads to increase audit quality, audit credibility,



financial information reliability, information value, stakeholder acceptance and audit survival. Thus, the hypotheses are proposed as follows:

Hypothesis 4a: The higher the information usefulness concern is, the more likely that auditors will gain greater audit quality.

Hypothesis 4b: The higher the information usefulness concern is, the more likely that auditors will gain greater audit credibility.

Hypothesis 4c: The higher the information usefulness concern is, the more likely that auditors will gain greater financial information reliability.

Hypothesis 4d: The higher the information usefulness concern is, the more likely that auditors will gain greater information value.

Hypothesis 4e: The higher the information usefulness concern is, the more likely that auditors will gain greater stakeholder acceptance.

Hypothesis 4f: The higher the information usefulness concern is, the more likely that auditors will gain greater audit survival.

Audit Review Continuity

The objective of the review is to insure that the audits practice according to the generally-accepted auditing standards and company policies and procedures by the cause of review as the feedback and effects on preparer behavior behind the reviews have not received much attention (Miller, Fedor and Ramsay, 2006). Moreover, the review process must continue on real time process (Wilk, 2002). Consistent with Agoglia, Kida and Hanno (2003) reveal that the review process is a key of audit work because the emphasis on quality and work within time pressure to generate audit performance. Likewise, the auditors have to take audit review to show judgment (Ramsay, 1994). Tan and Shankar (2010) reveal that the reviewers of audit are a key of



development on audit quality and review process can be objective success (Tan and Jamal, 2001).

The prior research, by Guiral, Ruiz and Rodgers (2011) indicate that the auditing standards desire the assessment in evidence related to auditor within unbiased and objective and credibility of evidence that make judgments (Reimers and Fennema, 1999). Moreover, the process of audit review is importance on quality method within audit practice and standards (Favere-Marchesi, 2006). Moreover, Wilk (2002) states that the preparers and reviewers are working about audit practice by using interactive or face-to-face to audit performance. The CPA firms use audit review process as a method to control audit quality (Tan and Trotman, 2003) and show appropriate of the audit judgments (Tan and Shankar, 2010). Agoglia, Hatfield and Brazel (2009) reveal that review is important to quality control under auditing standards. The supervisors can review from documentation of auditors (Miller, Fedor and Ramsay, 2006).

Audit review can be improved audit performance and increases audit effort, audit quality and auditor training (Payne, Ramsay and Bamber, 2010). Consistent with Favere-Marchesi (2000) indicate that audit practice and the review of external quality are significant of audit quality. Audit review defines as the capability of auditor to guarantee under evidence appropriate about reducing defect in audit cover (Pongsatitpat and Ussahawanitchakit, 2012) and according to generally accepted auditing standards, firm policies and procedures of review, increases audit effort and development audit performance (Miller, Fedor and Ramsay, 2006; Payne, Ramsay and Bamber, 2010). In this research, audit reviews continuity refers to the ability of auditor to review within evidence sufficiency and identify error of foible ongoing to audit work. Audit review can be an important role on audit work. Therefore, audit review continuity has an effect on audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival. Thus, the hypotheses are proposed as follows:

Hypothesis 5a: The higher the audit review continuity is, the more likely that auditors will gain greater audit quality.



Hypothesis 5b: The higher the audit review continuity is, the more likely that auditors will gain greater audit credibility.

Hypothesis 5c: The higher the audit review continuity is, the more likely that auditors will gain greater financial information reliability.

Hypothesis 5d: The higher the audit review continuity is, the more likely that auditors will gain greater information value.

Hypothesis 5e: The higher the audit review continuity is, the more likely that auditors will gain greater stakeholder acceptance.

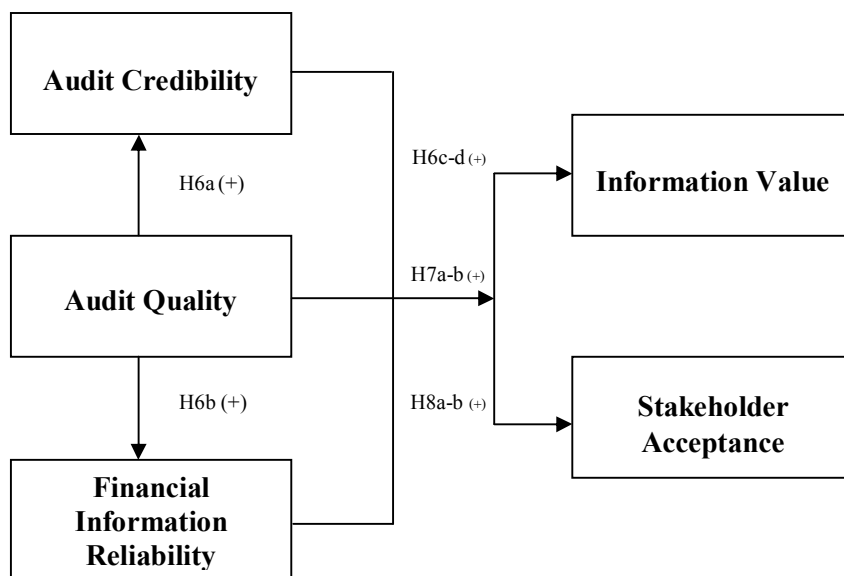
Hypothesis 5f: The higher the audit review continuity is, the more likely that auditors will gain greater audit survival.

The Relationships among Audit Credibility, Audit Quality and Financial Information Reliability on Information Value and Stakeholder Acceptance

This part emphasizes the relationships among audit credibility, audit quality and financial reliability on information value and stakeholder acceptance as shown in Figure 3.



Figure 3 The Relationships among Audit Credibility, Audit Quality and Financial Information Reliability on Information Value and Stakeholder Acceptance



Audit Quality

Audit quality refers to the probability which an auditor will both find and realism of financial statement material error, or lack of material financial statement of clients (DeAngelo, 1981). The auditors are as both insurance provider and information intermediary. Moreover, DeAngelo (1981) reveals that audit quality is the probabilities of auditor detected both discover and present the error on client's accounting system. Titman and Trueman (1986) indicate that the best auditor provides precise information relate to the firm's value, because the objective of audit is assurance on financial statement. The audit quality is the probability financial statements that are correct and non-bias (Palmrose, 1988). Likewise, Davidson and Neu (1993) define audit quality as the ability of the auditor to detect and manage the material misstatements and deal to net income reported. Thus, audit quality reflects to audit opinion success when auditor finds appropriate evidence (Al-Ajmi, 2009).

This research attempts to key audit quality and views of audits success in market. (Watkins, Miklosi and Andrew, 2004), also the audit quality consists of monitoring strength and reputation. Moreover, Aren and Loebbecke (2000) described



that the auditor who has higher level of professional conduct can generate confidence on quality service or audit quality. Consistent with Feroz, Park and Pastena (1991) indicate that the auditor's ability positively affects on audit quality and Stice (1991) reveals that auditor who has high professional efficacy leads to higher audit quality. In this research, audit quality refers to the probability of auditor will both discover and report about error in a client's accounting system by correcting audit process and trustworthiness of financial reporting useful for decision making. In addition, it implies that auditor who has high quality performance will be gained high audit credibility, financial information reliability, information value and stakeholder acceptance. Based on the previous literature, the related hypotheses are postulated as follows:

Hypothesis 6a: The higher audit quality is, the more likely that an auditor will gain greater audit credibility.

Hypothesis 6b: The higher audit quality is, the more likely that an auditor will gain greater financial information reliability.

Hypothesis 6c: The higher audit quality is, the more likely that an auditor will gain greater information value.

Hypothesis 6d: The higher audit quality is, the more likely that an auditor will gain greater stakeholder acceptance.

Audit Credibility

Audit credibility is the level of auditor's audit confidence to (1) likelihood that financial statements in accordance with generally accepted accounting principles and (2) likelihood that stakeholders trust on audited financial statements of auditor. The continuing series of business scandals from Enron to WorldCom and the subsequent collapse of Arthur Andersen, have been undermined the credibility of auditing and auditor. As the recently passed Sarbanes-Oxley Act of 2002, audit independence is emphasized by enhancing the credibility of the audit that helps restoring auditor credibility. Although audit credibility is mentioned in auditing area, the most audit



credibility studies are related to restorable auditor credibility and seek an answer about why clients shift to other auditors. Hence, audit credibility is seldom defined. In addition, a key element of credibility is trust (Dando and Swift, 2003). This research also applies trust definition to define audit credibility. Some studies (Kerler and Killough, 2009) defined auditors' trust as belief in intention to accurately compile the company's financial statement following applicable laws and standards and provide all relevant information to audit the financial statements. Thus, trust is consistent with confidence of auditor's intention to perform laws and standard including auditors' reliance to stakeholders who are likely to rely on the financial statements.

Two mains of public expectations in audit process are: (1) any financial statements published will be correct and (2) auditors appointed to report will be both independent and competent and will carry out their work not only to maintain confidence in public sector spending but to add value by constructively reporting to achieve improvement in service delivery also (Percy, 2007). Assurance is provided by independent third party auditors who, based on the evidence they have examined.

Alles, Kogan and Vasarhelyi (2004) reveal that the credibility of auditor can be generated the value of assurance among stakeholders and auditor. The activity (high-quality service) is important for generate the value of credibility and the audit credibility is an outcome of audit quality. Therefore, when auditors deliver the higher audit quality, it results to generate the greater credibility of auditor which affects the good auditors' reputation. Moreover, Wilson, Apostolou and Apostolou (1997) indicate that the adversely evidence relates to reduce reputation and impairs credibility of audit work. The series of business scandals, from Enron to WorldCom, have undermined the credibility of auditing and auditor. The outcome of high-quality audits is reliable financial statement and consequently, word of mouth of financial statement user reflects that how audit credibility. With regarding to audit credibility, a continuous process of credibility transaction is reputation (Ranft et al., 2006). If an auditor is working fairly, being reliable and presenting concerns for audit confidence and credibility, over a period of time, clients rely upon audit credibility, it's the more likely that information value and stakeholder acceptance will improve. Thus, the hypothesis is proposed as follows:



Hypothesis 7a: The higher audit credibility is, the more likely that an auditor will gain greater information value.

Hypothesis 7b: The higher audit credibility is, the more likely that an auditor will gain greater stakeholder acceptance.

Financial Information Reliability

Nowadays, quality information plays an important role to support management decisions regarding the firms' strategic planning and business process (Morris, 2011; O'Donnell and David, 2000). Successful management decisions and strategic formulation and implementation depend on reliable information. Internal audit function is an important component of internal control over reliable financial reporting and corporate governance of financial reporting (Arel, Beaudoin and Cianci, 2012; Gramling et al., 2004; Morris, 2011). Financial information is the neutral, complete and accurate of information in financial reporting which must be a faithful representation of the real-world economic transactions and phenomena (IASB, 2009). In this research, financial information reliability is defined as the quality of financial information to assure that information is reasonably free from error or bias and faithfully reveal of the real-world economic transaction.

Financial information reliability plays a critical role in the feedback of financial position and operation (IASB, 2009). Financial information is useful in making decisions regarding investment, credit and similar resource allocation decisions (Watt and Zimmerman, 1986; Healy, 1985). Furthermore, an internal audit can provide assurance about reliable information in order to support strategic decision making by management (Alic and Rusjan, 2010; Rezaee, 1996). All reliable information is utilized in the business management systems development, corporate governance development and strategic realignment (Gramling et al., 2004; Lenz and Sarens, 2012). Finally, reliable financial information and reporting may enhance the information value and stakeholder acceptance. Consequently, the following hypotheses are postulated:



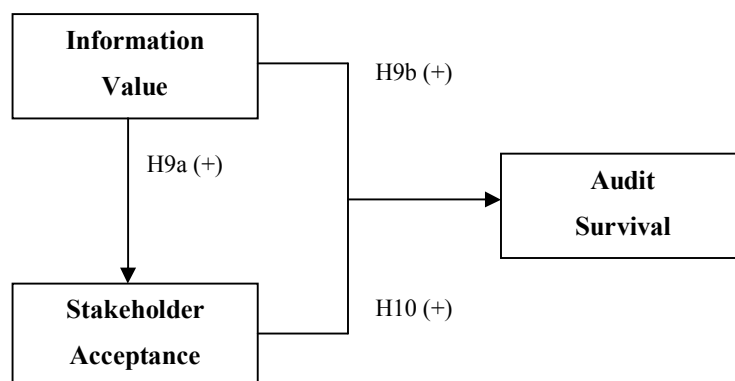
Hypothesis 8a: The higher financial information reliability is, the more likely that an auditor will gain greater information value.

Hypothesis 8b: The higher financial information reliability is, the more likely that an auditor will gain greater stakeholder acceptance.

The Relationships among Information Value and Stakeholder Acceptance on Audit Survival

This part emphasizes the relationships among information value and stakeholder acceptance on audit survival as shown in Figure 4.

Figure 4 The Relationships among Information Value and Stakeholder Acceptance on Audit Survival



Information Value

Information value is of benefit to the stakeholder (Bickel, 2008). Thus, the information value is an important characteristic relates the decision analysis and one of its most interesting areas of enforce (Bickel, 2008). However, Laud and Schepers (2009) indicate that the investors realize meagerly that three categories need to intelligible information conclude small investors, large investors and institutional investor profession. The higher of uncertainty in the prior distribution does not necessarily depend on the larger valuation of information (Gould, 1974). Furthermore, Ho and Wong (2003) reveal that the corporate disclosure likely reflects to external



finance suppliers, internal management or investor/analysts. Moreover, the market participants are able to clearly distinguish firms with higher disclosure quality from others and incorporate that information into liquidity variable (Krishnamurti, Sevic and Sevic, 2005). Additionally, Bushee et al., (2010) found that reduces information asymmetry around earnings announcements caused by diversifying in press.

Information value is information that is effectiveness and response to information users and increases understanding of investors (Waroonkun and Ussahawanitchakit, 2011). Furthermore, information value is perceived so that it can be used to make correction and timeliness following the objectives of the financial report defined by professional standards (Kieso, Weygandt and Warfield, 2004). Moreover, information can create value of a competitive advantage and firm growth (Thaweechan and Ussahawanitchakit, 2011). In this research, information value defined as the information that is effectiveness and response to information users and increases understanding of investors. Therefore, information value leads to increase stakeholder acceptance and audit survival. Thus, the hypotheses are proposed as follows:

Hypothesis 9a: The higher information value is, the more likely that an auditor will gain greater stakeholder acceptance.

Hypothesis 9b: The higher information value is, the more likely that an auditor will gain greater audit survival.

Stakeholder Acceptance

Stakeholder Acceptation is the perceptions of each type of stakeholders who recognize and concentrate relate to firm's operations, activities, or involvement. Freeman (1984) defines that stakeholder acceptance is stakeholder party on management and actions to corporate. The stakeholder acceptance as perceive admittedly organization governance, honesty of group or individual who can affect or is affected by the achievement of the corporate objective (Intakhan and Ussahawanitchakit, 2009). In this research, stakeholder acceptance defined as the performance of auditor which stakeholder admittedly and believed in auditor's ability on audited.



For prior research in financial performance perspective, that is examined the accounting information value relevance and equity of market values (Barth, Beaver and Landsman, 2001). Mills, Rorty and Werhane (2003) reveal that the values of accounting information are applied to inform or should inform stakeholders how the firm intends to carry out its goals. Therefore, stakeholders anticipate that accounting information will provide the credibility to support user decision - making supported. Thus, the related hypothesis is postulated as follows:

Hypothesis 10: The higher stakeholder acceptance is, the more likely that an auditor will gain greater audit survival.

Audit survival

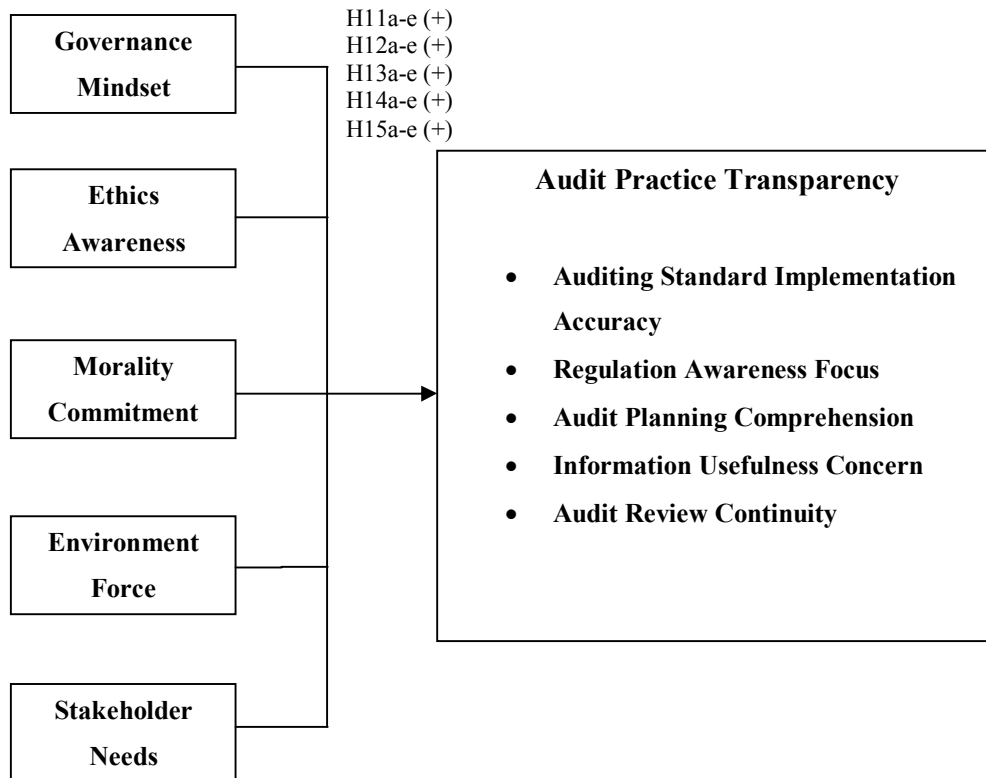
The prior researches by Brocheler, Maijor and Witteloostuijn (2004) have two questions about long-term process within audit work; include why some auditors are more successful than others and what makes a new auditor a likely aspirant for survival. Futuremore, Mano (2003) indicated that the auditor is serious on survival to audit work. Also, the auditor who has higher education has to be best performance and successful. The firms selection auditor relate to audit quality because reputation of auditor to response on switching of auditor. The auditor allows a professional service; human capital can be expected for the important explanation of auditor success and failure (Brocheler, Maijor and Witteloostuijn, 2004). In this research, audit survival refers to the persistence of a professional accountant who is measured by continuing clients, generates of new clients and provides other services which the auditors must presented fairly in the statement in accordance with GAAP (Mano, 2003) and to be the nurture of existing customers that have been entrusted to an ongoing audit expression of survival for continuous professional development in the long term.

The Relationships among Governance Mindset, Ethics Awareness, Morality Commitment, Environment Force and Stakeholder Needs on Audit Practice Transparency

This research designates governance mindset, ethics awareness, morality commitment, environment force and stakeholder needs as the antecedents of audit practice transparency as shown in Figure 5.



Figure 5 Relationships among Governance Mindset, Ethics Awareness, Morality Commitment, Environment Force and Stakeholder Needs on Audit Practice Transparency



Governance Mindset

Nowadays, social factor can be consideration for decision making and analysis for innovation and appropriate value (Li and Liu, 2012; Wang and Chen, 2010). The social responsibility and sustainability come from corporate governance (Aras, Crowther, 2008). Furthermore, O'Donovan (2003) defines governance as an internal system including policies, processes and people. Likewise, support the needs of shareholders and other stakeholders, by directing and controlling management activities with good business perception, objectivity, accountability and integrity (Daniel, 2010). While, Cadbury (2000) reveals that corporate governance is concerned the appropriate among economic and social goals and between individual and communal goals. Moreover, Main wile, Cadbury (2000) show that governance related to principles such as disclosure, legitimization, openness and information transparency, participation, accountability and checks balances.



The governance mindset can be reflected as an environment of trust, value and confidence (Aras and Crowther, 2008) that guides people to work. In this research, governance mindset refers to the motivations of CPA(s) on audit work which is fairness for everyone. Consistent with Bonn and Fisher (2005) show that governance mindset has influence on environment and social responsibilities. Furthermore, commitment of business ethics relate to everyone in organization (Grace and Cohen, 2005).

As the result, accounting information is important for corporate governance. Prior research indicates that corporate governance is an internal process and structure the built to manage and monitor the manager's behaviors in administration that are related the benefits of all stakeholders (Kaewprapa, Ussahawanitchakit and Boonlua, 2012). At this point, governance mindset is potential possibility to affect audit practice transparency. Thus, the hypotheses are proposed as follows:

Hypothesis 11a: The higher governance mindset is, the more likely that an auditor will gain greater auditing standard implementation accuracy.

Hypothesis 11b: The higher governance mindset is, the more likely that an auditor will gain greater regulation awareness focus.

Hypothesis 11c: The higher governance mindset is, the more likely that an auditor will gain greater audit planning comprehension.

Hypothesis 11d: The higher governance mindset is, the more likely that an auditor will gain greater information usefulness concern.

Hypothesis 11e: The higher governance mindset is, the more likely that an auditor will gain greater audit review continuity.

Ethics Awareness

The prior research by Marion and Cengage (2001) indicate that ethical awareness is important belief and acceptance behavior within the code of conduct which includes honesty and transparency concern on best decision in audit practice according



to the rules, regulations, accounting and auditing standards. Consistent with Marion and Cengage (2001) reveal that audit practice concludes a competence, confidentiality, integrity and objectivity. Ethical awareness as performance auditing that will need to strictly adhere to the moral codes and professional ethics. It focuses on the scope of the work covering auditing and professional ethics principles that emphasize on performance auditing in an entity where the auditor does not have a conflict of interest which is determined by the integrity of the person. Ethical awareness is a function of the knowledge in which the auditor has to be good or bad and right or wrong in monitoring the conduct of the audit practice (Massey and Thorne, 2006). The higher ethical awareness of an auditor usually provides careful audit opinion on the audit report resulting in effective audit reports to constrain earning management (Chen, Kelly and Salterio, 2012). In this research, ethics awareness refers to the function of knowledge in which the auditor has to be good or bad and right or wrong in monitoring the conduct of audit practice.

Moreover, auditors with more ethical awareness are more likely to follow auditing and compliance auditing standards and other related regulations and legal provisions (Velayutham, 2003; Woodbine, 2008). In some evidence, the auditor signs the treaty in response to the customer's specific circumstances and situation of conflict detection (Tsui and Gul, 1996). Therefore, as higher ethical awareness can provide greater audit practice transparency. As mentioned above, based on these rationales, the following hypotheses are postulated:

Hypothesis 12a: The higher ethics awareness is, the more likely that an auditor will gain greater auditing standard implementation accuracy.

Hypothesis 12b: The higher ethics awareness is, the more likely that an auditor will gain greater regulation awareness focus.

Hypothesis 12c: The higher ethics awareness is, the more likely that an auditor will gain greater audit planning comprehension.



Hypothesis 12d: The higher ethics awareness is, the more likely that an auditor will gain greater information usefulness concern.

Hypothesis 12e: The higher ethics awareness is, the more likely that an auditor will gain greater audit review continuity.

Morality Commitment

The concept of morality refers to the perceptions and behaviors according to norms or rules that recognize right or wrong (Watkins and Hill, 2011). Morality is the belief in moral subsistence (Elci, Sener and Alpkan, 2011). Moreover, the human rights on morality direct to a religious response (Perry, 2007). Likewise, Haste and Abrahams (2008) indicate that morality is a good of characteristics and habits, moral feelings, or good reasoning. Patlakh (2013) reveals that the importance of characteristic morality includes consciousness, action, communication and practice. According to the Stanford Encyclopedia of Philosophy and Wikipedia, morality means: 1) a code of practice which is discrimination between right and wrong, 2) manage code of conduct which is adopted in presentation to alternatives by all method people and 3) the systematic philosophical study about the moral domain. In this research, the morality commitment refers to perceptions and appropriate behaviors according to code, doctrine or system between right or wrong.

Previous research identifies that morality support expertise in context business. Xia, Monroe and Cox (2004) reveal that the morality is important of role in the exchange among buyer-seller in uncertain environments. According to Walker (2006) indicates that the morality has effects on interpretation and action. Likewise, Elci, Sener and Alpkan (2011) reveal that hardworking behavior has positive influenced by morality and religiosity. At the same time, hard work is important for happiness and financial success. Moreover, Balan and Knack (2012) indicate that morality and ability have more correlation increases when capital income levels arise. However, DeScioli and Kurzban (2009) reveal that morality is a conscious role by protection from third-party infliction. Based on the literature, the influence of morality commitment has the potential possibility to affect audit practice transparency. Thus, the hypotheses are proposed as follows:



Hypothesis 13a: The higher morality commitment is, the more likely that an auditor will gain greater auditing standard implementation accuracy.

Hypothesis 13b: The higher morality commitment is, the more likely that an auditor will gain greater regulation awareness focus.

Hypothesis 13c: The higher morality commitment is, the more likely that an auditor will gain greater audit planning comprehension.

Hypothesis 13d: The higher morality commitment is, the more likely that an auditor will gain greater information usefulness concern.

Hypothesis 13e: The higher morality commitment is, the more likely that an auditor will gain greater audit review continuity.

Environment Force

The prior research by Goll and Rasheed (2004) reveal that the environment has effect on organizational strategies, structures, processes and outcomes, the same as the variety of internal decision processes on management. Thus, the environment as regard with physical and social factors outside the organizational that are taken within decision-making (Li and Liu, 2012). In additional, firm innovations and value appropriation have effected from environment force (Wang and Chen, 2010). Similarly, Habib, Hossain and Jiang (2011) indicate that the environmental dynamism explains the rate and the unpredictability of change in a firm's external environment including customers, competitors, government regulations and labor unions. Then, in this research, environment force can be defined as changes in a group of political, economic, social and technological forces that are largely outside the control and influence of a business and that potentially have both a positive and negative impact on the business (Pothong and Ussahawanitchakit, 2011). For example, Garcia Rodriguez and Armas Cruz (2007) reveal that this change caused decay of environment on business transaction, such as process and procedures of regulatory standard.



Moreover, the competitive environment presents to key role on frequency and success of firms innovation (Pothong and Ussahawanitchakit, 2011). In addition, Habib, Hossain and Jiang (2011) reveal that managers and outside stakeholder have asymmetry information caused by fluctuation of reported earnings that is environmental complex. Furthermore, Wang and Chen (2010) indicate that who should be adding knowledge composition when environment complex to reduce risk on value of innovation. At this point, environment force has the potential possibility to affect audit practice transparency. Thus, the hypotheses are proposed as follows:

Hypothesis 14a: The higher environment force is, the more likely that an auditor will gain greater auditing standard implementation accuracy.

Hypothesis 14b: The higher environment force is, the more likely that an auditor will gain greater regulation awareness focus.

Hypothesis 14c: The higher environment force is, the more likely that an auditor will gain greater audit planning comprehension.

Hypothesis 14d: The higher environment force is, the more likely that an auditor will gain greater information usefulness concern.

Hypothesis 14e: The higher environment force is, the more likely that an auditor will gain greater audit review continuity.

Stakeholder Needs

The stakeholder on the views of Freeman (1984) defined as any group or individual who can have achievement on organizations objectives by effect. Consistent with Jurgens et al., (2010) defined the stakeholder as an individual or group who has ascend on organizational objectives. Thus, the internal and external of stakeholder can be caused of organizations. Internal stakeholders compose owners, managers, employees and board members. The external stakeholders include suppliers, customers, creditors, governments, unions, local communities and the general public. Moreover, the prior research by Huse and Rindova (2001) reveal that the stakeholder have three



main streams, include as normative stream arguing about the legitimacy of stakeholder groups, a descriptive stream showing their benefits and power and instrumental stream presenting that a company that interests to the demands of various stakeholders. Consistent with Gelb and Strawser (2001) indicate that management responds to undertaking socially responsibility of stakeholder management on providing comprehensive information disclosure.

Moreover, stakeholder management generates higher transparent financial reporting (Mattingly, Harrast and Olsen, 2009). Consistent with, Huang and Kung (2010) indicate that stakeholder expectations participate with corporate environmental disclosure. The results present the stakeholder groups' demands are significantly affected to level of environmental disclosure. In addition, Hartmann and Hietbrink (2013) reveal that the features can be effect on stakeholder satisfaction. From the literature review, this research defines stakeholder needs as the values of expectations, attitudes, needs or desires of individual or group of firms who likely respond to solve problems, to acquire social consciousness and for consumer-orientation and environmental considerations. Based on the literature, the influence of stakeholder expectation has the potential possibility to affect accounting governance. Thus, the hypotheses are proposed as follows:

Hypothesis 15a: The higher stakeholder needs is, the more likely that an auditor will gain greater auditing standard implementation accuracy.

Hypothesis 15b: The higher stakeholder needs is, the more likely that an auditor will gain greater regulation awareness focus.

Hypothesis 15c: The higher stakeholder needs is, the more likely that an auditor will gain greater audit planning comprehension.

Hypothesis 15d: The higher stakeholder needs is, the more likely that an auditor will gain greater information usefulness concern.

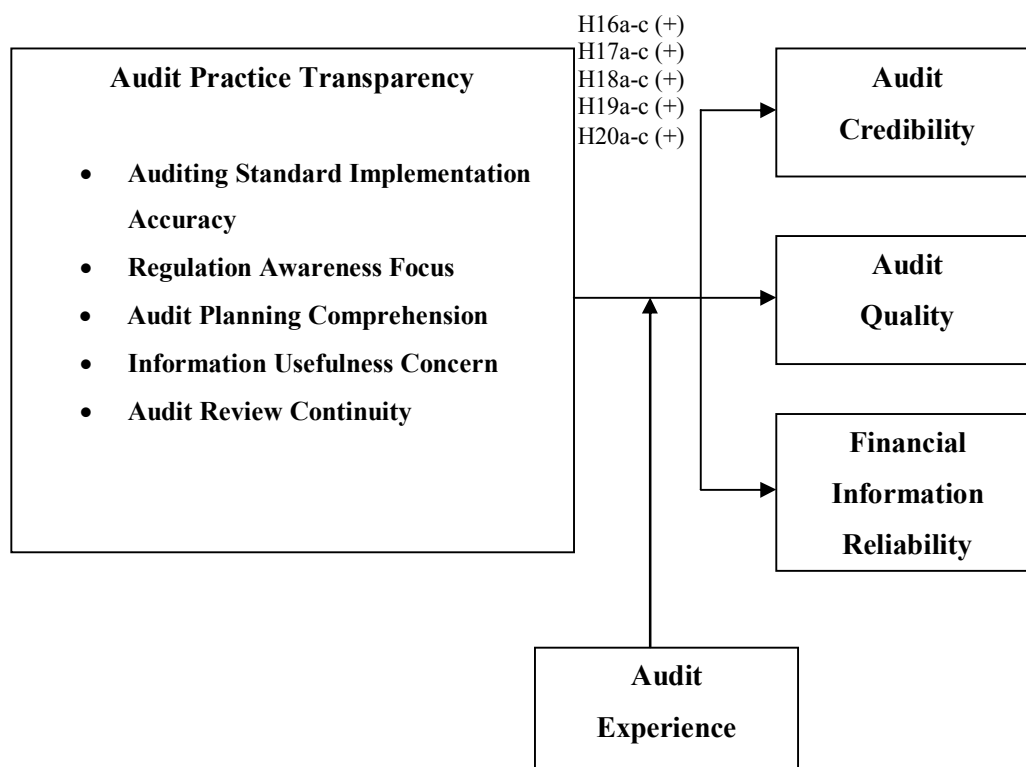


Hypothesis 15e: The higher stakeholder needs is, the more likely that an auditor will gain greater audit review continuity.

The Moderating Role of Audit Experience on the Relationships among Audit Practice Transparency and Audit Credibility, Audit Quality and Financial Information Reliability

This research addresses audit experience as the moderator of the relationships among audit practice transparency and the audit credibility, audit quality and financial reliability as shown in Figure 6.

Figure 6 The Moderating Role of Audit Experience on the Relationships among Audit Practice Transparency and Audit Credibility, Audit Quality and Financial Information Reliability



Audit experience

Audit tasks are an important and issuance activity of professional, because the auditor presents why strength occurs on operation of company. The auditor who best technical experience can be better isolate among exploration and non-exploration evidence (Nelson and Tan, 2005). Kaplan, O'Donnell and Arel (2008) indicate that experience can be inducement knowledge. Also, experience can be the development of ability and best performance.

The prior research by Pflugrath, Martinov-Bennie and Chen (2007) indicate that the code of ethics on perspective greater general experience, cause to a best quality of judgments. Moreover, Bradley (2009) reveals that the auditors who have inexperience that are low reasoning ability. In this research, audit experience refers to using the knowledge and understanding from previous skill from work as the improve audit performance.

These experiences can be supported the beliefs about auditing standard on well-defined procedures decision tools. It helps to manage to risk analysis, sampling technologies, material levels calculate and all of concerns auditing (Mennicken, 2008). Similarly, Lehmann and Norman (2006) indicate that large experience auditors have more solve problem than novices do. Furthermore, Rose (2007) reveals that auditors who have intentional misstatement on reporting exist have higher fraud-specific experience more likely than auditors who have low fraud-specific experience. Based on these rationales, the following hypotheses are postulated:

Hypothesis 16a: Audit experience will positively moderate the relationship between auditing standard implementation accuracy and audit quality.

Hypothesis 16b: Audit experience will positively moderate the relationship between auditing standard implementation accuracy and audit credibility.

Hypothesis 16c: Audit experience will positively moderate the relationship between auditing standard implementation accuracy and financial information reliability.



Hypothesis 17a: Audit experience will positively moderate the relationship between regulation awareness focus and audit quality.

Hypothesis 17b: Audit experience will positively moderate the relationship between regulation awareness focus and audit credibility.

Hypothesis 17c: Audit experience will positively moderate the relationship between regulation awareness focus and financial information reliability.

Hypothesis 18a: Audit experience will positively moderate the relationship between audit planning comprehension and audit quality.

Hypothesis 18b: Audit experience will positively moderate the relationship between audit planning comprehension and audit credibility.

Hypothesis 18c: Audit experience will positively moderate the relationship between audit planning comprehension and financial information reliability.

Hypothesis 19a: Audit experience will positively moderate the relationship between information usefulness concern and audit quality.

Hypothesis 19b: Audit experience will positively moderate the relationship between information usefulness concern and audit credibility.

Hypothesis 19c: Audit experience will positively moderate the relationship between information usefulness concern and financial information reliability.

Hypothesis 20a: Audit experience will positively moderate the relationship between audit review continuity and audit quality.

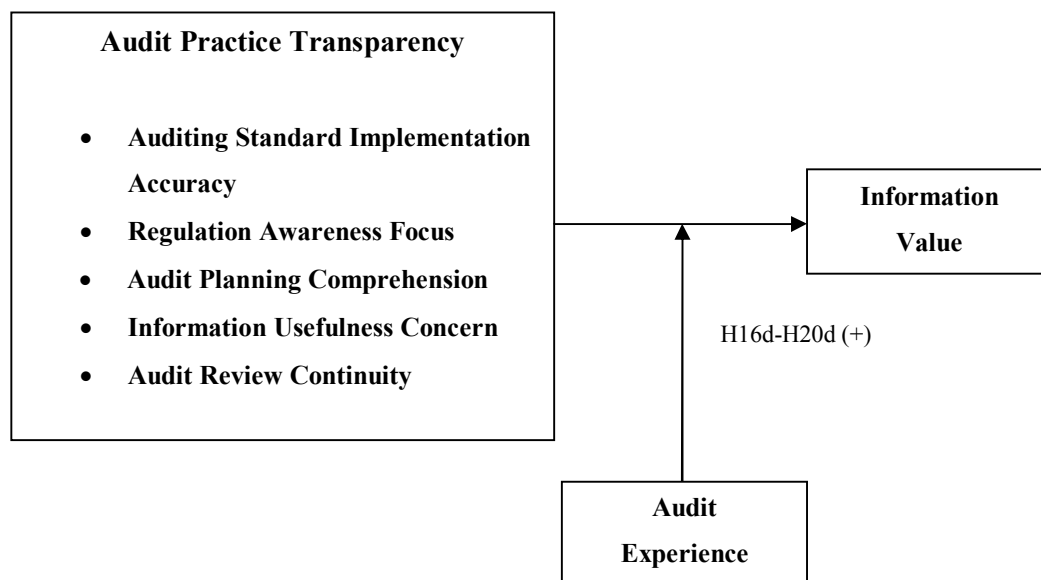
Hypothesis 20b: Audit experience will positively moderate the relationship between audit review continuity and audit credibility.



Hypothesis 20c: Audit experience will positively moderate the relationship between audit review continuity and financial information reliability.

This research addresses audit experience as the moderator of the relationships among audit practice transparency and information value as shown in Figure 7.

Figure 7 The Moderating Role of Audit Experience on the Relationships among Audit Practice Transparency and Information Value



Hypothesis 16d: Audit experience will positively moderate the relationship between auditing standard implementation accuracy and information value.

Hypothesis 17d: Audit experience will positively moderate the relationship between regulation awareness focus and information value.

Hypothesis 18d: Audit experience will positively moderate the relationship between audit planning comprehension and information value.

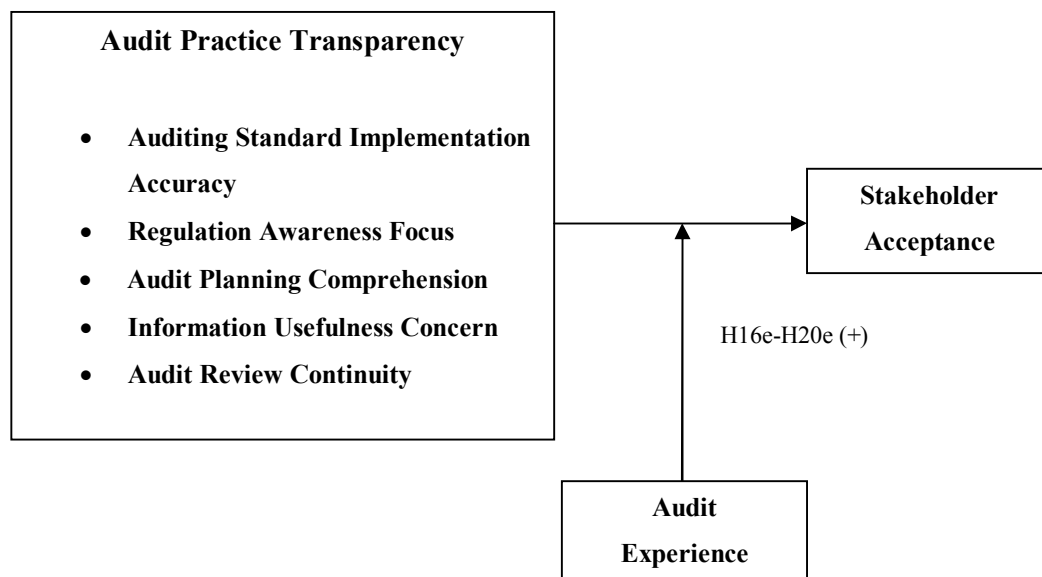
Hypothesis 19d: Audit experience will positively moderate the relationship between information usefulness concern and information value.



Hypothesis 20d: Audit experience will positively moderate the relationship between audit review continuity and information value.

This research addresses audit experience as the moderator of the relationships among audit practice transparency and stakeholder acceptance as shown in Figure 8.

Figure 8 The Moderating Role of Audit Experience on the Relationships among Audit Practice Transparency and Stakeholder Acceptance



Hypothesis 16e: Audit experience will positively moderate the relationship between auditing standard implementation accuracy and stakeholder acceptance.

Hypothesis 17e: Audit experience will positively moderate the relationship between regulation awareness focus and stakeholder acceptance.

Hypothesis 18e: Audit experience will positively moderate the relationship between audit planning comprehension and stakeholder acceptance.

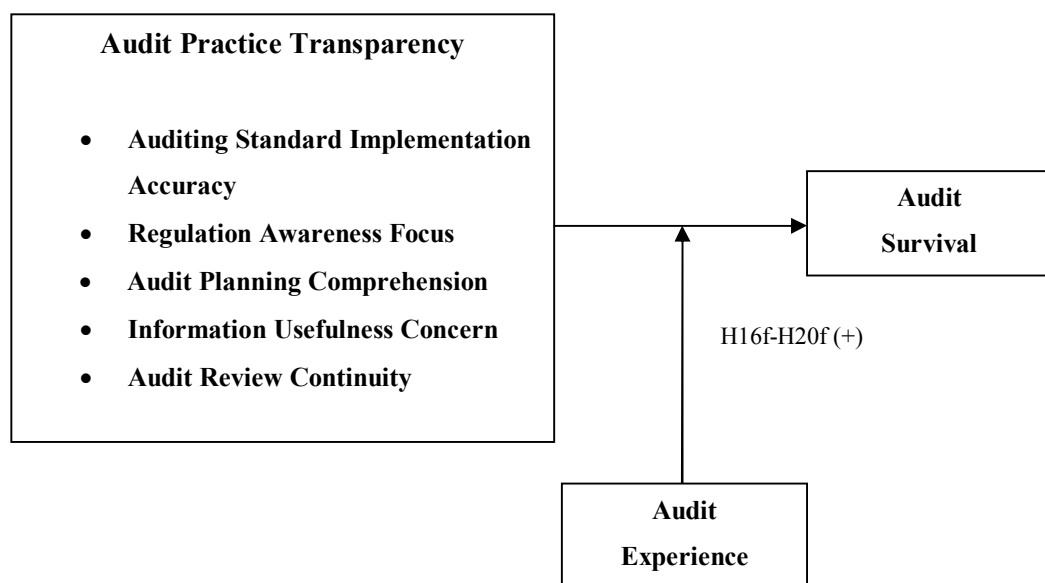
Hypothesis 19e: Audit experience will positively moderate the relationship between information usefulness concern and stakeholder acceptance.



Hypothesis 20e: Audit experience will positively moderate the relationship between audit review continuity and stakeholder acceptance.

This research addresses audit experience as the moderator of the relationships among audit practice transparency and audit survival as shown in Figure 9.

Figure 9 The Moderating Role of Audit Experience on the Relationships among Audit Practice Transparency and audit survival.



Hypothesis 16f: Audit experience will positively moderate the relationship between auditing standard implementation accuracy and audit survival.

