

**SOCIAL ACCOUNTING IMPLEMENTATION AND
FIRM SUSTAINABILITY: AN EMPIRICAL
EVIDENCE FROM LISTED FIRMS
IN THAILAND**

BY

KORNWIKA CHAIWONG

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

February 2018

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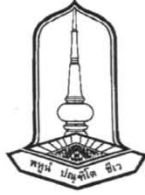
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The examining committee has unanimously approved this dissertation, submitted by Mrs. Kornwika Chaiwong, as a partial fulfillment of the requirements for the degree of the Doctor of Philosophy in Accounting at Maharakham University.

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**This dissertation was funded by Maharakham Business School,
Maharakham University Scholarship
Academic Year 2018.**



ACKNOWLEDGMENTS

This dissertation would not have been successful without the support, guidance, suggestions, and encouragement from several people and institutions. I express thanks not only to everyone who participated as respondents from the listed firms in Thailand who sacrificed their time to provide information to me with willingness, but also to the Rajamangala University of Technology Lanna (RMUTL) for its scholarships under the Ph.D. program.

Certainly, I would like show gratefulness to my advisor, Assoc. Prof. Dr. Kornchai Phornlaphatrachakorn, who provided ideas, support, guidance and suggestions for me with a great education and an atmosphere for doing research. Furthermore, I would like to thank my co-advisor, Assoc. Prof. Dr. Karun Pratoom for his comments, guidelines, and suggestions to develop the dissertation. Furthermore, I would like to thank all the committees for providing useful advice to make this dissertation valuable and completely useful. In addition, my sincere thanks goes to Dr. Kruawon Wongpaiboon and Mr. John Davies, who have always been a wealth of English improvement including reading, editing, and proofreading my English writing.

Finally, for supportively finishing the doctoral program, especially, I would like to thank my parents for being good persons and always learning. Moreover, my husband Mr. Jirachai and my daughter, Nong-Mali, are motivating me to go through the period of doctoral studies. In addition, many thanks to my classmates for friendship, and encouraging each other throughout the duration of this doctoral degree.

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TITLE Social Accounting Implementation and Firm Sustainability:
an Empirical Evidence from Listed Firms in Thailand

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DEGREE Ph.D. **MAJOR** Accounting

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ABSTRACT

Social accounting implementation is the accounting practice of the firm that comprehensive recognition, record, categorization, summary, and voluntary reporting is a mainly relate to the social issues and which include information about human rights, community activities, social and environmental impacts, and regulation compliance. Therefore, the main research objective is to examine the effects of social accounting implementation on firm sustainability. The stakeholder theory and contingency theory are applied to explain the relationship between these variables. The population and sample are listed firms in the Stock Exchange of Thailand (SET), totaling 121 firms. The effective response rate was approximately 20.44%. The data were collected by a mail survey, and accounting executives of each firm are the key informant. The ordinary least squares (OLS) regression analysis was used for hypothesis testing.

The results demonstrate that all dimensions of social accounting implementation have an influence on all of the consequences. Especially, environmental management accounting practice that has the highest effect on firm sustainability. Furthermore, the research finds that corporate governance mindset, ethical orientation culture, and dynamic competitive change are the contingent factors which positively influence social accounting implementation. However, long-term organizational vision and market expectation pressure fail to show a significant effect on all of the dimensions of social accounting implementation. For the moderating effect, organization-stakeholder relationships play a significant, moderating role, mainly in the relationship between regulation compliance disclosure and firm sustainability meanwhile, organizational learning capability shows moderating effects on relationships



among long-term organizational vision, ethical orientation culture, dynamic competitive change, human rights accounting, environmental management accounting practice, and regulation compliance disclosure.

From these findings, executives can be helped to analyze and justify key components that may be more critical in a dynamic competitive environment. Especially, the findings regarding environmental accounting management practice provide useful information on accounting practices which can be a reliable source for all stakeholders for interpreting an organizational situation (particularly, for investors to make informed investment decisions); and, it can enhance firm sustainability.



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CHAPTER I

INTRODUCTION

Overview

In this era of globalization, there appears a rapid economic growth and an expansion of industrial sectors in many countries around the world, which are the causes of social and environmental impacts (Warr, 2007). Firms operating activities focus only on the benefits without considering the impacts on others, while societies expect them to demonstrate more ethical responsibility (Tengblad and Ohlsson, 2010). Therefore, to respond to stakeholder demand, corporate social responsibility is nowadays increasingly important as its concept is practical for business management. The implementation of the strategic practice of corporate social responsibility can impact long-term shareholder value and profit maximization, which is called the win-win strategy (Falck and Heblich, 2007), and also helps the firm to establish an ethical corporate image (Ho et al., 2016). It is not surprising that the business world applies social and environmental strategies not only to achieve the legislative purpose, but also to promote the corporate image, financial performance, and firm sustainability (Beer and Friend, 2006; Saeidi et al., 2015). Companies should assume their social and environmental responsibility through providing sufficient accounting information about monetary and non-monetary information for the stakeholders to make a proper decision (Uyar et al., 2013). Therefore, social and environmental accounting is channel communication how companies take responsibility for social and environmental impacts as well as economic impact (Golob and Bartlett, 2007; Mathews, 1995).