Hypothesis 17f: Audit experience will positively moderate the relationship between regulation awareness focus and audit survival.

Hypothesis 18f: Audit experience will positively moderate the relationship between audit planning comprehension and audit survival.

Hypothesis 19f: Audit experience will positively moderate the relationship between information usefulness concern and audit survival.

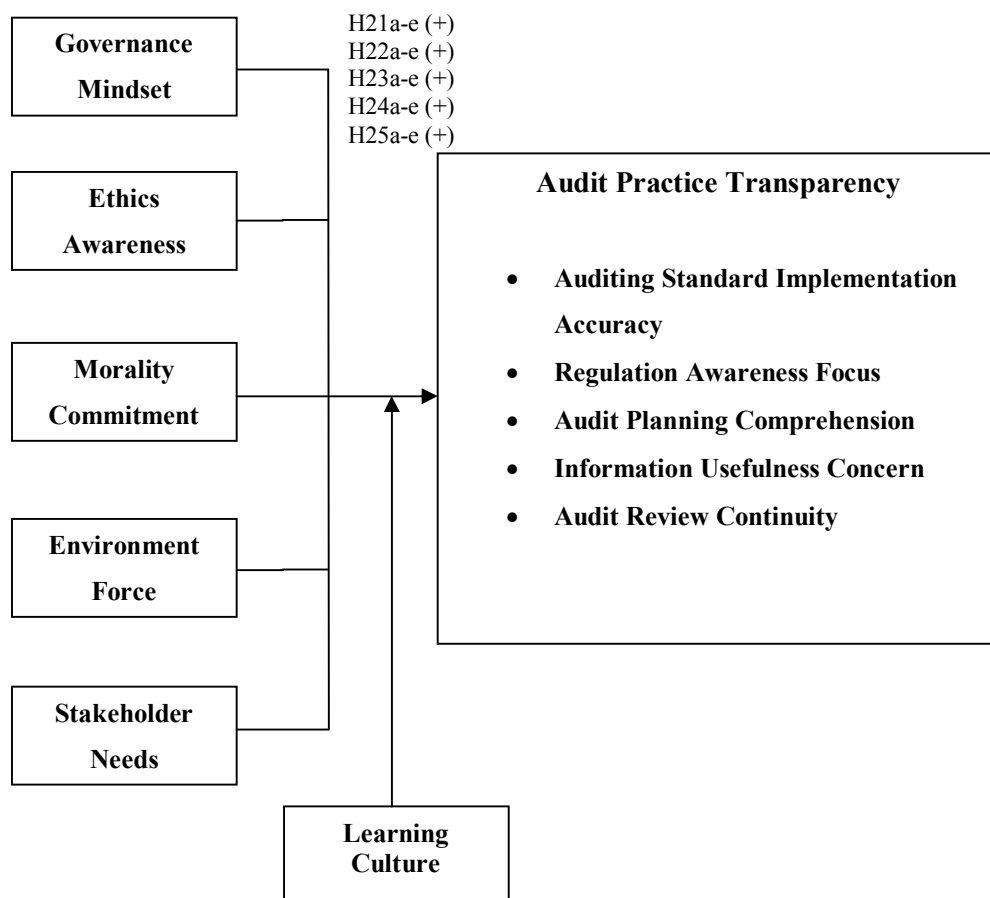


Hypothesis 20f: Audit experience will positively moderate the relationship between audit review continuity and audit survival.

The Moderating Role of Learning Culture on the Relationship among Governance Mindset, Ethics Awareness, Morality Commitment, Environment Force, Stakeholder Needs and Audit Practice Transparency

A simplified view of moderating role of learning culture on the relationship among governance mindset, ethics awareness, morality commitment, environment force, stakeholder needs and audit practice transparency as shown in Figure 10.

Figure 10 The Moderating Role of Learning Culture on the Relationship among Governance Mindset, Ethics Awareness, Morality Commitment, Environment Force, Stakeholder Needs and Audit Practice Transparency



Learning Culture

Learning culture to be respect positively activates about the audit practice transparency and its antecedents. Learning culture displays an important role in generating an organizational climate that can be learning and rearranged response to challenges, competitive treats, or new opportunities (Daft, 2007). Learning culture is a mechanism and structures about capital of organization (Edvinsson and Sullivan, 1996). In this research, learning culture refers to the denseness about support knowledge sharing of employees to best performance (Bontis, 1999). Based on learning culture, the cooperation and communication of organization to identify and can be solved problems to develop and improve capability (Daft, 2007). Ideas and information are participated in the organization. The auditor can be analyzing needs and solutions, participates in strategy planning. Marketing research, market orientation positively affects business performance, especially, nonfinancial performance (Jaworski and Kohil, 1993, Narver and Slater, 1990).

Additionally, learning orientation promotes the organizations' operative market orientation (Santos-Vijande, Sanza-pérez and Álvarez-González, 2005). Knowledge base can be creating capabilities special that may create audit practice transparency. Therefore, the hypotheses are posited as follows:

Hypothesis 21a: Learning culture will positively moderate the relationship between governance mindset and auditing standard implementation accuracy.

Hypothesis 21b: Learning culture will positively moderate the relationship between governance mindset and regulation awareness focus.

Hypothesis 21c: Learning culture will positively moderate the relationship between governance mindset and audit planning comprehension.

Hypothesis 21d: Learning culture will positively moderate the relationship between governance mindset and information usefulness concern.



Hypothesis 21e: Learning culture will positively moderate the relationship between governance mindset and audit review continuity.

Hypothesis 22a: Learning culture will positively moderate the relationship between ethics awareness and auditing standard implementation accuracy.

Hypothesis 22b: Learning culture will positively moderate the relationship between ethics awareness and regulation awareness focus.

Hypothesis 22c: Learning culture will positively moderate the relationship between ethics awareness and audit planning comprehension.

Hypothesis 22d: Learning culture will positively moderate the relationship between ethics awareness and information usefulness concern.

Hypothesis 22e: Learning culture will positively moderate the relationship between ethics awareness and audit review continuity.

Hypothesis 23a: Learning culture will positively moderate the relationship between morality commitment and auditing standard implementation accuracy.

Hypothesis 23b: Learning culture will positively moderate the relationship between morality commitment and regulation awareness focus.

Hypothesis 23c: Learning culture will positively moderate the relationship between morality commitment and audit planning comprehension.

Hypothesis 23d: Learning culture will positively moderate the relationship between morality commitment and information usefulness concern.

Hypothesis 23e: Learning culture will positively moderate the relationship between morality commitment and audit review continuity.



Hypothesis 24a: Learning culture will positively moderate the relationship between environment force and auditing standard implementation accuracy.

Hypothesis 24b: Learning culture will positively moderate the relationship between environment force and regulation awareness focus.

Hypothesis 24c: Learning culture will positively moderate the relationship between environment force and audit planning comprehension.

Hypothesis 24d: Learning culture will positively moderate the relationship between environment force and information usefulness concern.

Hypothesis 24e: Learning culture will positively moderate the relationship between environment force and audit review continuity.

Hypothesis 25a: Learning culture will positively moderate the relationship between stakeholder needs and auditing standard implementation accuracy.

Hypothesis 25b: Learning culture will positively moderate the relationship between stakeholder needs and regulation awareness focus.

Hypothesis 25c: Learning culture will positively moderate the relationship between stakeholder needs and audit planning comprehension.

Hypothesis 25d: Learning culture will positively moderate the relationship between stakeholder needs and information usefulness concern.

Hypothesis 25e: Learning culture will positively moderate the relationship between stakeholder needs and audit review continuity.



Summary

In conclusion, audit practice transparency is the main concern of this research that is focused on its antecedents and consequences. It also examines the effects of the moderating role of the audit experience and learning culture. This chapter presents the theoretical foundation, relevant literature review and hypotheses development. Consequently, this research derives the conceptual framework from the capability theory that explains the influence of audit practice transparency on audit quality, audit credibility, financial information reliability, information value and stakeholder acceptance results in the increase of audit survival. The social cognitive theory is used to explain the influence of the audit practice transparency antecedents. Therefore, the 40 related hypotheses are postulated and presented in the summary of hypothesized relationships as shown in Table 2 below. The next chapter describes the sample selection and data collection procedure, measurements, methods and statistical analysis as shown.

Table 2 Summary of Hypothesized Relationships

Hypotheses	Description of Hypothesized Relationships
H1a	The higher the auditing standard implementation accuracy is, the more likely that auditors will gain greater audit quality.
H1b	The higher the auditing standard implementation accuracy is, the more likely that auditors will gain greater audit credibility.
H1c	The higher the auditing standard implementation accuracy is, the more likely that auditors will gain greater financial information reliability.
H1d	The higher the auditing standard implementation accuracy is, the more likely that auditors will gain greater information value.
H1e	The higher the auditing standard implementation accuracy is, the more likely that auditors will gain greater stakeholder acceptance.
H1f	The higher the auditing standard implementation accuracy is, the more likely that auditors will gain greater audit survival.



Table 2 (continued)

Hypotheses	Description of Hypothesized Relationships
H2a	The higher the regulation awareness focus is, the more likely that auditors will gain greater audit quality.
H2b	The higher the regulation awareness focus is, the more likely that auditors will gain greater audit credibility.
H2c	The higher the regulation awareness focus is, the more likely that auditors will gain greater financial information reliability.
H2d	The higher the regulation awareness focus is, the more likely that auditors will gain greater information value.
H2e	The higher the regulation awareness focus is, the more likely that auditors will gain greater stakeholder acceptance.
H2f	The higher the regulation awareness focus is, the more likely that auditors will gain greater audit survival.
H3a	The higher the audit planning comprehension is, the more likely that auditors will gain greater audit quality.
H3b	The higher the audit planning comprehension is, the more likely that auditors will gain greater audit credibility.
H3c	The higher the audit planning comprehension is, the more likely that auditors will gain greater financial information reliability.
H3d	The higher the audit planning comprehension is, the more likely that auditors will gain greater information value.
H3e	The higher the audit planning comprehension is, the more likely that auditors will gain greater stakeholder acceptance.
H3f	The higher the audit planning comprehension is, the more likely that auditors will gain greater audit survival.
H4a	The higher the information usefulness concern is, the more likely that auditors will gain greater audit quality.



Table 2 (continued)

Hypotheses	Description of Hypothesized Relationships
H4b	The higher the information usefulness concern is, the more likely that auditors will gain greater audit credibility.
H4c	The higher the information usefulness concern is, the more likely that auditors will gain greater financial information reliability.
H4d	The higher the information usefulness concern is, the more likely that auditors will gain greater information value.
H4e	The higher the information usefulness concern is, the more likely that auditors will gain greater stakeholder acceptance.
H4f	The higher the information usefulness concern is, the more likely that auditors will gain greater audit survival.
H5a	The higher the audit review continuity is, the more likely that auditors will gain greater audit quality.
H5b	The higher the audit review continuity is, the more likely that auditors will gain greater audit credibility.
H5c	The higher the audit review continuity is, the more likely that auditors will gain greater financial information reliability.
H5d	The higher the audit review continuity is, the more likely that auditors will gain greater information value.
H5e	The higher the audit review continuity is, the more likely that auditors will gain greater stakeholder acceptance.
H5f	The higher the audit review continuity is, the more likely that auditors will gain greater audit survival.
H6a	The higher audit quality is, the more likely that auditor will gain greater audit credibility.
H6b	The higher audit quality is, the more likely that auditor will gain greater financial information reliability.
H6c	The higher audit quality is, the more likely that auditor will gain greater information value.



Table 2 (continued)

Hypotheses	Description of Hypothesized Relationships
H6d	The higher audit quality is, the more likely that auditor will gain greater stakeholder acceptance.
H7a	The higher audit credibility is, the more likely that auditor will gain greater information value.
H7b	The higher audit credibility is, the more likely that auditor will gain greater stakeholder acceptance.
H8a	The higher financial information reliability is, the more likely that auditor will gain greater information value.
H8b	The higher financial information reliability is, the more likely that auditor will gain greater stakeholder acceptance.
H9a	The higher information value is, the more likely that auditor will gain greater stakeholder acceptance.
H9b	The higher information value is, the more likely that auditor will gain greater audit survival.
H10	The higher stakeholder acceptance is, the more likely that auditor will gain greater audit survival.
H11a	The higher governance mindset is, the more likely that auditor will gain greater auditing standard implementation accuracy.
H11b	The higher governance mindset is, the more likely that auditor will gain greater regulation awareness focus.
H11c	The higher governance mindset is, the more likely that auditor will gain greater audit planning comprehensions.
H11d	The higher governance mindset is, the more likely that auditor will gain greater information usefulness concern.
H11e	The higher governance mindset is, the more likely that auditor will gain greater audit review continuity.
H12a	The higher ethics awareness is, the more likely that auditor will gain greater auditing standard implementation accuracy.



Table 2 (continued)

Hypotheses	Description of Hypothesized Relationships
H12b	The higher ethics awareness is, the more likely that auditor will gain greater regulation awareness focus.
H12c	The higher ethics awareness is, the more likely that auditor will gain greater audit planning comprehension.
H12d	The higher ethics awareness is, the more likely that auditor will gain greater information usefulness concern.
H12e	The higher ethics awareness is, the more likely that auditor will gain greater audit review continuity.
H13a	The higher morality commitment is, the more likely that auditor will gain greater auditing standard implementation accuracy.
H13b	The higher morality commitment is, likely that auditor will gain greater regulation awareness focus.
H13c	The higher morality commitment is, the more likely that auditor will gain greater audit planning comprehension.
H13d	The higher morality commitment is, the more likely that auditor will gain greater information usefulness concern.
H13e	The higher morality commitment is, the more likely that auditor will gain greater audit review continuity.
H14a	The higher environment force is, the more likely that auditor will gain greater auditing standard implementation accuracy.
H14b	The higher environment force is, likely that auditor will gain greater regulation awareness focus.
H14c	The higher environment force is, the more likely that auditor will gain greater audit planning comprehension.
H14d	The higher environment force is, the more likely that auditor will gain greater information usefulness concern.
H14e	The higher environment force is, the more likely that auditor will gain greater audit review continuity.



Table 2 (continued)

Hypotheses	Description of Hypothesized Relationships
H15a	The higher stakeholder needs is, the more likely that auditor will gain greater auditing standard implementation accuracy.
H15b	The higher stakeholder needs is, likely that auditor will gain greater regulation awareness focus.
H15c	The higher stakeholder needs is, the more likely that auditor will gain greater audit planning comprehension.
H15d	The higher stakeholder needs is, the more likely that auditor will gain greater information usefulness concern.
H15e	The higher stakeholder needs is, the more likely that auditor will gain greater audit review continuity.
H16a	Audit experience will positively moderate the relationship between auditing standard implementation accuracy and audit quality.
H16b	Audit experience will positively moderate the relationship between auditing standard implementation accuracy and audit credibility.
H16c	Audit experience will positively moderate the relationship between auditing standard implementation accuracy and financial information reliability.
H16d	Audit experience will positively moderate the relationship between auditing standard implementation accuracy and information value.
H16e	Audit experience will positively moderate the relationship between auditing standard implementation accuracy and stakeholder acceptance.
H16f	Audit experience will positively moderate the relationship between auditing standard implementation accuracy and audit survival.
H17a	Audit experience will positively moderate the relationship between regulation awareness focus and audit quality.
H17b	Audit experience will positively moderate the relationship between regulation awareness focus and audit credibility.



Table 2 (continued)

Hypotheses	Description of Hypothesized Relationships
H17c	Audit experience will positively moderate the relationship between regulation awareness focus and financial information reliability.
H17d	Audit experience will positively moderate the relationship between regulation awareness focus and information value.
H17e	Audit experience will positively moderate the relationship between regulation awareness focus and stakeholder acceptance.
H17f	Audit experience will positively moderate the relationship between regulation awareness focus and audit survival.
H18a	Audit experience will positively moderate the relationship between audit planning comprehension and audit quality.
H18b	Audit experience will positively moderate the relationship between audit planning comprehension and audit credibility.
H18c	Audit experience will positively moderate the relationship between audit planning comprehension and financial information reliability.
H18d	Audit experience will positively moderate the relationship between audit planning comprehension and information value.
H18e	Audit experience will positively moderate the relationship between audit planning comprehension and stakeholder acceptance.
H18f	Audit experience will positively moderate the relationship between audit planning comprehension and audit survival.
H19a	Audit experience will positively moderate the relationship between information usefulness concern and audit quality.
H19b	Audit experience will positively moderate the relationship between information usefulness concern and audit credibility.
H19c	Audit experience will positively moderate the relationship between information usefulness concern and financial information reliability.
H19d	Audit experience will positively moderate the relationship between information usefulness concern and information value.



Table 2 (continued)

Hypotheses	Description of Hypothesized Relationships
H19e	Audit experience will positively moderate the relationship between information usefulness concern and stakeholder acceptance.
H19f	Audit experience will positively moderate the relationship between information usefulness concern and audit survival.
H20a	Audit experience will positively moderate the relationship between audit review continuity and audit quality.
H20b	Audit experience will positively moderate the relationship between audit review continuity and audit credibility.
H20c	Audit experience will positively moderate the relationship between audit review continuity and financial information reliability.
H20d	Audit experience will positively moderate the relationship between audit review continuity and information value.
H20e	Audit experience will positively moderate the relationship between audit review continuity and stakeholder acceptance.
H20f	Audit experience will positively moderate the relationship between audit review continuity and audit survival.
H21a	Learning culture will positively moderate the relationship between governance mindset and auditing standard implementation accuracy.
H21b	Learning culture will positively moderate the relationship between governance mindset and regulation awareness focus.
H21c	Learning culture will positively moderate the relationship between governance mindset and audit planning comprehension.
H21d	Learning culture will positively moderate the relationship between governance mindset and information usefulness concern.
H21e	Learning culture will positively moderate the relationship between governance mindset and audit review continuity.
H22a	Learning culture will positively moderate the relationship between ethics awareness and auditing standard implementation accuracy.



Table 2 (continued)

Hypotheses	Description of Hypothesized Relationships
H22b	Learning culture will positively moderate the relationship between ethics awareness and regulation awareness focus.
H22c	Learning culture will positively moderate the relationship between ethics awareness and audit planning comprehension.
H22d	Learning culture will positively moderate the relationship between ethics awareness and information usefulness concern.
H22e	Learning culture will positively moderate the relationship between ethics awareness and audit review continuity.
H23a	Learning culture will positively moderate the relationship between morality commitment and auditing standard implementation accuracy.
H23b	Learning culture will positively moderate the relationship between morality commitment and regulation awareness focus.
H23c	Learning culture will positively moderate the relationship between morality commitment and audit planning comprehension.
H23d	Learning culture will positively moderate the relationship between morality commitment and information usefulness concern.
H23e	Learning culture will positively moderate the relationship between morality commitment and audit review continuity.
H24a	Learning culture will positively moderate the relationship between environment force and auditing standard implementation accuracy.
H24b	Learning culture will positively moderate the relationship between environment force and regulation awareness focus.
H24c	Learning culture will positively moderate the relationship between environment force and audit planning comprehension.
H24d	Learning culture will positively moderate the relationship between environment force and information usefulness concern.
H24e	Learning culture will positively moderate the relationship between environment force and audit review continuity.



Table 2 (continued)

Hypotheses	Description of Hypothesized Relationships
H25a	Learning culture will positively moderate the relationship between stakeholder needs and auditing standard implementation accuracy.
H25b	Learning culture will positively moderate the relationship between stakeholder needs and regulation awareness focus.
H25c	Learning culture will positively moderate the relationship between stakeholder needs and audit planning comprehension.
H25d	Learning culture will positively moderate the relationship between stakeholder needs and information usefulness concern.
H25e	Learning culture will positively moderate the relationship between stakeholder needs and audit review continuity.



CHAPTER III

RESEARCH METHODS

The prior chapter thoroughly describes audit practice transparency with the theoretical foundation, literature review, conceptual framework, and hypotheses development. Consequently, the research methods can clarify the answer of research questions with testable hypotheses. Firstly, the sample selection and data collection procedures, including the population and sample, the data collection, and the test of non-response bias are detailed. Secondly, the variable measurements are developed. Thirdly, the instrumental verifications, including the test of validity and reliability and the statistical analysis are presented. Finally, the table of the definitions and operational variables of the constructs are included.

Sample Selection and Data Collection Procedure

Population and Sample

The population is certified public accountants (CPAs) in Thailand. The sample was selected from the Development of Business Department (DBD), Ministry of Commerce Thailand (www.dbd.go.th). This database is a good source that provides all of certain auditors who still remain in the auditing business. They are chosen because this research investigates the relationships between audit practice transparency and audit survival. They obtain the reality of information that is truly clear, the auditors who meet the criterion and have addresses available in the database total 8,700 certified public accountants that are activeness (information drawn on December 31, 2013). Their performance effects on audit quality, audit credibility, financial reliability that influences information value and stakeholder acceptance. Then, this research investigates the relationships between audit practice transparency, audit quality, audit credibility, financial reliability, information value, stakeholder acceptance, and audit survival of auditors. Based on audit practice transparency research, each auditor has practiced different audit practice transparency and has gained various audits. Thus,



the relationships needed to be investigated. In addition, there has been no previous empirical research investigating on the influence of audit practice transparency on audit survival in Thailand. The equation under the 95% confidentiality is used to calculate the appropriate sample size using Krejcie and Morgan (1970). Accordingly, an appropriate sample size is 368 certified public accountants under the 95% confidentiality (Krejcie and Morgan, 1970). Based on prior business research, 20% response rate for a mail survey, without an appropriate follow-up procedure, is deemed sufficient (Aaker, Kumar, and Day, 2001). Thus, 1,840 mailed questionnaires are an appropriate for distributed mail survey. As a result, the questionnaires are directly distributed to random choosing 1,840 certified public accountants (CPAs) in Thailand which are selects with simple random sampling procedure. Table 3 has shown the details of questionnaire sending and calculated response rate which mailed-questionnaires are sent.

Table 3 Details of Questionnaire Mailing

Detail of Mail Survey Questionnaires	Number
Questionnaires Mailing	1,840
Returned Questionnaires	84
Successful Questionnaires Mailing	1,756
Received and Usable Questionnaires	376
Response Rate $(376/1,756)*100$	21.41%

Data Collection

The questionnaires are appropriately used to collect data in this research. These are a widely-used method for large-scale data collection in behavioral accounting and auditing research because a representative sample can be collected from the chosen population in a variety of locations. Besides, it can reduce sampling error to acceptable level; moreover, it provides no opportunity for interviewer bias. Therefore, 1,840 questionnaire surveys are directly distributed to each auditor of Thailand by mail that has certain still remains auditing in business. The reply from participants, postcard is made after four weeks of the first mailing to remind them to complete and return the



questionnaires. Additionally, the questionnaire survey was conducted in compliance with the ethics and accountability rules to protect the rights, liberties and safety of the participants. Finally, in this research reserved the returned questionnaires in a secured place. Then, the complete questionnaires are sent directly to the researcher by the prepared returned envelopes for ensuring the confidentiality within four weeks. Each package of instrument consists of a cover letter containing an explanation of the research, a questionnaire, and a postage pre-paid mail. For the convenience of follow-up mailing, each questionnaire was assigned a coded number on the first page of the questionnaire.

The plan was to collect the data within eight weeks. In the first stage, the questionnaire was answered 1,840 mailed-questionnaires were sent on May 20, 2014. 84 questionnaires were undeliverable because of 43 changed addresses and 41 inactive auditors. The questionnaires were returned to the researcher in the first four weeks 194 questionnaires. After four weeks, in order to increase the response rate, a follow up postcard was sent to auditors which had not yet replied reminding them to complete the questionnaire and asking them to cooperate in answering the questionnaire. After three weeks, the answered and returned to the researcher were 193 questionnaires. However, sum of questionnaire received 387 but were not complete 11 questionnaires. Afterwards, 376 mails were received and usable. The effective response rate is 21.41%. This research uses all receivable questionnaires that produced a response rate for regression analysis. With respect to the questionnaire mailing, Table 3 presents the details of questionnaire sending and the calculated response rate.

This research employs a questionnaire as the instrument for collecting data. It consists of six parts. Part one asks for the personal information of the key informant such as gender, age, marital status, education level, audit experience, audit tenure, amount of client audited, the average income per month, most of types of client and employment status. Part two through part five requests to measure each of constructs in the conceptual model, of which 24 items are composed in total. These items are adapted from previous literature and designed on a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). However, part two requests for the five dimensions of audit practice transparency perception which are auditing standard Implementation accuracy, regulation awareness focus, audit planning comprehension,



information usefulness concern, and audit review continuity. Next, part three asks for the perceptions of the consequences of audit practice transparency consisting of audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance, and audit survival. Part four enquires about the perceptions of the internal factors that influence audit practice transparency comprising governance mindset, ethics awareness, morality commitment, and audit experience which influence the relationships in the conceptual model affecting audit practice transparency. Part five enquires about the perceptions of the external factor that influences audit practice transparency which is comprised of environment force, stakeholder needs, and learning culture. Finally, part six includes an open-ended question for the informant's suggestions and opinions.

Test of Non-Response Bias

The test of non-response bias is examined to ensure that the non-response bias in the mailed surveys was not debatable. The non-response bias testing procedure is evaluated by comparing early and late returned questionnaires, where the late responses represent the non-respondents (Armstrong and Overton, 1977). A t-test comparison is conducted to examine the demographics significant difference of the authorized fund between early and late responses. The first fifty percent of respondents were defined as early respondents, and the last fifty percent of respondents were referred to as late respondents. Regarding demographics, this research uses individual demographics such as, gender, age, marital status, and level of education to test non-response bias. If the result reveals no statistically significant difference between early and late respondents, there are no significant differences across the two groups, and then they are reasonably confident that non-response bias does not pose a major problem.

To ascertain possible problems with non-response bias, in this study uses the first fifty percent of respondents were defined as early respondents (n=188) and the last fifty percent of respondents (n=188) were referred to as late respondents. As a result, there are no significant differences the overall variables including gender ($t = -.321, p > .05$), age ($t = -.576, p > .05$), marital status ($t = 0.157, p > .05$), and level of education ($t = .618, p > .05$), as shown in Table B, Appendix B.



Measurements

The measurement procedures involve the multiple items development for measuring each construct in the conceptual model. All constructs are abstractions that cannot be directly measured or observed, and should be measured by multiple items (Churchill, 1979). These constructs are transformed to the operational variables for true measuring. To measure each construct in the conceptual model, all variables gained from the survey are measured by a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). All constructs are developed for measuring from the definition of each construct as shown in Table 3, which provides the definition of each construct, operational variables, scale source, and sample questions and items. Therefore, the variable measurements of the dependent variable, independent variables, mediating variable, moderating variable, and control variables of this research are elaborated as follows.

Dependent Variable

Audit survival refers to the existence of professional accountants who are measured by continuing clients, creating new clients and serving other services which the auditors must present fairly in accordance with generally accepted accounting principles (GAAP) (Chanruan and Ussahawanitchakit, 2011; Mano, 2003). This construct is adapting scale including six items.

Independent Variables

This research consists of six independent variables: audit practice transparency, governance mindset, ethics awareness, morality commitment, environment force, and stakeholder needs. The first variable is the core construct of this research. This variable is measured using five attributes: auditing standard implementation accuracy, regulation awareness focus, audit planning comprehension, information usefulness concern, and audit review continuity. These attributes reflect the good characteristics of audit practice transparency. The measure of each attribute depends on its definition that is also detailed.



Auditing standard implementation accuracy refers to the focuses of audit process of Certified public accountant (CPAs) is compliance to the laws, auditing and accounting standards (Al-Shammari, Brown, and Tarca, 2008). This construct is developed as a new scale with five items.

Regulation awareness focus refers to the focuses of audit process of Certified public accountant (CPAs) are compliance to the others rules regulate with audit work (Seal, 2006). This construct is developed as a new scale with five items.

Audit planning comprehension is defined as the auditor's ability to be comprehensive with sufficiently and appropriately determines the nature, timing and extent of audit evidences and allocation of audit resources that are consistent with the level of audit risk assessment on audit work (Christ, 1993; Davidson and Gist, 1996). This construct is developed as a new scale with five items.

Information usefulness concern refers to the focus of best audit practice to the utility of accounting information which is accurate, complete, adequate, reliable, and relevance for decision making of users (Reck, Venon, and Gotlob, 2004). This construct is developed as a new scale with four items.

Audit review continuity defines as the ability of auditor to review within evidence sufficiency and identify error of foible ongoing to audit work (Pongsatitpat and Ussahawanitchakit, 2012). This construct is developed as a new scale with five items.

Other independent variables are comprehensive governance mindset, ethics awareness, morality commitment, environment force, and stakeholder needs which are treated as the antecedents of audit practice transparency in this research. The measure of each characteristic conforms to its definition to be discussed as follows.

Governance mindset refers to the motivations of CPA(s) on audit work which fairness for everyone (Kaewprapa, Ussahawanitchakit, and Boonlua, 2012). This construct is developed as adoption scale with five items.



Ethics awareness refers to the function of knowledge in which the auditor has to be good or bad and right or wrong in monitoring the conduct of audit practice (Marion and Cengage, 2001). This construct is developed as a new scale with five items.

Morality commitment refers to the moral value and realization of social activity by dealing importantly for persons, groups, communities or society (DeScioli and Kurzban, 2009; Watkins and Hill, 2011). This construct is developed as a new scale with four items.

Environment force defines as the change in set of political, economic, social and technological force that is largely outside the control and influence of business (Prempnichukul and Ussahawanitchakit, 2010). This construct is developed as a new scale with five items.

Stakeholder needs refers to the expectations in value, attitudes, needs or desires of individual or group of firms who potentially respond to audit work (Uachanachit and Ussahawanitchakit, 2012). This construct is developed as a new scale with five items.

Mediating Variables

The mediating variables include audit quality, audit credibility, financial information reliability, information value, and stakeholder acceptance which are treated as the consequences of audit practice transparency in this research. The measure of each characteristic conforms to its definition to be discussed as follows.

Audit quality refers to the probability that an auditor will both discover and report an error in a client's accounting system by correcting audit process and trustworthiness of financial reporting useful for decision making (DeAngelo, 1981). This construct is developed as a new scale with five items.



Audit credibility defines as the level of auditor's audit confidence to likelihood that financial statement conform to GAAP and likelihood that stakeholder are more likely to rely on audited financial statement by auditor (Baotham and Ussahawanitchakit, 2009). This construct is adapting scale including five items.

Financial information reliability refers to the quality of financial information that assures that information is reasonably free from error or bias and faithfully reveal of the real-world economic transaction (Al-Laith and Ghani, 2012; Gate, Reckers, and Robinson, 2009; Komala, 2012; Maines and Wahlen, 2006; Rahayu, 2012; Ramakrisnan and Thakor, 1984.). This construct is developed as a new scale with four items.

Information value defines as the information that is effectiveness and response to information users and increase understanding of investor (Waroonkun and Ussahawanitchakit, 2011). This construct is developed as a new scale with four items.

Stakeholder acceptance refers to the performance of auditors which stakeholders admitted and believed in auditor's ability on audited (Kuratko, Homsby, and Goldsby, 2007). This construct is developed as a new scale with five items.

Moderating Variables

Audit experience refers to using about knowledge and understanding from previous skill on working to improve audit performance (Nelson and Tan, 2005). This construct is developed as a new scale with five items.

Learning culture refers to the motivation of encourage knowledge sharing that can be helped to support the auditor to bring the seeking for optimum intellectual performance (Bontis, 1999). This construct is developed as a new scale with five items.

Control Variables

Gender is male and female. The prior research suggests that sex-role stereotypes negatively influence the evaluation of female auditors, thus reducing the



upward mobility of women to partnerships in public accounting. The result shows that the gender differences are comprised of in personal qualities by arguing that the scarcity of women in top management positions is due to female personality traits and behavior patterns that make women less-suited than men for leadership roles (Hull and Umansky, 2002). Thus, this research demonstrates that gender has an impact on audit practice transparency and audit survival. For analysis, gender is represented by a dummy variable including 0 (female), and 1 (male).

Educational level is level of education of auditors. The prior research reveals that ethical decision-making researches find that are various individual variables that may influence on the decision making process (Loe, Ferrell, and Mansfield, 2000). In above factors that have been found to possibly influence the ethical decision-making process such as education. Thus, educational level has an impact on audit practice transparency and audit survival. In this research, educational level is represented by a dummy variable including 0 \leq bachelor's degree or equal and 1 = higher than bachelor's degree.

Methods

Validity and Reliability

Validity is the degree to which a measure precisely represents the correct and accurate instrument (Hair et al., 2010). Especially, the validity testing of measurement in this research is accurately confirmed the concept or construct of study. Therefore, this research tests the validity of instrument to confirm that a measure or set of measures accurately represents the concept of study. In this research, types of validity testing comprise face, content, and construct validity.

Face validity and Content validity. Face validity refers to reflect the extent to which it is intended to measure. It is a subjective assessment of the correspondence between individual items and the concept through rating by two professionals in academic (Hair et al., 2010). With respect to content validity is the degree to which items in an instrument reflect the content universe to which the instrument will be



generalized (Boudreau, Gefen, and Straub, 2001). Both face validity and content validity were improved by a wide review of the literature questionnaires. After those professionals in academic designed questionnaires, they could possible comments, improvements and choose the best possible scale of measure correspondence with conceptual definition. Also, it is the pre-test thirty questionnaires conducted to assure validity and reliability of instruments.

Construct validity. Construct validity is defined as a set of measured item actually reflects the theoretical latent construct that those items are designed to measure (Hair et al., 2010). The exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) are used to test the construct validity in this research. Items are used to measure each construct that was extracted to be only one principle component. In this research, all factors loading are greater than 0.40 cut-offs and statistically significant according to the rule-of-thumb (Nunnally and Bernstein, 1994).

Reliability. Reliability is an assessment of the degree of consistency between multiple measurements of a variable (Hair et al., 2010). Moreover, it is the extent to which measurements of the particular test are repeatable (Nunnally and Berstein 1994). This research tests the reliability of each construct by using Cronbach's alpha (Cronbach's $\alpha > 0.7$) (Hair et al., 2010) because it is the most popular measure of internal consistency reliability. Cronbach's alpha is the most widely used measure of internal consistency reliability for two reasons: it is provided by many popular statistical software programs, and it is well understood by most researchers. In this research, testing validity and reliability of a questionnaire as qualities of good instrument are conducted factor analysis and Cronbach's Alpha respectively to revise the questionnaire and to ensure validity and reliability. The results are presented as factor loadings and alpha coefficients in Table 2D, Appendix D.

Table 2D, Appendix D shows the factor loading of each construct that presents a value higher than 0.40 which is the cut-off score recommended by Nunnally and Berstein (1994). The factor loading ranging from 0.474 – 0.948 is the lowest factor loading in audit review continuity and the highest factor loading in stakeholder



acceptance. Thus, construct validity of this research is tapped by items in the measurement as theorized.

This research examines the reliability of the measurements. Cronbach's alpha coefficient is commonly used as a measure of the internal consistency or reliability of constructs. Nunnally and Berstein (1994) recommended Cronbach's alpha value should be equal or greater than 0.70 as widely accepted.

According to the results from Table 2D, Appendix D, Cronbach's alpha coefficients are range from 0.781 - 0.948. The lowest coefficient is for auditing standard implementation accuracy and the highest coefficient is for financial information reliability. Internal consistency of the measures used in this research must be considered good for all constructs (see Table 1D in Appendix D).

Statistics Techniques

In this research, the basis of checking all the raw data for regression analysis using the ordinary least squared method (OLS) are normality, homoscedasticity, autocorrelation, and linearity including outlier.

Variance inflation factor (VIF) quantifies the severity of multicollinearity in an ordinary least squares regression analysis. It provides an index that measures how much variance of an estimated regression coefficient is increased as a result of collinearity. Large VIF values indicate a high degree of multicollinearity among independent variables. All VIF values should be smaller than 10 to be considered that the associations among the independent variables are not problematic (Hair et al., 2010). The variance inflation factor (VIF) is applied to test for multicollinearity among the independent variables, and Pearson's correlation analysis is determined to test the primary correlations between the two variables. Importantly, regression analysis using the ordinary least squared method (OLS) is operated to statistically estimate the coefficient of hypotheses testing.

Correlation analysis is the basis to measure the strength of the linear dependence between two variables. The familiar technique is called Pearson's correlation. It is obtained by dividing the covariance of the two variables by the product



of their standard deviations, giving a value between +1 and -1 inclusively (Hair et al., 2010). The coefficient values between the independent variables should be smaller than 0.90 (Hair et al., 2010). The correlation analysis is used to test correlation among all variables and provide a correlation matrix that shows the intercorrelations among all variables for the initial analysis. In this research, Pearsons' correlation matrix is used to measure correlation, and direction between two variables, which their coefficient has value between 1 to -1 indicating higher correlation, but if the value gets near 0, it indicates lower correlation, and 0 indicating no relationship. However, if correlation of two variables is 0.90 or higher, it may result in multicollinearity problem (Hair et al., 2010). This problem occurs when any single independent variable is highly correlated with a set of other independent variables. As multicollinearity increases, it complicates the interpretation of the variables because the effects of the predictors are confounded due to the correlations among them (Stevens, 2002).

Multiple regression analysis. The Ordinary Least Squares (OLS) regression analysis is used to test all hypotheses following the conceptual model. Because both dependent and independent variables in this research are categorical data and interval data (Hair et al., 2010), OLS is deemed an appropriate method for examining the hypothesized relationships to test factors affecting audit performance of Thai auditors. Before hypotheses testing, all raw data are checked, encoded, and recorded in a data file. Therefore, the basic assumption of regression analysis is tested. This process involves checking the normality, heteroscedasticity, autocorrelation, multicollinearity and linearity. The results of tested the basic assumption of regression analysis show that: variance of error constant (no heteroscedasticity problem), Durbin-Watson statistic does not exceed 2.5 no autocorrelation, error has a normal distribution see in Appendix E), and no multicollinearity problem (maximum VIF is 9.044). As aforementioned, this research analyzes the data which is calculated in the form of factor scores for all which variables are prepared to avoid the multicollinearity problems and evaluated by the ordinary least squares (OLS) regression analysis. Therefore, all hypotheses in this research are transformed to twenty-eight equations. Each equation consists of the main variables related to the hypothesis testing which is described in the previous chapter. Furthermore, two control variables: number of years and registered CPAs are included



in all of those equations for hypothesis testing. The detail of each equation is presented as the following.

The investigation of the relationships between five dimensions composed in audit practice transparency and audit quality is presented in Equation 1 as shown:

$$\text{Equation 1: } AQ = \alpha_{01} + \beta_1 ASIA + \beta_2 RAF + \beta_3 APC + \beta_4 IUC + \beta_5 ARC + \beta_6 GD + \beta_7 EDU + \varepsilon_1$$

The investigation of the relationships between five dimensions composed in audit practice transparency and audit credibility is presented in Equation 2 as shown:

$$\text{Equation 2: } AC = \alpha_{02} + \beta_8 ASIA + \beta_9 RAF + \beta_{10} APC + \beta_{11} IUC + \beta_{12} ARC + \beta_{13} GD + \beta_{14} EDU + \varepsilon_2$$

The investigation of the relationships between five dimensions composed in audit practice transparency and financial information reliability is presented in Equation 3 as shown:

$$\text{Equation 3: } FIR = \alpha_{03} + \beta_{15} ASIA + \beta_{16} RAF + \beta_{17} APC + \beta_{18} IUC + \beta_{19} ARC + \beta_{20} GD + \beta_{21} EDU + \varepsilon_3$$

The investigation of the relationships between five dimensions composed in audit practice transparency and information value is presented in Equation 4 as shown:

$$\text{Equation 4: } IV = \alpha_{04} + \beta_{22} ASIA + \beta_{23} RAF + \beta_{24} APC + \beta_{25} IUC + \beta_{26} ARC + \beta_{27} GD + \beta_{28} EDU + \varepsilon_4$$

The investigation of the relationships between five dimensions composed in audit practice transparency and stakeholder acceptance is presented in Equation 5 as shown:

$$\text{Equation 5: } SA = \alpha_{05} + \beta_{29} ASIA + \beta_{30} RAF + \beta_{31} APC + \beta_{32} IUC + \beta_{33} ARC + \beta_{34} GD + \beta_{35} EDU + \varepsilon_5$$



The investigation of the relationships between five dimensions composed in audit practice transparency and audit survival is presented in Equation 6 as shown:

$$\text{Equation 6: } AS = \alpha_{06} + \beta_{36}ASIA + \beta_{37}RAF + \beta_{38}APC + \beta_{39}IUC + \beta_{40}ARC + \beta_{41}GD + \beta_{42}EDU + \varepsilon_6$$

The investigation of the relationships between audit quality and audit credibility is presented in Equation 7 as shown:

$$\text{Equation 7: } AC = \alpha_{07} + \beta_{43}AQ + \beta_{44}GD + \beta_{45}EDU + \varepsilon_7$$

The investigation of the relationships between audit quality and financial information reliability is presented in Equation 8 as shown:

$$\text{Equation 8: } FIR = \alpha_{08} + \beta_{46}AQ + \beta_{47}GD + \beta_{48}EDU + \varepsilon_8$$

The investigation of the relationships among audit credibility, audit quality, financial information reliability, and information value is presented in Equation 9 as shown:

$$\text{Equation 9: } IV = \alpha_{09} + \beta_{49}AQ + \beta_{50}AC + \beta_{51}FIR + \beta_{52}GD + \beta_{53}EDU + \varepsilon_9$$

The investigation of the relationships among audit credibility, audit quality, financial information reliability, and stakeholder acceptance is presented in Equation 10 as shown:

$$\text{Equation 10: } SA = \alpha_{10} + \beta_{54}AQ + \beta_{55}AC + \beta_{56}FIR + \beta_{57}GD + \beta_{58}EDU + \varepsilon_{10}$$

The investigation of the relationships between information value and stakeholder acceptance is presented in Equation 11 as shown:

$$\text{Equation 11: } SA = \alpha_{11} + \beta_{59}IV + \beta_{60}GD + \beta_{61}EDU + \varepsilon_{11}$$



The investigation of the relationships between information value, stakeholder acceptance, and audit survival is presented in Equation 12 as shown:

$$\text{Equation 12: } AS = \alpha_{12} + \beta_{62}IV + \beta_{63}SA + \beta_{64}GD + \beta_{65}EDU + \varepsilon_{12}$$

The investigation of the role of the moderator, namely audit experience, which moderates five dimensions of audit practice transparency - audit quality relationships, is presented in Equation 13 as shown:

$$\begin{aligned} \text{Equation 13: } AQ = & \alpha_{13} + \beta_{66}ASIA + \beta_{67}RAF + \beta_{68}APC + \beta_{69}IUC + \beta_{70}ARC \\ & + \beta_{71}AE + \beta_{72}(ASIA*AE) + \beta_{73}(RAF*AE) + \beta_{74}(APC*AE) \\ & + \beta_{75}(IUC*AE) + \beta_{76}(ARC*AE) + \beta_{77}GD + \beta_{78}EDU + \varepsilon_{13} \end{aligned}$$

The investigation of the role of the moderator, namely audit experience, which moderates five dimensions of audit practice transparency – audit credibility relationships, is presented in Equation 14 as shown:

$$\begin{aligned} \text{Equation 14: } AC = & \alpha_{14} + \beta_{79}ASIA + \beta_{80}RAF + \beta_{81}APC + \beta_{82}IUC + \beta_{83}ARC \\ & + \beta_{84}AE + \beta_{85}(ASIA*AE) + \beta_{86}(RAF*AE) + \beta_{87}(APC*AE) \\ & + \beta_{88}(IUC*AE) + \beta_{89}(ARC*AE) + \beta_{90}GD + \beta_{91}EDU + \varepsilon_{14} \end{aligned}$$

The investigation of the role of the moderator, namely audit experience, which moderates five dimensions of audit practice transparency – financial information reliability relationships is presented in Equation 15 as shown:

$$\begin{aligned} \text{Equation 15: } FIR = & \alpha_{15} + \beta_{92}ASIA + \beta_{93}RAF + \beta_{94}APC + \beta_{95}IUC + \beta_{96}ARC \\ & + \beta_{97}AE + \beta_{98}(ASIA*AE) + \beta_{99}(RAF*AE) + \beta_{100}(APC*AE) \\ & + \beta_{101}(IUC*AE) + \beta_{102}(ARC*AE) + \beta_{103}GD + \beta_{104}EDU + \varepsilon_{15} \end{aligned}$$

The investigation of the role of the moderator, namely audit experience, which moderates five dimensions of audit practice transparency – information value relationships is presented in Equation 16 as shown:

$$\begin{aligned} \text{Equation 16: } IV = & \alpha_{16} + \beta_{105}ASIA + \beta_{106}RAF + \beta_{107}APC + \beta_{108}IUC + \beta_{109}ARC \\ & + \beta_{110}AE + \beta_{111}(ASIA*AE) + \beta_{112}(RAF*AE) \\ & + \beta_{113}(APC*AE) + \beta_{114}(IUC*AE) + \beta_{115}(ARC*AE) \\ & + \beta_{116}GD + \beta_{117}EDU + \varepsilon_{16} \end{aligned}$$



The investigation of the role of the moderator, namely audit experience, which moderates five dimensions of audit practice transparency – stakeholder acceptance relationships is presented in Equation 17 as shown:

$$\begin{aligned} \text{Equation 17: } SA &= \alpha_{17} + \beta_{118}ASIA + \beta_{119}RAF + \beta_{120}APC + \beta_{121}IUC \\ &+ \beta_{122}ARC + \beta_{123}AE + \beta_{124}(ASIA * AE) + \beta_{125}(RAF * AE) \\ &+ \beta_{126}(APC * AE) + \beta_{127}(IUC * AE) + \beta_{128}(ARC * AE) + \beta_{129}GD \\ &+ \beta_{130}EDU + \varepsilon_{17} \end{aligned}$$

The investigation of the role of the moderator, namely audit experience, which moderates five dimensions of audit practice transparency – audit survival relationships is presented in Equation 18 as shown:

$$\begin{aligned} \text{Equation 18: } AS &= \alpha_{18} + \beta_{131}ASIA + \beta_{132}RAF + \beta_{133}APC + \beta_{134}IUC \\ &+ \beta_{135}ARC + \beta_{136}AE + \beta_{137}(ASIA * AE) + \beta_{138}(RAF * AE) \\ &+ \beta_{139}(APC * AE) + \beta_{140}(IUC * AE) + \beta_{141}(ARC * AE) + \beta_{142}GD \\ &+ \beta_{143}EDU + \varepsilon_{18} \end{aligned}$$

The investigation of the relationships among five antecedents, namely governance mindset, ethics awareness, morality commitment, environment force and stakeholder needs and five dimensions composed in audit practice transparency is presented in Equations 19-23 as follows.

The investigation of the relationships among five antecedents and auditing standard implementation accuracy is presented in Equation 19 as shown:

$$\begin{aligned} \text{Equation 19: } ASIA &= \alpha_{19} + \beta_{144}GM + \beta_{145}EA + \beta_{146}MC + \beta_{147}EF \\ &+ \beta_{148}SN + \beta_{149}GD + \beta_{150}EDU + \varepsilon_{19} \end{aligned}$$

The investigation of the relationships between five antecedents and regulation awareness focus is presented in Equation 20 as shown:

$$\begin{aligned} \text{Equation 20: } RAF &= \alpha_{20} + \beta_{151}GM + \beta_{152}EA + \beta_{153}MC + \beta_{154}EF \\ &+ \beta_{155}SN + \beta_{156}GD + \beta_{157}EDU + \varepsilon_{20} \end{aligned}$$

The investigation of the relationships between five antecedents and audit planning comprehension is presented in Equation 21 as shown:



$$\text{Equation 21: } APC = \alpha_{21} + \beta_{158}GM + \beta_{159}EA + \beta_{160}MC + \beta_{161}EF \\ + \beta_{162}SN + \beta_{163}GD + \beta_{164}EDU + \varepsilon_{21}$$

The investigation of the relationships between five antecedents and information usefulness concern is presented in Equation 22 as shown:

$$\text{Equation 22: } IUC = \alpha_{22} + \beta_{165}GM + \beta_{166}EA + \beta_{167}MC + \beta_{168}EF \\ + \beta_{169}SN + \beta_{170}GD + \beta_{171}EDU + \varepsilon_{22}$$

The investigation of the relationships between five antecedents and audit review continuity is presented in Equation 23 as shown:

$$\text{Equation 23: } ARC = \alpha_{23} + \beta_{172}GM + \beta_{173}EA + \beta_{174}MC + \beta_{175}EF \\ + \beta_{176}SN + \beta_{177}GD + \beta_{178}EDU + \varepsilon_{23}$$

The investigation of the role of the moderator, namely learning culture, which moderates of five antecedents and five dimensions composed in audit practice transparency is presented in Equations 24-28 as follows.

The investigation of the role of the moderator, namely learning culture, which moderates among five antecedents and auditing standard implementation accuracy is presented in Equation 21 as shown:

$$\text{Equation 24: } ASIA = \alpha_{24} + \beta_{179}GM + \beta_{180}EA + \beta_{181}MC + \beta_{182}EF \\ + \beta_{183}SN + \beta_{184}LC + \beta_{185}(GM*LC) + \beta_{186}(EA*LC) \\ + \beta_{187}(MC*LC) + \beta_{188}(EF*LC) + \beta_{189}(SN*LC) \\ + \beta_{190}GD + \beta_{191}EDU + \varepsilon_{24}$$

The investigation of the role of the moderator, namely learning culture, which moderates among five antecedents and regulation awareness focus, is presented in Equation 25 as shown:

$$\text{Equation 25: } RAF = \alpha_{25} + \beta_{192}GM + \beta_{193}EA + \beta_{194}MC + \beta_{195}EF \\ + \beta_{196}SN + \beta_{197}LC + \beta_{198}(GM*LC) + \beta_{199}(EA*LC) \\ + \beta_{200}(MC*LC) + \beta_{201}(EF*LC) + \beta_{202}(SN*LC) \\ + \beta_{203}GD + \beta_{204}EDU + \varepsilon_{25}$$

The investigation of the role of the moderator, namely learning culture, which moderates among five antecedents and audit planning comprehension, is presented in Equation 26 as shown:



$$\begin{aligned}
 \text{Equation 26: } APC &= \alpha_{26} + \beta_{205}GM + \beta_{206}EA + \beta_{207}MC + \beta_{208}EF \\
 &+ \beta_{209}SN + \beta_{210}LC + \beta_{211}(GM*LC) + \beta_{212}(EA*LC) \\
 &+ \beta_{213}(MC*LC) + \beta_{214}(EF*LC) + \beta_{215}(SN*LC) \\
 &+ \beta_{216}GD + \beta_{217}EDU + \varepsilon_{26}
 \end{aligned}$$

The investigation of the role of the moderator, namely learning culture, which moderates among five antecedents and information usefulness concern, is presented in Equation 27 as shown:

$$\begin{aligned}
 \text{Equation 27: } IUC &= \alpha_{27} + \beta_{218}GM + \beta_{219}EA + \beta_{220}MC + \beta_{221}EF \\
 &+ \beta_{222}SN + \beta_{223}LC + \beta_{224}(GM*LC) + \beta_{225}(EA*LC) \\
 &+ \beta_{226}(MC*LC) + \beta_{227}(EF*LC) + \beta_{228}(SN*LC) \\
 &+ \beta_{229}GD + \beta_{230}EDU + \varepsilon_{27}
 \end{aligned}$$

The investigation of the role of the moderator, namely learning culture, which moderates among five antecedents and audit review continuity, is presented in Equation 28 as shown:

$$\begin{aligned}
 \text{Equation 28: } ARC &= \alpha_{28} + \beta_{231}GM + \beta_{232}EA + \beta_{233}MC + \beta_{234}EF \\
 &+ \beta_{235}SN + \beta_{236}LC + \beta_{237}(GM*LC) + \beta_{238}(EA*LC) \\
 &+ \beta_{239}(MC*LC) + \beta_{240}(EF*LC) + \beta_{241}(SN*LC) \\
 &+ \beta_{242}GD + \beta_{243}EDU + \varepsilon_{28}
 \end{aligned}$$

Where,

- ASIA = Auditing Standard Implementation Accuracy
- RAF = Regulation Awareness Focus
- APC = Audit Planning Comprehension
- IUC = Information Usefulness Concern
- ARC = Audit Review Continuity
- AQ = Audit Quality
- AC = Audit Credibility
- FIR = Financial Information Reliability
- IV = Information Value
- SA = Stakeholder Acceptance
- GM = Governance Mindset
- EA = Ethics Awareness
- MC = Morality Commitment



EF	= Environment Force
SN	= Stakeholder Needs
LC	= Learning Culture
AE	= Audit Experience
AS	= Audit Survival
GD	= Gender of CPAs
EDU	= Education level of CPAs
ε	= Error term
α	= constant
β	= coefficient

Summary

This chapter describes the research methodology in this research for gathering the data and examining all constructs in the conceptual model to answer the research questions. The contents involve the sample selection and data collection procedure, including the population and sample, data collection, and test of non-response bias. Moreover, the variable measurements are followed for each of all variables in the conceptual model. In addition, the instrumental verifications including the test of validity and reliability and the statistical analysis are presented. Ordinary least square regression analysis is operated to test the postulated hypotheses. Moreover, this chapter has also proposed a set of 28 equations for testable hypotheses. Finally, Table 4 concludes the definition of each construct, operational variables, scale source, and sample questions and items. The results of the hypotheses testing are revealed in the next chapter. In addition, the next chapter describes the respondent characteristics and descriptive statistics as well.



Table 4 Definitions and Operational Variables of Constructs

Constructs	Definition	Operational Variables	Scale Sources	Sample Questions
<i>Main variable</i> <i>Auditing standard implementation accuracy (ASIA)</i>	The focuses of audit process of Certified public accountant (CPAs) are compliance to the laws, auditing and accounting standards.	The item asks for the evaluation of audit methods compliance which is consistence with the laws, auditing and accounting standards.	New scale	You deal importantly to studying and understanding with the laws, auditing and accounting standards to conduct in auditing performance. You focus on analysis according to the laws, auditing and accounting standards apply to audit work timely and events.
<i>Regulation awareness focus (RAF)</i>	The focuses of audit process of Certified public accountant (CPAs) are compliance to the others rules regulate with audit work.	The item asks for the evaluation of audit process according to the others rules regulate with monitoring.	New scale	You are confident that perform auditing which is according to other rules will be goals achievement and effectiveness of audit work. You focus on audit practice orientation that is consistent with other rules to be able to perform with full potential and as a result to audit quality much more.

Table 4 (Continued)

Constructs	Definition	Operational Variables	Scale Sources	Sample Questions
<i>Audit planning comprehension (APC)</i>	The auditor's ability to comprehensive with sufficiently and appropriately determine the nature, timing and extent of audit evidences and allocation of audit resources that are consistently with the level of audit risk assessment on audit work.	The comprehensive of sufficiently and appropriately determine audit evidences and allocation of audit resources	New scale	You deal important to good development audit plan and audit guidelines to be sufficient and appropriate of audit evidence on fact detected. You deal importantly to studying and understanding with scope and objective of audit work within verified business that is clear to a cause of best audit planning.
<i>Information usefulness concern (IUC)</i>	The focus of best audit practice to the utility of accounting information which is accurate, complete, adequate, reliable, and relevance for decision making of users.	The item asks for the perception to perform best audit practice which causes for reliability of accounting information.	New scale	You believe that best audit practice will be cause of accounting information credibility.

Table 4 (Continued)

Constructs	Definition	Operational Variables	Scale Sources	Sample Questions
<i>Audit review continuity (ARC)</i>	The ability of auditor to review within evidence sufficiency and identifies error of foible ongoing to audit work.	The item asks for the perception of ongoing to audit review which concerns to avoid bias on audit work and will be improving audit performance.	New scale	You awareness to review and audit working paper ongoing from previous will be caused audit practice performance. You deal importantly about reviewing and gathering evidence to use information to express an opinion on the financial statements, always.
<i>Audit quality (AQ)</i>	The probability that an auditor will both discover and report an error in a client's accounting system by correcting audit process and trustworthiness of financial reporting useful for decision making	The item asks for the perception audit performance of audit work and trustworthiness of financial reporting according to accounting and auditing standard.	New scale	You are performing audit practice to achieve goal on effectively. You are successful to collect sufficient competent evidence with audit reporting on business detected.

Table 4 (Continued)

Constructs	Definition	Operational Variables	Scale Sources	Sample Questions
<i>Audit credibility (AC)</i>	The level of auditor's audit confidence to likelihood that financial statement conforms to GAAP and likelihood that stakeholder is more likely to rely on audited financial statement by auditor.	The item asks for the perception audited financial statements are consistent with GAAP and credibility of financial reporting.	Wangcharoendate and Ussahawanitchakit (2010)	You ensure that audited financial statement is performing with generally accepted accounting principles (GAAP). You ensure those stakeholders are more likely credibility on audited financial statement.
<i>Financial information reliability (FIR)</i>	The quality of financial information to assure that information is reasonably free from error or bias and faithfully reveal of the real-world economic transaction.	The item asks for the perception the competency of CPAs in audit work performance and avoids bias.	New scale	You can be presenting financial reporting reflect to the real-world economic transactions and phenomena. You enable to audit by showing financial reporting without bias.

Table 4 (Continued)

Constructs	Definition	Operational Variables	Scale Sources	Sample Questions
<i>Information value (IV)</i>	The information that is effectiveness and response to information users and increases understanding of investor.	The item asks for the perception audit outcome of CPAs support to best financial report.	New scale	You are able to present accounting information to be confidential and according to competitive situation occurred. You can be disclosing key issues on stakeholders that are complete and clear.
<i>Stakeholder acceptance (SA)</i>	The performance of auditor which stakeholder admitted and believed in auditor's ability on audit.	The item asks for the perception stakeholder perceived audit value and believed in auditor's ability.	New scale	You are able to perform audit practice which concerns to benefit, expectation and requirement of stakeholder.

Table 4 (Continued)

Constructs	Definition	Operational Variables	Scale Sources	Sample Questions
<i>Audit survival (AS)</i>	The existence of professional accountants who are measured by continuing clients, creating new clients and serving other services which the auditors must present fairly in accordance with GAAP.	The item asks for the perception survives in the profession, continuing clients, and creating new clients.	Chanruang and Ussahawanitchakit (2011)	You ensure that audited report can be cause existence for profession. You can be maintain existing clients by have been entrusted to audit continuously, reveal for long time profession.
<i>Governance mindset (GM)</i>	The organization's culture motivations to audit work which is fairness for everyone.	The item asks for the perception of auditors about corporate governance on audit work.	New scale	You see that the penalties for non-compliance with code of professional reveal that enforcement is strict. You ensure that the disciplinary action has fairness.

Table 4 (Continued)

Constructs	Definition	Operational Variables	Scale Sources	Sample Questions
<i>Ethics awareness (EA)</i>	The function of knowledge in which the auditor has to be good or bad and right or wrong in monitoring the conduct of audit practice.	The item asks for the perception awareness in importance of audit practice fairness, non-bias and maintains client confidentiality.	New scale	You are dealing importantly to set scope audit practice are comprehensive to consistent with code of ethics profession. You are dealing importantly with audit practice without related benefit.
<i>Morality commitment (MC)</i>	The moral value and realization of social activity by deal important for persons, groups, communities or society.	The item asks for the perception of audit practice focus on morality.	New scale	You are aware of moral judgment on audit practice and maintain benefit of society. You focus on perform audit practice that are best and adding to practice performance.

Table 4 (Continued)

Constructs	Definition	Operational Variables	Scale Sources	Sample Questions
<i>Environment force (EF)</i>	The change in set of political, economic, social and technological force is largely outside the control and influence of business.	The item asks for the perception about audit environment.	New scale	The regulator agency has improved audit standard and causes for auditor to focus audit practice on added performance.
<i>Stakeholder needs (SN)</i>	The expectations in value, attitudes, needs or desires of individual or group of firms who potentially respond to audit work.	The item asks for the perception about desires of stakeholder.	New scale	Stakeholders have over importance with accounting information as results you are aware of best audit perform.

Table 4 (Continued)

Constructs	Definition	Operational Variables	Scale Sources	Sample Questions
<i>Audit experience (AE)</i>	The using of knowledge and understanding from previous skill from work to improve audit performance.	The item asks for the perception about experience within audit work.	New Scale	You are dealing importantly about analysis errors detected on previous financial statement to be guidelines on audit planning and audit practice in the present.
<i>Learning culture (LC)</i>	The intensity of encourage knowledge sharing that can help support the employees in their quest for optimum intellectual performance.	The item asks for the perception about sharing and seeking of knowledge.	New Scale	You believe that learning continuity is the development for audit practice on integrity.

CHAPTER IV

RESULTS AND DISCUSSION

The previous chapter describes the research methods to clarify the answer with testable hypotheses. Chapter 4 presents the results of statistical testing beginning with the presentation of respondent characteristics and descriptive statistics to increase understanding of sample characteristics. The results of correlation analysis and hypotheses testing by using multiple regression analysis are detailed. Finally, the summary of all hypotheses testing is also provided.

Respondent Characteristics and Descriptive Statistics

In this research, Certified Public Accountants (CPAs) in Thailand are the unit of analysis and the key informants are the auditor. They are also called respondents because they represent completed the questionnaire of this research. The respondent characteristics are described by their demographic characteristics including gender, age, marital status, level of education, experience in audit filed, length of CPAs tenure, number of average audited financial statements per year, the average income per month, most of types of client and employment status, Table C in Appendix C shows the demographic characteristics of the 376 participants with returned questionnaires. The genders of respondents are female (57.20 %). The span of age of participants is more than 40 years old (92.80 %). Most of the respondents are married (46.30 %). The majority of the education level of key informant obtained is higher than bachelor's degree (53.20 %). In addition, the respondents have experience in audit filed more than 15 years (78.50 %) and most of the respondents' length of CPAs tenure more than 15 years (80.30 %). Moreover, number of average audited financial statements per year less than 50 statements (63.30 %), the average income per month less than 100,000 bath (59.60 %) and most of types of client are non-listed firms (94.40 %) and in terms of the employment status, 76.60% are freelance.



Results of Descriptive Statistics

Table 5 demonstrates the descriptive statistics including the means and standard deviation. Overall, the range of mean scores for all constructs is 3.83-4.30. Especially, the mean scores for all perspectives of audit practice transparency consists of auditing standard implementation accuracy, regulation awareness focus, audit planning comprehension, information usefulness concern and audit review continuity are high, which are 4.13, 4.17, 4.11, 4.18 and 4.18 respectively. It indicates that auditor in Thailand recognizes the importance of doing audit practice transparency. In addition audit practice transparency has a standard deviation value of 0.47-0.55. Moreover, the results also show that the mean score of audit practice transparency consequences consisting audit quality (4.00), audit credibility (4.13), financial information reliability (4.09), information value (3.95), stakeholder acceptance (3.93) and audit survival (3.99) which are rather high. The standard deviation value of the consequences of audit practice transparency is 0.53-0.60.

The results also indicate that the mean score of audit practice transparency antecedences consisting of governance mindset, ethics awareness, morality commitment, environment force and stakeholder needs are 3.83, 4.28, 4.30, 4.06 and 4.02 respectively. The results indicate that auditors in Thailand have a high degree of governance mindset, ethics awareness, morality commitment, environment force and stakeholder needs. The standard deviation value of the audit practice transparency antecedences is between 0.52-0.57. Additionally, the mean score of the moderating effect of audit experience and learning culture are 4.07 and 4.22 respectively. The standard deviation value of the moderating effect of audit experience and learning culture is between 0.48-0.58.

Results of Correlation Analysis

The Pearson correlation for bivariate analysis of each variable pair is conducted in this research. The correlation analysis results show a multicollinearity problem and explore the relationships among the variables. Table 5 shows the results of the correlation analysis of all constructs. The bivariate correlation procedure is subject to a two-tailed test of statistical significance at 2 levels as $p < 0.01$ and $p < 0.05$.



Table 5 Descriptive Statistics and Correlation Matrix of Audit Practice Transparency and All Constructs

Variables	AS	ASIA	RAF	APC	IUC	ARC	AQ	AC	FIR	IV	SA	GM	EA	MC	EF	SN	AE	LC	GD	EDU
Mean	3.99	4.13	4.17	4.11	4.18	4.18	4.00	4.13	4.09	3.95	3.93	3.83	4.28	4.30	4.06	4.02	4.07	4.22	n/a	n/a
S.D	0.53	0.47	0.55	0.50	0.55	0.52	0.58	0.53	0.59	0.59	0.60	0.57	0.53	0.52	0.54	0.57	0.48	0.58	n/a	n/a
AS	1																			
ASIA	.699**	1																		
RAF	.655**	.837**	1																	
APC	.749**	.797**	.812**	1																
IUC	.631**	.783**	.817**	.809**	1															
ARC	.574**	.782**	.825**	.808**	.849**	1														
AQ	.735**	.713**	.697**	.793**	.720**	.742**	1													
AC	.732**	.705**	.696**	.700**	.623**	.615**	.799**	1												
FIR	.731**	.712**	.686**	.697**	.636**	.613**	.790**	.863**	1											
IV	.760**	.731**	.688**	.697**	.618**	.637**	.752**	.805**	.809**	1										
SA	.762**	.677**	.631**	.700**	.530**	.576**	.704**	.768**	.764**	.785**	1									
GM	.577**	.558**	.524**	.460**	.481**	.369**	.537**	.544**	.495**	.526**	.539**	1								
EA	.620**	.726**	.799**	.759**	.687**	.675**	.640**	.708**	.718**	.632**	.617**	.500**	1							
MC	.622**	.710**	.739**	.719**	.667**	.661**	.540**	.649**	.607**	.581**	.598**	.422**	.872**	1						
EF	.593**	.785**	.727**	.640**	.691**	.642**	.547**	.585**	.539**	.587**	.561**	.571**	.604**	.597**	1					
SN	.498**	.650**	.614**	.529**	.691**	.580**	.420**	.417**	.391**	.488**	.461**	.559**	.544**	.568**	.782**	1				
AE	.483**	.719**	.614**	.619**	.575**	.599**	.431**	.493**	.508**	.494**	.506**	.376**	.645**	.772**	.621**	.528**	1			
LC	.585**	.715**	.713**	.692**	.691**	.615**	.540**	.528**	.529**	.527**	.553**	.539**	.743**	.721**	.672**	.667**	.568**	1		
GD	.073	.038	.129*	.131*	.021	.029	.096	.065	.040	.024	.127*	.155**	.001	.025	.007	.021	.016	.141**	1	
EDU	-.057	-.005	.053	.092	.104*	.027	-.006	-.008	.125*	-.026	.016	-.084	.099	.065	-.054	-.127*	.068	.035	.025	1

** p < 0.01, * p < 0.05

The correlation matrix can prove the correlation between two variables and verify the multicollinearity problems by the intercorrelations among the independent variables. The evidence suggests that they are significantly related among the five dimensions of audit practice transparency between 0.782 - 0.849, $p < 0.01$. These correlations are less than 0.90, as recommended by Hair et al., (2010). As a result, the multicollinearity problems should not be a concern. The correlation matrix reveals a correlation between the consequences of the dimensions of audit practice transparency. The result indicates the dimensions of audit practice transparency relating to audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival have a significant positive correlation between 0.530 - 0.793, $p < 0.01$. Most definitely, the antecedent constructs including



governance mindset, ethics awareness, morality commitment, environment force, stakeholder needs are significantly related to the dimensions of audit practice transparency ($r = 0.369 - 0.799$, $p < 0.01$). Finally, the moderating effect audit experience and learning culture has correlations with all variables between 0.575-0.719, $p < 0.01$. However, most correlations are less than 0.90, as recommended by Hair et al., (2010). As a result, the multicollinearity problems should not be a concern.

Hypotheses Testing and Results

The Ordinary Least Squares (OLS) regression analysis is conducted in the research. The regression equation generated is a linear combination of the independent variables that best explains and predicts the dependent variable (Aulakh, Masaaki and Hildy, 2000). Therefore, OLS is an appropriate method for examining the hypothesized relationships. In this research, all hypotheses are transformed into twenty eight equations. Furthermore, there are two dummy variables of gender and educational level of auditor which is consistent with the data collection included in those equations for testing as follows.

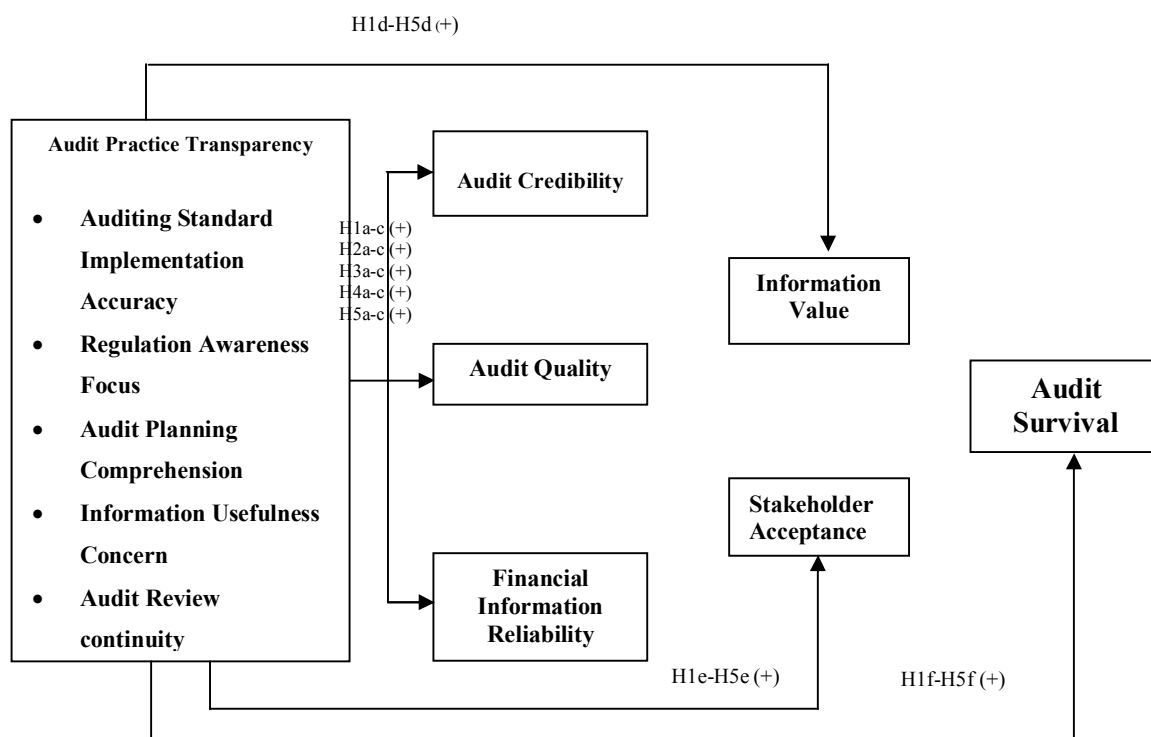
The Effects of Audit Practice Transparency on Its Consequences

This research posits audit practice transparency as the antecedents. Audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival are the consequences of audit practice transparency. Table 6 shows the correlation between the independent and dependent variables. For the independent variables, five dimensions of audit practice transparency consist of auditing standard implementation accuracy, regulation awareness focus, audit planning comprehension, information usefulness concern and audit review continuity.

The dependent variables consist of audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival as illustrated in figure 11.



Figure 11 The Effects of Audit Practice Transparency on Audit Credibility, Financial Information Reliability, Information Value, Stakeholder and Audit Survival



The correlation among independent and dependent variables are shown in Table 6. The results indicate that auditing standard implementation accuracy is significantly and positively correlated with audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival ($r = 0.713, p < 0.01$; $r = 0.705, p < 0.01$; $r = 0.712, p < 0.01$; $r = 0.731, p < 0.01$; $r = 0.677, p < 0.01$; $r = 0.699, p < 0.01$, respectively). Then, regulation awareness focus has a significant and positive correlation with audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival ($r = 0.697, p < 0.01$; $r = 0.696, p < 0.01$; $r = 0.686, p < 0.01$; $r = 0.688, p < 0.01$; $r = 0.631, p < 0.01$; $r = 0.655, p < 0.01$, respectively). Also, audit planning comprehension has a significant and positive correlation with audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival ($r = 0.793, p < 0.01$; $r = 0.700, p < 0.01$; $r = 0.697, p < 0.01$; $r = 0.697, p < 0.01$; $r = 0.700, p < 0.01$; $r = 0.749, p < 0.01$, respectively). Moreover,

information usefulness concern has a significant and positive correlation with audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival ($r = 0.720, p < 0.01$; $r = 0.623, p < 0.01$; $r = 0.636, p < 0.01$; $r = 0.618, p < 0.01$; $r = 0.530, p < 0.01$; $r = 0.631, p < 0.01$, respectively). Finally, audit review continuity has a significant and positive correlation with audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival ($r = 0.742, p < 0.01$; $r = 0.615, p < 0.01$; $r = 0.613, p < 0.01$; $r = 0.637, p < 0.01$; $r = 0.576, p < 0.01$; $r = 0.574, p < 0.01$, respectively).

Table 6 Descriptive Statistics and Correlation Matrix of Audit Practice Transparency on Its Consequences

Variables	ASIA	RAF	APC	IUC	ARC	AQ	AC	FIR	IV	SA	AS	AE	GD	EDU
Mean	4.13	4.17	4.11	4.18	4.18	4.00	4.13	4.09	3.95	3.93	3.99	4.07	n/a	n/a
S.D	0.47	0.55	0.50	0.55	0.52	0.58	0.53	0.59	0.59	0.60	0.53	0.48	n/a	n/a
ASIA	1													
RAF	.837**	1												
APC	.797**	.812**	1											
IUC	.783**	.817**	.809**	1										
ARC	.782**	.825**	.808**	.849**	1									
AQ	.713**	.697**	.793**	.720**	.742**	1								
AC	.705**	.696**	.700**	.623**	.615**	.799**	1							
FIR	.712**	.686**	.697**	.636**	.613**	.790**	.863**	1						
IV	.731**	.688**	.697**	.618**	.637**	.752**	.805**	.809**	1					
SA	.677**	.631**	.700**	.530**	.576**	.704**	.768**	.764**	.785**	1				
AS	.699**	.655**	.749**	.631**	.574**	.735**	.732**	.731**	.760**	.762**	1			
AE	.719**	.614**	.619**	.575**	.599**	.431**	.493**	.508**	.494**	.506**	.483**	1		
GD	.038	.129*	.131*	.021	.029	.096	.065	.040	.024	.127*	.073	.016	1	
EDU	-.005	.053	.092	.104*	.027	-.006	-.008	.125*	-.026	.016	-.057	.068	.025	1

** $p < 0.01$, * $p < 0.05$



For the correlation among independent variables, the results from Table 6 also show that auditing standard implementation accuracy is significantly and positively correlated with regulation awareness focus, audit planning comprehension, information usefulness concern and audit review continuity ($r = .837, p < .01$; $r = .797, p < .01$; $r = .783, p < .01$; $r = .782, p < .01$, respectively). Then, regulation awareness focus is significantly and positively correlated with audit planning comprehension, information usefulness concern and audit review continuity ($r = .812, p < .01$; $r = .817, p < .01$; $r = .825, p < .01$, respectively). The audit planning comprehension has a significant and positive correlation with information usefulness concern and audit review continuity ($r = .809, p < .01$; $r = .808, p < .01$, respectively) and, information usefulness concern, has a significant and positive correlation with audit review continuity ($r = .849, p < .01$). However, these correlations are less than 0.90, as recommended by Hair et al., (2010). As a result, the multicollinearity problems should not be a concern for this analysis.

Likewise, variance inflation factors (VIF) are used to test the correlation among the independent variables (see Table 7). In this case, the maximum value of VIF is 5.124, which is well below the cut-off value of 10 (Hair et al., 2010) meaning each variable is not correlated with each other. Accordingly, there are no significant multicollinearity problems confronted in this research.

Table 7 exhibits the results of OLS regression analysis of the impacts of each perspective of audit practice transparency (auditing standard implementation accuracy, regulation awareness focus, audit planning comprehension, information usefulness concern and audit review continuity) on its consequences (audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival) which are followed by Hypotheses 1 to 5.

Firstly, the evidence in Table 7 relates to auditing standard implementation accuracy (Hypotheses 1a – 1f). The findings show that the auditing standard implementation accuracy has a significant positive influence on audit quality ($\beta_1 = 0.135, p < 0.05$), audit credibility ($\beta_8 = 0.297, p < 0.01$), financial information reliability ($\beta_{15} = .375, p < 0.01$), information value ($\beta_{22} = 0.402, p < 0.01$), stakeholder acceptance ($\beta_{29} = 0.393, p < 0.01$) and audit survival ($\beta_{36} = 0.289, p < 0.01$). This is consistent with prior research, Gao and Kling (2012) found that auditors who comply with general audit standards are a key factor of audit quality. Moreover, Zhang (2007)



suggest that auditor who has level of responsibilities is more quality, which should be assigning to appropriate level of audit quality (Martin, 2007). Elson and Lynn (2008); Prawitt, Smith and Wood (2009) reveal that Sarbanes-Oxley Act (SOX) is function of internal audit integration within good governance and cause to financial information reliability and confidently. Likewise, auditors have to more deeply into operation of companies in audit a company's compliance with applicable laws and regulations, searching of potential fraud (Boury and Spruce, 2005) and have good quality, credibility, information reliability, information value, stakeholder acceptance and audit survival. Hence, audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival depend on auditing standard implementation accuracy. ***Thus, Hypotheses 1a – 1f are supported.***

Secondly, in light of regulation awareness focus (Hypotheses 2a – 2f). The findings show that the regulation awareness focus has a significant positive influence on audit credibility ($\beta_9 = 0.270$, $p < 0.01$), financial information reliability ($\beta_{16} = .198$, $p < 0.01$), information value ($\beta_{23} = 0.179$, $p < 0.05$). This is consistent with prior research; Razaee (2005) found that the SOX generate to improve corporate governance, quality of financial reports and credibility of audit functions. Consistent with Waroonkun and Ussahawanitchakit (2011) suggest that regulation are corporate governance for transparency of company and increase the information transparency. As mentioned above, regulation awareness focus has relationships with audit credibility, financial information reliability, information value. ***Thus, Hypotheses 2b-2d are supported.***

Moreover, the regulation awareness focus has no significant on audit quality ($\beta_2 = -0.081$, $p > 0.10$), stakeholder acceptance ($\beta_{30} = 0.100$, $p > 0.10$) and audit survival ($\beta_{37} = 0.079$, $p > 0.10$). Prior research suggests that due to several of factors influence on financial reporting outcome and sometimes accounting standard may not be as important as incentives, enforcement, ownership structure and other market and legal forces (Holthausen, 2009). As the result, the regulation awareness focus has no relationships with stakeholder acceptance and audit survival. ***Thus, Hypotheses 2a, 2e and 2f are not supported.***



Thirdly, the results relate to audit planning comprehension (Hypotheses 3a – 3f). The evidence reveals that audit planning comprehension has a significant positive influence on audit quality ($\beta_3 = 0.494$, $p < 0.01$), audit credibility ($\beta_{10} = 0.354$, $p < 0.01$), financial information reliability ($\beta_{17} = .310$, $p < 0.01$), information value ($\beta_{24} = 0.319$, $p < 0.01$), stakeholder acceptance ($\beta_{31} = 0.540$, $p < 0.01$) and audit survival ($\beta_{38} = 0.641$, $p < 0.01$). These relationships indicated that auditor with higher audit planning comprehension has greater audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival. Consequently, audit planning comprehension would result in a greater audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival. This is consistent with prior research, Bedard, Mock and Wright (1999) found that audit planning including focus, extent, audit method (nature), timing, staffing and is consistent with level of audit risk assessment (Bedard, Graham and Jackson, 2005).

Thus, from the overall reasons, there is an appropriate explanation for the reason why there is an association among audit planning comprehension would result in a greater audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival. ***Therefore, Hypotheses 3a-3f are supported.***

Fourthly, in regard to information usefulness concern (Hypotheses 4a – 4f), the results indicate that information usefulness concern has a significant negative influence on stakeholder acceptance ($\beta_{32} = -0.299$, $p < 0.01$). Moreover, the information usefulness concern has no significant effects on audit quality ($\beta_4 = 0.102$, $p > 0.10$), audit credibility ($\beta_{11} = -0.019$, $p > 0.10$), financial information reliability ($\beta_{18} = 0.010$, $p > 0.10$), information value ($\beta_{25} = -0.099$, $p > 0.10$) and audit survival ($\beta_{39} = 0.113$, $p > 0.10$). Prior research suggests that due to useful financial information is a key factor for both internal and external users to support for decision making for operation (Reck, Vernon and Gotlob, 2004). Also, the adding of uncertainty in period distribution does not necessarily lead to more valuation of information (Gould, 1974). Therefore, information usefulness concern has a significant negative influence on stakeholder acceptance but no influence on audit quality, audit credibility, financial information



reliability, information value and audit survival. ***Thus, Hypotheses 4a-4f are not supported.***

Finally, in light of audit review continuity (Hypotheses 5a – 5f), the results reveal that audit review continuity has a significant positive influence on audit quality ($\beta_5 = 0.218$, $p < 0.01$). These relationships indicate that auditor who has higher audit review continuity will have greater audit quality. This is consistent with prior research, Agoglia, Kida and Hano (2003) suggest that key factor of review process is generated performance of auditor and best quality under work pressure. Therefore, the opinion comes from audit review (Ramsay, 1994). Tan and Shankar (2010) found that audit reviewers are significant for development audit quality to ensure decision and support audit quality control and audit training (Payne, Ramsay and Bamber, 2010). Therefore, the result in this research confirms the previous argument that audit review continuity has a significant positive influence on audit quality. ***Thus, Hypothesis 5a is supported.***

In contrast, the audit review continuity has a significant negative influence on audit survival ($\beta_{40} = -0.327$, $p < 0.01$). Moreover, the audit review continuity has no significant effects on audit credibility ($\beta_{12} = -0.108$, $p > 0.10$), financial information reliability ($\beta_{19} = -0.104$, $p > 0.10$), information value ($\beta_{26} = 0.005$, $p > 0.10$) and stakeholder acceptance ($\beta_{33} = 0.05$, $p > 0.10$). This is consistent with prior research, Bakre (2007); Wong and Chueng (2008) reveal that audit review is the audit guidance and subsequent of audit complete. Therefore, audit review continuity has a significant negative influence on audit survival but no influence on audit credibility, financial information reliability, information value and stakeholder acceptance. ***Thus, Hypotheses 5b-5f are not supported.***

These findings reveal that two dimensions of audit practice transparency (auditing standard implementation accuracy and audit planning comprehension) have influenced directly on its consequence variables. Therefore, Hypotheses 1 and 3 are strongly supported. Nevertheless, for the two dimensions of audit practice transparency, namely, regulation awareness focus and audit review continuity have some influenced directly on its consequences Hypotheses 2 and 5 are partial supported. In addition, Information usefulness concern is a dimension of audit practice transparency that has not positive influence on its consequence. Thus, Hypothesis 4 is not supported.



Table 7 Results of the Effects of Audit Practice Transparency on Audit Credibility, Financial Information Reliability, Information Value, Stakeholder and Audit Survival

Independent Variables	Dependent Variables					
	Audit Quality Eq.1	Audit Credibility Eq.2	Financial information Reliability Eq.3	Information Value Eq.4	Stakeholder Acceptance Eq.5	Audit Survival Eq. 6
Audit Practice Transparency :						
Auditing Standard Implementation Accuracy (ASIA : H1a-f)	.135** (.061)	.297*** (.070)	.375*** (.070)	.402*** (.069)	.393*** (.071)	.289*** (.065)
Regulation Awareness Focus (RAF : H2a-f)	-.081 (.068)	.270*** (.078)	.198*** (.077)	.179** (.076)	.100 (.079)	.079 (.072)
Audit Planning Comprehension (APC : H3a-f)	.494*** (.062)	.354*** (.071)	.310*** (.070)	.319*** (.069)	.540*** (.072)	.641*** (.066)
Information Usefulness Concern (IUC : H4a-f)	.102 (.065)	-.019 (.075)	.010 (.075)	-.099 (.074)	-.299*** (.076)	.113 (.070)
Audit Review Continuity (ARC : H5a-f)	.218*** (.066)	-.108 (.075)	-.104 (.075)	.005 (.074)	.003 (.076)	-.327*** (.070)
Control Variables:						
Gender (GD)	.062 (.063)	-.045 (.072)	-.081 (.072)	-.107 (.071)	.071 (.073)	-.043 (.067)
Educational level (EDU)	-.127** (.061)	-.095 (.070)	.181*** (.070)	-.102 (.069)	-.012 (.071)	-.241*** (.066)
Adjusted R ²	.664	.558	.563	.573	.547	.615
Maximum VIF	5.124	5.124	5.124	5.124	5.124	5.124

*** p<0.01, ** p<0.05, * p<0.10,
Beta coefficients with standard errors in parenthesis



For the control variable, the results indicate that gender does not have an effect on audit quality ($\beta_6 = .062$, $p > 0.10$), audit credibility ($\beta_{13} = -.045$, $p > 0.10$), financial information reliability ($\beta_{20} = -0.081$, $p > 0.10$), information value ($\beta_{27} = -0.107$, $p > 0.10$), stakeholder acceptance ($\beta_{34} = 0.071$, $p > 0.10$) and audit survival ($\beta_{41} = -0.043$, $p > 0.10$), meaning that gender does not impact on audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival. Lastly, the results find that educational level has positive effect on financial information reliability ($\beta_{21} = 0.181$, $p < 0.01$). Moreover, educational level has negative effect on audit quality ($\beta_7 = -0.127$, $p < 0.05$), audit survival ($\beta_{42} = -0.241$, $p < 0.01$), meaning that educational level has an effect on financial information reliability, but do not have effects on audit quality, audit survival. However, educational level do not have effects on audit credibility ($\beta_{14} = -0.095$, $p > 0.10$), information value ($\beta_{28} = -0.102$, $p > 0.10$) and stakeholder acceptance ($\beta_{35} = -0.012$, $p > 0.10$), meaning that educational level do not impact on audit credibility, information value and stakeholder acceptance.

The Effects of Audit Practice Transparency Consequences on Audit Survival

As described in Chapter 2, audit practice transparency consequences are combined into six categories namely audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival. However, this research assigns that audit quality has direct influences on audit credibility, financial information reliability, information value and stakeholder acceptance. In addition, audit credibility and financial information reliability have direct influences on information value and stakeholder acceptance. Then, this research posits that information value directly affects on stakeholder acceptance and audit survival. Furthermore, this research assigns that stakeholder acceptance directly affects on audit survival as illustrated in Figure 12.



Figure 12 The Effects of Audit Practice Transparency Consequences on Audit Survival

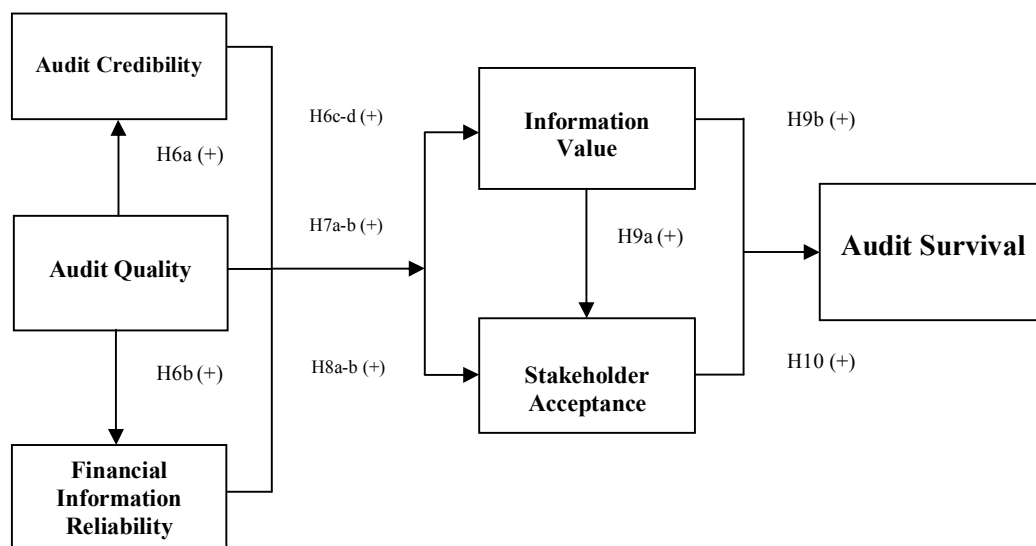


Table 8 shows the results of correlation analysis which indicate that audit quality is significantly and positively correlated with audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival ($r = 0.799, p < 0.01$; $r = 0.790, p < 0.01$; $r = 0.752, p < 0.01$; $r = 0.704, p < 0.01$; $r = 0.735, p < 0.01$, respectively). Then, the results show that audit credibility has a significant and positive correlation with financial information reliability, information value, stakeholder acceptance and audit survival ($r = 0.863, p < 0.01$; $r = 0.805, p < 0.01$; $r = 0.768, p < 0.01$; $r = 0.732, p < 0.01$, respectively). Furthermore, financial information reliability has a significant and positive correlation with information value, stakeholder acceptance and audit survival ($r = 0.809, p < 0.01$; $r = 0.764, p < 0.01$; $r = 0.731$, respectively). Likewise, information value has a significant and positive correlation with stakeholder acceptance and audit survival ($r = 0.785, p < 0.01$; $r = 0.760, p < 0.01$, respectively) and stakeholder acceptance has a significant and positive correlation with audit survival ($r = 0.762, p < 0.01$). These correlations are less than 0.90, as recommended by Hair et al., (2010). Consequently, overall, the multicollinearity problems should not be a concern.



Table 8 Descriptive Statistics and Correlation Matrix of Audit Practice Transparency Consequences on Audit Survival

Variables	AQ	AC	FIR	IV	SA	AS	GD	EDU
Mean	4.00	4.13	4.09	3.95	3.93	3.99	n/a	n/a
S.D	0.58	0.53	0.59	0.59	0.60	0.53	n/a	n/a
AQ	1							
AC	.799**	1						
FIR	.790**	.863**	1					
IV	.752**	.805**	.809**	1				
SA	.704**	.768**	.764**	.785**	1			
AS	.735**	.732**	.731**	.760**	.762**	1		
GD	.096	.065	.040	.024	.127*	.073	1	
EDU	-.006	-.008	.125*	-.026	.016	-.057	.025	1

** p < 0.01, * p < 0.05

Furthermore, with regard to the multicollinearity problem, VIF is used to test the correlation among independent variables (see Table 9). In this analysis, the maximum value of VIF is 4.603 being less than 10 indicating that there are no significant multicollinearity problems confronted (Hair et al., 2010).

Table 9 presents the results of the OLS regression analysis of the impact of audit practice transparency consequences on audit survival which are followed by hypotheses 6 to 10. The evidence in Table 9 indicates that audit quality has significant and positive relationships to audit credibility ($\beta_{43} = 0.800$, $p < 0.01$), financial information reliability ($\beta_{46} = 0.795$, $p < 0.01$), information value ($\beta_{49} = 0.192$, $p < 0.01$) and stakeholder acceptance ($\beta_{54} = 0.140$, $p < 0.01$). This is consistent with prior research, Al-Ajmi (2009) found that audit opinion presents to the true finding of audit engagement, the auditor has to detect and eliminate material misstatements and manipulations in net income reported (Davidson and Neu, 1993). Moreover, the monitoring strength and reputation come from audit quality (Aren and Loebbecke, 2000). **Hence, Hypotheses 6a-6d are supported.**

Moreover, the results also indicate on the other side that audit credibility has significant and positive relationships to information value ($\beta_{50} = 0.300$, $p < 0.01$) and



stakeholder acceptance ($\beta_{55} = 0.338$, $p < 0.01$). This is consistent with prior research, Dando and Swift (2003) found that important element of credibility is trust; also when financial report is trustable, it has information value. Consistent with Kerler and Killough (2009) found that the financial statement follows laws and standards and leads to relevant information of audit. Moreover, Ranft et al., (2006) found that reputation reflects to credibility transaction, also when auditor has audit credibility, it leads to information value. **Hence, Hypotheses 7a-7b are supported.**

Likewise, the results also indicate on the other side that financial information reliability has significant and positive relationships to information value ($\beta_{51} = 0.409$, $p < 0.01$) and stakeholder acceptance ($\beta_{56} = 0.362$, $p < 0.01$). This is consistent with prior research, Morris (2011) found that quality of information leads to support decision-making and helps firms 'strategic planning and business process, also financial information reliability leads to information value and stakeholder acceptance. **Hence, Hypotheses 8a-8b are supported.**

Then, the results also indicate on the other side that information value has significant and positive relationships to stakeholder acceptance ($\beta_{59} = 0.784$, $p < 0.01$) and audit survival ($\beta_{62} = 0.419$, $p < 0.01$). This is consistent with prior research, Bickel (2008) found that information value is the interest of stakeholder and the complex of environment does not impact to information value (Gould, 1974). Moreover, Ho and Wong (2003) indicate that investor/analysts need information external finance suppliers more than internal management, also when information value has attracted to stakeholder acceptance and audit survival. **Hence, Hypotheses 9a-9b are supported.**

The results also indicate on the other side that stakeholder acceptance has significant and positive relationships to audit survival ($\beta_{63} = 0.432$, $p < 0.01$). This is consistent with prior research, Mill, Rorty and Werhane (2003) found that accounting information value has to benefit stakeholder goal and Brocheler, Maijoor and Witteloostuijn (2004) indicate that the survival on profession of auditor is serious, also when stakeholder acceptance leads to audit survival. **Thus, Hypothesis 10 is supported.**

In conclusion, audit quality has a significant positive association with audit credibility, financial information reliability, information value and stakeholder acceptance. Likewise, audit credibility and financial information reliability have positively affected information value and stakeholder acceptance. Moreover,



information value has positive relationships with stakeholder acceptance and audit survival. Likewise, stakeholder acceptance has positive relationships with audit survival. Therefore, Hypotheses 6, 7, 8, 9 and 10 are strongly supported.

For the control variables, the results indicate that gender does not have an effect on audit credibility ($\beta_{44} = -0.024$, $p > 0.10$), financial information reliability ($\beta_{47} = -0.081$, $p > 0.10$), information value ($\beta_{52} = -0.058$, $p > 0.10$) and audit survival ($\beta_{64} = 0.019$, $p > 0.10$). However, gender has positive effect on stakeholder acceptance ($\beta_{57} = 0.157$, $p < 0.01$, $\beta_{60} = 0.217$, $p < 0.01$). This is consistent with prior research, Hall and Umansky (2002) found that the leadership of men has more than female; also gender has an effect on stakeholder acceptance. Moreover, educational level has positive effects on financial information reliability ($\beta_{48} = 0.261$, $p < 0.01$). However, educational level has negative effect on information value ($\beta_{53} = -0.146$, $p < 0.05$) and audit survival ($\beta_{65} = -0.106$, $p < 0.10$). Furthermore, educational level has no relationships with audit credibility ($\beta_{45} = -0.005$, $p > 0.10$), stakeholder acceptance ($\beta_{58} = -0.055$, $p > 0.10$; $\beta_{61} = -0.069$, $p > 0.10$).

Hence, gender has positive impact on stakeholder acceptance but gender does not impact audit credibility, financial information reliability, information value and audit survival. Moreover, educational level has positive impact to financial information reliability but not impact on audit credibility and stakeholder acceptance. Furthermore, educational level has negative impact on information value and audit survival.



Table 9 Results of the Effects of Audit Practice Transparency Consequences on Audit Survival

Independent Variables	Dependent Variables					
	Audit Credibility (AC) Eq.7	Financial Information Reliability (FIR) Eq.8	Information Value (IV) Eq.9	Stakeholder Acceptance (SA) Eq.10	Stakeholder Acceptance (SA) Eq.11	Audit Survival (AS) Eq.12
Audit Quality (AQ : H6a-d)	.800*** (.031)	.795*** (.031)	.192*** (.049)	.140*** (.055)		
Audit Credibility (AC : H7a-b)			.300*** (.060)	.338*** (.067)		
Financial Information Reliability (FIR :H8a-b)			.409*** (.060)	.362*** (.068)		
Information Value (IV : H9a-b)					.784*** (.032)	.419*** (.050)
Stakeholder Acceptance (SA : H10)						.432*** (.050)
Control Variables :						
Gender (GD)	-.024 (.063)	-.081 (.063)	-.058 (.056)	.157*** (.063)	.217*** (.064)	.019 (.063)
Educational level (EDU)	-.005 (.062)	.261*** (.062)	-.146** (.058)	-.055 (.065)	.069 (.063)	-.106* (.061)
Adjusted R ²	.636	.640	.714	.640	.626	.648
Maximum VIF	1.010	1.010	4.783	4.783	1.001	2.699

*** p<0.01, ** p<0.05, * p<0.10,

Beta coefficients with standard errors in parenthesis



The Effects of Governance Mindset, Ethics Awareness, Morality Commitment, Environment Force and Stakeholder Needs on Audit Practice Transparency

As shown in Figure 13, this research designates governance mindset, ethics awareness, morality commitment, environment force, stakeholder needs as the antecedents of audit practice transparency. Basically, governance mindset, ethics awareness, morality commitment, environment force, stakeholder needs are addressed as the independent variables while audit practice transparency the following five dimensions: auditing standard implementation accuracy, regulation awareness focus, audit planning comprehension, information usefulness concern and audit review continuity are posited as the dependent variables of the relationships.

Figure 13 The Effects of Governance Mindset, Ethics Awareness, Morality Commitment, Environment Force and Stakeholder Needs on Audit Practice Transparency

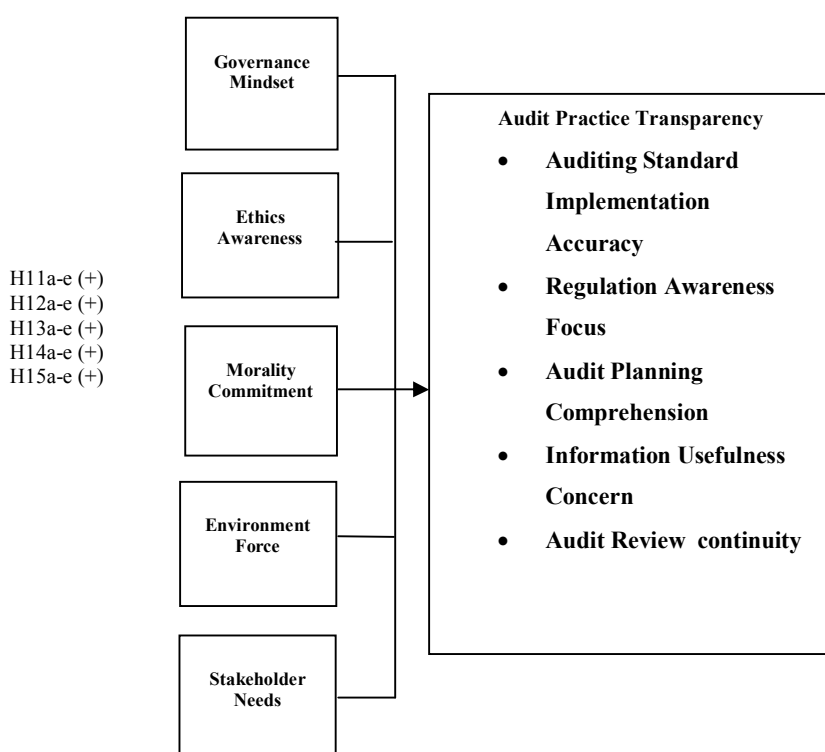


Table 10 shows the correlation among the independent and dependent variables. The results explain that governance mindset has a significant and positive



correlation with auditing standard implementation accuracy, regulation awareness focus, audit planning comprehension, information usefulness concern and audit review continuity ($r = 0.558, p < 0.01$; $r = 0.524, p < 0.01$; $r = 0.460, p < 0.01$; $r = 0.481, p < 0.01$, $r = 0.369, p < 0.01$, respectively). Ethics awareness significantly and positively correlates with auditing standard implementation accuracy, regulation awareness focus, audit planning comprehension, information usefulness concern and audit review continuity ($r = 0.726, p < 0.01$; $r = 0.799, p < 0.01$; $r = 0.759, p < 0.01$; $r = 0.687, p < 0.01$, $r = 0.675, p < 0.01$, respectively). The morality commitment significantly and positively correlates with auditing standard implementation accuracy, regulation awareness focus, audit planning comprehension, information usefulness concern and audit review continuity ($r = 0.710, p < 0.01$; $r = 0.739, p < 0.01$; $r = 0.719, p < 0.01$; $r = 0.667, p < 0.01$, $r = 0.661, p < 0.01$, respectively).

Table 10 Descriptive Statistics and Correlation Matrix of Governance Mindset, Ethics Awareness, Morality Commitment, Environment Force and Stakeholder Needs on Audit Practice Transparency

	ASIA	RAF	APC	IUC	ARC	GM	EA	MC	EF	SN	LC	GD	EDU
Mean	4.13	4.17	4.11	4.18	4.18	3.83	4.28	4.30	4.06	4.02	4.22	n/a	n/a
S.D	0.47	0.55	0.50	0.55	0.52	0.57	0.53	0.52	0.54	0.57	0.58	n/a	n/a
ASIA	1												
RAF	.837**	1											
APC	.797**	.812**	1										
IUC	.783**	.817**	.809**	1									
ARC	.782**	.825**	.808**	.849**	1								
GM	.558**	.524**	.460**	.481**	.369**	1							
EA	.726**	.799**	.759**	.687**	.675**	.500**	1						
MC	.710**	.739**	.719**	.667**	.661**	.422**	.872**	1					
EF	.785**	.727**	.640**	.691**	.642**	.571**	.604**	.597**	1				
SN	.650**	.614**	.529**	.691**	.580**	.559**	.544**	.568**	.782**	1			
LC	.715**	.713**	.692**	.691**	.615**	.539**	.743**	.721**	.672**	.667**	1		
GD	.038	.129*	.131*	.021	.029	.155**	.001	.025	.007	.021	.141**	1	.
EDU	-.005	.053	.092	.104*	.027	-.084	.099	.065	-.054	-.127*	.035	.025	1

** $p < 0.01$, * $p < 0.05$



Likewise, the environment force significantly and positively correlates with auditing standard implementation accuracy, regulation awareness focus, audit planning comprehension, information usefulness concern and audit review continuity ($r = 0.785$, $p < 0.01$; $r = 0.727$, $p < 0.01$; $r = 0.640$, $p < 0.01$; $r = 0.691$, $p < 0.01$, $r = 0.642$, $p < 0.01$, respectively). The stakeholder needs significantly and positively correlates with auditing standard implementation accuracy, regulation awareness focus, audit planning comprehension, information usefulness concern and audit review continuity ($r = 0.650$, $p < 0.01$; $r = 0.614$, $p < 0.01$; $r = 0.529$, $p < 0.01$; $r = 0.691$, $p < 0.01$, $r = 0.580$, $p < 0.01$, respectively).

For the correlation among independent variables, the results show that governance mindset, has a significant and positive correlation with ethics awareness, morality commitment, environment force and stakeholder needs ($r = 0.500$, $p < 0.01$; $r = 0.422$, $p < 0.01$; $r = 0.571$, $p < 0.01$, $r = 0.559$, $p < 0.01$, respectively). Then, ethics awareness significantly and positively correlates with morality commitment, environment force and stakeholder needs ($r = 0.872$, $p < 0.01$; $r = 0.604$, $p < 0.01$; $r = 0.544$, $p < 0.01$, respectively). For the morality commitment significantly and positively correlates with environment force and stakeholder needs ($r = 0.597$, $p < 0.01$; $r = 0.568$, $p < 0.01$, respectively). Likewise, environment force significantly and positively correlates with stakeholder needs ($r = 0.782$, $p < 0.01$). These correlations are less than 0.90, as recommended by Hair et al., (2010). Consequently, overall, the multicollinearity problems should not be a concern.

The multicollinearity problem, VIF is used to test the correlation among independent variables (see Table 11). The maximum value of VIF is 4.779 which is less than 10 indicating that there are no significant multicollinearity problems confronted in this analysis (Hair et al., 2010).

Table 11 presents the results of the OLS regression analysis of Hypotheses 11 to 15 that propose the effects of governance mindset, ethics awareness, morality commitment, environment force, stakeholder needs on each dimension of audit practice transparency.

The results of governance mindset demonstrate that governance mindset has a positive effect on auditing standard implementation accuracy ($\beta_{144} = 0.087$, $p < 0.05$). This is consistent with prior research, Aras and Crowther (2008) indicate that



governance mindset leads to suggestion about trust environment and confidence and also when auditor concerns trust and confidence, he needs to have governance mindset.

Hence, Hypothesis 11a is supported.

Moreover, governance mindset has negative effects on audit review continuity ($\beta_{172} = -0.124$, $p < 0.01$). Furthermore, governance mindset has no effects on regulation awareness focus ($\beta_{151} = 0.010$, $p > 0.10$), audit planning comprehension ($\beta_{158} = 0.000$, $p > 0.10$) and information usefulness concern ($\beta_{165} = 0.005$, $p > 0.10$). This is consistent with prior research; Holthausen (2009) revealed that various factors affect to output of financial reports and some standards may be not important for motivation and accordance. Likewise, Wong and Chueng (2008) find that audit review is the last step of audit complete and is the audit accordance to guidance. Therefore, governance mindset has no influence on regulation awareness focus, audit planning comprehension, information usefulness concern and has negative effect on audit review continuity.

Hence, Hypotheses 11b – 11e are not supported.

In addition, the results of ethics awareness demonstrate that ethics awareness has a significant and positive influence on auditing standard implementation accuracy ($\beta_{145} = 0.231$, $p < 0.01$), regulation awareness focus ($\beta_{152} = 0.518$, $p < 0.05$), audit planning comprehension ($\beta_{159} = 0.456$, $p < 0.01$), information usefulness concern ($\beta_{166} = 0.275$, $p < 0.01$) and audit review continuity ($\beta_{173} = 0.345$, $p < 0.01$). This is consistent with prior research, Marion and Cengage (2001) indicate that audit practice including competence, confidence, integrity and objectivity and ethical awareness are in function of knowledge of good or bad auditor or wrong in monitoring the conduct (Massey and Thorne, 2006). Also, the auditing standard implementation accuracy, regulation awareness focus, audit planning comprehension, information usefulness concern and audit review continuity depend on the nature of the ethics awareness level.

Hence, Hypotheses 12a-12e are supported.

Moreover, the results of testing morality commitment hypotheses demonstrate that morality commitment has a significant and positive influence on auditing standard implementation accuracy ($\beta_{146} = 0.186$, $p < 0.01$), audit planning comprehension ($\beta_{160} = 0.158$, $p < 0.05$) and audit review continuity ($\beta_{174} = 0.150$, $p < 0.05$). This is consistent with prior research, Watkins and Hill (2011) indicate that the perception and behaviors follow norms or rules and reception right or wrong that is morality and



morality is faith about moral existence (Elci, Sener and Alpkan, 2011). Also, morality commitment leads to auditing standard implementation accuracy. **Hence, Hypotheses 13a, 13c and 13e are supported.**

While, the results of testing morality commitment hypotheses demonstrate that morality commitment has no a significant on regulation awareness focus ($\beta_{153} = 0.053$, $p > 0.10$) and information usefulness concern ($\beta_{167} = 0.104$, $p > 0.10$). This is consistent with prior research, DeScioli and Kurzban (2009) found that morality is designed to prevent being punished by a third party. Likewise, Xia, Monroe and Cox (2004) found that morality is a key element among buyer-seller in complex environment, also regulation awareness focus and information usefulness concern are reflected from morality commitment. **Hence, Hypotheses 13b and 13d are not supported.**

Furthermore, the results of environment force demonstrate that environment force has a significant and positive influence on auditing standard implementation accuracy ($\beta_{147} = 0.503$, $p < 0.01$), regulation awareness focus ($\beta_{154} = 0.375$, $p < 0.01$), audit planning comprehension ($\beta_{161} = 0.310$, $p < 0.01$), information usefulness concern ($\beta_{168} = 0.205$, $p < 0.01$) and audit review continuity ($\beta_{175} = 0.311$, $p < 0.01$). This is consistent with prior research, Pothong and Ussahawanitchakit (2011) found that the competitive environment leads to frequency and success of innovation of firms. Moreover, Sinchuen and Ussahawanitchakit (2010) reveal that enforcement of regulations has relationship with audit practice and regulation are given choice for audit practice (Seal, 2006), also auditor who has environment force led to auditing standard implementation accuracy, regulation awareness focus, audit planning comprehension, information usefulness concern and audit review continuity. **Hence, Hypotheses 14a-14e are supported.**

The results of stakeholder needs demonstrate that stakeholder needs have a significant and positive influence on information usefulness concern ($\beta_{169} = 0.335$, $p < 0.01$) and audit review continuity ($\beta_{176} = 0.132$, $p < 0.05$). This is consistent with prior research, Gelb and Strawser (2001) found that management reflects to stakeholder management by managing socially responsible activities and provides information disclosure. Consistent with Mattingly, Harrast and Olsen (2009) indicate that stakeholder management adds to financial reporting transparency. **Hence, Hypotheses 15d and 15e are supported.**



Furthermore, the stakeholder needs demonstrate that stakeholder needs have no significant on auditing standard implementation accuracy ($\beta_{148} = -0.024$, $p > 0.10$), regulation awareness focus ($\beta_{155} = 0.002$, $p > 0.10$), audit planning comprehension ($\beta_{162} = -0.048$, $p > 0.10$). This is consistent with prior research, Freeman (1984) defines the stakeholder as any group or individual who can lead to achievement about objective of company and also stakeholder needs do not for auditing standard implementation accuracy, regulation awareness focus and audit planning comprehension for auditor. Therefore, auditing standard implementation accuracy, regulation awareness focus, audit planning comprehension does not depend on the nature of stakeholder needs. ***Hence, Hypotheses 15a – 15c are not supported.***

In sum, ethics awareness and environment force are key determinants of driving audit practice transparency of auditors in the Thai context, thus, Hypotheses 12 and 14 are strongly supported. While governance mindset, morality commitment and stakeholder needs have some effects on audit practice transparency, thus, Hypotheses 11, 13 and 15 are partially supported.

For the two control variables, gender has a significant effect on regulation awareness focus ($\beta_{156} = 0.246$, $p < 0.01$), audit planning comprehension ($\beta_{163} = 0.249$, $p < 0.10$). In contrast, gender has no statistically significant effects on auditing standard implementation accuracy ($\beta_{149} = 0.034$, $p > 0.10$), information usefulness concern ($\beta_{170} = 0.011$, $p > 0.10$) and audit review continuity ($\beta_{177} = 0.077$, $p > 0.10$). Moreover, educational level has no statistically significant effects on auditing standard implementation accuracy ($\beta_{150} = -0.018$, $p > 0.10$), regulation awareness focus ($\beta_{157} = 0.034$, $p > 0.10$), audit planning comprehension ($\beta_{164} = 0.088$, $p > 0.10$), information usefulness concern ($\beta_{171} = 0.248$, $p > 0.10$) and audit review continuity ($\beta_{178} = 0.010$, $p > 0.10$). Thus, the interpretation of the relationships among the antecedents and each dimension of audit practice transparency do not impact the influences of educational level of CPAs.



Table 11 Results of the Effects of Governance Mindset, Ethics Awareness, Morality Commitment, Environment Force and Stakeholder Needs on Audit Practice Transparency

Independent Variables	Dependent Variables				
	Auditing Standard Implementation Accuracy (ASIA) Eq.19	Regulation Awareness Focus (RAF) Eq.20	Audit Planning Comprehension (APC) Eq.21	Information Usefulness Concern (IUC) Eq.22	Audit Review continuity (ARC) Eq.23
Governance Mindset (GM : H11a-e)	.087** (.036)	.010 (.035)	.000 (.041)	.005 (.041)	-.124*** (.045)
Ethics Awareness (EA : H12a-e)	.231*** (.059)	.518*** (.057)	.456*** (.067)	.275*** (.068)	.345*** (.075)
Morality Commitment (MC : H13a-e)	.186*** (.058)	.053 (.056)	.158** (.065)	.104 (.066)	.150** (.073)
Environment Force (EF : H14a-e)	.503*** (.047)	.375*** (.045)	.310*** (.054)	.205*** (.054)	.311*** (.060)
Stakeholder Needs (SN : H15a-e)	-.024 (.046)	.002 (.044)	-.048 (.052)	.335*** (.052)	.132** (.058)
Control Variables :					
Gender (GD)	.034 (.056)	.246*** (.054)	.249*** (.063)	.011 (.064)	.077 (.071)
Educational level (EDU)	-.018 (.056)	.034 (.054)	.088 (.064)	.248 (.064)	.010 (.071)
Adjusted R ²	.723	.745	.646	.640	.556
Maximum VIF	4.779	4.779	4.779	4.779	4.779

*** p<0.01, ** p<0.05, * p<0.10,

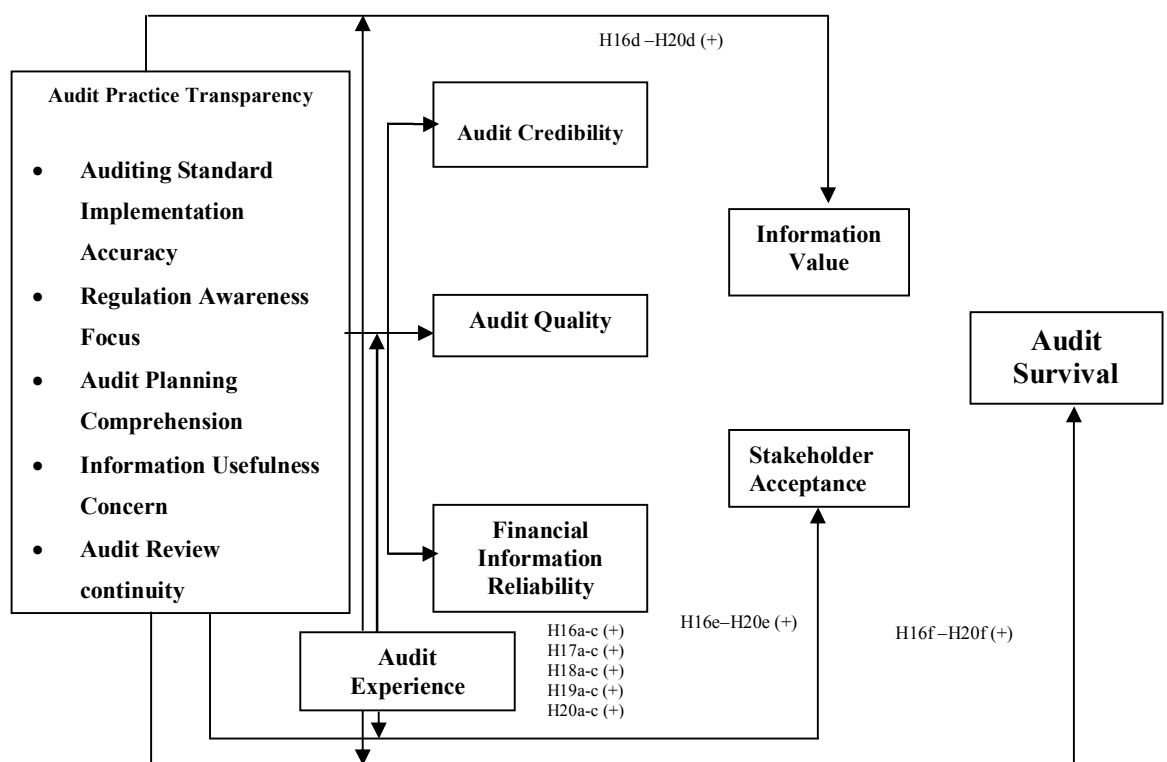
Beta coefficients with standard errors in parenthesis



The Moderating Effects of Audit Experience on the Relationship among Audit Quality, Audit Credibility, Financial Information Reliability, Information Value, Stakeholder Acceptance, Audit Survival and Audit Practice Transparency

This research addresses audit experience as the moderator of the relationships between audit practice transparency and the consequence as shown in Figure 14.

Figure 14 The Moderating Effects of Audit Experience on the Relationship among Audit Quality, Audit Credibility, Financial Information Reliability, Information Value, Stakeholder Acceptance, Audit Survival and Audit Practice Transparency



For moderators of audit experience, Table 12 presents the results of the OLS regression analysis of Hypotheses16 - 20. The results reveal that audit experience positively moderates the relationships between auditing standard implementation accuracy and information value ($\beta_{111} = 0.186, p < 0.05$). The audit experience positively moderates the relationships between audit planning comprehension and audit survival

($\beta_{139} = 0.164$, $p < 0.05$). The audit experience positively moderates the relationships between audit review continuity and audit credibility ($\beta_{89} = 0.179$, $p < 0.05$). This is consistent with prior research, Pflugrath, Martinov-Bennie and Chen (2007) found that code of ethics, about general experience, led to a higher quality of judgments. Therefore, the auditor who has better technical experience can over vary between diagnostic and non-diagnostic evidence (Nelson and Tan, 2005). According to this reason, audit experience positively moderates the relationships between auditing standard implementation accuracy and information value, audit planning comprehension and audit survival, audit review continuity and audit credibility. **Hence, Hypotheses 16d, 18f and 20b are supported.**

The results reveal that the audit experience negatively moderates the relationships between information usefulness concern and audit credibility ($\beta_{88} = -0.219$, $p < 0.01$), information value ($\beta_{114} = -0.178$, $p < 0.05$), negatively moderates the relationships between audit review continuity and audit survival ($\beta_{141} = -0.229$, $p < 0.01$). The audit experience does not significantly moderate the relationships between auditing standard implementation accuracy and audit quality ($\beta_{72} = 0.008$, $p > 0.10$), audit credibility ($\beta_{85} = 0.068$, $p > 0.10$), financial information reliability ($\beta_{98} = -0.004$, $p > 0.10$), stakeholder acceptance ($\beta_{124} = -0.065$, $p > 0.10$), audit survival ($\beta_{137} = 0.028$, $p > 0.10$). The audit experience does not significantly moderate the relationships between regulation awareness focus and audit quality ($\beta_{73} = -0.046$, $p > 0.10$), audit credibility ($\beta_{86} = -0.066$, $p > 0.10$), financial information reliability ($\beta_{99} = 0.017$, $p > 0.10$), information value ($\beta_{112} = -0.004$, $p > 0.10$), stakeholder acceptance ($\beta_{125} = 0.062$, $p > 0.10$), audit survival ($\beta_{138} = -0.020$, $p > 0.10$). The audit experience does not significantly moderate the relationships between audit planning comprehension and audit quality ($\beta_{74} = 0.054$, $p > 0.10$), audit credibility ($\beta_{87} = -0.055$, $p > 0.10$), financial information reliability ($\beta_{100} = -0.065$, $p > 0.10$), information value ($\beta_{113} = -0.088$, $p > 0.10$), stakeholder acceptance ($\beta_{126} = 0.006$, $p > 0.10$). The audit experience does not significantly moderate the relationships between information usefulness concern and audit quality ($\beta_{75} = 0.054$, $p > 0.10$), financial information reliability ($\beta_{101} = -0.045$, $p > 0.10$), stakeholder acceptance ($\beta_{127} = 0.094$, $p > 0.10$), audit survival ($\beta_{140} = 0.024$, $p > 0.10$). The audit experience does not



significantly moderate the relationships between audit review continuity and audit quality ($\beta_{76} = -0.045$, $p > 0.10$), financial information reliability ($\beta_{102} = 0.029$, $p > 0.10$), information value ($\beta_{115} = 0.071$, $p > 0.10$), stakeholder acceptance ($\beta_{128} = -0.132$, $p > 0.10$). This is consistent with prior research, Bradley (2009) suggested for the worst performance comes from inexperience of professional by who had low inductive reasoning ability. **Thus, Hypotheses 16a-16c, 16e-16f, 17a-17f, 18a-18e, 19a-19f, 20a, 20c-20f are not supported.**

In sum, audit experiences have a moderating effect on the relationship between auditing standard implementation accuracy and information value, audit planning comprehension and audit survival, audit review continuity and audit credibility. Hence, hypotheses 16, 18 and 20 are partially supported. In the meantime, inappropriate close relationships may lead to questionable choices, so hypotheses 17 and 19 are not supported.

For the control variables, the results show that gender has no significant on audit quality ($\beta_{77} = 0.049$, $p > 0.10$), audit credibility ($\beta_{90} = -0.032$, $p > 0.10$), financial information reliability ($\beta_{103} = -0.084$, $p > 0.10$), information value ($\beta_{116} = -0.108$, $p > 0.10$), stakeholder acceptance ($\beta_{129} = 0.058$, $p > 0.10$) and audit survival ($\beta_{142} = -0.060$, $p > 0.10$). In addition, educational level has positive effect on financial information reliability ($\beta_{104} = 0.187$, $p < 0.01$). Moreover, educational level has negative effect on audit survival ($\beta_{143} = -0.222$, $p < 0.01$). However, educational level has no significant effect on audit quality ($\beta_{78} = -0.098$, $p > 0.10$), audit credibility ($\beta_{91} = -0.056$, $p > 0.10$), information value ($\beta_{117} = -0.066$, $p > 0.10$), stakeholder acceptance ($\beta_{130} = -0.031$, $p > 0.10$).



Table 12 Results of Moderating Effects of Audit Experience on the Relationship among Audit Quality, Audit Credibility, Financial Information Reliability, Information Value, Stakeholder Acceptance, Audit Survival and Audit Practice Transparency

Independent Variables	Dependent Variables					
	Audit Quality (AQ) Eq.13	Audit Credibility (AC) Eq.14	Financial information Reliability (FIR) Eq.15	Information Value (IV) Eq.16	Stakeholder Acceptance (SA) Eq.17	Audit Survival (AS) Eq.18
Auditing Standard Implementation Accuracy (ASIA)	.286*** (.068)	.357*** (.079)	.404*** (.080)	.501*** (.078)	.364*** (.082)	.309*** (.074)
Regulation Awareness Focus (RAF)	-.099 (.069)	.251*** (.081)	.208*** (.081)	.149* (.080)	.133* (.083)	.092 (.076)
Audit Planning Comprehension (APC)	.519*** (.060)	.363*** (.070)	.318*** (.071)	.331*** (.069)	.536*** (.072)	.625*** (.066)
Information Usefulness Concern (IUC)	.075 (.064)	-.001 (.075)	.008 (.075)	-.087 (.074)	-.316** (.077)	.088 (.070)
Audit Review Continuity (ARC)	.256*** (.064)	-.131 (.075)	-.118 (.076)	-.001 (.074)	.001 (.078)	-.306*** (.071)
Moderator : Audit Experience (AE)	-.226*** (.045)	-.059 (.052)	-.041 (.053)	-.126** (.051)	.025 (.054)	-.027 (.049)
ASIA * AE (H16a-f)	.008 (.071)	.068 (.083)	-.004 (.083)	.186** (.081)	-.065 (.085)	.028 (.077)
RAF * AE (H17a-f)	-.046 (.079)	-.066 (.092)	.017 (.093)	-.004 (.091)	.062 (.095)	-.020 (.086)
APC * AE (H18a-f)	.051 (.067)	-.055 (.078)	-.065 (.079)	-.088 (.077)	.006 (.081)	.164** (.073)
IUC * AE (H19a-f)	.054 (.067)	-.219*** (.076)	-.045 (.079)	-.178** (.077)	.094 (.081)	.024 (.073)
ARC* AE (H20a-f)	-.045 (.076)	.179** (.088)	.029 (.089)	.071 (.087)	-.132 (.091)	-.229*** (.083)
Control Variables: Gender (GD)	.049 (.061)	-.032 (.072)	-.084 (.072)	-.108 (.071)	.058 (.074)	-.060 (.067)
Educational level (EDU)	-.098 (.061)	-.056 (.072)	.187*** (.072)	-.066 (.071)	-.031 (.074)	-.222*** (.067)
Adjusted R ²	.686	.571	.564	.582	.545	.623
Maximum VIF	9.078	9.078	9.078	9.078	9.078	9.078

*** p<0.01, ** p<0.05, * p<0.10,

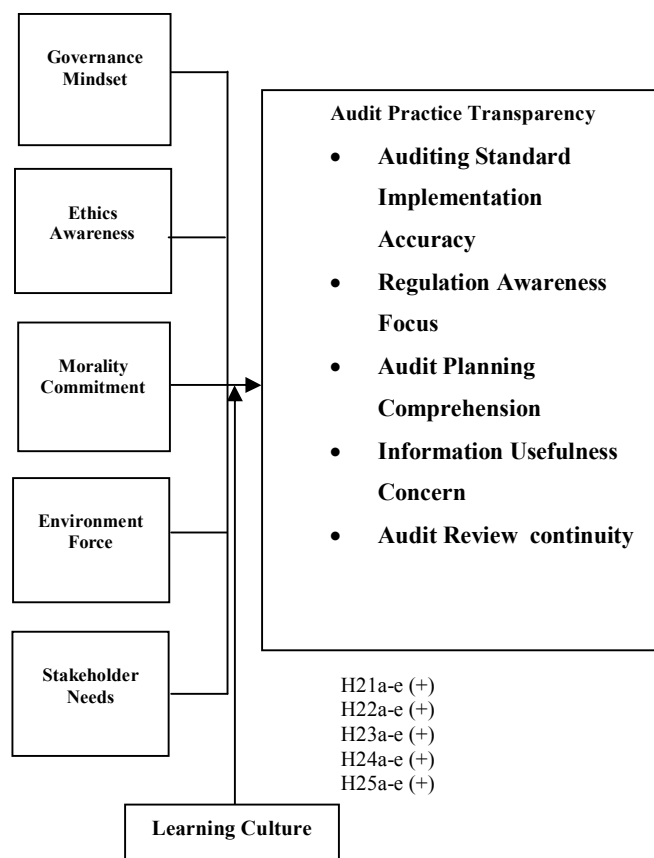
Beta coefficients with standard errors in parenthesis



The Moderating Effects of Learning Culture on the Relationship among Governance Mindset, Ethics Awareness, Morality Commitment, Environment Force, Stakeholder Needs and Audit Practice Transparency

This research posits learning culture as the moderating effects on the relationships of governance mindset, ethics awareness, morality commitment, environment force, stakeholder needs and audit practice transparency as shown in Figure 15.

Figure 15 The Moderating Effects of Learning Culture on the Relationship among Governance Mindset, Ethics Awareness, Morality Commitment, Environment Force, Stakeholder Needs and Audit Practice Transparency



For the moderating effects of learning culture, Table 13 shows the results of Hypotheses 21 to 25, which indicate that moderating effects of learning culture have negative effects on the relationships among governance mindset and auditing standard implementation accuracy ($\beta_{185} = -0.080$, $p < 0.05$), the moderating effects of learning culture has negative effects on the relationships among governance mindset and regulation awareness focus ($\beta_{198} = -0.066$, $p < 0.05$), the moderating effects of learning culture has negative effects on the relationships among governance mindset and audit planning comprehension ($\beta_{211} = -0.066$, $p < 0.05$), the moderating effects of learning culture has negative effects on the relationships among governance mindset and information usefulness concern ($\beta_{224} = -0.097$, $p < 0.05$). Moreover, the moderating effects of learning culture has no effects on the relationship between governance mindset and audit review continuity ($\beta_{237} = -.014$, $p > 0.10$). This is consistent with prior research; Holthausen (2009) revealed that various factors affect to output of financial reports and some standards may be not important for motivation and accordance.

Hence, Hypotheses 21a - 21e are not supported.

In additional, the moderating effects of learning culture has positive effect on relationships between ethics awareness and auditing standard implementation accuracy ($\beta_{186} = 0.189$, $p < 0.01$), the moderating effects of learning culture has positive effect on relationships between ethics awareness and regulation awareness focus ($\beta_{199} = 0.205$, $p < 0.01$). Then, the moderating effects of learning culture has positive effect on relationships between ethics awareness and audit review continuity ($\beta_{238} = 0.185$, $p < 0.05$). This is consistent with prior research, Daft (2007) indicates that learning culture can be solve problems enabling and improving capability, also auditor who has learning culture leads to accept for code of ethic and standards for work audit. Moreover, social factor can be consideration for decision making and analysis for innovation and appropriate value (Li and Liu, 2012; Wang and Chen, 2010). According to Pflugrath, Martinov-Bennie and Chen (2007) reveal that code of ethics has positive effect on judgment quality about general experience by reflecting to more judgment quality. ***Hence, Hypotheses 22a, 22b and 22e are supported.***

Moreover, the moderating effects of learning culture have no effect on ethics awareness and audit planning comprehension ($\beta_{212} = 0.093$, $p > 0.10$), the moderating effects of learning culture have no effect on ethics awareness and information



usefulness concern ($\beta_{225} = 0.095$, $p > 0.10$), **Therefore, Hypotheses 22c- 22d are not supported.**

Furthermore, the learning culture significant and negative moderates the relationships between morality commitment and auditing standard implementation accuracy ($\beta_{187} = -0.194$, $p < 0.01$), regulation awareness focus ($\beta_{200} = -0.371$, $p < 0.01$), audit planning comprehension ($\beta_{213} = -0.217$, $p < 0.01$), information usefulness concern ($\beta_{226} = -0.215$, $p < 0.01$) and audit review continuity ($\beta_{239} = -0.0386$, $p < 0.01$). **Hence, Hypotheses 23a – 23e are not supported.**

Moreover, the learning culture does not moderate effects on the relationships between environment force and auditing standard implementation accuracy ($\beta_{188} = 0.079$, $p > 0.10$), regulation awareness focus ($\beta_{201} = -0.012$, $p > 0.10$), information usefulness concern ($\beta_{227} = -0.016$, $p > 0.10$) and audit review continuity ($\beta_{240} = 0.000$, $p > 0.10$). This is consistent with prior research, Holthausen (2009) found that the variety of factors influence financial reporting outcomes and accounting standard may not be a key factor of incentives, enforcement, ownership structure and other market and legal forces, also learning culture does not moderate the relationship among environment force and auditing standard implementation accuracy, regulation awareness focus, information usefulness concern and audit review continuity. **Hence, Hypotheses 24a, 24b, 24d and 24e are not supported.**

Furthermore, the learning culture significant and positive moderates the relationships between environment force and audit planning comprehension ($\beta_{214} = 0.157$, $p < 0.01$). This is consistent with prior research, Li and Liu (2012) indicate that social factors are taken to consider decision-making and can be analysis for innovation and value appropriation (Wang and Chen, 2010). **Hence, Hypothesis 24c is supported.**

Likewise, the learning culture significant and positive moderates the relationships between stakeholder needs and regulation awareness focus ($\beta_{202} = 0.203$, $p < 0.01$) and audit review continuity ($\beta_{241} = 0.104$, $p < 0.10$). This is consistent with prior research; Mattingly, Harrast and Olsen (2009) found that stakeholder management added financial reporting transparency and Huang and Kung (2010) study stakeholder expectations that are relevant with corporate environment disclosure. **Hence, Hypotheses 25b and 25e are supported.**



Moreover, the learning culture does not moderate effects on the relationships between stakeholder needs and auditing standard implementation accuracy ($\beta_{189} = -0.005$, $p > 0.10$), audit planning comprehension ($\beta_{215} = 0.036$, $p > 0.10$) and information usefulness concern ($\beta_{228} = 0.091$, $p > 0.10$). **Hence, Hypotheses 25a, 25c and 25d are not supported.**

In sum, the moderating effect on the relationship between learning cultures significantly and positively moderates the relationships between ethics awareness and auditing standard implementation accuracy, regulation awareness focus and audit review continuity. Moreover, the moderating effect on the relationship between learning cultures significantly and positively moderates the relationships between environment force and audit planning comprehension. Likewise, the moderating effect on the relationship between learning cultures significantly and positively moderates the relationships between stakeholder needs and regulation awareness focus and audit review continuity. Thus, Hypothesis 22, 24 and 25 are partially supported. The learning cultures have moderate contrast impact on relationship among governance mindset and auditing standard implementation accuracy, regulation awareness focus, audit planning comprehension and information usefulness concern. The learning culture has no moderate effect on relationship among governance mindset and audit review continuity. Likewise, the learning culture has moderate negative effect on relationship among morality commitment and auditing standard implementation accuracy, regulation awareness focus, audit planning comprehension, information usefulness concern and audit review continuity. Thus, Hypotheses 21 and 23 are not supported.



Table 13 Results of Moderating Effect of Learning Culture on the Relationship among Governance Mindset, Ethics Awareness, Morality Commitment, Environment Force, Stakeholder Needs and Audit Practice Transparency

Independent Variables	Dependent Variables				
	Auditing Standard Implementation Accuracy (ASIA) Eq.24	Regulation Awareness Focus (RAF) Eq.25	Audit Planning Comprehension (APC) Eq.26	Information Usefulness Concern (IUC) Eq.27	Audit Review Continuity (ARC) Eq.28
Governance Mindset (GM)	.138*** (.041)	.068* (.038)	.049 (.045)	.045 (.046)	-.097* (.051)
Ethics Awareness (EA)	.056 (.073)	.316*** (.068)	.251*** (.082)	.124 (.082)	.155* (.092)
Morality Commitment (MC)	.254*** (.066)	.089 (.061)	.163** (.073)	.111 (.074)	.174** (.083)
Environment Force (EF)	.469*** (.048)	.357*** (.045)	.301*** (.054)	.159*** (.054)	.292*** (.061)
Stakeholder Needs (SN)	-.070 (.049)	-.040 (.046)	-.125** (.059)	.328*** (.055)	.144** (.062)
Moderator : Learning Culture (LC)	.151*** (.054)	.143*** (.051)	.245*** (.061)	.150** (.061)	.133* (.068)
GM * LC (H21a-e)	-.080** (.037)	-.066** (.034)	-.066** (.041)	-.097** (.041)	-.014 (.046)
EA * LC (H22a-e)	.189*** (.069)	.205*** (.064)	.093 (.077)	.095 (.077)	.185** (.087)
MC * LC (H23a-e)	-.194*** (.074)	-.371*** (.069)	-.217*** (.083)	-.215*** (.084)	-.386*** (.093)
EF * LC (H24a-e)	.079 (.055)	-.012 (.051)	.157*** (.061)	-.016 (.062)	.000 (.069)
SN* LC (H25a-e)	-.005 (.050)	.203*** (.047)	.036 (.057)	.091 (.057)	.104* (.064)
Control Variables:					
Gender (GD)	-.019 (.059)	.233*** (.055)	.175*** (.066)	-.015 (.066)	.036 (.074)
Educational level (EDU)	.017 (.060)	.095 (.056)	.136** (.067)	.334*** (.068)	.094 (.076)
Adjusted R ²	.732	.768	.664	.661	.575
Maximum VIF	7.602	7.602	7.602	7.602	7.602

*** p<0.01, ** p<0.05, * p<0.10,

Beta coefficients with standard errors in parenthesis



For the control variables, the results indicate that gender does not affect on auditing standard implementation accuracy ($\beta_{190} = -0.019$, $p > 0.10$), information usefulness concern ($\beta_{229} = -0.015$, $p > 0.10$) and audit review continuity ($\beta_{242} = 0.036$, $p > 0.10$). Moreover, gender has positive effect on regulation awareness focus ($\beta_{203} = 0.233$, $p < 0.01$) and audit planning comprehension ($\beta_{216} = 0.175$, $p < 0.10$).

Furthermore, the results indicate that educational level has no relationships with auditing standard implementation accuracy ($\beta_{191} = 0.017$, $p > 0.10$), regulation awareness focus ($\beta_{204} = 0.095$, $p > 0.10$) and audit review continuity ($\beta_{243} = 0.094$, $p > 0.10$). In contrast, educational level has negative effect on audit planning comprehension ($\beta_{217} = 0.136$, $p < 0.05$) and information usefulness concern ($\beta_{230} = 0.334$, $p < 0.01$).

Summary

This section presents the results of each statistic evaluations including descriptive statistics and the hypotheses testing using the Ordinary Least Squares (OLS) regression analysis. The overall results indicate that audit practice transparency positively impact on audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival. Then, auditing standard implementation accuracy has positive relationships with audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival, while regulation awareness focus has positive relationships with audit credibility, financial information reliability and information value. Moreover, audit planning comprehension has positive relationships with audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival. Likewise, audit review continuity has positive relationships with audit quality. Furthermore, information usefulness concern has negative relationships with stakeholder acceptance. Likewise, audit review continuity has negative relationships with audit survival.

For the influences of the antecedents, this research found that ethics awareness and environment force have positive effect on auditing standard implementation accuracy, regulation awareness focus, audit planning comprehension, information



usefulness concern and audit review continuity. The governance mindset has positive effect on auditing standard implementation accuracy. The morality commitments have positive effect on auditing standard implementation accuracy, audit planning comprehension and audit review continuity. Then, the stakeholder needs have positive effect on information usefulness concern and audit review continuity.

For the moderating effect, audit experience is the important factor to auditing standard implementation accuracy and information value, audit planning comprehension and audit survival and audit review continuity and audit credibility. Moreover, learning culture is the important factor to ethics awareness and auditing standard implementation accuracy and regulation awareness focus. Likewise, learning culture is the important factor to environment force and audit planning comprehension, while learning culture is the important factor to stakeholder needs and regulation awareness focus and audit review continuity. The next chapter describes the conclusions, contributions, limitations and future research directions.



Table 14 Summary of the Results of Hypotheses Testing

Hypotheses	Description of Hypothesized Relationships	Results
H1a	The higher the auditing standard implementation accuracy is, the more likely that auditors will gain greater audit quality.	Supported
H1b	The higher the auditing standard implementation accuracy is, the more likely that auditors will gain greater audit credibility.	Supported
H1c	The higher the auditing standard implementation accuracy is, the more likely that auditors will gain greater financial information reliability.	Supported
H1d	The higher the auditing standard implementation accuracy is, the more likely that auditors will gain greater information value.	Supported
H1e	The higher the auditing standard implementation accuracy is, the more likely that auditors will gain greater stakeholder acceptance.	Supported
H1f	The higher the auditing standard implementation accuracy is, the more likely that auditors will gain greater audit survival.	Supported
H2a	The higher the regulation awareness focus is, the more likely that auditors will gain greater audit quality.	Not Supported
H2b	The higher the regulation awareness focus is, the more likely that auditors will gain greater audit credibility.	Supported
H2c	The higher the regulation awareness focus is, the more likely that auditors will gain greater financial information reliability.	Supported
H2d	The higher the regulation awareness focus is, the more likely that auditors will gain greater information value.	Supported
H2e	The higher the regulation awareness focus is, the more likely that auditors will gain greater stakeholder acceptance.	Not Supported
H2f	The higher the regulation awareness focus is, the more likely that auditors will gain greater audit survival.	Not Supported



Table 14 (Continued)

Hypotheses	Description of Hypothesized Relationships	Results
H3a	The higher the audit planning comprehension is, the more likely that auditors will gain greater audit quality.	Supported
H3b	The higher the audit planning comprehension is, the more likely that auditors will gain greater audit credibility.	Supported
H3c	The higher the audit planning comprehension is, the more likely that auditors will gain greater financial information reliability.	Supported
H3d	The higher the audit planning comprehension is, the more likely that auditors will gain greater information value.	Supported
H3e	The higher the audit planning comprehension is, the more likely that auditors will gain greater stakeholder acceptance.	Supported
H3f	The higher the audit planning comprehension is, the more likely that auditors will gain greater audit survival.	Supported
H4a	The higher the information usefulness concern is, the more likely that auditors will gain greater audit quality.	Not Supported
H4b	The higher the information usefulness concern is, the more likely that auditors will gain greater audit credibility.	Not Supported
H4c	The higher the information usefulness concern is, the more likely that auditors will gain greater financial information reliability.	Not Supported
H4d	The higher the information usefulness concern is, the more likely that auditors will gain greater information value.	Not Supported
H4e	The higher the information usefulness concern is, the more likely that auditors will gain greater stakeholder acceptance.	Not Supported
H4f	The higher the information usefulness concern is, the more likely that auditors will gain greater audit survival.	Not Supported
H5a	The higher the audit review continuity is, the more likely that auditors will gain greater audit quality.	Supported



Table 14 (Continued)

Hypotheses	Description of Hypothesized Relationships	Results
H5b	The higher the audit review continuity is, the more likely that auditors will gain greater audit credibility.	Not Supported
H5c	The higher the audit review continuity is, the more likely that auditors will gain greater financial information reliability.	Not Supported
H5d	The higher the audit review continuity is, the more likely that auditors will gain greater information value.	Not Supported
H5e	The higher the audit review continuity is, the more likely that auditors will gain greater stakeholder acceptance.	Not Supported
H5f	The higher the audit review continuity is, the more likely that auditors will gain greater audit survival.	Not Supported
H6a	The higher audit quality is, the more likely that auditor will gain greater audit credibility.	Supported
H6b	The higher audit quality is, the more likely that auditor will gain greater financial information reliability.	Supported
H6c	The higher audit quality is, the more likely that auditor will gain greater information value.	Supported
H6d	The higher audit quality is, the more likely that auditor will gain greater stakeholder acceptance.	Supported
H7a	The higher audit credibility is, the more likely that auditor will gain greater information value.	Supported
H7b	The higher audit credibility is, the more likely that auditor will gain greater stakeholder acceptance.	Supported
H8a	The higher financial information reliability is, the more likely that auditor will gain greater information value.	Supported
H8b	The higher financial information reliability is, the more likely that auditor will gain greater stakeholder acceptance.	Supported



Table 14 (Continued)

Hypotheses	Description of Hypothesized Relationships	Results
H9a	The higher information value is, the more likely that auditor will gain greater stakeholder acceptance.	Supported
H9b	The higher information value is, the more likely that auditor will gain greater audit survival.	Supported
H10	The higher stakeholder acceptance is, the more likely that auditor will gain greater audit survival.	Supported
H11a	The higher governance mindset is, the more likely that auditor will gain greater auditing standard implementation accuracy.	Supported
H11b	The higher governance mindset is, the more likely that auditor will gain greater regulation awareness focus.	Not Supported
H11c	The higher governance mindset is, the more likely that auditor will gain greater audit planning comprehensions.	Not Supported
H11d	The higher governance mindset is, the more likely that auditor will gain greater information usefulness concern.	Not Supported
H11e	The higher governance mindset is, the more likely that auditor will gain greater audit review continuity.	Not Supported
H12a	The higher ethics awareness is, the more likely that auditor will gain greater auditing standard implementation accuracy.	Supported
H12b	The higher ethics awareness is, the more likely that auditor will gain greater regulation awareness focus.	Supported
H12c	The higher ethics awareness is, the more likely that auditor will gain greater audit planning comprehension.	Supported
H12d	The higher ethics awareness is, the more likely that auditor will gain greater information usefulness concern.	Supported
H12e	The higher ethics awareness is, the more likely that auditor will gain greater audit review continuity.	Supported
H13a	The higher morality commitment is, the more likely that auditor will gain greater auditing standard implementation accuracy.	Supported



Table 14 (Continued)

Hypotheses	Description of Hypothesized Relationships	Results
H13b	The higher morality commitment is, likely that auditor will gain greater regulation awareness focus.	Not Supported
H13c	The higher morality commitment is, the more likely that auditor will gain greater audit planning comprehension.	Supported
H13d	The higher morality commitment is, the more likely that auditor will gain greater information usefulness concern.	Not Supported
H13e	The higher morality commitment is, the more likely that auditor will gain greater audit review continuity.	Supported
H14a	The higher environment force is, the more likely that auditor will gain greater auditing standard implementation accuracy.	Supported
H14b	The higher environment force is, likely that auditor will gain greater regulation awareness focus.	Supported
H14c	The higher environment force is, the more likely that auditor will gain greater audit planning comprehension.	Supported
H14d	The higher environment force is, the more likely that auditor will gain greater information usefulness concern.	Supported
H14e	The higher environment force is, the more likely that auditor will gain greater audit review continuity.	Supported
H15a	The higher stakeholder needs is, the more likely that auditor will gain greater auditing standard implementation accuracy.	Not Supported
H15b	The higher stakeholder needs is, likely that auditor will gain greater regulation awareness focus.	Not Supported
H15c	The higher stakeholder needs is, the more likely that auditor will gain greater audit planning comprehension.	Supported
H15d	The higher stakeholder needs is, the more likely that auditor will gain greater information usefulness concern.	Supported
H15e	The higher stakeholder needs is, the more likely that auditor will gain greater audit review continuity.	Supported



Table 14 (Continued)

Hypotheses	Description of Hypothesized Relationships	Results
H16a	Audit experience will positively moderate the relationship between auditing standard implementation accuracy and audit quality.	Not Supported
H16b	Audit experience will positively moderate the relationship between auditing standard implementation accuracy and audit credibility.	Not Supported
H16c	Audit experience will positively moderate the relationship between auditing standard implementation accuracy and financial information reliability.	Not Supported
H16d	Audit experience will positively moderate the relationship between auditing standard implementation accuracy and information value.	Supported
H16e	Audit experience will positively moderate the relationship between auditing standard implementation accuracy and stakeholder acceptance.	Not Supported
H16f	Audit experience will positively moderate the relationship between auditing standard implementation accuracy and audit survival.	Not Supported
H17a	Audit experience will positively moderate the relationship between regulation awareness focus and audit quality.	Not Supported
H17b	Audit experience will positively moderate the relationship between regulation awareness focus and audit credibility.	Not Supported
H17c	Audit experience will positively moderate the relationship between regulation awareness focus and financial information reliability.	Not Supported
H17d	Audit experience will positively moderate the relationship between regulation awareness focus and information value.	Not Supported



Table 14 (Continued)

Hypotheses	Description of Hypothesized Relationships	Results
H17e	Audit experience will positively moderate the relationship between regulation awareness focus and stakeholder acceptance.	Not Supported
H17f	Audit experience will positively moderate the relationship between regulation awareness focus and audit survival.	Not Supported
H18a	Audit experience will positively moderate the relationship between audit planning comprehension and audit quality.	Not Supported
H18b	Audit experience will positively moderate the relationship between audit planning comprehension and audit credibility.	Not Supported
H18c	Audit experience will positively moderate the relationship between audit planning comprehension and financial information reliability.	Not Supported
H18d	Audit experience will positively moderate the relationship between audit planning comprehension and information value.	Not Supported
H18e	Audit experience will positively moderate the relationship between audit planning comprehension and stakeholder acceptance.	Not Supported
H18f	Audit experience will positively moderate the relationship between audit planning comprehension and audit survival.	Supported
H19a	Audit experience will positively moderate the relationship between information usefulness concern and audit quality.	Not Supported
H19b	Audit experience will positively moderate the relationship between information usefulness concern and audit credibility.	Not Supported
H19c	Audit experience will positively moderate the relationship between information usefulness concern and financial information reliability.	Not Supported
H19d	Audit experience will positively moderate the relationship between information usefulness concern and information value.	Not Supported



Table 14 (Continued)

Hypotheses	Description of Hypothesized Relationships	Results
H19e	Audit experience will positively moderate the relationship between information usefulness concern and stakeholder acceptance.	Not Supported
H19f	Audit experience will positively moderate the relationship between information usefulness concern and audit survival.	Not Supported
H20a	Audit experience will positively moderate the relationship between audit review continuity and audit quality.	Not Supported
H20b	Audit experience will positively moderate the relationship between audit review continuity and audit credibility.	Supported
H20c	Audit experience will positively moderate the relationship between audit review continuity and financial information reliability.	Not Supported
H20d	Audit experience will positively moderate the relationship between audit review continuity and information value.	Not Supported
H20e	Audit experience will positively moderate the relationship between audit review continuity and stakeholder acceptance.	Not Supported
H20f	Audit experience will positively moderate the relationship between audit review continuity and audit survival.	Not Supported
H21a	Learning culture will positively moderate the relationship between governance mindset and auditing standard implementation accuracy.	Not Supported
H21b	Learning culture will positively moderate the relationship between governance mindset and regulation awareness focus.	Not Supported
H21c	Learning culture will positively moderate the relationship between governance mindset and audit planning comprehension.	Not Supported
H21d	Learning culture will positively moderate the relationship between governance mindset and information usefulness concern.	Not Supported



Table 14 (Continued)

Hypotheses	Description of Hypothesized Relationships	Results
H21e	Learning culture will positively moderate the relationship between governance mindset and audit review continuity.	Not Supported
H22a	Learning culture will positively moderate the relationship between ethics awareness and auditing standard implementation accuracy.	Supported
H22b	Learning culture will positively moderate the relationship between ethics awareness and regulation awareness focus.	Supported
H22c	Learning culture will positively moderate the relationship between ethics awareness and audit planning comprehension.	Not Supported
H22d	Learning culture will positively moderate the relationship between ethics awareness and information usefulness concern.	Not Supported
H22e	Learning culture will positively moderate the relationship between ethics awareness and audit review continuity.	Supported
H23a	Learning culture will positively moderate the relationship between morality commitment and auditing standard implementation accuracy.	Not Supported
H23b	Learning culture will positively moderate the relationship between morality commitment and regulation awareness focus.	Not Supported
H23c	Learning culture will positively moderate the relationship between morality commitment and audit planning comprehension.	Not Supported
H23d	Learning culture will positively moderate the relationship between morality commitment and information usefulness concern.	Not Supported
H23e	Learning culture will positively moderate the relationship between morality commitment and audit review continuity.	Supported
H24a	Learning culture will positively moderate the relationship between environment force and auditing standard implementation accuracy.	Not Supported



Table 14 (Continued)

Hypotheses	Description of Hypothesized Relationships	Results
H24b	Learning culture will positively moderate the relationship between environment force and regulation awareness focus.	Not Supported
H24c	Learning culture will positively moderate the relationship between environment force and audit planning comprehension.	Supported
H24d	Learning culture will positively moderate the relationship between environment force and information usefulness concern.	Not Supported
H24e	Learning culture will positively moderate the relationship between environment force and audit review continuity.	Not Supported
H25a	Learning culture will positively moderate the relationship between stakeholder needs and auditing standard implementation accuracy.	Not Supported
H25b	Learning culture will positively moderate the relationship between stakeholder needs and regulation awareness focus.	Supported
H25c	Learning culture will positively moderate the relationship between stakeholder needs and audit planning comprehension.	Not Supported
H25d	Learning culture will positively moderate the relationship between stakeholder needs and information usefulness concern.	Not Supported
H25e	Learning culture will positively moderate the relationship between stakeholder needs and audit review continuity.	Supported



Table 4 (Continued)

Constructs	Definition	Operational Variables	Scale Sources	Sample Questions
<i>Control variable</i> <i>Gender</i> <i>(GD)</i>	A male or female of auditor	Dummy variable 1 = male 0 = female	-	Gender of CPAs comply to Male Female
<i>Educational level</i> <i>(EDU)</i>	The level of education of auditor	Dummy variable 0 ≤ bachelor's degree or equal, 1 = higher than bachelor's degree	-	Educational level of CPAs bachelor's degree or equal higher than bachelor's degree

CHAPTER V

CONCLUSION

This research investigates the influence of audit practice transparency on its consequences and the relationships among audit practice transparency and audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival. The moderating effect of audit experience and learning culture is also examined. The research is assigned governance mindset, ethics awareness, morality commitment, environment force, stakeholder needs as the antecedents of audit practice transparency.

The key question of this research is how audit practice transparency has an impact on and audit survival. The specific research questions are as follows: (1) How does each dimension of audit practice transparency have direct effects on audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival? (2) How does audit quality have an impact on audit credibility, financial information reliability, information value and stakeholder acceptance? (3) How does audit credibility have an impact on information value and stakeholder acceptance? (4) How does financial information reliability have an impact on information value and stakeholder acceptance? (5) How does information value have an impact on stakeholder acceptance and audit survival? (6) How does stakeholder acceptance have an impact on audit survival? (7) How do governance mindset, ethics awareness, morality commitment, environment force and stakeholder needs have an impact on audit practice transparency? (8) How does audit experience moderate the relationships between each dimension of audit practice transparency, audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival? and, (9) How does learning culture moderate the relationships between governance mindset, ethics awareness, morality commitment, environment force, stakeholder needs and audit practice transparency?

There are two theories being applied to explain the phenomena in the research, namely, the capability theory and social cognitive theory. The capability theory is used to illustrate the dimensions of audit practice transparency and the consequences of its



relationships. Meanwhile, social cognitive theory is used to describe the antecedent and moderate effects of audit experience and learning culture are also examined the influence of the relationships in this research. Moreover, this research proposes the theory interaction to explain the relationships of each variable and to answer the research questions and objectives.

With respect to the research objectives and research questions, there are many variables in this research. Audit practice transparency is the independent variable and it is measured by five dimensions consisting of auditing standard implementation accuracy, regulation awareness focus, audit planning comprehension, information usefulness concern and audit review continuity. Audit practice transparency is hypothesized to be positively associated with audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival. Within the relationships, audit survival is the dependent variable of the research. Besides audit experience and learning culture are determined as the moderating variables. Moreover, governance mindset, ethics awareness, morality commitment, environment force and stakeholder needs are assigned as the antecedents of audit practice transparency.

This research selects the CPAs in Thailand as the sample because they are associated with audit practice transparency and because they must respond to the creating value of the audit report for the assurance of the clients' financial reporting, auditors must be together with values of other stakeholders which are the needs related to sustainable audit success. The questionnaire is used as the data collection instrument; therefore, 1,840 questionnaires are directly mailed to the certified public accountants in Thailand. The data are collected from a sample of 376 auditors.

The overall results demonstrate that audit practice transparency including auditing standard implementation accuracy, regulation awareness focus, audit planning comprehension, information usefulness concern and audit review continuity some positively influence its consequences which are audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival. Especially, auditing standard implementation accuracy and audit planning comprehension are key elements of audit practice transparency to obtain these consequences. In addition, regulation awareness focus has positive relationships with



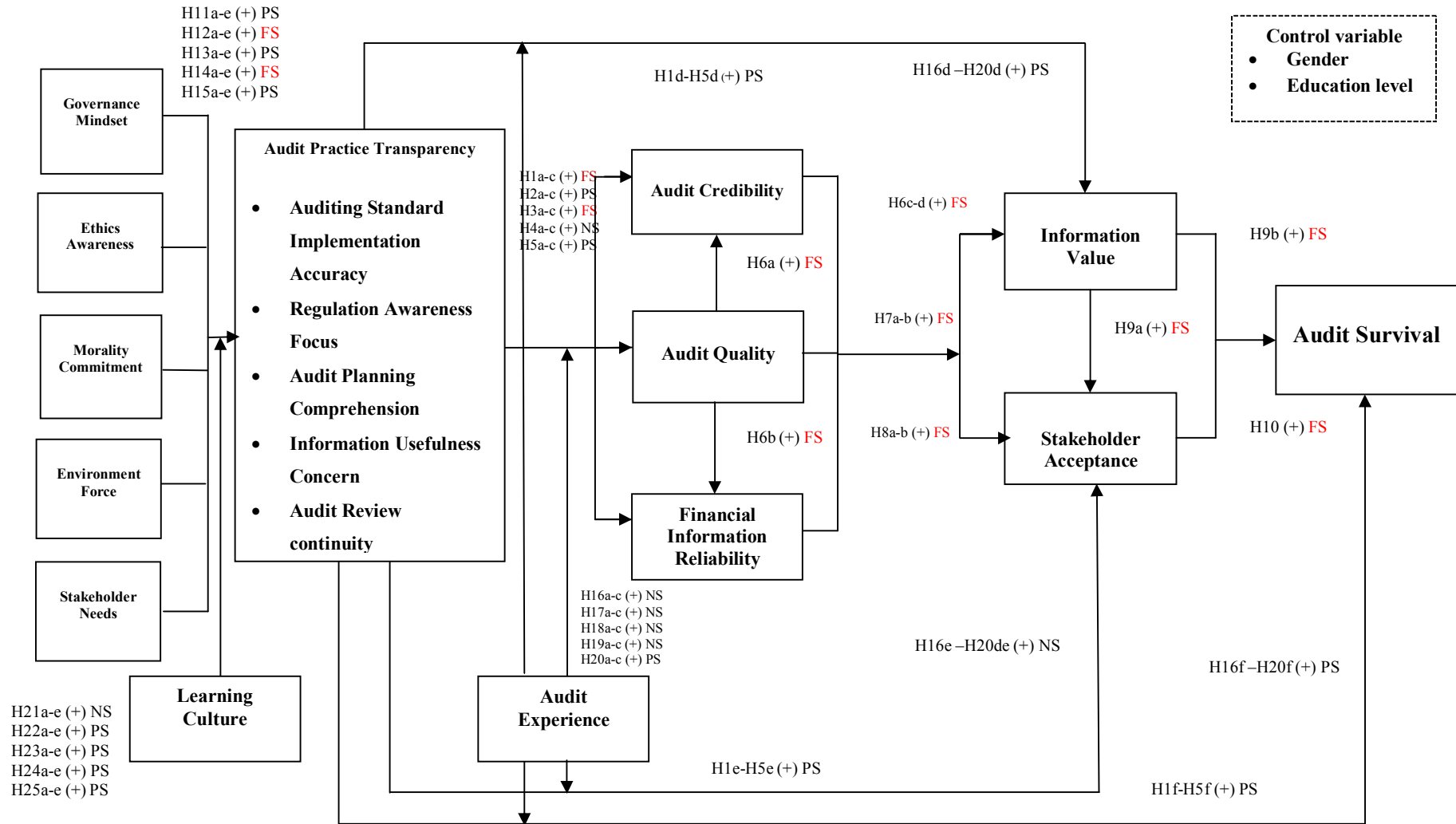
audit credibility, financial information reliability and information value. Consistent with audit review continuity has an effect on audit quality. Furthermore, information usefulness concern has negative relationships with stakeholder acceptance. Likewise, audit review continuity has negative relationships with audit survival. Interestingly, audit experience moderates the relationships between auditing standard implementation accuracy and information value, audit planning comprehension and audit survival and audit review continuity and audit credibility. Learning culture moderates the relationships between ethics awareness and auditing standard implementation accuracy, regulation awareness focus and audit review continuity. Likewise, learning culture moderates the relationships between environment force and audit planning comprehension, the relationships between stakeholder needs and regulation awareness focus and audit review continuity.

Furthermore, for the influences of the antecedents, the findings reveal that, ethics awareness and environment force have positive effect on auditing standard implementation accuracy, regulation awareness focus, audit planning comprehension, information usefulness concern and audit review continuity. The governance mindset has positive effect on auditing standard implementation accuracy. The morality commitments have positive effect on auditing standard implementation accuracy, audit planning comprehension and audit review continuity. Then, the stakeholder needs have positive effect on information usefulness concern and audit review continuity.

Summation, the key research question is supported by the empirical evidence. In addition, the specific research questions are partially supported. The supported hypotheses are illustrated in Figure 16.



Figure 16 Summary of the Results of the Hypotheses Testing



Where, FS = Fully Supported
 PS = Partially Supported
 NS = Not Supported

Summary of Results

In conclusion, audit practice transparency including auditing standard implementation accuracy and audit planning comprehensions are positively influence its consequences which belong to audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival. Moreover, auditing standard implementation accuracy and audit planning comprehensions are key elements of audit practice transparency to obtain these consequences. Audit quality, audit credibility, financial information reliability has an effect on information value and stakeholder acceptance which in turn impacts audit survival. The influences of the antecedents of this research found that ethics awareness and environment force positively affect all aspect of audit practice transparency, while morality commitment positively influence three aspects of audit practice transparency concluding auditing standard implementation accuracy, audit planning comprehension and audit review continuity. Furthermore, the governance mindset positively influences with auditing standard implementation accuracy. Moreover, stakeholder needs positively influences two aspects of audit practice transparency concluding information usefulness concern and audit review continuity. The moderating effect, audit experience moderates the relationships between auditing standard implementation accuracy and information value, audit planning comprehension and audit survival, audit review continuity and audit credibility. Likewise, learning culture moderates the relationships between ethics awareness and auditing standard implementation accuracy and regulation awareness focus. Moreover, the learning culture has moderate effect on the relationship between environment force and audit planning comprehension. Then, the learning culture has moderate effect on the relationship between stakeholder needs and regulation awareness focus and audit review continuity.



Table 15 Summary of Results in All Hypotheses Testing

Research Questions	Hypothesis	Results	Conclusions
(1) How does each dimension of audit practice transparency have direct effects on audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival?	Hypotheses 1 a-f, 2a-f, 3a-f, 4a-f, 5a-f	Auditing standard implementation accuracy and audit planning comprehension have positive effects on the consequences including audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival. Regulation awareness focus has a positive influence on three consequences including audit credibility, financial information reliability and information value. Audit review continuity has a positive influence on audit quality.	Partially Supported



Table 15 (Continued)

Research Questions	Hypothesis	Results	Conclusions
(2) How does audit quality have an impact on audit credibility, financial information reliability, information value and stakeholder acceptance?	Hypotheses 6a-d	Audit quality positively affected on audit credibility, financial information reliability, information value and stakeholder acceptance.	Supported
(3) How does audit credibility have an impact on information value and stakeholder acceptance?	Hypotheses 7a-b	Audit credibility has a positive effect on information value and stakeholder acceptance.	Supported
(4) How does financial information reliability have an impact on information value and stakeholder acceptance?	Hypothesis 8a-b	Financial information reliability has a positive effect on information value and stakeholder acceptance.	Supported
(5) How does information value have an impact on stakeholder acceptance and audit survival?	Hypotheses 9a-b	Information value positively affected on stakeholder acceptance and audit survival.	Supported
(6) How does stakeholder acceptance have an impact on audit survival?	Hypotheses 10	Stakeholder acceptance has a positive effect on audit survival.	Supported



Table 15 (Continued)

Research Questions	Hypothesis	Results	Conclusions
(7) How do governance mindset, ethics awareness, morality commitment, environment force and stakeholder needs have an impact on audit practice transparency?	Hypotheses 11a-e, 12a-e, 13a-e 14a-e 15a-e	Ethics awareness and environment force positively affect on audit practice transparency, while morality commitment is positively affective three aspects of audit practice transparency consisting of auditing standard implementation accuracy, audit planning comprehension and audit review continuity. Stakeholder needs have positive effect on information usefulness concern and audit review continuity. Governance mindset has positive effect on auditing standard implementation accuracy.	Partially Supported
(8) How does audit experience moderate the relationships between each dimension of audit practice transparency, audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival?	Hypotheses 16a-f, 17a-f, 18a-f, 19a-f, 20a-f,	Audit experience moderates the relationships between auditing standard implementation accuracy and information value, between audit planning comprehension and audit survival, between audit review continuity and audit credibility.	Partially Supported



Table 15 (Continued)

Research Questions	Hypothesis	Results	Conclusions
(9) How does learning culture moderate the relationships between governance mindset, ethics awareness, morality commitment, environment force, stakeholder needs and audit practice transparency?	Hypotheses 21a-e, 22a-e, 23a-e, 24a-e, 25a-e,	Learning culture moderates the relationships between ethics awareness and auditing standard implementation accuracy, regulation awareness focus and audit review continuity. Moreover, the learning culture has moderate effect on the relationship between environment force and audit planning comprehension. Then, the learning culture has moderate effect on the relationship between stakeholder needs and regulation awareness focus and audit review continuity.	Partially Supported

Theoretical and Managerial Contributions

Theoretical Contribution

This research provides a clear understanding of the relationships among audit practice transparency and audit survival of CPAs in Thailand via audit quality, audit credibility, financial information reliability, information value and stakeholder acceptance, under the moderating effects of audit experience and learning culture that influence these relationships. Furthermore, this study determines governance mindset, ethics awareness, morality commitment, environment force, stakeholder needs as the antecedents of audit practice transparency. This research is intended to expand the theoretical contributions of previous knowledge and literature of audit practice transparency. The contribution of theoretical aspects is the new dimension of audit



practice transparency and has creation and empirical testing with the antecedent and the consequent construct which only a few research studies in this accounting discipline.

The results in this research conform to two theories, namely; capability theory and social cognitive theory which support the overall association of variables in this model. The capability theory explains the relationships among audit practice transparency, audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival. These relationships are potentially supported by the capability theory. Each dimension of audit practice transparency conforms to the capability theory. Likewise, audit experience and learning culture are supported by the social cognitive theory. The relationships among the internal and external factors i.e., governance mindset, ethics awareness, morality commitment, environment force, stakeholder needs of audit practice transparency is conformed to the social cognitive theory.

Another contribution is the identification form of the five dimensions of audit practice transparency for empirical study which provides an important theoretical contribution by expanding on some dimensions that are positively related to audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival. According to the results of this study, the need for further research is apparent because this study finds that some dimensions of audit practice transparency do not associate with its antecedents and consequences. Future research is needed to conceptualize the measurement of these dimensions of audit practice transparency. There are partially supported hypotheses of both audit experience and learning culture as the moderating effect on the relationships among the dimensions of audit practice transparency, its antecedents and consequences. Future research should examine other moderating variables. However, both audit experience and learning culture are a proper independent variable for research with audit practice transparency for empirical study.

Managerial Contribution

The research results have managerial implications for practitioners. This research contributes to audit practice transparency. Especially, auditors who have practice transparency and are likely for audit survival. Therefore, the auditors who are responsible should be concerned with practice transparency, especially in auditing



standard implementation accuracy, regulation awareness focus, audit planning comprehension, information usefulness concern and audit review continuity. Audit practice transparency helps lead to important audit competencies which reveal audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival. This research provides a better understanding of how the auditor can encourage audit practice transparency. These findings show that the auditor should focus on ethics awareness as internal factors to support audit practice transparency, meanwhile the environment force as the external factor for audit practice transparency. More importantly, the results reveal that audit experience should be concerned with audit practice transparency and consequence. Audit practice transparency antecedent may be promoted by learning culture in which sometimes the auditor should be careful as well.

In Sum, audit practice transparency is important for audit survival. Auditors should thoroughly understand, manage and then utilize audit practice transparency, especially, audit planning comprehension by auditing and providing audit quality, audit credibility, financial information reliability, information value, stakeholder acceptance and audit survival.

Limitations and Future Research Directions

Limitations

The results of this study have theoretical and managerial implications for auditing researchers and some caution should be taken due to the limitations of the study. Firstly, this research investigated the specific context of auditors which most of types of client are non-listed firms (94.40%). Hence, the research should be compared with other contexts to make the results more clear. Secondly, the results of this research are derived solely from data collected by auditors in Thailand. Thus, the findings of this research may be narrow as it lacks a generalization concept of other countries.

Future Research Directions

According to the results of this research, there are very few positively significance for both audit experience and learning culture as the moderating effect on the relationships among the dimensions of audit practice transparency, its antecedents



and consequences. As a result, the need for future research is to seek other moderating variables to enhance the relationships among the dimensions of audit practice transparency, its antecedents and consequences. Additionally, both audit experience and learning culture are a proper independent variable for future research with audit practice transparency for empirical study. The evidence provides control variables including gender and educational level which most of them have not an effect on the results. Future research may consider separating auditors into equally groups based on the criteria of gender and educational level. The results of this research have been derived from only 376 auditors in Thailand. Thus, future research may attempt to study a comparative population in order to verify the generalizability of the research and to increase the level of competence. Finally, this research investigated the specific context of accounting only. Therefore, future research should compare with other contexts which can lead to an increase in interest.



BIBLIOGRAPHY



BIBLIOGRAPHY

- Aaker, D.A., Kumar, V. and Day, G. S. (2001). *Marketing Research*. New York: John Wiley and Sons.
- Agoglia, C.P., Beaudoin, C. and Tsakumis, G.T. (2009). The Effect of Documentation Structure and Task-Specific Experience on Auditors' Ability to Identify Control Weaknesses. *Behavioral Research in Accounting*, 21(1), 1-17.
- Agoglia, C.P., Kida, T. and Hanno, D.M. (2003). The Effect of Alternative Justification Memos on the Judgments of Audit Reviewees and Reviewers. *Journal of Accounting Research*, 41, 33-46.
- Agoglia, C.P., Hatfield, R.C. and Brazel, J.F. (2009). The Effects of Audit Review Format on Review Team Judgments Auditing. *A Journal of Practice and Theory*, 28, 95-111.
- Al-Ajmi, J. (2009). Audit firm, corporate governance and audit quality: Evidence from Bahrain. *Advances in Accounting*, 25(1), 64-74.
- Alic, M. and Rusjan, B. (2010). Contribution of the ISO 9001 Internal Audit to Business Performance. *International Journal of Quality and Reliability Management*, 27(8), 916-937.
- Al-Laith, Ghani, A.A. (2012). Adaptation of the International Control Systems with the Use of Information Technology and its Effects on the Financial Statements Reliability: An Applied Study on Commercial Banks. *International Management Review*, 8(1), 12-20.
- Alles, M.G., Kogan, A. and Vasarhelyi, M.A. (2004). Restoring Audit Credibility: Tertiary Monitoring and Logging of Continuous Assurance Systems. *International Journal of Accounting Information Systems*, 5(2), 183-202.
- Al-Shammari, B., Brown, P.R. and Tarca, A. (2008). An investigation of compliance with international accounting standards by listed companies in the Gulf Co-Operation Council member states. *The International Journal of Accounting*, 43, 425-447.
- Anctil, M R., Dickhaut, J., Kanodia, C and Shapiro, B. (2004). Information Transparency and Coordination Failure: Theory and Experiment. *Journal of Accounting Research*, 42(2), 159-195.



- Apostolou, B. and Apostolou, N. (1997). Heroes as a Context for Teaching Ethics. *Journal of Education for Business*, 73(2), 121-125.
- Aras, G. and Crowther, D. (2008). Governance and sustainability: An investigation into the relationship between corporate governance and corporate sustainability. *Management Decision*, 46(3), 433-448.
- Arel, B.C., Beaudoin, A. and Cianci, A.M. (2012). The Impact of Ethical Leadership, the Internal Audit Function and Moral Intensity on a Financial Reporting Decision. *Journal of Business Ethics*, 109, 351-366.
- Arens, A.A., Elder, R.J. and Beasley, M. S. (2005). *Auditing and Assurance Services: An Integrated Approach*. New Jersey: Prentice Hall, 1-872.
- Arens, A.A., and Loebbecke, J.K. (2000). Auditing: An Integrated Approach, Issues in *Accounting Education*, November, Prentice Hall, p. 299-336.
- Armstrong, S.J. and Overton, T.S. (1977). Estimating non-response bias in mail surveys. *Journal of Marketing Research*, 14, 396-402.
- Arnold, V., Collier, P.A., Leech, S.A. and Sutton, S.G. (2001). The Impact of Political Pressure on Novice Decision Makers: Are Auditors Qualified to Make Going-Concern Judgments? *Critical Perspectives on Accounting*, 12, 323-338.
- Aulakh, P.S., Masaaki, K. and Hildy, T. (2000). Export strategies and performance of firm from emerging economies: Evidence from Brazil, Chile and Mexico. *Academy of management Journal*, 43(3), 342-361.
- Awad, N.F. and Krishnan, M.S. (2006). The Personalization Privacy Paradox: an Empirical Evaluation of Information Transparency and the Willingness to be Profiled Online for Personalization. *MIS Quarterly*, 30(1), 13-28.
- Bakre, O.M. (2007). The Unethical Practices of Accountants and Auditors and the Compromising Stance of Professional Bodies in the Corporate World: Evidence from Corporate Nigeria. *Accounting Forum*, 31, 277-303.
- Balan, J. D. and Knack, S. (2012). The Correlation Between Human Capital and Morality and its Effect on Economic Performance: Theory and Evidence. *Journal of Comparative Economics*, 40, 457-475.
- Balsam, S., Krishnan, J. and Yang, J. (2003). Auditor industry specialization and earnings quality. *Auditing: A Journal of Practice & Theory*, 22, 71-97.



- Bandura, A. (1997). A social cognitive theory of personality, *Handbook of personality*, 2, 154-196.
- Baotham, P. and Ussahawanitchakit, P. (2009). Audit dependence, quality and credibility: effects on reputation and sustainable success of CPAs in Thailand. *International Journal of Business research*, 9, 1-25.
- Barth, M.E., Beaver, W.H. and Landsman, W.R. (2001). The Relevance of the Value Relevance Literature for Accounting Standard Setting: Another View. *Journal of Accounting and Economics*, 31, 77-104.
- Barth, M.E., Landsman, W.R. and Lang, M.H. (2008). International Accounting Standards and Accounting Quality. *Journal of Accounting Research*, 46(3), 467-498.
- Becker, D., Haugen, S. and Mattson, L. (2005). Continuing ethics education is critical to improving professional conduct of auditors. *Journal of Legal, Ethical and Regulatory*, 8, unpagued.
- Bedard, J. (1991). Expertise and Its Relation to Audit Decision Quality. *Contemporary Accounting Research*, 8(1), 198-222.
- Bedard, J., Graham, L. and Jackson, C. (2005). Information Systems Risk and Audit Planning. *International Journal of Auditing*, 9(2), 147-163.
- Bedard, J., Mock, T. and Wright, A. (1999). Evidential planning in auditing: A review of the empirical research. *Journal of Accounting Literature*, 18, 96-142.
- Bickel, J.E. (2008). The Relationship between Perfect and Imperfect Information in a Two-Action Risk-Sensitive Problem. *Decision Analysis*, 5(3), 116-128.
- Bonn, I. and Fisher, J. (2005). Corporate Governance and Business Ethics: Insights from the strategic planning experience. *Corporate Governance: An International Review*, 13(6), 730-738.
- Bontis, N. (1999). Managing organizational knowledge by diagnosing intellectual capital: Framing and advancing the state of the field. *International Journal of Technology Management*, 18, 433-463.
- Boudreau, M.C., Gefen, D. and Straub, D.W. (2001). Validation in information systems research: A state-of-the-art assessment. *Mis Quarterly*, 25(1), 1-16.



- Boury P.M. and Spruce, C.M. (2005). Auditors at the gate: Section 404 of the Sarbanes-Oxley Act and the increased role of auditors in corporate governance, *International Journal of Disclosure and Governance*, 2, 27-51.
- Bradley, W.E. (2009). Ability and performance on ill-structured problems: The substitution effect of inductive reasoning ability. *Behavioral Research in Accounting*, 21, 1-21.
- Brandon, D.M. and Mueller, J. M. (2008). The influence of jurors' perceptions of auditor tenure on blame. *Advances in Accounting, incorporating Advances in International Accounting*, 24, 1-7.
- Brocheler, V., Maijoor, S. and Witteloostuijn, A. (2004). Auditor Human Capital and Audit Firm Survival. *Accounting, Organizations and Society*, 29, 627-646.
- Bushman, R.M. and Smith, A.J. (2003). Transparency financial reporting and corporate governance. *Economic Policy Review*, 9(1), 65-87.
- Burkhardt, R. and Strausz, R. (2009). Accounting Transparency and the Asset Substitution Problem. *The Accounting Review*, 84(3), 689-712.
- Bushee, B.J., Core, J.E., Guay, W. R. and Hamm, S.J.W. (2010). The Role of the Business Press as an Information Intermediary. *Journal of Accounting Research*, 48(1), 1-23.
- Frias, C. and Luz. (2012). The ethics of professional skepticism in public accounting: how the auditor-client relationship impacts objectivity. *Georgetown University Institutional Repository*, 4, 24.
- Cabrera-Frias, L.B.S. (2012). *The ethics of professional skepticism in public accounting: how the auditor-client relationship impacts objectivity*. Washington, D.C: Georgetown University.
- Cadbury, A. (2000). The Corporate Governance Agenda. *Corporate Governance*, 8(1), 7-15.
- Capurro, R. (2005). Privacy An intercultural perspective. *Ethics and Information Technology*, 7, 37-47.
- Causholli, M. and Knechel, R.W. (2012). An Examination of the Credence Attributes of an Audit. *Accounting Horizons American Accounting Association*, 26(4), 631-656.



- Chanruang, S. and Ussahawanitchakit, P. (2011). Audit sustainability of CPAs in Thailand: Effects of Audit Planning Competency and Audit Report Quality. *International Journal of Business Research*, 11(6), 55-82.
- Chatterjee, B., Mirshekary, S., Farooque, O.A. and Safari, M. (2010). Users' Information Requirements and Narrative Reporting: The Case of Iranian Companies. *Australasian Accounting Business and Finance Journal*, 4(2), 79-96.
- Chen, C., Lin, C. and Lin, Y. (2008). Audit partner tenure, audit firm tenure and discretionary accruals: Does long-term auditor tenure impair earnings quality? *Contemporary Accounting Research*, 25(2), 415-445.
- Chen, J., Cumming, D., Hou, W. and Lee, E., (2013). Executive integrity, audit opinion and fraud in Chinese listed firms. *Emerging Market review*, 15, 72-91.
- Chen, Q., Kelly, K. and Salterio, S.E. (2012). Do changes in audit actions and attitudes consistent with increased auditor scepticism deter aggressive earnings management? An experimental investigation. *Accounting, Organizations and Society*, 37, 95-115.
- Christ, M.Y. (1993). Evidence on the Nature of Audit Planning Problem Representations: An Examination of Auditor Free Recalls. *The Accounting Review*, 68(2), 304-322.
- Cooper J.D. and Robson, K. (2006). Accounting, professions and regulation: Locating the sites of professionalization. *Accounting, Organizations and Society*, 31, 415-444.
- Coram, P., Glavovic, A., Ng, J. and Woodliff, D.R. (2008). The Moral Intensity of Reduced Audit Quality Acts. *Auditing: A Journal of Practice & Theory*, 27(1), 127-149.
- Dando, N. and Swift, T. (2003). Transparency and Assurance: Minding the Credibility Gap. *Journal of Business Ethics*, 44(2-3), 195-200.
- Daniel, T. and Alla, L. (2010). Improved Access to Foreign Markets Raises Plant-level Productivity...For Some Plants. *Quarterly Journal of Economics*, 125(3), 1051-1099.



- Davidson, R.A. and Gist, W.E. (1996). Empirical Evidence on the Functional Relation between Audit Planning and Total Audit Effort. *Journal of Accounting Research*, 34(1), 111-124.
- Davidson, R.A. and Neu, D. (1993). A note on the association between audit firm size and audit quality. *Contemporary Accounting Research*, 9, 479-488.
- Davis-Friday, P.Y., Eng, L.L. and Liu, C.S. (2006). The Effects of the Asian Crisis, Corporate Governance and Accounting System on the Valuation of Book Value and Earnings. *The International Journal of Accounting*, 41(1), 22-40.
- DeAngelo, L.E. (1981). Audit Size and Audit Quality. *Journal of Accounting and Economic*, 3(3), 183-199.
- DeScioli, P. and Kurzban, R. (2009). Mysteries of Morality. *Cognition*, 112, 281-299.
- Defond, M.L. and Francis, J.R. (2005). Audit Research after Sarbanes-Oxley. *Auditing: A Journal of Practice & Theory*, 24, 5-30.
- Draft, R.L. (2007). *Understanding the Theory and Design of Organizations*. Thomson South-Western: Thomson Corporation.
- Duff, A. (2009). Measuring audit quality in an era of change An empirical investigation of UK audit market stakeholders in 2002 and 2005. *Managerial Auditing Journal*, 24, 400-422.
- Edvinsson, L. and Sullivan, P. (1996). Developing a model for managing intellectual capital. *European Management Journal*, 14(4), 356-364.
- Elci, M., Sener, I. and Alpkın, L. (2011). The Impact of Morality and Religiosity of Employees on Their Hardworking Behavior. *Procedia Social and Behavioral Sciences*, 24, 1367-1377.
- Elson, R. J. and Lynn, M. (2008). The Impact and Effect of the Sarbanes Oxley Act on the Internal Audit Profession: Chief Audit Executives' Perspectives. *Academy of Accounting and Financial Studies Journal*, 12(1), 59-65.
- Ennis, R.H. (1962). A concept of critical thinking: A proposed basis for research in the teaching and evaluation of critical thinking ability. *Harvard Educational Review*, 32, 81-111.
- Favere-Marchesi, M. (2000). Audit Quality in ASEAN. *The International Journal of Accounting*, 35(1), 121-149.



- Favere-Marchesi, M. (2006). Audit Review: The Impact of Discussion Timing and Familiarity. *Behavioral Research in Accounting*, 28, 53-64.
- Feroz, E., Park, K. and Pastena, V. (1991). The financial and market effects of the SEC's accounting and auditing enforcement releases. *Journal of Accounting Research (Supplement)*, 29, 107-142.
- Freeman, R.E. (1984). *Strategic Management: A Stakeholder Approach*. Marshfield: Pitman Publishing Inc.
- Galan, I. and Battaner, S. (2009). Basic internal audit regulations. *Fourth Edition*, 3, 1-21.
- Gao, L. and Kling, G. (2012). The impact of corporate governance and external audit on compliance to mandatory disclosure requirements in China. *Journal of International Accounting, Auditing and Taxation*, 21, 17-31.
- Garcia Rodriguez, F.J. and Armas Cruz, Y.M. (2007). Relation Between Social-Environmental Responsibility and Performance in Hotel Firms, *International Journal of Hospitality Management*, 26, 824-839.
- Gates, S., Reckers, P. and Robinson, D. (2009). Media Image of the CEO and The Impact on Auditors' Perception of Financial Reporting Reliability and Client Risk Assessments. *Advances in Accounting, Incorporating Advances in International Accounting*, 26, 156-164.
- Gelb, D. S. and Strawser, J.A. (2001). Corporate social responsibility and financial disclosures: An alternative explanation for increased disclosure. *Journal of Business Ethics*, 33(1), 1-13.
- Goll, I. and Rasheed, A.A. (2004). The Moderating Effect of Environmental Munificence and Dynamism on the Relationship Between Discretionary Social Responsibility and Firm Performance. *Journal of Business Ethics*, 49, 41-54.
- Gould, J.P. (1974). Risk, stochastic preference and the value of information. *Journal of Economic Theory*, 8(1), 64-84.
- Grace, D. and Cohen, S. (2005). *Business Ethics*. 3rd ed. Melbourne : Oxford University Press.
- Gramling, A.A. and Hemanson, D.R. (2007). A call for greater transparency. *Internal Auditing*, 22, 37-40.



- Gramling, A.A., Maletta, M.J., Schneider, A. and Church, B.K. (2004). The Role of the Internal Audit Function in Corporate Governance: A Synthesis of the Extant Internal Auditing Literature and Directions for Future Research. *Journal of Accounting Literature*, 23, 194-244.
- Guiral, A., Ruiz, E. and Rodgers, W. (2011). To What Extent are Auditors' Attitudes toward the Evidence Influenced by the Self-Fulfilling Prophecy? *Auditing: A Journal of Practice and Theory*, 30(1), 173-190.
- Haat, M.H.C., Rahman, R.A. and Mahenthiran, S. (2008). Corporate governance, transparency and performance of Malaysian companies. *Managerial Auditing Journal*, 23(8), 744-778.
- Habib, A., Hossain, M. and Jiang, H. (2011). Environmental Uncertainty and the Market Pricing of Earnings Smoothness. *Advance in Accounting, Incorporating Advances in International Accounting*, 27, 256-265.
- Hair, J.F., Black, W.C., Babin, B.J. and Anderson, R.E. (2010). *Multivariate Data Analysis*. USA: Pearson Education International. Prentice Hall.
- Hart, O. (2009). Regulation and Sarbanes-Oxley. *Journal of Accounting Research*, 47(2), 437-445.
- Hartmann, A. and Hietbrink, M. (2013). An Exploratory Study on the Relationship between Stakeholder Expectations, Experiences and Satisfaction in Road Maintenance. *Construction Management and Economics*, 31(4), 345-358.
- Haste, H. and Abrahams, S. (2008). Morality, Culture and The Dialogic Self: Taking Cultural Pluralism Seriously. *Journal of Moral Education*, 37(3), 377-394.
- Healy, P.M. (1985). The Effect of Bonus Schemes on Accounting Decisions. *Journal of Accounting and Economics*, 7(1-3), 85-107.
- Hodge, D.F., Kennedy, J.J. and Maines, L.A. (2004). Does Search-Facilitating Technology Improve the Transparency of Financial Reporting? *The Accounting Review*, 79(3), 687-703.
- Hoffman, V.B. and Zimbelman, M.F. (2009). Do Strategic Reasoning and Brainstorming Help Auditors Change Their Standard Audit Procedures in Response to Fraud Risk? *The Accounting Review*, 84(3), 811-837.
- Ho, S.S.M. and Wong, K. S. (2003). Preparers' perceptions of corporate reporting and disclosures, *International Journal of Disclosure and Governance*, 1, 71-81.



- Holthausen, R. (2009). Accounting Standards, Financial Reporting Outcomes and Enforcement. *Journal of Accounting Research*, 47(2), 447-458.
- Huang, C.L. and Kung, F.H. (2010). Drivers of Environmental Disclosure and Stakeholder Expectation: Evidence from Taiwan. *Journal of Business Ethics*, 96, 435-451.
- Hull, R.P. and Umansky, P.H. (2002). An Examination of Gender Stereotyping as an Explanation for Vertical Job Segregations in Public Accounting. *Accounting, Organizations and Society*, 22(3), 507-528.
- Huse, M. and Rindova, V.P. (2001). Stakeholders Expectations of Board Roles: The Case of Subsidiary Boards. *Journal of Management and Governance*, 5, 153-178.
- Intakhan, P. and Ussahawanitchakit, P. (2009). Earnings management in Thailand: Effects on financial reporting reliability, stakeholder acceptance and corporate transparency. *Journal of international finance and economics*, 9(3), 1-23.
- International Accounting Standards Board (IASB). (2009). *Framework for the Preparation and Presentation of Financial Statement*. London: UK 82-100.
- Ismail, Z. and Trotman, K.T. (1999). The Impact of the Review Process in Hypothesis Generation Tasks. *Accounting, Organization and Society*, 20, 345-357.
- Jaworski, B.J. and Kohli A.K. (1993). Market Orientation: Antecedents and Research. *Journal of Accounting Research*, 20(5), 124-145.
- Johnstone, J. (2007). Technology as empowerment: a capability approach to computer ethics. *Ethics and Information Technology*, 9, 73-87.
- Jokipii, A. (2010). Determinants and Consequences of Internal Control in Firms: A Contingency Theory Based Analysis. *Journal of Management Governance*, 14, 115-144.
- Jurgens, M., Berthon, P., Papania, L. and Shabbir, H.A. (2010). Stakeholder Theory and Practice in Europe and North America: The Key to Success Lies in a Marketing Approach. *Industrial Marketing Management*, 39(5), 769-775.
- Kaewprapa, K., Ussahawanitchakit, P. and Boonlua, S. (2012). Antecedents and consequences of forward-looking information voluntary disclosure: An empirical study of listed firms in Thailand. *International Journal of Business Research*, 12(5), 69-92.



- Kanagaretnam, K., Mathieu, R. and Shehata, M. (2009). Usefulness of Comprehensive Income Reporting in Canada. *Journal Accounting Public Policy*, 28, 349-365.
- Kaplan, S.E., O'Donnell, E.F. and Arel, B.M. (2008). The influence of auditor experience on the persuasiveness of information provided by management. *Auditing: A Journal of Practice & Theory*, 27(1), 67–83.
- Karacaer, S., Gohar, R., Aygun, M. and Sayin, C. (2009). Effects of Personal Values on Auditor's Ethical Decisions: A Comparison of Pakistani and Turkish Professional Auditors. *Journal of Business Ethics*, 88, 53-64.
- Kayrak, M. (2008). Evolving challenges for supreme audit institutions in struggling with corruption. *Journal of Financial Crime*, 15(1), 60-70.
- Kelton, A. and Yang, Y. (2008). The impact of corporate governance on internet financial reporting. *Journal of Accounting and public policy*, 27, 62-87.
- Kerler, W.A. and Killough, L.N. (2009). The Effects of Satisfaction with a Client's Management During a Prior Audit Engagement, Trust and Moral Reasoning on Auditors' Perceived Risk of Management Fraud. *Journal of Business Ethics*, 85, 109-136.
- Khampichit, U. and Ussahawanitchakit, P. (2011). Audit ethical al orientation of CPAs in Thailand: An empirical investigation of the antecedents and consequences. *Journal of international management studies*, 11(2), 122-134.
- Kieso, D.E., Weygandt J.J. and Warfield, T.D. (2004). *Intermediate Accounting*. New York: Wiley.
- Kinney, Jr. and William, R. (2005). Twenty-five years of audit deregulation and re-regulation: What does it mean for 2005 and beyond? *Auditing: A Journal F Practice & Theory*, 24(s-1), 89–109.
- Komala, A.R. (2012). The Influence of the Accounting Managers' Knowledge and the Top Managements' Support on the Accounting Information System and Its Impact on the Quality of Accounting Information: A Case of Zakat Institutions in Bandung. *Journal of Global Management*, 4(1), 53-73.
- Krejcie, R.V. and Morgan D.W. (1970). Determining Sample Size for Research Activities. *Educational and Psychological Measurement*, 30, 607-610.
- Krishnan, G.V. (2003). Audit quality and the pricing of discretionary accruals. *Auditing: A Journal of Practice and Theory*, 22(1), 109-126.



- Krishnamurti, C., Sevic, A. and Sevic, Z. (2005). Voluntary disclosure, transparency, and market quality: Evidence from emerging market ADRs. *Journal of Multinational Financial Management*, 15(4-5), 435-454.
- Kuratko, D.F., Hornsby, J.S. and Goldsby, M.G. (2007). The relationship of stakeholder salience, organizational posture and entrepreneurial intensity to corporate entrepreneurship. *Journal of Leadership & Organizational Studies*, 13(4), 56-72, summer.
- Lamberton, G. (2005). Sustainability Accounting – A Brief History and Conceptual Framework. *Accounting Forum*, 29, 7-26.
- Landes, C.E. (2004). On high standards of auditing ethics and behavior. *The CPA Journal*, 74, 2-17.
- Laud, R. and Schepers, D.H. (2009). Beyond Transparency: Information Overload and a Model for Intelligibility. *Business and Society Review*, 114(3), 365-391.
- Lehmann, C.M., Norman, C.S. (2006). The effects of experience on complex problem representation and judgment in auditing: An Experimental investigation. *Behavioral Research in Accounting*, 18(1), 65-83.
- Lenz, R. and Sarens, G. (2012). Reflections on the Internal Auditing Profession: What Might Have Gone Wrong? *Managerial Auditing Journal*, 27(6), 532-549.
- Li, D.Y. and Liu, J. (2012). Dynamic Capabilities, Environmental Dynamism and Competitive Advantage: Evidence from China. *Journal of Business Research*, 67(1), 2793–2799.
- Loe, T.W., Ferrell, L. and Mansfield, P. (2000). A Review Of Empirical Studies Assessing Ethical Decision Making In Business. *Journal of Business Ethics*, 25(3), 158-204.
- Maines, A.L. and Wahlen, J.M. (2006). The Nature of Accounting Information Reliability: Inferences from Archival and Experimental Research. *Accounting Horizons*, 20(4), 399-425.
- Mano, R.M. (2003). Accounting Profession, Heal thyself: A Matter of Survival. *The CPA Accounting*, 35(1), 121-149.
- Marion, A. M. and Cengage, G. (2001). *Encyclopedia of Business and Finance, Ethics in Accounting*. [online]. Available from: <http://www.enotes.com/business-finance-encyclopedia/ethics-accounting>. [accessed 19 December 2013].



- Martin, R.D. (2007). Through the Ethics Looking Glass: Another View of the World of Auditors and Ethics. *Journal of Business Ethics*, 70, 5-14.
- Martinov-Bennie, N. and Pflugrath, G. (2009). The strength of an accounting firm's ethical environment and the quality of auditors' judgments. *Journal of Business Ethics*, 87(2): 237-253.
- Massey, D.W. and Thorne, L. (2006). The Impact of Task Information Feedback on Ethical Reasoning. *Behavioral Research in Accounting*, 18, 103-116.
- Mattingly, J.E., Harrast, S. A. and Olsen, L. (2009). Governance implications of the effects of stakeholder management on financial reporting. *Corporate Governance*, 9(3), 271-282.
- McDaniel, L.S. and Simmons, L.E. (2007). Auditors' Assessment and Incorporation of Expectation Precision in Evidential Analytical Procedures. *Auditing: A Journal of Practice & Theory*, 26(1), 1-18.
- McKnight, C.A. and Wright, W.E. (2011). Characteristics of Relatively High-Performance Auditors. *Auditing: A Journal of Practice & Theory*, 30(1), 191-206.
- Mennicken, A. (2008). Connecting worlds: The translation of international auditing standards into post-Soviet audit practice. *Accounting, Organizations and Society*, 33, 384-414.
- Messier, Jr., William, F., Kozloski, T.M. and Kochetova-Kozloski, N. (2010). An analysis of SEC and PCAOB Enforcement Actions against Engagement Quality Reviewers. *Auditing: A Journal of Practice and Theory*, 29(2), 233-252.
- Meyerss, C. (2004). Institutional culture and individual behavior: creating an ethical environment. *Science and Engineering Ethics*, 10(2), 269-276.
- Miller, C.L. Fedor, D.B. and Ramsay, R.J. (2006). Effects of Discussion of Audit Reviews on Auditors' Motivation and Performance. *Behavioral Research in Accounting*, 18, 135-146.
- Mills, A.E., Rorty, M.V. and Werhane, P.H. (2003). Stakeholder Expectations in Practice - Based Medicine. *The Journal of Continuing Education in the Health Professions*, 23, 19-26.



- Mironeasa, C. and Codina, G. (2013). A new approach of audit functions and principles. *Journal of Cleaner Production*, 43, 27-36.
- Morris, J.J. (2011). The Impact of Enterprise Resource Planning (ERP) Systems on the Effectiveness of Internal Control over Financial Reporting. *Journal of Information Systems*, 25(1), 129-157.
- Narver, J.C. and Slater, S.F. (1990). The Effect of a Market Orientation on Business Profitability. *Journal of Marketing*, 54, 20-35.
- Nelson, M. and Tan. H.T. (2005). Judgment and decision making research in auditing: A task, person and interpersonal interaction perspective. *Auditing: A Journal of Practice & Theory*, 24, 41–71.
- Norman, C.S., Wier, B. and Achilles, W.W. (2008). Can Ethical Position Contribute to Our Understanding of Fraud Detection? *Journal of Theoretical Accounting Research*, 4(1), 135-164.
- Nunnally, J. and Bernstein, I. (1994). *Psychometric Theory*. 2nd ed. New York: McGraw-Hill..
- O'Donnell, E. and David, J.S. (2000). How Information Systems Influence User Decisions: a Research Framework and Literature Review. *International Journal of Accounting Information Systems*, 1, 178-203.
- O'Donovan, G. (2003). Environmental disclosures in the annual report: Extending the applicability and predictive power of legitimacy theory. *Accounting, Auditing and Accountability Journal*, 15(3), 344-371.
- Owhoso, V.E., Messier, W.M., JR. and Lynch, J.G., JR. (2002). Error Detection by Industry-Specialized Teams during Sequential Audit Review. *Journal of Accounting Research*, 40(3), 883-900.
- Pagano, M. and Immordino, G. (2012). Corporate fraud, governance and auditing. *Review of Corporate Finance*, 1(1) 109-133.
- Palmrose Z. (1988). Analysis of auditor litigation and audit service quality. *Accounting review*, 63, 55-73.
- Patlakh, B. (2013). *Moral Culture*. [online]. Available from: http://www.crvp.org/book/Series03/IIIC-1/Chapter_iii.htm [accessed 17 November 2013]



- Payne, E.A., Ramsay, R.J. and Bamber, E.M. (2010). The Effect of Alternative Types of Review on Auditors' Procedures and Performance. *A Journal of Practice and Theory*, 29, 207-220.
- Percy J.P. (2007). Fifteen Years of Reformation What Next?. *Managerial Auditing Journal*, 22(2), 226-235.
- Perry, J.M. (2007). Morality and Normativity. *Legal Theory*, 13, 211-255.
- Pflugrath, G., Martinov-Bennie, N. and Chen, L. (2007). The impact of codes of ethics and experience on auditor judgments. *Managerial Auditing Journal*, 22, 566-589.
- Pongsatitpat, S. and Ussahawanitchakit, P. (2012). Audit Review Practice, Audit Report Efficiency, Audit Performance and Audit Quality of Certified Public Accountants (CPAs) in Thailand. *Review of Business Research*, 12(4), 1-15.
- Pothong, O. and Ussahawanitchakit, P. (2011) Sustainable Accounting and Firm Survival: An Empirical Examination of Thai Listed Firms. *Journal of Academy of Business and Economics*, 11(3), 1-28.
- Prawitt, D.F., Smith, J.L. and Wood, D.A. (2009). Internal Audit Quality and Earnings Management. *The Accounting Review*, 84(4), 1255-1280.
- Price, P., Roman, F.J. and Rountree, B. (2011). The impact of governance reform on performance and transparency. *Journal of Financial Economics*, 99(1), 76-96.
- Prempanichnukul, V. and Ussahawanitchakit, P. (2010). Accounting ethics orientation in Thai-Listed firms: An empirical investigation of the antecedent and consequences. *International Journal of Business Research*, 12(5), 70-93.
- Ramsay, R.J. (1994). Senior/Manager Differences in Audit Work paper Review Performance. *Journal of Accounting Research*, 32, 127-135.
- Rahayu, S.K. (2012). The Factors That Support the Implementation of Accounting Information System: A Survey in Bandung and Jakarta's Taxpayer Offices. *Journal of Global Management*, 4(1), 25-52.
- Ramakrishnan, T.S.R. and Thakor, A.V. (1984). Information Reliability and a Theory of Financial Intermediation. *Review of Economic Studies*, 1, 415-432.
- Ranft, A.L., Zinko, R., Ferris, G.R. and Buckley, M.R. (2006). Marketing the Image of Management: The Costs and Benefits of CEO Reputation. *Organization Dynamics*, 35(3), 279-290.



- Reck, J.L., Vernon, R. and Gotlob, L.D. (2004). Governmental Capital Markets research in accounting: A Review, Extension and Directions for Future Research. *Research in Governmental and Nonprofit Accounting*, 11, 1-33.
- Reimers, J.L. and Fennema, M.G. (1999). The Audit Review Process and Sensitivity to Information Source Objectivity. *Auditing: A Journal of Practice and Theory*, 18(1), 117-123.
- Rennie, M.D., Kopp, L.S. and Lemon, M.M. (2010). Exploring Trust and the Auditor-Client Relationship: Factors Influencing the Auditor's Trust of a Client Representative. *Auditing: A Journal of Practice & Theory*, 29(1), 279-293.
- Rezaee, Z. (2005). Causes, Consequences and Deterrence of Financial Statement Fraud. *Critical Perspectives on Accounting*, 16(3), 277-298.
- . (1996). Improving the Quality of Internal Audit Functions Through Total Quality Management. *Managerial Auditing Journal*, 11(1), 30-34.
- Robeyns, I. (2005). The capability approach: a theoretical survey. *Journal of human development*, 6(1), 93-117.
- Rose, J.M. (2007). Attention to evidence of aggressive financial reporting and intentional misstatement judgment: Effect of experience and trust. *Behavioral Research in Accounting*, 19(1), 215-229.
- Santos-Vijande, L.M., Sanza-Pérez, J.M. and Alvarez-González, I.L. (2005). Organizational learning and market orientation: interface and effects on performance. *Industrial Marketing Management*, 34, 187-202.
- Seal, W. (2006). Management accounting and corporate governance: An institutional interpretation of the agency problem. *Management Accounting Research*, 17, 389-408.
- Sen, A.K. and Nussbaum, M.C. (1980). *Capability approach*. [online]. Available from: http://en.wikipedia.org/wiki/Capability_approach. [accessed 7 August 2013].
- Shapiro, B. and Matson, D. (2008). Strategies of resistance to internal control regulation. *Accounting, Organization and Society*, 33, 199-228.
- Shil, C.N. (2008). Accounting for Good Corporate Governance. *Accounting for good corporate governance*, 3(1), 22-31. 2008.



- Sinchuen, C. and Ussahawanitchakit, P. (2010). Audit Specialization, Audit Performance and Sustainable Reputation: An Empirical Research of Certified Public Accountants in Thailand. *Journal of International Business and Economics*, 10(4), 103-126.
- Shoommuangpak, P. and Ussahawanitchakit, P. (2009). Audit strategy of CPAs in Thailand: Audit effectiveness and Stakeholder acceptance. *International Journal of Business Strategy*, 9, 136-258.
- Srikarsem, U. and Ussahawanitchakit, P. (2009). Management audit effectiveness and organizational survival of Thai-listed firms: mediating role of value added performance governance outcome and outperforming market position. *International Journal of Business Research*, 10(5), 85-102.
- Spicer, R.L. (2006). *Enterprise risk management and Sarbanes-Oxley compliance: A model of convergence in accounting audit practice*. A Dissertation Presented in partial fulfillment of the requirement for the Degree of Doctor of Philosophy In Business Capella University, 1-25.
- Stevens, J.P. (2002). *Applied multivariate statistics for the social sciences*. 4 Editions. New Jersey: Lawrence Erlbaum Associates Inc. p. 1-664.
- Stice, J.D. (1991). Using financial and market information to identify pre-engagements factors associated with lawsuits against auditors. *The Accounting Review*, 66(3), 516-533.
- Suddaby, R., Cooperb, D. J. and Greenwood, R. (2007). Transnational regulation of professional services: Governance dynamics of World level organizational change. *Accounting, Organizations and Society*, 32, 333–362.
- Tan, H.T. and Shankar, P. G. (2010). Audit Reviewers' Evaluation of Subordinates' Work Quality. *Auditing: A Journal of Practice and Theory*, 29(1), 251-266.
- Tan, H.T. and Jamal, K. (2001). Do Auditors Objectively Evaluate Their Subordinates' Work?. *The Accounting Review*, 76, 99-110.
- Tan, H.T. and Trotman, T.K. (2003). Reviewers' Responses to Anticipated Stylization Attempts by Preparers of Audit Workpapers. *The Accounting Review*, 78(2), 581-604.



- Thaweechan, S. and Ussahawanichakit P. (2011). Internal Audit Planning Strategy of Thai Listed Firms: An Empirical Investigation of Antecedents and Consequences. *International Journal of Strategic Management*, 11, 65-91.
- Titman S. and Trueman B. (1986). Information quality and the valuation of new Issues. *Journal of Accounting and Economics*, 8, 159-172.
- Tsui, J.L. and Gul, F.A. (1996). Auditors' behavior in an audit conflict situation : A research note on the role of locus of control and ethical reasoning. *Accounting, Organizations and Society*, 21(1), 41-51.
- Uachanachit, D., Ussahawanitchakit, P. and Pratom, K. (2012). Audit Competency and Audit Survival of CPAs in Thailand: An Empirical Investigation of the Antecedents and Consequences. *Review of Business Research*, 12(3), 105-132.
- Ussahawanitchakit, P. (2012). Effects of audit planning on audit quality of Certified public accountants (CPAs) in Thailand. *Journal of academy of business and economics*, 12(3), 1-9.
- Velayutham, S. (2003). The Accounting Profession's Code of Ethics: Is It a Code of Ethics or A Code of Quality Assurance?. *Critical Perspectives on Accounting*, 14, 483-503.
- Walker, C.M. (2006). Morality, Self-Interest and Leaders in International Affairs. *The Leadership Quarterly*, 17, 138-145.
- Wang, H. and Chen, W.R. (2010). Is Firm-Specific Innovation Associated with Greater Value Appropriation? The roles of Environmental Dynamism and Technological Diversity. *Research Policy*, 39, 141-154.
- Wangcharoendate, S. and Ussahawanitchakit, P. (2010). Best Audit Practice of CPAs in Thailand: Effects on Audit Independence, Judgment, Performance and Credibility. *International Journal of Business Research*, 10(11), 1-23.
- Warming-Rasmussen, B. and Windsor, C.A. (2003). Danish evidence of auditors' level of moral reasoning and predisposition to provide fair judgments. *Journal of Business Ethics*, 47, 77-87.
- Waroonkun, S. and Ussahawanichakit, P. (2011). Accounting Quality, Accounting Performance and Firm Survival: An Empirical Investigation of Thai Listed Firms. *International Journal of Business Research*, 11(4), 118-143.



APPENDICES



APPENDIX A
The Original Items



Original Items in Scales

Construct	Items
Auditing standard implementation accuracy (ASIA)	
ASIA1	You deal importantly for studying and understanding that regulates conduct in accounting standard, auditing standard, code of Revenue and laws will help to more effectiveness in auditing performance.
ASIA2	You are confident that auditing standard is a guideline and basic principle for good audit practice and performance will help to more effectiveness in auditing performance.
ASIA3	You focus on audit practice which is consistent with auditing standard and general of auditing will help to be accepted from the general public.
ASIA4	You focus on analysis of auditing standard, code of Revenue and laws will apply to audit practice timely.
ASIA5	You focus on applying auditing standard which is consistent with regulations, although it is not a compulsion will help to more effectiveness in auditing performance.
Regulation awareness focus (RAF)	
RAF1	You are confident that audit practice according to regulations will be goal achievement and more effective in auditing performance.
RAF2	You deal importantly for studying and understanding regulation about audit practice that will lead to audit practice performance.
RAF3	You focus on orientation on audit practice according with regulation that will help to more audit quality.
RAF4	You emphasize on analysis to regulation change about auditing that will help to real audit practice accuracy and more performance.
RAF5	You focus to continue following news with regulators who will help to able for information applies to audit work appropriately.



Original Items in Scales (continued)

Construct	Items
Audit planning comprehension (APC)	
APC1	You deal importantly to develop audit planning and good audit approaches that will help to audit evident sufficiency and appropriate on fact detected report.
APC2	You focus to determine audit planning and audit guideline by being consistent with significant level and risk characteristics of each customer who will help to the operation more efficiently.
APC3	You focus on timing and resource to audit work appropriately and according with environment of audit work that will help to more effectiveness.
APC4	You are confident that audit planning compliance and audit guideline will help to more audit practice performance.
APC5	You focus on understanding about scope and objective on audit within explicit enterprise will help to best audit planning.
Information usefulness concern (IUC)	
IUC1	You are confident to good audit practice that will be accounting information reliability.
IUC2	You are awareness applying to good audit practice will help to be able to audit and present accounting information that is accuracy.
IUC3	You focus to select best audit practice by according to environment of audit practice and stakeholder will be creating reliability on audit work to stakeholder.
IUC4	You are confident to select best audit guideline and appropriate with audit practice design will be able to real information economy of scale customer.
Audit review continuity (ARC)	
ARC1	You deal importantly to diagnostic findings by not worrying disadvantage any parties that will not be bias on audit work.
ARC2	You are awareness to continue audit review on working paper that will help to audit practice effectiveness.



Original Items in Scales (continued)

Construct	Items
Audit review continuity (ARC)	
ARC3	You deal importantly to analysis review and collecting evidence that will be used to present opinion on financial statement.
ARC4	You focus on judgments for finding by detected evidence that will help to non-bias on audit work.
ARC5	You are awareness on development audit reviews and checking the information in a systematic and ongoing will be able to more audit practice effectiveness.
Audit quality (AQ)	
AQ1	You enable to audit work according to goal setting more effectively.
AQ2	You enable to collect sufficient evidence to detected report.
AQ3	You are detected and report to fraud and error are significant on financial statement of audit enterprise.
AQ4	You can help to introduce protection and decrease of risk on operation of customer may be occurred to ongoing and material.
AQ5	You enable confidently to user by financial statement that is consistent with accounting standard and other regulation on accuracy and according with code of revenue.
Audit credibility (AC)	
AC1	You are confident for financial statement on audit work that will be according with the general accounting standard.
AC2	You enable to opinion on audit report to reliability, accuracy and are consistent with true.
AC3	You are confident that stakeholder has reliability in audit work on customer financial statement.
AC4	You have been entrusted from user financial statement to audit work and able to decisions accuracy.
AC5	You enable to audit report accuracy by user financial statement that have to be best information.



Original Items in Scales (continued)

Construct	Items
Financial information reliability (FIR)	
FIR1	You can perform financial report to present reflect on economy of customer.
FIR2	You can perform financial report according with accounting standard accuracy.
FIR3	You can able to audit work ultimately audit report and non-bias ongoing.
FIR4	You can perform financial report with open information importantly to stakeholder accuracy and sufficiency.
Information value (IV)	
IV1	You are able to present accounting information that will be stakeholder good decision.
IV2	You are able to present accounting information reliability according with competitive situation.
IV3	You are able to present important information of customer for stakeholder on timely and are consistent with need of user.
IV4	You give open important issue to stakeholder accuracy.
Stakeholder acceptance (SA)	
SA1	You are able to audit practice by awareness advantage, expectation and need of stakeholder all level.
SA2	You are having recognized from stakeholder to awareness on information valuable to decision.
SA3	You are having confided from stakeholder by audit worked and confident that you are aware of advantage and damage may be occurred for stakeholder.
SA4	You are able to audit reported to reliability and confided from stakeholder.
SA5	You are able to create confidence within financial report to non-bias from customer.
Audit survival (AS)	
AS1	You are confident that audit quality will be audit survival.
AS2	You are able to audit practice according with audit planning that will help to audit survival.



Original Items in Scales (continued)

Construct	Items
Audit survival (AS)	
AS3	You are good audit work ongoing and can be able to audit survival.
AS4	You are able to audit success both present and future by processing and auditing practice performance.
AS5	You are constrained previous customer and have been confided to audit work ongoing and reveal to audit survival.
AS6	You are able to audit work by having continually new customer and come from reliability of audit practice effectiveness.
Governance mindset (GM)	
GM1	You see that penalties are not according to code of ethics profession by strict enforcement.
GM2	You are confident to disciplinary action for auditor mistake to have justice.
GM3	You deal importantly to continue training with regulator who will help to develop knowledge and have to be perfect according to regulator.
GM4	You are confident that regulator has introduced for audit standard and accounting standard reliability.
GM5	You are able to practice consistent with regulation by concerning with adding to stakeholder and awareness to public.
Ethics awareness (EA)	
EA1	You are confident to good audit practice that must focus within code of conduct profession seriously.
EA2	You deal importantly with scope creation for audit practice cover that will help according to code of conduct profession.
EA3	You deal importantly with audit practice within enterprise on disadvantage.
EA4	You focus to audit practice non-bias and don't have self-advantage considering auditing work.
EA5	You deal importantly for keeping secret of customer very seriously.



Original Items in Scales (continued)

Construct	Items
Morality commitment (MC)	
MC1	You focus on morality of profession on audit practice by reflecting to independent integrity and justice.
MC2	You are awareness of judgment for justice on continue audit work that will help to keep advantage of public.
MC3	You focus on best audit practice that will help to audit work effectiveness.
MC4	You focus on practice to consist of best guideline that will help to stakeholder reliability.
Audit experience (AE)	
AE1	You deal importantly to analyze the audit error in the financial statement previously so as to guideline for audit planning and audit practice in the present.
AE2	You are using the errors detected in the past carefully within the same audit work that will help for accuracy on audit report.
AE3	You have several of audit works that will help to professional on audit practice in the present.
AE4	You deal importantly to analyze the audit success and error in the past so as to reduce errors in audit planning in the present.
AE5	You deal importantly to synthesis event and past experience that will help for information guideline and audit planning will help to goal achievement for audit work.
Environment force (EF)	
EF1	In the present, laws and other regulations have changing continually that will help to have to learn and develop audit practice for consisting changes.
EF2	The professional organization has trends to develop auditing standard reflect to and must focus on best audit practice.
EF3	The changing and progress technology will help auditor have to study and understand on characteristic of technology to apply for best audit work.



Original Items in Scales (continued)

Construct	Items
Environment force (EF)	
EF4	The changing of business structure and social will help auditor to focus on audit practice and adding to enable to value for audit work.
EF5	The changing of regulative laws and practice standard continually will help to support for auditor good audit practice.
Stakeholder needs (SN)	
SN1	The stakeholder emphasizes to increase for accounting information reflection to you who are aware of audit practice effectiveness.
SN2	The stakeholder emphasizes and recognizes audit work for signal fraud on customer audit work reflecting that you are focus on best audit practice.
SN3	The regulator, federation of accounting professions, social and public supports to audit quality that reflects to auditor awareness and audit practice effectiveness.
SN4	Customer, social and public want performance and transparency of audit process to reflect auditor who must have opinion responsibilities on financial statement; as the result, auditor hold on scope of best audit work and effectiveness.
SN5	The stakeholder has important for good audit practice and auditor get focus on good audit practice will help to need of stakeholder effectiveness.
Learning culture (LC)	
LC1	You are encouraged for staff acquiring new knowledge within accurate principle to develop skill for audit work effectiveness.
LC2	You are confident to continue learning that will develop ability useful for audit work integrity.
LC3	You focus on process staff awareness for useful important learning and encouraging skill and audit quality transparency.
LC4	You deal importantly to discussion that will help staff learning performance by concerning to code of ethics profession on audit practice.



Original Items in Scales (continued)

Construct	Items
Learning culture (LC)	
LC5	You are encouraged and supported to all staff compliance consist of laws and regulate others by stakeholder has recognized.



APPENDIX B
Non-Response Bias Tests



Table B: Non-Response Bias Tests

Comparison	N	Mean	S.D.	t	Sig.*
. Gender:					
• Fist Group	188	1.56	.49	-.321	.451
• Second Group	188	1.57	.49	-.321	
. Age:					
• Fist Group	188	3.89	.38	-.576	.481
• Second Group	188	3.91	.34	-.576	
. Marital status:					
• Fist Group	188	1.74	.70	.157	.263
• Second Group	188	1.73	.67	.157	
. Level of education:					
• Fist Group	188	1.55	.49	.618	.967
• Second Group	188	1.51	.50	.618	

* p < 0.05



APPENDIX C

Summary of Demographic Characteristics of Respondents



Table C: The Summary of Demographic Characteristics of Respondents

Descriptions	Categories	Frequencies	Percent (%)
Gender	Male	161	42.80
	Female	215	57.20
	Total	376	100.00
Age	Less than 30 years old	0	0.00
	30 – 35 years old	9	2.40
	36 – 40 years old	18	4.80
	More than 40 years old	349	92.80
	Total	376	100.00
Marital Status	Single	150	39.90
	Married	174	46.30
	Divorced	52	13.80
	Total	376	100.00
Educational Level	Bachelor's degree or equal	176	46.80
	Higher than bachelor's degree	200	53.20
	Total	376	100.00
Experience in audit filed	Less than 5 years	7	1.90
	5-10 years	39	10.30
	11-15 years	35	9.30
	More than 15 years	295	78.50
	Total	376	100.00
Length of CPAs tenure	Less than 5 years	12	3.20
	5-10 years	19	5.10
	11-15 years	43	11.40
	More than 15 years	302	80.30
	Total	376	100.00



**Table C: The Summary of Demographic Characteristics of Respondents
(Continued)**

Descriptions	Categories	Frequencies	Percent (%)
Number of average audited financial statements per year	Less than 50 statements	238	63.30
	50-100 statements	70	18.60
	101-150 statements	41	10.90
	More than 150 statements	27	7.20
	Total	376	100.00
The average income per month	Less than 100,000 bath	224	59.60
	100,000-150,000 bath	82	21.80
	150,001-200,000 bath	32	8.50
	More than 200,000 bath	38	10.10
	Total	376	100.00
Most of Types of client	Listed firms	21	5.60
	Non-listed firms	355	94.40
	Total	376	100.00
Employment status	Big four audit firm	33	8.80
	Others Audit Firm	55	14.60
	Freelance	288	76.60
	Total	376	100.00



APPENDIX D
Tests of Validity and Reliability



Table 1D: Factor Loadings and Alpha Coefficients of Constructs

Constructs	Items	Factor Loadings	Alpha Coefficient
Auditing standard implementation accuracy (ASIA)	ASIA1	.773	.781
	ASIA2	.656	
	ASIA3	.835	
	ASIA4	.801	
	ASIA5	.573	
Regulation awareness focus (RAF)	RAF1	.717	.867
	RAF2	.877	
	RAF3	.891	
	RAF4	.819	
	RAF5	.744	
Audit planning comprehension (APC)	APC1	.511	.807
	APC2	.846	
	APC3	.855	
	APC4	.842	
	APC5	.737	
Information usefulness concern (IUC)	IUC1	.607	.839
	IUC2	.922	
	IUC3	.902	
	IUC4	.856	
Audit review continuity (ARC)	ARC1	.474	.853
	ARC2	.858	
	ARC3	.880	
	ARC4	.878	
	ARC5	.888	



Table 1D: Factor Loadings and Alpha Coefficients of Constructs (Continued)

Constructs	Items	Factor Loadings	Alpha Coefficient
Audit quality (AQ)	AQ1	.843	.850
	AQ2	.789	
	AQ3	.733	
	AQ4	.840	
	AQ5	.856	
Audit credibility (AC)	AC1	.858	.921
	AC2	.867	
	AC3	.877	
	AC4	.878	
	AC5	.879	
Financial information reliability (FIR)	FIR1	.923	.948
	FIR2	.938	
	FIR3	.926	
	FIR4	.939	
Information value (IV)	IV1	.884	.920
	IV2	.916	
	IV3	.882	
	IV4	.911	
Stakeholder acceptance (SA)	SA1	.776	.934
	SA2	.917	
	SA3	.948	
	SA4	.903	
	SA5	.899	



Table 1D: Factor Loadings and Alpha Coefficients of Constructs (Continued)

Constructs	Items	Factor Loadings	Alpha Coefficient
Audit survival (AS)	AS1	.821	.881
	AS2	.913	
	AS3	.912	
	AS4	.884	
	AS5	.685	
	AS6	.606	
Governance mindset (GM)	GM1	.765	.801
	GM2	.770	
	GM3	.698	
	GM4	.863	
	GM5	.611	
Ethics awareness (EA)	EA1	.887	.909
	EA2	.839	
	EA3	.832	
	EA4	.880	
	EA5	.847	
Morality commitment (MC)	MC1	.877	.877
	MC2	.909	
	MC3	.727	
	MC4	.905	
Environment force (EF)	EF1	.895	.913
	EF2	.874	
	EF3	.879	
	EF4	.907	
	EF5	.764	



Table 1D: Factor Loadings and Alpha Coefficients of Constructs (Continued)

Constructs	Items	Factor Loadings	Alpha Coefficient
Stakeholder needs (SN)	SN1	.788	.902
	SN2	.836	
	SN3	.853	
	SN4	.868	
	SN5	.889	
Audit experience (AE)	AE1	.598	.791
	AE2	.789	
	AE3	.640	
	AE4	.849	
	AE5	.852	
Learning culture (LC)	LC1	.888	.933
	LC2	.883	
	LC3	.930	
	LC4	.893	
	LC5	.857	



Table 2D: Results of Validity and Reliability Testing

Variables	Factor Loadings	Cronbach's Alpha
Auditing standard implementation accuracy (ASIA)	.573-.835	.781
Regulation awareness focus (RAF)	.717-.891	.867
Audit planning comprehension (APC)	.511-.855	.807
Information usefulness concern (IUC)	.607-.922	.839
Audit review continuity (ARC)	.474-.888	.853
Audit quality (AQ)	.733-.856	.850
Audit credibility (AC)	.867-.879	.921
Financial information reliability (FIR)	.923-.939	.948
Information value (IV)	.882-.916	.920
Stakeholder acceptance (SA)	.776-.948	.934
Audit survival (AS)	.606-.913	.881
Governance mindset (GM)	.611-.863	.805
Ethics awareness (EA)	.832-.887	.909
Morality commitment (MC)	.727-.909	.877
Environment force (EF)	.764-.907	.913
Stakeholder needs (SN)	.788-.889	.902
Audit experience (AE)	.598-.852	.791
Learning culture (LC)	.857-.930	.933



APPENDIX E

Test the Assumption of Regression Analysis



Results of the Assumption of Regression Analysis Testing

This research verified the assumption of regression analysis, including (1) linearity of the phenomenon, (2) constant variance of the error terms (homoscedasticity), (3) independent of the error terms, and (4) normality of the error term distribution. The results of testing are shown as the following.

1. Linearity of the Phenomenon

The linearity of the dependent – independent variables relationship explains the degree of change about dependent variable is related with the independent variable. This research uses residual plots to study the linearity about bivariate relationship. Moreover, results of linearity testing do not demonstrate any nonlinear pattern to the residuals. Therefore, an each model overall is linear.

2. Constant Variance of the Error Terms (Homoscedasticity)

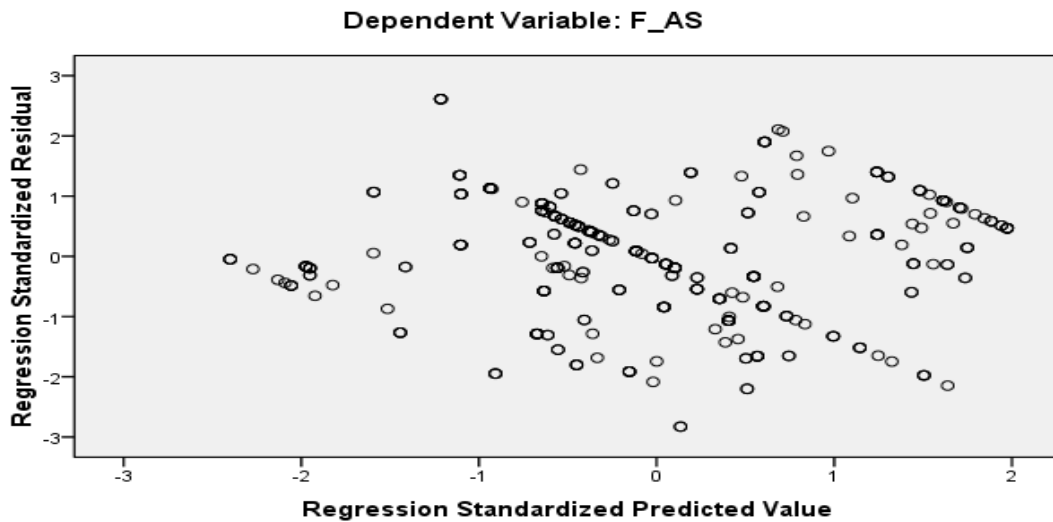
The constant variance of the error terms assumption refers to the equal level of dependent variable about variance within set of independent variables. Also, to consider the constant variance of error terms, plotting the residuals against the predicted dependent values is used for verification. As a result, there shows no pattern of increasing or decreasing residuals.

The following shows the residual plots for linearity and constant variance of error terms testing.



Model 6

$$AS = \alpha_{06} + \beta_{36}ASIA + \beta_{37}RAF + \beta_{38}APC + \beta_{39}IUC + \beta_{40}ARC + \beta_{41}GD + \beta_{42}EDU + \varepsilon_6$$

**3. Independence of the Error Terms**

In this research, Durbin-Watson statistic was used to assess to the error terms of independence. To consider the independence of error terms, the D statistic is higher than the upper bounds. Moreover, that D value is lower than the lower bounds, the error terms are correlated with each other. This finding can be included that the independence of the error terms assumption is met.

The results of the independence of error terms assumption testing

	Model	Durbin-Watson (The value of D statistic)
1	$AQ = \alpha_{01} + \beta_1ASIA + \beta_2RAF + \beta_3APC + \beta_4IUC + \beta_5ARC + \beta_6GD + \beta_7EDU + \varepsilon_1$	2.314
2	$AC = \alpha_{02} + \beta_8ASIA + \beta_9RAF + \beta_{10}APC + \beta_{11}IUC + \beta_{12}ARC + \beta_{13}GD + \beta_{14}EDU + \varepsilon_2$	1.813
3	$FIR = \alpha_{03} + \beta_{15}ASIA + \beta_{16}RAF + \beta_{17}APC + \beta_{18}IUC + \beta_{19}ARC + \beta_{20}GD + \beta_{21}EDU + \varepsilon_3$	2.065



The results of the independence of error terms assumption testing (Continue)

	Model	Durbin-Watson (The value of D statistic)
4	$IV = \alpha_{04} + \beta_{22}ASIA + \beta_{23}RAF + \beta_{24}APC + \beta_{25}IUC + \beta_{26}ARC + \beta_{27}GD + \beta_{28}EDU + \varepsilon_4$	2.110
5	$SA = \alpha_{05} + \beta_{29}ASIA + \beta_{30}RAF + \beta_{31}APC + \beta_{32}IUC + \beta_{33}ARC + \beta_{34}GD + \beta_{35}EDU + \varepsilon_5$	2.147
6	$AS = \alpha_{06} + \beta_{36}ASIA + \beta_{37}RAF + \beta_{38}APC + \beta_{39}IUC + \beta_{40}ARC + \beta_{41}GD + \beta_{42}EDU + \varepsilon_6$	2.113
7	$AC = \alpha_{07} + \beta_{43}AQ + \beta_{44}GD + \beta_{45}EDU + \varepsilon_7$	1.594
8	$FIR = \alpha_{08} + \beta_{46}AQ + \beta_{47}GD + \beta_{48}EDU + \varepsilon_8$	1.866
9	$IV = \alpha_{09} + \beta_{49}AQ + \beta_{50}AC + \beta_{51}FIR + \beta_{52}GD + \beta_{53}EDU + \varepsilon_9$	2.041
10	$SA = \alpha_{10} + \beta_{54}AQ + \beta_{55}AC + \beta_{56}FIR + \beta_{57}GD + \beta_{58}EDU + \varepsilon_{10}$	1.613
11	$SA = \alpha_{11} + \beta_{59}IV + \beta_{60}GD + \beta_{61}EDU + \varepsilon_{11}$	1.712
12	$AS = \alpha_{12} + \beta_{62}IV + \beta_{63}SA + \beta_{64}GD + \beta_{65}EDU + \varepsilon_{12}$	2.173
13	$AQ = \alpha_{13} + \beta_{66}ASIA + \beta_{67}RAF + \beta_{68}APC + \beta_{69}IUC + \beta_{70}ARC + \beta_{71}AE + \beta_{72}(ASIA * AE) + \beta_{73}(RAF * AE) + \beta_{74}(APC * AE) + \beta_{75}(IUC * AE) + \beta_{76}(ARC * AE) + \beta_{77}GD + \beta_{78}EDU + \varepsilon_{13}$	2.248
14	$AC = \alpha_{14} + \beta_{79}ASIA + \beta_{80}RAF + \beta_{81}APC + \beta_{82}IUC + \beta_{83}ARC + \beta_{84}AE + \beta_{85}(ASIA * AE) + \beta_{86}(RAF * AE) + \beta_{87}(APC * AE) + \beta_{88}(IUC * AE) + \beta_{89}(ARC * AE) + \beta_{90}GD + \beta_{91}EDU + \varepsilon_{14}$	1.882
15	$FIR = \alpha_{15} + \beta_{92}ASIA + \beta_{93}RAF + \beta_{94}APC + \beta_{95}IUC + \beta_{96}ARC + \beta_{97}AE + \beta_{98}(ASIA * AE) + \beta_{99}(RAF * AE) + \beta_{100}(APC * AE) + \beta_{101}(IUC * AE) + \beta_{102}(ARC * AE) + \beta_{103}GD + \beta_{104}EDU + \varepsilon_{15}$	2.083
16	$IV = \alpha_{16} + \beta_{105}ASIA + \beta_{106}RAF + \beta_{107}APC + \beta_{108}IUC + \beta_{109}ARC + \beta_{110}AE + \beta_{111}(ASIA * AE) + \beta_{112}(RAF * AE) + \beta_{113}(APC * AE) + \beta_{114}(IUC * AE) + \beta_{115}(ARC * AE) + \beta_{116}GD + \beta_{117}EDU + \varepsilon_{16}$	2.128
17	$SA = \alpha_{17} + \beta_{118}ASIA + \beta_{119}RAF + \beta_{120}APC + \beta_{121}IUC + \beta_{122}ARC + \beta_{123}AE + \beta_{124}(ASIA * AE) + \beta_{125}(RAF * AE) + \beta_{126}(APC * AE) + \beta_{127}(IUC * AE) + \beta_{128}(ARC * AE) + \beta_{129}GD + \beta_{130}EDU + \varepsilon_{17}$	2.109
18	$AS = \alpha_{18} + \beta_{131}ASIA + \beta_{132}RAF + \beta_{133}APC + \beta_{134}IUC + \beta_{135}ARC + \beta_{136}AE + \beta_{137}(ASIA * AE) + \beta_{138}(RAF * AE) + \beta_{139}(APC * AE) + \beta_{140}(IUC * AE) + \beta_{141}(ARC * AE) + \beta_{142}GD + \beta_{143}EDU + \varepsilon_{18}$	2.126



The results of the independence of error terms assumption testing (Continue)

	Model	Durbin-Watson (The value of D statistic)
19	$ASIA = \alpha_{19} + \beta_{144}GM + \beta_{145}EA + \beta_{146}MC + \beta_{147}EF$ $+ \beta_{148}SN + \beta_{149}GD + \beta_{150}EDU + \varepsilon_{19}$	1.940
20	$RAF = \alpha_{20} + \beta_{151}GM + \beta_{152}EA + \beta_{153}MC + \beta_{154}EF$ $+ \beta_{155}SN + \beta_{156}GD + \beta_{157}EDU + \varepsilon_{20}$	1.805
21	$APC = \alpha_{21} + \beta_{158}GM + \beta_{159}EA + \beta_{160}MC + \beta_{161}EF$ $+ \beta_{162}SN + \beta_{163}GD + \beta_{164}EDU + \varepsilon_{21}$	2.048
22	$IUC = \alpha_{22} + \beta_{165}GM + \beta_{166}EA + \beta_{167}MC + \beta_{168}EF$ $+ \beta_{169}SN + \beta_{170}GD + \beta_{171}EDU + \varepsilon_{22}$	1.795
23	$ARC = \alpha_{23} + \beta_{172}GM + \beta_{173}EA + \beta_{174}MC + \beta_{175}EF$ $+ \beta_{176}SN + \beta_{177}GD + \beta_{178}EDU + \varepsilon_{23}$	1.676
24	$ASIA = \alpha_{24} + \beta_{179}GM + \beta_{180}EA + \beta_{181}MC + \beta_{182}EF$ $+ \beta_{183}SN + \beta_{184}LC + \beta_{185}(GM*LC) + \beta_{186}(EA *LC)$ $+ \beta_{187}(MC*LC) + \beta_{188}(EF*LC) + \beta_{189}(SN* LC)$ $+ \beta_{190}GD + \beta_{191}EDU + \varepsilon_{24}$	1.967
25	$RAF = \alpha_{25} + \beta_{192}GM + \beta_{193}EA + \beta_{194}MC + \beta_{195}EF$ $+ \beta_{196}SN + \beta_{197}LC + \beta_{198}(GM*LC) + \beta_{199}(EA *LC)$ $+ \beta_{200}(MC*LC) + \beta_{201}(EF*LC) + \beta_{202}(SN* LC)$ $+ \beta_{203}GD + \beta_{204}EDU + \varepsilon_{25}$	1.754
26	$APC = \alpha_{26} + \beta_{205}GM + \beta_{206}EA + \beta_{207}MC + \beta_{208}EF$ $+ \beta_{209}SN + \beta_{210}LC + \beta_{211}(GM*LC) + \beta_{212}(EA *LC)$ $+ \beta_{213}(MC*LC) + \beta_{214}(EF*LC) + \beta_{215}(SN* LC)$ $+ \beta_{216}GD + \beta_{217}EDU + \varepsilon_{26}$	2.053
27	$IUC = \alpha_{27} + \beta_{218}GM + \beta_{219}EA + \beta_{220}MC + \beta_{221}EF$ $+ \beta_{222}SN + \beta_{223}LC + \beta_{224}(GM*LC) + \beta_{225}(EA *LC)$ $+ \beta_{226}(MC*LC) + \beta_{227}(EF*LC) + \beta_{228}(SN* LC)$ $+ \beta_{229}GD + \beta_{230}EDU + \varepsilon_{27}$	1.760
28	$ARC = \alpha_{28} + \beta_{231}GM + \beta_{232}EA + \beta_{233}MC + \beta_{234}EF$ $+ \beta_{235}SN + \beta_{236}LC + \beta_{237}(GM*LC) + \beta_{238}(EA *LC)$ $+ \beta_{239}(MC*LC) + \beta_{240}(EF*LC) + \beta_{241}(SN* LC)$ $+ \beta_{242}GD + \beta_{243}EDU + \varepsilon_{28}$	1.582



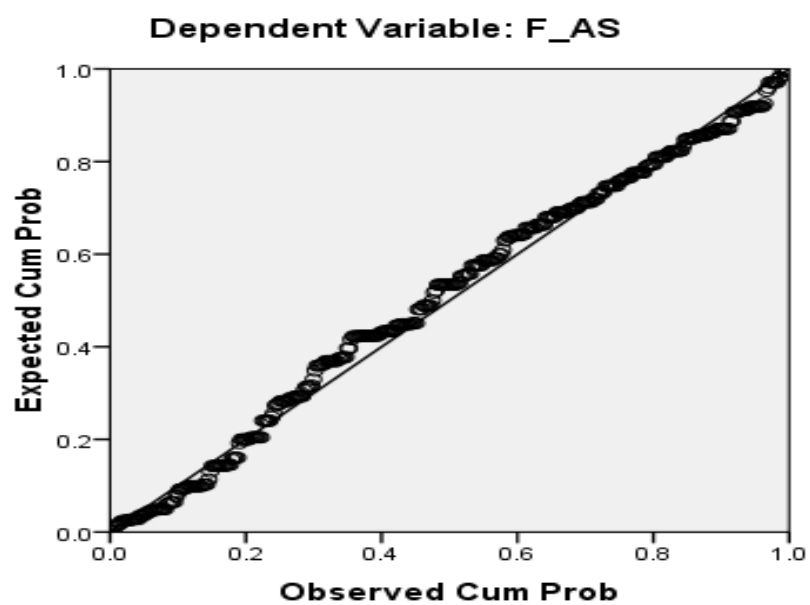
4. Normality of the Error Term Distribution

The normal probability plot of the residuals is used to verify about the normality of error term distribution (Hair et al., 2010).

Model 6

$$AS = \alpha_{06} + \beta_{36}ASIA + \beta_{37}RAF + \beta_{38}APC + \beta_{39}IUC + \beta_{40}ARC + \beta_{41}GD + \beta_{42}EDU + \varepsilon_6$$

Normal P-P Plot of Regression Standardized Residual



APPENDIX F
Cover Letters and Questionnaire (Thai Version)





ที่ ศร 0530.10/595

คณะกรรมการบัญชีและการจัดการ
มหาวิทยาลัยมหาสารคาม
อำเภอกันทรวิชัย จังหวัดมหาสารคาม
44150

12 พฤษภาคม 2557

เรื่อง ขอความอนุเคราะห์การออกแบบสอบถาม

เรียน ผู้สอบบัญชีรับอนุญาต

ด้วย นางสาวอุษาพร พลอุษา นิสิตระดับปริญญาเอก คณะกรรมการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม กำลังศึกษาวิทยานิพนธ์ เรื่อง "ความโปร่งใสของการปฏิบัติงานสอบบัญชีและการดำรงความอยู่รอดในวิชาชีพการสอบบัญชี : การตรวจสอบเชิงประจักษ์ของผู้สอบบัญชีรับอนุญาตในประเทศไทย" ซึ่งเป็นส่วนหนึ่งของการทำวิทยานิพนธ์ หลักสูตรปริญญาคุชฎีบัณฑิต (ปร.ด.) สาขาวิชาการบัญชี และการศึกษาในครั้งนี้ได้เน้นให้นักศึกษาข้อมูลด้วยตนเอง ดังนั้น เพื่อให้การจัดทำวิทยานิพนธ์ เป็นไปด้วยความเรียบร้อยและบรรลุวัตถุประสงค์ คณะกรรมการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม จึงใคร่ขออนุญาตให้ นางสาวอุษาพร พลอุษา ศึกษาและเก็บรวบรวมในรายละเอียดตามแบบสอบถามที่แนบมาพร้อมนี้

คณะกรรมการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม หวังเป็นอย่างยิ่งว่าจะได้รับความอนุเคราะห์จากท่านในการให้ข้อมูลในครั้งนี้อย่างยิ่ง และขอขอบคุณมา ณ โอกาสนี้

ขอแสดงความนับถือ

(รองศาสตราจารย์ ดร.พงษ์กฤษ์บารมี อุทธาหะวานิชกิจ)

คณบดีคณะกรรมการบัญชีและการจัดการ

มหาวิทยาลัยมหาสารคาม

สำนักบริหารหลักสูตรระดับบัณฑิตศึกษาและวิจัย

คณะกรรมการบัญชีและการจัดการ โทรศัพท์ (043) 754333 ต่อ 3410





แบบสอบถามเพื่อการวิจัย

เรื่อง ความโปร่งใสของการปฏิบัติงานสอบบัญชีและการดำรงความอยู่รอดในวิชาชีพการสอบบัญชี:
การตรวจสอบเชิงประจักษ์ของผู้สอบบัญชีรับอนุญาตในประเทศไทย

คำชี้แจง

การวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาวิจัยเรื่อง “ความโปร่งใสของการปฏิบัติงานสอบบัญชีและการดำรงความอยู่รอดในวิชาชีพการสอบบัญชี: การตรวจสอบเชิงประจักษ์ของผู้สอบบัญชีรับอนุญาตในประเทศไทย” เพื่อประกอบการศึกษาวิทยานิพนธ์ระดับปริญญาเอกของผู้วิจัยในหลักสูตรปรัชญาดุษฎีบัณฑิต สาขาวิชาการบัญชี คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม จังหวัดมหาสารคาม ข้าพเจ้าใคร่ขอความอนุเคราะห์จากท่านผู้ตอบแบบสอบถาม ได้โปรดให้ข้อเท็จจริงในการตอบแบบสอบถามชุดนี้ โดยมีรายละเอียดของแบบสอบถาม ประกอบด้วยส่วนคำถาม 6 ตอน ดังนี้

- ตอนที่ 1 ข้อมูลทั่วไปเกี่ยวกับผู้สอบบัญชีรับอนุญาตในประเทศไทย
- ตอนที่ 2 ความคิดเห็นเกี่ยวกับความโปร่งใสของการปฏิบัติงานสอบบัญชีของผู้สอบบัญชีรับอนุญาตในประเทศไทย
- ตอนที่ 3 ความคิดเห็นเกี่ยวกับผลการปฏิบัติงานของผู้สอบบัญชีรับอนุญาตในประเทศไทย
- ตอนที่ 4 ความคิดเห็นเกี่ยวกับปัจจัยภายในที่ส่งผลต่อการปฏิบัติงานสอบบัญชีของผู้สอบบัญชีรับอนุญาตในประเทศไทย
- ตอนที่ 5 ความคิดเห็นเกี่ยวกับปัจจัยภายนอกที่ส่งผลต่อการปฏิบัติงานสอบบัญชีของผู้สอบบัญชีรับอนุญาตในประเทศไทย
- ตอนที่ 6 ข้อคิดเห็นและข้อเสนอแนะเกี่ยวกับความโปร่งใสของการปฏิบัติงานสอบบัญชีของผู้สอบบัญชีรับอนุญาตในประเทศไทย

ข้าพเจ้าขอขอบพระคุณที่ท่านได้สละเวลาตอบคำถามในแบบสอบถามชุดนี้ทุกข้ออย่างถูกต้องครบถ้วน คำตอบของท่านจะถูกเก็บรักษาไว้เป็นความลับ และไม่มีการใช้ข้อมูลใด ๆ ที่เปิดเผยเกี่ยวกับท่านในการรายงานข้อมูล โดยข้าพเจ้าจะสรุปเป็นภาพรวมเท่านั้น หากท่านมีความประสงค์ที่จะขอรับรายงานสรุปผลเกี่ยวกับการศึกษางานวิจัยครั้งนี้ โปรดแจ้งความประสงค์ตามที่ระบุไว้ข้างล่างนี้พร้อมแนบนามบัตรหรือที่อยู่มาพร้อมกับแบบสอบถามชุดนี้ เพื่อที่จะได้จัดส่งข้อมูลดังกล่าวให้ท่าน

ท่านต้องการรายงานสรุปการวิจัยหรือไม่ ต้องการ E - mail ไม่ต้องการ

อนึ่ง หากมีข้อสงสัยประการใดโปรดสอบถามได้ที่ นางสาวอุษาพร พลภูงา โทรศัพท์ 089-573-7835 คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม 44000 โทรศัพท์ 043-754333 หรือ e-mail: oewgos@gmail.com

ขอขอบพระคุณที่ให้ข้อมูลไว้ ณ โอกาสนี้

(นางสาวอุษาพร พลภูงา)

นิสิตปริญญาเอก หลักสูตรปรัชญาดุษฎีบัณฑิต สาขาวิชาการบัญชี

คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม



ตอนที่ 1 ข้อมูลทั่วไปเกี่ยวกับผู้สอบบัญชีรับอนุญาตในประเทศไทย

1. เพศ

<input type="checkbox"/> ชาย	<input type="checkbox"/> หญิง
------------------------------	-------------------------------
2. อายุ

<input type="checkbox"/> น้อยกว่า 30 ปี	<input type="checkbox"/> 30-35 ปี
<input type="checkbox"/> 36-40 ปี	<input type="checkbox"/> มากกว่า 40 ปี
3. สถานภาพ

<input type="checkbox"/> โสด	<input type="checkbox"/> สมรส
<input type="checkbox"/> หย่าร้าง/หม้าย	
4. ระดับการศึกษา

<input type="checkbox"/> ปริญญาตรี	<input type="checkbox"/> สูงกว่าปริญญาตรี
------------------------------------	---
5. ประสบการณ์ในการทำงานด้านการสอบบัญชี

<input type="checkbox"/> น้อยกว่า 5 ปี	<input type="checkbox"/> 5-10 ปี
<input type="checkbox"/> 11-15 ปี	<input type="checkbox"/> มากกว่า 15 ปี
6. ระยะเวลาที่เป็นผู้สอบบัญชีรับอนุญาต

<input type="checkbox"/> น้อยกว่า 5 ปี	<input type="checkbox"/> 5-10 ปี
<input type="checkbox"/> 11-15 ปี	<input type="checkbox"/> มากกว่า 15 ปี
7. จำนวนกิจการที่รับตรวจสอบบัญชี

<input type="checkbox"/> น้อยกว่า 50 กิจการ	<input type="checkbox"/> 50-100
<input type="checkbox"/> 101- 150 กิจการ	<input type="checkbox"/> มากกว่า 150 กิจการ
8. รายได้เฉลี่ยต่อเดือน

<input type="checkbox"/> ต่ำกว่า 100,000 บาท	<input type="checkbox"/> 100,000 – 150,000 บาท
<input type="checkbox"/> 150,001 - 200,000 บาท	<input type="checkbox"/> มากกว่า 200,000 บาท
9. กิจการส่วนใหญ่ที่รับตรวจสอบบัญชี

<input type="checkbox"/> กิจการในตลาดหลักทรัพย์	<input type="checkbox"/> กิจการนอกตลาดหลักทรัพย์
---	--
10. สถานที่ทำงาน

<input type="checkbox"/> สำนักงานสอบบัญชี Big Four	<input type="checkbox"/> สำนักงานสอบบัญชีอื่นๆ
<input type="checkbox"/> ผู้สอบบัญชีอิสระ	



ตอนที่ 2 ความคิดเห็นเกี่ยวกับความโปร่งใสของการปฏิบัติงานสอบบัญชีของผู้สอบบัญชีรับอนุญาตในประเทศไทย

ความโปร่งใสในการปฏิบัติงานสอบบัญชี	ระดับความคิดเห็น				
	มากที่สุด 5	มาก 4	ปานกลาง 3	น้อย 2	น้อยที่สุด 1
<p>การปฏิบัติตามมาตรฐานการสอบบัญชีที่ถูกต้อง (Auditing Standard Implementation)</p> <p>1. ท่านให้ความสำคัญกับการศึกษาและทำความเข้าใจมาตรฐานการบัญชี มาตรฐานการสอบบัญชี ประมวลรัษฎากร และกฎหมายที่เกี่ยวข้องเป็นอย่างดี เพื่อให้การปฏิบัติงานสอบบัญชีมีประสิทธิภาพ</p> <p>2. ท่านเชื่อมั่นว่ามาตรฐานการสอบบัญชี เป็นแนวทาง และเป็นหลักยึดในการปฏิบัติงานสอบบัญชีที่ดีและมีประสิทธิภาพ เพื่อส่งผลให้การปฏิบัติงานสอบบัญชีมีประสิทธิภาพมากยิ่งขึ้น</p> <p>3. ท่านมุ่งมั่นให้มีการปฏิบัติงานสอบบัญชีที่สอดคล้องและเป็นไปในแนวทางเดียวกันกับมาตรฐานการบัญชีและมาตรฐานการสอบบัญชีที่ได้รับการยอมรับในระดับสากล เพื่อให้ได้รับการยอมรับจากบุคคลทั่วไป</p> <p>4. ท่านมุ่งเน้นให้มีการวิเคราะห์มาตรฐานการสอบบัญชี ประมวลรัษฎากรและกฎหมายที่เกี่ยวข้อง เพื่อนำมาประยุกต์ใช้กับการปฏิบัติงานสอบบัญชีของท่านให้ทันต่อเหตุการณ์</p> <p>5. ท่านมุ่งเน้นให้มีการประยุกต์ใช้มาตรฐานการสอบบัญชีที่เป็นไปตามระเบียบข้อบังคับถึงแม้จะไม่ได้มีการบังคับไว้ เพื่อส่งผลให้การปฏิบัติงานสอบบัญชีมีประสิทธิภาพมากยิ่งขึ้น</p>					
<p>การมุ่งเน้นตระหนักถึงกฎระเบียบต่างๆ (Regulation Awareness Focus)</p> <p>6. ท่านเชื่อมั่นว่าการปฏิบัติงานสอบบัญชีที่เป็นไปตามกฎระเบียบที่เกี่ยวข้อง จะช่วยให้การปฏิบัติงานสอบบัญชีบรรลุเป้าหมายและมีประสิทธิภาพมากยิ่งขึ้น</p> <p>7. ท่านให้ความสำคัญกับการศึกษาและการทำความเข้าใจกฎระเบียบต่างๆที่เกี่ยวข้องกับการปฏิบัติงานสอบบัญชี เพื่อให้สามารถนำมาใช้ในการปฏิบัติงานสอบบัญชีได้อย่างมีประสิทธิภาพ</p> <p>8. ท่านมุ่งเน้นให้มีการวางแนวทางการปฏิบัติงานสอบบัญชีที่เป็นไปตามกฎระเบียบที่เกี่ยวข้องอย่างเต็มที่ เพื่อให้สามารถปฏิบัติงานได้เต็มตามศักยภาพที่มีอยู่ ส่งผลให้เกิดคุณภาพการสอบบัญชีมากยิ่งขึ้น</p> <p>9. ท่านมุ่งเน้นในการวิเคราะห์ถึงการเปลี่ยนแปลงกฎระเบียบต่างๆที่เกี่ยวข้องกับการสอบบัญชี เพื่อให้สามารถนำมาใช้ในการปฏิบัติงานจริงได้อย่างถูกต้อง เต็มตามศักยภาพและความสามารถที่มีอยู่</p> <p>10. ท่านให้ความสำคัญกับการติดตามข้อมูลข่าวสารต่างๆ ของหน่วยงานกำกับดูแลที่ได้ประกาศหรือประชาสัมพันธ์อย่างต่อเนื่อง ซึ่งจะช่วยให้ท่านสามารถนำข้อมูลดังกล่าวมาประยุกต์ใช้ในงานสอบบัญชีได้อย่างเหมาะสม</p>					
<p>ความครอบคลุมในการวางแผนการตรวจสอบ (Audit Planning Comprehension)</p> <p>11. ท่านให้ความสำคัญกับการพัฒนาแผนการสอบบัญชีและแนวการสอบบัญชีที่ดี เพื่อให้ได้มาซึ่งความเหมาะสมและเพียงพอของหลักฐานการสอบบัญชีในการรายงานข้อเท็จจริงที่ตรวจพบ</p> <p>12. ท่านมุ่งมั่นในการกำหนดแผนงานสอบบัญชีและแนวทางการสอบบัญชี โดยมุ่งเน้นในด้านความสอดคล้องกับระดับความมีสาระสำคัญและลักษณะของความเสี่ยงของลูกค้านั้นๆ เพื่อให้การปฏิบัติงานมีประสิทธิภาพมากยิ่งขึ้น</p>					



ตอนที่ 2 ความคิดเห็นเกี่ยวกับความโปร่งใสของการปฏิบัติงานสอบบัญชีของผู้สอบบัญชีรับอนุญาตในประเทศไทย (ต่อ)

ความโปร่งใสในการปฏิบัติงานสอบบัญชี	ระดับความคิดเห็น				
	มากที่สุด 5	มาก 4	ปานกลาง 3	น้อย 2	น้อยที่สุด 1
ความครอบคลุมในการวางแผนการตรวจสอบ (Audit Planning Comprehension) 13. ท่านมุ่งเน้นให้มีการกำหนดเวลาและทรัพยากรที่ใช้ในการปฏิบัติงานสอบบัญชีให้เหมาะสมและสอดคล้องกับสภาพแวดล้อมการปฏิบัติงาน เพื่อให้การปฏิบัติงานเกิดประสิทธิผลสูงสุด					
14. ท่านเชื่อมั่นว่าการปฏิบัติงานตามแผนงานสอบบัญชีและแนวทางการสอบบัญชีที่วางไว้จะทำให้การปฏิบัติงานสอบบัญชีมีประสิทธิภาพมากขึ้น					
15. ท่านให้ความสำคัญกับการทำความเข้าใจขอบเขตและวัตถุประสงค์การตรวจสอบในการกิจการต่างๆให้ชัดเจน เพื่อให้เกิดการวางแผนการตรวจสอบที่ดี					
การคำนึงถึงควมมีประโยชน์ของข้อมูล (Information Usefulness Concern) 16. ท่านเชื่อมั่นว่า การมีวิธีปฏิบัติทางการสอบบัญชีที่ดี จะช่วยทำให้ได้ข้อมูลทางการบัญชีที่น่าเชื่อถือ					
17. ท่านตระหนักถึงการประยุกต์ใช้วิธีปฏิบัติทางการสอบบัญชีที่ดี เพื่อช่วยให้สามารถตรวจสอบและนำเสนอข้อมูลทางการสอบบัญชีได้อย่างถูกต้องชัดเจน					
18. ท่านมุ่งเน้นให้มีการเลือกวิธีการปฏิบัติงานสอบบัญชีที่ดีที่สุด ซึ่งสอดคล้องกับสภาพแวดล้อมการปฏิบัติงานของท่านและความต้องการของผู้มีส่วนได้เสีย เพื่อจะสร้างความน่าเชื่อถือทางการสอบบัญชีแก่ผู้มีส่วนได้เสียได้เป็นอย่างดี					
19. ท่านเชื่อมั่นว่าการเลือกแนวปฏิบัติทางการสอบบัญชีที่ดีที่สุดและเหมาะสมกับรูปแบบการปฏิบัติงานของท่าน จะสามารถสะท้อนให้เห็นถึงข้อมูลเชิงเศรษฐกิจของลูกค้าน่าเชื่อถือ					
ความต่อเนื่องในการสอบทานการตรวจสอบบัญชี (Audit Review Continuity) 20. ท่านให้ความสำคัญกับการวินิจฉัยข้อค้นพบโดยไม่คำนึงถึงการได้หรือเสียประโยชน์ของฝ่ายใดฝ่ายหนึ่ง เพื่อไม่ให้เกิดความลำเอียงในการทำงานเสมอ					
21. ท่านตระหนักถึงการสอบทานและการตรวจสอบกระดาษทำการในอดีตอย่างสม่ำเสมอ เพื่อจะช่วยให้การปฏิบัติงานสอบบัญชีมีประสิทธิภาพมากยิ่งขึ้น					
22. ท่านให้ความสำคัญกับการวิเคราะห์ในการสอบทานและรวบรวมเอกสารหลักฐานต่างๆ เพื่อนำไปใช้เป็นข้อมูลประกอบการแสดงความเห็นต่องบการเงินของกิจการเสมอ					
23. ท่านยึดมั่นในการใช้ดุลยพินิจในการตัดสินใจเกี่ยวกับข้อค้นพบ โดยยึดถือตามเอกสารหลักฐานที่ปรากฏ เพื่อให้เกิดความเป็นธรรมในการปฏิบัติงานเสมอ					
24. ท่านตระหนักเสมอว่าการปรับปรุงและพัฒนาแนวทางการสอบทานและตรวจสอบข้อมูลอย่างเป็นระบบและต่อเนื่อง จะช่วยทำให้ประสิทธิภาพการปฏิบัติงานสอบบัญชีเพิ่มมากขึ้น					



ตอนที่ 3 ความคิดเห็นเกี่ยวกับผลการปฏิบัติงานการสอบบัญชีของผู้สอบบัญชีรับอนุญาตในประเทศไทย

ผลการปฏิบัติงานการสอบบัญชี	ระดับความคิดเห็น				
	มากที่สุด 5	มาก 4	ปานกลาง 3	น้อย 2	น้อยที่สุด 1
คุณภาพการสอบบัญชี (Audit Quality)					
1. ท่านปฏิบัติงานสอบบัญชีให้เป็นไปตามเป้าหมายที่กำหนดไว้ได้อย่างมีประสิทธิภาพ					
2. ท่านได้รวบรวมหลักฐานการสอบบัญชีไว้ได้อย่างเพียงพอในการรายงานข้อเท็จจริงที่ตรวจพบ					
3. ท่านมีการตรวจพบและรายงานให้ทราบถึงการทุจริตและข้อผิดพลาดอันเป็นสาระสำคัญต่อการเงินของกิจการที่ตรวจสอบได้					
4. ท่านช่วยเสนอแนะการป้องกันและลดระดับความเสี่ยงในการดำเนินงานของกิจการลูกค้าที่อาจเกิดขึ้นในอนาคตได้อย่างเป็นระบบและเป็นรูปธรรม					
5. ท่านสามารถให้ความเชื่อมั่นแก่ผู้ใช้งบการเงินได้ว่างบการเงินได้จัดทำขึ้นตามมาตรฐานการบัญชีและกฎหมายที่เกี่ยวข้องได้อย่างน่าเชื่อถือในความถูกต้อง และทำให้มั่นใจว่างบการเงินแสดงรายการถูกต้องตามประมวลรัษฎากร					
ความน่าเชื่อถือในการตรวจสอบ (Audit Credibility)					
6. ท่านมั่นใจว่างบการเงินที่ท่านตรวจสอบนั้น ได้ปฏิบัติตามมาตรฐานการบัญชีที่รับรองโดยทั่วไปอย่างเคร่งครัด					
7. ท่านแสดงความเห็นในรายงานการตรวจสอบได้อ่านน่าเชื่อถือถูกต้องและตรงกับความเป็นจริงทุกประการ					
8. ท่านมั่นใจว่า ผู้มีส่วนได้เสียมีความเชื่อถือในงบการเงินของลูกค้าที่ท่านทำการตรวจสอบ					
9. ท่านได้รับความไว้วางใจจากผู้ใช้งบการเงินว่า ผลการปฏิบัติงานสอบบัญชีของท่านสามารถนำไปใช้ในการตัดสินใจได้อย่างถูกต้อง					
10. ท่านได้รายงานผลการตรวจสอบที่ถูกต้องและครบถ้วน ซึ่งผู้ใช้งบการเงินได้ใช้ข้อมูลที่เป็นประโยชน์อย่างเท่าเทียมกัน					
ความน่าเชื่อถือของงบการเงิน (Financial Information Reliability)					
11. ท่านสามารถนำเสนอรายงานทางการเงินที่แสดงให้เห็นถึงสภาพความเป็นจริงเชิงเศรษฐกิจของลูกค้า					
12. ท่านสามารถนำเสนอข้อมูลรายงานทางการเงินที่ผ่านการตรวจสอบ ซึ่งมีเนื้อหาครบถ้วนตามหลักเกณฑ์ที่มาตรฐานการบัญชีกำหนด					



ตอนที่ 3 ความคิดเห็นเกี่ยวกับผลการปฏิบัติงานการสอบบัญชีของผู้สอบบัญชีรับอนุญาตในประเทศไทย (ต่อ)

ผลการปฏิบัติงานการสอบบัญชี	ระดับความคิดเห็น				
	มากที่สุด 5	มาก 4	ปานกลาง 3	น้อย 2	น้อยที่สุด 1
ความน่าเชื่อถือของงบการเงิน (Financial Information Reliability) 13. ท่านสามารถตรวจสอบและปฏิบัติงานจนได้รายงานทางการเงินที่มีความเป็นกลางและปราศจากความลำเอียงเสมอ					
14. ข้อมูลรายงานทางการเงินที่ท่านตรวจสอบ มีการเปิดเผยข้อมูลที่เป็นสาระสำคัญที่มีคุณค่าต่อผู้มีส่วนได้เสียของกิจการอย่างถูกต้องและครบถ้วน					
คุณค่าของข้อมูล (Information value) 15. ท่านสามารถนำเสนอข้อมูลทางการบัญชี ซึ่งสามารถช่วยผู้มีส่วนได้เสียในการตัดสินใจได้เป็นอย่างดี					
16. ท่านมีการนำเสนอข้อมูลทางการบัญชีที่มีความน่าเชื่อถือ สามารถสอดคล้องกับสถานการณ์การแข่งขันที่เกิดขึ้น					
17. ท่านมีการนำเสนอข้อมูลที่มีสาระสำคัญของลูกค้าให้ผู้มีส่วนเกี่ยวข้องได้ทันเวลาที่กำหนดและตรงกับความต้องการใช้ทุกครั้ง					
18. ท่านมีการเปิดเผยประเด็นสำคัญ ๆ ที่มีคุณค่าต่อผู้มีส่วนได้เสียของบริษัทอย่างถูกต้องครบถ้วน					
การยอมรับของผู้มีส่วนได้เสีย (Stakeholder Acceptance) 19. ท่านสามารถปฏิบัติงานสอบบัญชี ซึ่งได้คำนึงถึงผลประโยชน์ ความคาดหวัง และความต้องการของผู้มีส่วนเกี่ยวข้องในทุกระดับ					
20. ท่านได้รับการยกย่องจากผู้มีส่วนเกี่ยวข้องว่าเป็นผู้ที่ตระหนักถึงความสำคัญของข้อมูลที่มีประโยชน์แก่การตัดสินใจ					
21. ท่านได้รับความไว้วางใจจากผู้มีส่วนได้เสีย จากการใช้ข้อมูลทางการเงินที่ผ่านการตรวจสอบจากท่าน โดยเชื่อมั่นว่าท่านตระหนักถึงผลประโยชน์และความเสียหายที่จะเกิดขึ้นกับผู้มีส่วนได้เสียทุกฝ่าย					
22. ท่านสามารถรายงานการตรวจสอบได้อย่างมีความน่าเชื่อถือและได้รับความไว้วางใจจากผู้มีส่วนได้เสีย					
23. ท่านสามารถสร้างความไว้วางใจในข้อมูลรายงานทางการเงินว่าปราศจากความผิดพลาดหรืออคติจากลูกค้า					
การดำรงความอยู่รอดในวิชาชีพการสอบบัญชี (Audit Survival) 24. ท่านมั่นใจว่า คุณภาพการตรวจสอบของท่าน ทำให้ท่านสามารถอยู่ในวงการวิชาชีพสอบบัญชีนี้ได้ตลอดไป					
25. ท่านสามารถปฏิบัติงานตรวจสอบได้ตามกระบวนการวางแผนที่วางไว้ได้อย่างเต็มที่ ส่งผลให้ท่านสามารถยืนหยัดอยู่ในวงการสอบบัญชี ได้อย่างมั่นคง					
26. ท่านมีผลการปฏิบัติงานที่ดีอย่างต่อเนื่อง สามารถทำให้ท่านดำรงอยู่ในวิชาชีพนี้ได้ อย่างยาวนาน					
27. ท่านมีการปฏิบัติงานที่ประสบความสำเร็จในวิชาชีพนี้ได้ทั้งในปัจจุบันและในอนาคต โดยผ่านกระบวนการ ขั้นตอนการปฏิบัติงานสอบบัญชีที่มีประสิทธิภาพ					



ตอนที่ 3 ความคิดเห็นเกี่ยวกับผลการปฏิบัติงานการสอบบัญชีของผู้สอบบัญชีรับอนุญาตในประเทศไทย (ต่อ)

ผลการปฏิบัติงานการสอบบัญชี	ระดับความคิดเห็น				
	มากที่สุด 5	มาก 4	ปานกลาง 3	น้อย 2	น้อยที่สุด 1
การดำรงความอยู่รอดในวิชาชีพการสอบบัญชี (Audit Survival) 28. ท่านสามารถรักษาลูกค้ารายเดิม โดยได้รับความไว้วางใจให้ปฏิบัติงานสอบบัญชีอย่างต่อเนื่อง แสดงออกถึงความอยู่รอดได้ในระยะยาว					
29. ท่านปฏิบัติงานสอบบัญชีโดยมีลูกค้ารายใหม่เพิ่มขึ้นอย่างสม่ำเสมอ อันเป็นผลสืบเนื่องมาจากความเชื่อถือได้ในผลการปฏิบัติงานสอบบัญชีที่มีประสิทธิภาพเสมอมา					

ตอนที่ 4 ความคิดเห็นเกี่ยวกับปัจจัยภายในที่ส่งผลต่อการปฏิบัติงานสอบบัญชีของผู้สอบบัญชีรับอนุญาตในประเทศไทย

ปัจจัยภายในที่ส่งผลต่อการปฏิบัติงานสอบบัญชี	ระดับความคิดเห็น				
	มากที่สุด 5	มาก 4	ปานกลาง 3	น้อย 2	น้อยที่สุด 1
ทัศนคติในการกำกับดูแลที่ดี (Governance Mindset) 1. ท่านเห็นว่า บทลงโทษสำหรับการไม่ปฏิบัติตามจริยธรรมทางวิชาชีพของผู้สอบบัญชี ได้มีการบังคับใช้อย่างเข้มงวด					
2. ท่านมั่นใจว่า การดำเนินการทางวินัยสำหรับผู้สอบบัญชีที่กระทำผิดนั้น มีความยุติธรรมสูง					
3. ท่านให้ความสำคัญกับการฝึกอบรมอย่างต่อเนื่องกับหน่วยงานกำกับดูแลฯ เพื่อเพิ่มพูนความรู้และเพื่อให้มีคุณสมบัติตามที่หน่วยงานฯ กำหนด					
4. ท่านเชื่อมั่นว่า หน่วยงานกำกับดูแลฯ ได้มีการจัดเตรียมคำแนะนำสำหรับมาตรฐานการบัญชีและมาตรฐานการสอบบัญชีไว้ได้อย่างน่าเชื่อถือ					
5. ท่านมีการปฏิบัติตามกฎระเบียบ โดยคำนึงถึงการสร้างมูลค่าเพิ่มให้กับผู้มีส่วนได้เสียทุกฝ่าย รวมทั้งคำนึงถึงความรับผิดชอบต่อชุมชนและสังคมโดยรวม					
ความตระหนักถึงจริยธรรม (Ethics Awareness) 6. ท่านเชื่อมั่นว่าการปฏิบัติงานสอบบัญชีที่ดี จะต้องยึดมั่นในหลักจริยธรรมและหลักจรรยาบรรณแห่งวิชาชีพอย่างเคร่งครัด					
7. ท่านให้ความสำคัญกับการกำหนดขอบเขตการปฏิบัติงานสอบบัญชีที่ครอบคลุม เพื่อให้เป็นไปตามหลักการจรรยาบรรณแห่งวิชาชีพ					
8. ท่านให้ความสำคัญกับการปฏิบัติงานสอบบัญชีในกิจการที่ท่านไม่ได้มีผลประโยชน์เกี่ยวข้อง					
9. ท่านมุ่งมั่นปฏิบัติงานสอบบัญชีด้วยความเที่ยงธรรม โดยไม่นำเรื่องส่วนตัวมาเกี่ยวข้องในการตัดสินใจในประเด็นต่าง ๆ ที่เกี่ยวข้องกับการปฏิบัติงานสอบบัญชี					
10. ท่านให้ความสำคัญการเก็บรักษาความลับของลูกค้าในการปฏิบัติงานสอบบัญชีอย่างเคร่งครัด					



ตอนที่ 4 ความคิดเห็นเกี่ยวกับปัจจัยภายในที่ส่งผลต่อการปฏิบัติงานสอบบัญชีของผู้สอบบัญชีรับอนุญาตในประเทศไทย (ต่อ)

ปัจจัยภายในที่ส่งผลต่อการปฏิบัติงานสอบบัญชี	ระดับความคิดเห็น				
	มากที่สุด 5	มาก 4	ปานกลาง 3	น้อย 2	น้อยที่สุด 1
ความมุ่งมั่นในศีลธรรม (Morality Commitment) 11. ท่านยึดมั่นในศีลธรรมแห่งวิชาชีพในการปฏิบัติงานสอบบัญชีที่สะท้อนให้เห็นความเป็นอิสระ ความซื่อสัตย์ และความเที่ยงธรรม					
12. ท่านตระหนักถึงการใช้ดุลยพินิจอย่างมีศีลธรรมในการปฏิบัติงานอย่างสม่ำเสมอเพื่อรักษาผลประโยชน์ของสาธารณชน					
13. ท่านมุ่งมั่นที่จะปฏิบัติหน้าที่งานตรวจสอบอย่างเต็มความสามารถ ทำให้ผลการปฏิบัติงานมีคุณภาพมากยิ่งขึ้น					
14. ท่านมุ่งมั่นที่จะปฏิบัติงานให้สอดคล้องกับแนวปฏิบัติที่ตีพิมพ์ ส่งผลให้เกิดความน่าเชื่อถือของผู้มีส่วนเกี่ยวข้อง					
ประสบการณ์งานตรวจสอบ (Audit Experience) 15. ท่านให้ความสำคัญกับการวิเคราะห์ข้อผิดพลาดที่ตรวจพบสำหรับงบการเงินในอดีต เพื่อนำมาใช้เป็นแนวทางในการวางแผนและปฏิบัติงานสอบบัญชีในปัจจุบัน					
16. ท่านนำข้อผิดพลาดที่ตรวจพบในอดีตมาใช้เป็นข้อมูลในการเพิ่มความระมัดระวังและรอบคอบในการตรวจสอบรายการลักษณะเดียวกันส่งผลให้เกิดความถูกต้องในการรายงานข้อเท็จจริงที่ตรวจพบ					
17. การปฏิบัติงานสอบบัญชีในประเภทและอุตสาหกรรมที่หลากหลายในอดีต ทำให้ท่านเกิดความเชี่ยวชาญในการปฏิบัติงานสอบบัญชีในปัจจุบัน					
18. ท่านให้ความสำคัญกับการวิเคราะห์ความสำเร็จและข้อผิดพลาดจากงานสอบบัญชีในอดีต ส่งผลให้ลดข้อผิดพลาดในการวางแผนการสอบบัญชีในปัจจุบัน					
19. ท่านให้ความสำคัญกับการสังเคราะห์เหตุการณ์และประสบการณ์ในอดีต เพื่อใช้เป็นข้อมูลในการกำหนดแนวทาง การวางแผนการสอบบัญชี ซึ่งจะช่วยให้การปฏิบัติงานสอบบัญชีสำเร็จลุล่วงไปด้วยดี					

ตอนที่ 5 ความคิดเห็นเกี่ยวกับปัจจัยภายนอกที่ส่งผลต่อการปฏิบัติงานสอบบัญชีของผู้สอบบัญชีรับอนุญาตในประเทศไทย

ปัจจัยภายนอกที่ส่งผลต่อการปฏิบัติงานสอบบัญชี	ระดับความคิดเห็น				
	มากที่สุด 5	มาก 4	ปานกลาง 3	น้อย 2	น้อยที่สุด 1
แรงกดดันจากสภาพแวดล้อม (Environment Force) 1. ในปัจจุบัน กฎ ระเบียบ และข้อบังคับต่างๆ ได้มีการเปลี่ยนแปลงอย่างต่อเนื่อง ส่งผลให้ท่านต้องเรียนรู้และปรับเปลี่ยนวิธีการปฏิบัติงานให้สอดคล้องกับการเปลี่ยนแปลง					
2. องค์กรวิชาชีพมีแนวโน้มเพิ่มการพัฒนามาตรฐานการตรวจสอบ ส่งผลให้ผู้สอบบัญชีต้องมุ่งมั่นในการปฏิบัติงานให้มีประสิทธิภาพมากยิ่งขึ้น					
3. การเปลี่ยนแปลงและความก้าวหน้าของเทคโนโลยี ซึ่งทำให้ผู้สอบบัญชีต้องศึกษาและทำความเข้าใจคุณลักษณะของเทคโนโลยีดังกล่าว เพื่อให้สามารถประยุกต์ใช้งานได้ดียิ่งขึ้น					



ตอนที่ 5 ความคิดเห็นเกี่ยวกับปัจจัยภายนอกที่ส่งผลต่อการปฏิบัติงานสอบบัญชีของผู้สอบบัญชีรับอนุญาตในประเทศไทย (ต่อ)

ปัจจัยภายนอกที่ส่งผลต่อการปฏิบัติงานสอบบัญชี	ระดับความคิดเห็น				
	มากที่สุด 5	มาก 4	ปานกลาง 3	น้อย 2	น้อยที่สุด 1
4. การเปลี่ยนแปลงโครงสร้างทางธุรกิจและสังคม ส่งผลให้ผู้สอบบัญชีมุ่งมั่นในการปฏิบัติงาน เพิ่มความรู้ความสามารถ เพื่อให้สามารถเพิ่มคุณค่าในการปฏิบัติงานให้แก่ลูกค้ามากขึ้น					
5. การเปลี่ยนแปลงของข้อกำหนด กฎหมาย ระเบียบ ข้อบังคับ ตลอดจนมาตรฐานการปฏิบัติงานอย่างต่อเนื่องตลอดเวลา ช่วยสนับสนุนให้ผู้สอบบัญชีมีการปฏิบัติงานได้ดียิ่งขึ้น					
ความต้องการของผู้มีส่วนได้เสีย (Stakeholder Needs)					
6. ผู้มีส่วนได้เสียได้ให้ความสำคัญกับข้อมูลทางบัญชีมากขึ้น ส่งผลให้ท่านตระหนักถึงวิธีปฏิบัติในการสอบบัญชีที่มีประสิทธิภาพมากยิ่งขึ้น					
7. ผู้มีส่วนได้เสียให้ความสำคัญและยอมรับการตรวจสอบที่เตือนภัยถึงโอกาสการเกิดการทุจริตหรือฉ้อฉลของลูกค้าที่ตรวจสอบบัญชี ส่งผลให้ท่านมุ่งมั่นปฏิบัติงานสอบบัญชีให้ดีที่สุด					
8. หน่วยงานกำกับดูแล สภาวิชาชีพบัญชี สังคมและสาธารณชน ส่งเสริมและสนับสนุนให้มีการตรวจสอบบัญชีอย่างมีคุณภาพ ส่งผลให้ท่านตระหนักถึงวิธีการปฏิบัติงานสอบบัญชีที่มีประสิทธิผล					
9. ลูกค้า สังคมและสาธารณชนต้องการประสิทธิภาพ และความโปร่งใสของกระบวนการตรวจสอบบัญชีที่สะท้อนให้เห็นความรับผิดชอบของผู้สอบบัญชีในการแสดงความเห็นต่องบการเงิน ส่งผลให้ท่านยึดมั่นในกรอบการปฏิบัติงานที่ดีและมีประสิทธิภาพ					
10. ผู้มีส่วนได้เสียได้ให้ความสำคัญกับการปฏิบัติงานสอบบัญชีที่ดี ทำให้ผู้สอบบัญชีต้องยึดมั่นในการปฏิบัติงานสอบบัญชีที่ดี เพื่อสามารถตอบสนองต่อความต้องการของผู้มีส่วนได้เสียได้อย่างมีประสิทธิภาพ					
วัฒนธรรมการเรียนรู้ (Learning Culture)					
11. ท่านส่งเสริมให้บุคลากรมีการแสวงหาความรู้ใหม่ๆ ภายใต้หลักการที่ถูกต้อง เพื่อนำมาใช้ในการเพิ่มทักษะสำหรับการปฏิบัติงานตรวจสอบให้มีประสิทธิภาพมากยิ่งขึ้น					
12. ท่านเชื่อมั่นว่าการเรียนรู้อย่างต่อเนื่อง ทำให้เกิดการพัฒนาความสามารถที่เป็นประโยชน์ต่อการปฏิบัติงานตรวจสอบด้วยความซื่อสัตย์สุจริต					
13. ท่านมุ่งมั่นให้มีกระบวนการที่ทำให้บุคลากรตระหนักถึงความสำคัญของประโยชน์ที่ได้รับจากการเรียนรู้ เพื่อส่งเสริมทักษะและคุณภาพในการปฏิบัติงานด้วยความโปร่งใส					



APPENDIX G
Cover Letters and Questionnaire (English Version)





“Audit Practice Transparency and Audit Survival: An Empirical Investigation of Certified Public Accountants (CPAs) in Thailand

Dear Sir,

This research is a part of doctoral dissertation of Ms. Usaporn Ponphunga at the Faculty of Accountancy and Management, Maharakham University, Thailand. The objective of this research is to examine the effect of audit practice transparency on audit survival of Certified Public Accountants in Thailand.

The questionnaire is divided into 6 parts:

- Part 1: Demographic information of Certified Public Accountants in Thailand
- Part 2: Opinions in audit practice transparency of Certified Public Accountants in Thailand
- Part 3: Opinions in audit performance of Certified Public Accountants in Thailand
- Part 4: Opinions in the factors of audit practice transparency of Certified Public Accountants in Thailand
- Part 5: Opinions in audit environments of Certified Public Accountants in Thailand
- Part 6: Recommendations and suggestions in audit practices transparency of Certified Public Accountants in Thailand

Your answer will be kept confidential and your information will not be shared with any outside party without your permission. The summary will be mailed to you as soon as the analysis is completed.



If you want a summary of this research, please indicate your E-mail address or attach your business card with this questionnaire.

Thank you for your time answering all questions. I have no doubt that your answer will provide valuable information for my academic advancement. If you have any questions with respect to this research, please directly contact me.

Sincerely yours,

(Usaporn Ponphunga)

Ph. D. Student

Maharakham Business School

Maharakham University, Thailand

Contact Info:

Office No: 043511905

Mobile phone: 0895737835

E-mail: oewgos@gmail.com



Part 1 Demographic information of Certified Public Accountants in Thailand

1. Gender

- Male Female

2. Age

- Less than 30 years old 30-35 years old
 36-40 years old More than 40 years old

3. Marital status

- Single Married
 Divorced

4. Level of education

- Bachelor's degree or equal Higher than bachelor's degree

5. Experience in audit filed

- Less than 5 years 5-10 years
 11-15 years More than 15 years

6. Length of CPAs tenure

- Less than 5 years 5-10 years
 11-15 years More than 15 years

7. Number of average audited financial statements per year

- Less than 50 statements 50-100 statements
 101- 150 statements More than 150 statements



8. The average income per month

- | | |
|---|---|
| <input type="checkbox"/> Less than 100,000 bath | <input type="checkbox"/> 100,000-150,000 bath |
| <input type="checkbox"/> 150,001-200,000 bath | <input type="checkbox"/> More than 200,000 bath |

9. Most of Types of client

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> Listed firms | <input type="checkbox"/> Non-listed firms |
|---------------------------------------|---|

10. Employment status

- | | |
|--|--|
| <input type="checkbox"/> Big four audit firm | <input type="checkbox"/> Others Audit Firm |
| <input type="checkbox"/> Freelance | |



Part 2 **Opinion in audit practice transparency of Certified Public Accountants in Thailand**

Audit Practice Transparency	Levels of Agreement				
	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
Auditing standard implementation accuracy					
1. You deal importantly for studying and understanding that regulates conduct in accounting standard, auditing standard, code of Revenue and laws will help to more effectiveness in auditing performance.					
2. You are confident that auditing standard is a guideline and basic principle for good audit practice and performance will help to more effectiveness in auditing performance.					
3. You focus on audit practice which is consistent with auditing standard and general of auditing will help to be accepted from the general public.					
4. You focus on analysis of auditing standard, code of Revenue and laws will apply to audit practice timely.					
5. You focus on applying auditing standard which is consistent with regulations, although it is not a compulsion will help to more effectiveness in auditing performance.					



Part 2 Opinion in audit practice transparency of Certified Public Accountants in Thailand (Continued)

Audit Practice Transparency	Levels of Agreement				
	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
Regulation awareness focus					
6. You are confident that audit practice according to regulations will be goal achievement and more effective in auditing performance.					
7. You deal importantly for studying and understanding regulation about audit practice that will lead to audit practice performance.					
8. You focus on orientation on audit practice according with regulation that will help to more audit quality.					
9. You emphasize on analysis to regulation change about auditing will help to real audit practice accuracy and more performance.					
10. You focus to continue following news with regulators who will help to able for information applies to audit work appropriately.					
11. You deal importantly to develop audit planning and good audit approaches that will help to audit evident sufficiency and appropriate on fact detected report.					



Part 2 Opinion in audit practice transparency of Certified Public Accountants in Thailand (Continued)

Audit Practice Transparency	Levels of Agreement				
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	5	4	3	2	1
Audit planning comprehension					
12. You focus to determine audit planning and audit guideline by being consistent with significant level and risk characteristics of each customer who will help to the operation more efficiently.					
13. You focus on timing and resource to audit work appropriately and according with environment of audit work that will help to more effectiveness.					
14. You are confident that audit planning compliance and audit guideline will help to more audit practice performance.					
15. You focus on understanding about scope and objective on audit within explicit enterprise will help to best audit planning.					
16. You are confident to good audit practice that will be accounting information reliability.					
17. You are awareness applying to good audit practice will help to be able to audit and present accounting information that is accuracy.					



Part 2 Opinion in audit practice transparency of Certified Public Accountants in Thailand (Continued)

Audit Practice Transparency	Levels of Agreement				
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	5	4	3	2	1
Information usefulness concern					
18. You focus to select best audit practice by according to environment of audit practice and stakeholder will be creating reliability on audit work to stakeholder.					
19. You are confident to select best audit guideline and appropriate with audit practice design will be able to real information economy of scale customer.					
Audit review continuity					
20. You deal importantly to diagnostic findings by not worrying disadvantage any parties that will not be bias on audit work.					
21. You are aware of continually audit review on working paper that will help to audit practice effectiveness.					
22. You deal importantly to analysis review and collecting evidence that will be used to present opinion on financial statement.					
23. You focus on judgments for finding by detected evidence that will help to non-bias on audit work.					



Part 2 Opinion in audit practice transparency of Certified Public Accountants in Thailand (Continued)

Audit Practice Transparency	Levels of Agreement				
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	5	4	3	2	1
Audit review continuity 24. You are awareness on development audit reviews and checking the information in a systematic and ongoing will be able to more audit practice effectiveness.					

Part 3 Opinion in audit performance of Certified Public Accountants in Thailand

Audit Performance	Levels of Agreement				
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	5	4	3	2	1
Audit quality 1. You enable to audit work according to goal setting more effectively.					
2. You enable to collect sufficient evidence to detected report.					
3. You are detected and report to fraud and error are significant on financial statement of audit enterprise.					
4. You can help to introduce protection and decrease of risk on operation of customer may be occurred to ongoing and material.					



Part 3 Opinion in audit performance of Certified Public Accountants in Thailand
(Continued)

Audit Performance	Levels of Agreement				
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	5	4	3	2	1
Audit quality 5. You enable confidently to user by financial statement that is consistent with accounting standard and other regulation on accuracy and according with code of revenue.					
Audit credibility 6. You are confident for financial statement on audit work that will be according with the general accounting standard.					
7. You enable to opinion on audit report to reliability, accuracy and are consistent with true.					
8. You are confident that stakeholder has reliability in audit work on customer financial statement.					
9. You have been entrusted from user financial statement to audit work and able to decisions accuracy.					
10. You enable to audit report accuracy by user financial statement that have to be best information.					
Financial information reliability 11. You can perform financial report to present reflect on economy of customer.					



Part 3 Opinion in audit performance of Certified Public Accountants in Thailand
(Continued)

Audit Performance	Levels of Agreement				
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	5	4	3	2	1
Financial information reliability					
12. You can perform financial report according with accounting standard accuracy.					
13. You can able to audit work ultimately audit report and non-bias ongoing.					
14. You can perform financial report with open information importantly to stakeholder accuracy and sufficiency.					
Information value					
15. You are able to present accounting information that will be stakeholder good decision.					
16. You are able to present accounting information reliability according with competitive situation.					
17. You are able to present important information of customer for stakeholder on timely and are consistent with need of user.					
18. You give open important issue to stakeholder accuracy.					
Stakeholder acceptance					
19. You are able to audit practice by awareness advantage, expectation and need of stakeholder all level.					



Part 3 **Opinion in audit performance of Certified Public Accountants in Thailand**
(Continued)

Audit Performance	Levels of Agreement				
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	5	4	3	2	1
Stakeholder acceptance					
20. You are having recognized from stakeholder to awareness on information valuable to decision.					
21. You are having confided from stakeholder by audit worked and confident you are aware of advantage and damage may be occurred for stakeholder.					
22. You are able to audit reported to reliability and confided from stakeholder.					
23. You are able to create confidence within financial report to non-bias from customer.					
Audit survival					
24. You are confident that audit quality will be audit survival.					
25. You are able to audit practice according with audit planning that will help to audit survival.					
26. You are good audit work ongoing and can be able to audit survival.					
27. You are able to audit success both present and future by processing and auditing practice performance.					
28. You are constrained previous customer and have been confide to audit work ongoing and reveal to audit survival.					



Part 3 Opinion in audit performance of Certified Public Accountants in Thailand
(Continued)

Audit Performance	Levels of Agreement				
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	5	4	3	2	1
Audit survival 29. You are able to audit work by having continually new customer and come from reliability of audit practice effectiveness.					

Part 4 Opinion in the factors of audit practice transparency of Certified Public Accountants in Thailand

Internal factor of Auditing	Levels of Agreement				
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	5	4	3	2	1
Governance mindset 1. You see that penalties are not according to code of ethics profession by strictly enforcement.					
2. You are confident to disciplinary action for auditor mistake to have justice.					
3. You deal importantly to continue training with regulator who will help to develop knowledge and have to be perfect according to regulator.					
4. You are confident that regulator has introduced for audit standard and accounting standard reliability.					



Part 4 Opinion in the factors of audit practice transparency of Certified Public Accountants in Thailand (Continued)

Internal factor of Auditing	Levels of Agreement				
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	5	4	3	2	1
Ethics awareness					
5. You are able to practice consistent with regulation by concerning with adding to stakeholder and awareness to public					
6. You are confident to good audit practice that must focus within code of conduct profession seriously.					
7. You deal importantly with scope creation for audit practice cover that will help to according to code of conduct profession.					
8. You deal importantly with audit practice within enterprise on disadvantage.					
9. You focus to audit practice non-bias and don't have self-advantage to consider auditing work.					
10. You deal importantly for keeping secret of customer very seriously.					
Morality commitment					
11. You focus on morality of profession on audit practice by reflecting to independent integrity and justice.					
12. You are awareness of judgment for justice on continue audit work that will help to keep advantage of public.					



Part 4 Opinion in the factors of audit practice transparency of Certified Public Accountants in Thailand (Continued)

Internal factor of Auditing	Levels of Agreement				
	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
Morality commitment					
13. You focus on best audit practice that will help to audit work effectiveness.					
14. You focus on practice to consist of best guideline that will help to stakeholder reliability.					
Audit experience					
15. You deal importantly to analyze the audit error in the financial statement previously so as to guideline for audit planning and audit practice in the present.					
16. You are using the errors detected in the past carefully within the same audit work that will help for accuracy on audit report.					
17. You have several of audit works that will help to professional on audit practice in the present.					
18. You deal importantly to analyze the audit success and error in the past so as to reduce errors in audit planning in the present.					
19. You deal important to synthesis event and past experience that will help for information guideline and audit planning will help to goal achievement for audit work.					



Part 5 Opinion in audit environments of Certified Public Accountants in Thailand

External Environment of Auditing	Levels of Agreement				
	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
Environment force					
1. In the present, laws and other regulations have changing continually that will help to have to learn and develop audit practice for consisting changes.					
2. The professional organization has trends to develop auditing standard reflect to and must focus on best audit practice.					
3. The changing and progress technology will help to auditor have to study and understand on characteristic of technology to apply for best audit work.					
4. The changing of business structure and social will help to auditor to focus on audit practice and adding to enable to value for audit work.					
5. The changing of regulative laws and practice standard continually will help to support for auditor good audit practice.					
Stakeholder needs					
6. The stakeholder emphasizes to increase for accounting information reflection to you who are aware of audit practice effectiveness.					



Part 5 Opinion in audit environments of Certified Public Accountants in Thailand
(Continued)

External Environment of Auditing	Levels of Agreement				
	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
Stakeholder needs					
7. The stakeholder emphasizes and recognizes audit work for signal fraud on customer audit work reflecting that you are focus on best audit practice.					
8. The regulator, federation of accounting professions, social and public supports to audit quality that reflects to auditor awareness and audit practice effectiveness.					
9. Customer, social and public want to performance and transparency of audit process to reflect to auditor who must have opinion responsibilities on financial statement; as the result, auditor hold on scope of best audit work and effectiveness.					
10. The stakeholder has important for good audit practice and auditor get focus on good audit practice will help to need of stakeholder effectiveness.					
Learning culture					
11. You are encouraged for staff acquiring new knowledge within accurate principle to develop skill for audit work effectiveness.					



Part 5 Opinion in audit environments of Certified Public Accountants in Thailand
(Continued)

External Environment of Auditing	Levels of Agreement				
	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
Learning culture 12. You are confident to continue learning that will develop ability useful for audit work integrity.					
13. You focus on process staff awareness for useful important learning and encouraging skill and audit quality transparency.					
14. You deal importantly to discussion that will help to staff learning performance by concerning to code of ethics profession on audit practice.					
15. You are encouraged and supported to all staff compliance consist with laws and regulate others by stakeholder has recognized.					

Part 6 Recommendation and suggestions in audit practice transparency of Certified Public Accountants in Thailand

.....

.....

.....

.....

.....

.....

★ Thank you for your time and kind consideration sharing your invaluable data★



APPENDIX H
Letters to the Experts





บันทึกข้อความ

หน่วยงาน คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม โทรศัพท์ 043-754333-3431 Fax 043- 754422

ที่ ศธ.0530.10/

วันที่ 10 พฤษภาคม 2557

เรื่อง ขอลงเรียนเชิญเป็นผู้เชี่ยวชาญตรวจสอบเครื่องมือวิจัย

เรียน อาจารย์ ดร.ศุภรักษ์ จันทร์จรัสจิตต์

ด้วย นางสาวอุษาพร พลภูษา นิสิตระดับปริญญาเอก หลักสูตรปรัชญาดุษฎีบัณฑิต (ปร.ด.) สาขาวิชาการบัญชี คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม กำลังศึกษาวิทยานิพนธ์ เรื่อง "ความโปร่งใสของการปฏิบัติงานสอบบัญชีและการดำรงความอยู่รอดในวิชาชีพการสอบบัญชี: การตรวจสอบเชิงประจักษ์ผู้สอบบัญชีรับอนุญาตในประเทศไทย" ซึ่งเป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปรัชญาดุษฎีบัณฑิต ดังนั้น เพื่อให้การดำเนินการเป็นไปด้วยความเรียบร้อยและบรรลุตามวัตถุประสงค์ คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม จึงใคร่ขอความอนุเคราะห์จากท่านเป็นผู้เชี่ยวชาญตรวจสอบเครื่องมือวิจัยและข้อเสนอแนะ เพื่อนำข้อมูลที่ได้ไปดำเนินการทำวิทยานิพนธ์ต่อไป ตามเอกสารแนบท้าย

จึงเรียนมาเพื่อโปรดพิจารณา

(รองศาสตราจารย์ ดร.ปภฤกษ์บารมี อุดสาหะวานิชกิจ)

คณบดีคณะการบัญชีและการจัดการ





บันทึกข้อความ

หน่วยงาน คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม โทรศัพท์ 043-754333-3431 Fax 043- 754422

ที่ ศช.0530.10/


วันที่ 10 พฤษภาคม 2557

เรื่อง ขอยื่นเชิญเป็นผู้เชี่ยวชาญตรวจสอบเครื่องมือวิจัย

เรียน รองศาสตราจารย์ ดร.ปพฤกษ์บารมี อุตสาหะวานิชกิจ

ด้วย นางสาวสุชาพร พลธงา นิสิตระดับปริญญาเอก หลักสูตรปรัชญาดุษฎีบัณฑิต (ปร.ศ.) สาขาวิชาการบัญชี คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม กำลังศึกษาวิทยานิพนธ์ เรื่อง "ความโปร่งใสของการปฏิบัติงานสอบบัญชีและการคำนวณยอดในวิชาชีพการสอบบัญชี: การตรวจสอบเชิงประจักษ์ของผู้สอบบัญชีรับอนุญาตในประเทศไทย" ซึ่งเป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปรัชญาดุษฎีบัณฑิต ดังนั้น เพื่อให้การดำเนินการเป็นไปด้วยความเรียบร้อยและบรรลุตามวัตถุประสงค์ คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม จึงใคร่ขอความอนุเคราะห์จากท่านเป็นผู้เชี่ยวชาญตรวจสอบเครื่องมือวิจัยและข้อเสนอแนะ เพื่อนำข้อมูลที่ได้ไปดำเนินการทำวิทยานิพนธ์ต่อไป ตามเอกสารแนบท้าย

จึงเรียนมาเพื่อโปรดพิจารณา


(ผู้ช่วยศาสตราจารย์ ดร.กาญจน์ ประทุม)
รองคณบดีฝ่ายบัณฑิตศึกษาและวิจัย



APPENDIX I

**The Acceptance Letter for Publication from International Academy
of Business and Economics (IABE)**





IABE[®] International Academy of Business and Economics[®]

IABE 44

Promoting Global Competitiveness[™]

admin@iabe.org

Date: AUGUST 8 , 2014

JIBE-2014 LAS VEGAS

To: Usaporn Ponphunga, Pratanporn Jhundra-Indra and Kasinee Muenthaisong

Re: Paper

AUDIT PRACTICE TRANSPARENCY AND AUDIT SURVIVAL

Dear Authors,

Congratulations! On conclusion of the double-blind review process, your paper is accepted for publication in *Journal of International Business and Economics* (JIBE). The JIBE is a refereed publication listed in Cabell's Directories 2004-14 Editions and in Ulrich's International Periodicals Directory since 2003. The JIBE is sponsored by the Mahasarakham Business School, Mahasarakham University, Thailand. The JIBE is available online at the EBSCO Publishing in the Business Complete Listing and at the Gale/ Cengage Publishing. The journal will soon be available with the SCOPUS.

In addition, your paper is accepted for presentation at the IABE-2014 LAS VEGAS - Fall Conference, October 12-14, 2014. We invite you to visit our website www.iabe.org for more information on the JIBE, conference registration policy, Online/Email registration, registration form, manuscript submission guidelines, Program Outline, and Conference Hotel information.

Online Registration: Please complete your registration online at www.iabe.org. During online registration process, you can pay your applicable fees, upload formatted paper, and join the IABE as a Full Professional Member. You may also complete your registration by email using info available online. At least one author is required to register and pay applicable fee(s) in order to have the accepted paper published.

REGISTRATION DEADLINE:

PLEASE COMPLETE YOUR REGISTRATION BY AUGUST 15th, 2014. Accepted paper submitted late or in non-conforming format or without full amount of applicable fee may not be published. We expect coauthor(s) also to register for and attend the conference.

Copyright: Articles/papers submitted to the journal JIBE, should be original contributions and should not be under consideration for or published in any other publication. The author(s) is (are) solely responsible for the contents of the paper(s). Authors submitting articles/papers for publication warrant that the work is not an infringement of any existing copyright and will indemnify the IABE/IABE/publisher or sponsor(s) against any breach of such warranty. For ease of dissemination and to ensure proper policing of use, papers/articles/cases and contributions become the legal copyright of the IABE/IABE/publisher unless otherwise agreed in writing.

Please feel free to contact me at admin@iabe.org - mgavriatea@yahoo.com

Best Regards,

Manus Gavriatea

Manus Gavriatea, Ph.D.
IABE Vice President
LAS VEGAS Program Chair



- Watkins, A. and Hill, R.P. (2011). Morality in Marketing: Oxymoron or Good Business Practice? *Journal of Business Research*, 64, 922- 927.
- Watkins, J., Miklosi, A. and Andrew, R.J. (2004). Early asymmetries in the behavior of zebrafish larvae. *Behavioural Brain Research*, 151(1-2), 177-183.
- Watts, R.L. and Zimmerman, J.L. (1986). *Positive Accounting Theory*. Englewood Cliffs, NJ : Prentice Hall Inc, p. 131-156.
- Wilk, T.J. (2002). Predecisional Distortion of Evidence as a Consequence of Real-Time Audit Review. *The Accounting Review*, 7, 51-71.
- Willson, T.E., Apostolou, B. and Apostolou, N. G. (1997). An Examination of the Effect of Regulatory Action on Client Retention. *International Journal of Auditing*, 1(1), 31-41.
- Wong, P.S.P. and Cheung, S.O. (2008). An Analysis of Relationship Between Learning Behavior and Performance Improvement of Contracting Organizations. *International Journal of project management*, 26(2), 112-123.
- Woodbine, G.F. (2008). Moral Choice and the Concept of Motivational Typologies: An Extended Stakeholder Perspective in a Western Context. *Journal of Business Ethics*, 79, 29-42.
- Xia, L., Monroe, B. and Cox, J. (2004). The Price is Unfair! A Conceptual Framework of Price Fairness Perceptions. *Journal of Marketing*, 68, 1-15.
- Zhang, P. (2007). The Impact of the Public's Expectations of Auditors on Audit Quality and Auditing Standards Compliance. *Contemporary Accounting Research*, 24(2), 631-54.



VITA



VITA

NAME Ms. Usaporn Ponphunga
DATE OF BIRTH November 6, 1979
PLACE OF BIRTH Roi-et Province
ADDRESS 263 Moo 16, Tambon Rob-muang, Muang District,
Roi-Et 450000, Thailand
POSITION Tax auditor
OFFICE Accounting home office,
263 Moo 16, Tambon Rob-muang, Muang District,
Roi-Et 450000, Thailand

EDUCATIONAL BACKGROUND

2002 Bachelor of Business Administration (Accounting),
Mahasarakham University, Thailand
2009 Master of Accountancy,
Mahasarakham University, Thailand
2014 Doctor of Philosophy (Accounting),
Mahasarakham University, Thailand

RESEARCH AND PUBLICATIONS

Ponphunga, Usaporn and Ussahawanitchakit, Phapruke. (2013).
Dynamic Audit Learning of CPAs in Thailand: An Empirical Investigation of the
Antecedents and Consequences. *International Journal of Business and Research*, 13(2),
1-18.

Ponphunga, Usaporn, Jhundra-indra, Prathanporn and Muenthaisong,
Kesinee. (2014). Audit Practice Transparency and Audit Survival: An Empirical
Investigation of Certified Public accountants CPAs) in Thailand. *Journal of
International Business and Economics*, 14(4), 7-26.