With regard to the listed firms in Thailand, it has been discovered that they represent a high awareness about social responsibility as well as the social and environmental impacts (Corporate Social Responsibility Institute, 2012). This follows the Securities Exchange Commission, Thailand (SEC) that has encouraged the listed firms to declare corporate social responsibility information as non-financial in the annual registration statement (56-1) by covering policy, operational data, and social and



environmental effects of the companies. Declaring the information according to the statement of 56-1 helps the investors to gain sufficient information for decision-making which is better than obtaining only the financial data (Thaipat Institute, 2012). It is also agreed upon by the Organization for Economic Corporation and Development (OECD) that provides the guideline for social responsibility, to suggest that the members' countries contact only trading partners who promoted social and environmental responsibility. Thus, the accounting role has provided considerable social and environmental activities through accounting process, including recognizing, recording, analyzing, and reporting information which can be called social accounting (Nikolaou and Evangelinos, 2010). In addition, social accounting helps the extended, traditional, financial accounting framework (Chetty, 2011); and, it is also a channel of communication between a firm and all stakeholders (Golob and Bartlett, 2007). This can be done by disclosing both financial and non-financial reports via a diversity such as web sites, corporate annual reports, and use of prospectuses.

Therefore, in this research, social accounting implementation refers to the accounting practice of the firm that comprehensive recognizing, recording, categorizing, summarizing, and voluntary reporting mainly relates to the social issues which include information about human rights, community activities, social and environmental impacts, and regulation compliance. Social accounting implementation consists of five new proposed dimensions including human rights accounting, community participation presentation, social impact reporting, environmental management accounting practice, and regulation compliance disclosure. The five dimensions were developed by integrating the following concepts: (1) concepts of social accounting that represent the business language of communication (Nikolaou and Evangelinos, 2010; Moghadam et al., 2016), (2) the guidelines of the iCSR reporting framework and Global Reporting Initiative, and (3) corporate social responsibility that represents an expression of responsibility for an organization's operations, which concept is adopted from Carroll's pyramid of corporate social responsibility with comprehensiveness about economic, legal, ethical, and philanthropic (Carroll, 1991); and seven major categories for evaluation of corporate social responsibility that include community involvement, corporate governance, labor security, health promotion, environmental protection, human rights, and business standards (Pirsch et al., 2007).



Based on the literature review, stakeholder theory has suggested that sustainable, surviving firms need to solicit support from powerful stakeholders (Freeman et al., 2010). The reason why the companies put effort into presenting voluntarily information is that the stakeholders is the group that relates to both direct and indirect activities of the business firm (Uyar et al., 2013). Moreover, the applications of the strategic practice of corporate social responsibility help promote corporate image, financial performance, and long-term shareholder value, including profit maximization (Beer and Friend, 2006; Falck and Heblich, 2007). From an accounting perspective, the primary process of communicating with stakeholders is by annual reports, financial statements, and other information (Smith et al., 2005). Therefore, this research expects that the direct relationships are among the five dimensions of social accounting implementation and the firm sustainability, as well as the relationship with stakeholder acceptance continuity, organizational value increase and corporate image outstanding. In addition, stakeholder theory, in this research, not only is operated to explain the relationship between social accounting implementation and its consequences but also explains the organization-stakeholder relationships as it is the moderating effect between social accounting implementation and its consequences.

Apart from this, the contingency theory is used to explain a match between two or more factors, and is a concept that has an impact on organizational outcomes (Husted, 2000). Moreover, it is optimum management or an organization that depends on the various internal and external constraints (Ganescu, 2012). Hence, it will be applied to explain antecedents of social accounting implementation and the moderating effect of the relationships between social accounting implementation and its antecedents. Therefore, the contingency perspective leads to internal and external factors with may affect each dimension of social accounting implementation. Thus, in this research, there is required the examination of the positive relationships among the anticipated antecedent variables which include: (1) long-term organizational vision, (2) corporate governance mindset, (3) ethical orientation culture, (4) dynamic competitive change, and (5) market expectation pressure, and each dimension of social accounting implementation.

The reasons above demonstrate that the companies' expressions of responsibility through social accounting implementation is an important and critical



strategy for firm sustainability. This motivates the present research to increase the understanding of social accounting implementation. That is, to illustrate, this study has explored that results of the previous studies about social responsibility are diversely and contrastively presented according to the concept of mixed research (Rahahleh and Sharairi, 2008; Saeidi et al., 2015). In addition, their results are based on a secondary data method (Duff, 2016; Michelon et al., 2015). Most of the prior research follows the narrative approach, which means that the empirical research using questionnaires is limited in number (Moghadam et al., 2016; Spence, 2009). This can be supported by Spence (2009) who suggests that, in the future, research should not consider only the social accounting critiques or business behaviors, but should also be aware of the actual applying of such accounting, and start to consider the modes in which accounting can enrich the perspectives of the public which is influential as to the economy. Moreover, in the past, many researchers in developed countries have widely studied social accounting (Suttipun and Nuttaphon, 2014). However, few studies have researched developing countries such as the Arabian countries, South Africa, and Jordan (Kamla et al., 2012; Rahahleh and Sharairi, 2008; Soobaroyen and Ntim, 2013), including Thailand.

This study investigates firms listed on the Stock Exchange of Thailand (SET) because the literature has recognized this country's high level of experience in social (or ethical) and environmental reporting. The main question in the study is: "How does social accounting implementation influence firm sustainability?" This study expected that contributions of this research would include both theoretical and managerial contributions. The theoretical contribution relates to conceptualizing social accounting implementation as a multi-dimension, which is a newly-developed dimension. Furthermore, this research presents the logical link between the conceptual framework by the stakeholder and contingency theories. Finally, the results of this research may contribute to managerial practices that concentrate on social accounting implementation to build a competitive advantage, as well as to support and enhance sustainable survival of businesses in Thailand.



Purposes of the Research

The main research objective is to examine the effects of social accounting implementation on firm sustainability. The following explains all research objectives:

1. To investigate the relationships among each dimension of social accounting implementation (human rights accounting, community participation presentation, social impact reporting, environmental management accounting practice, and regulation compliance disclosure) and stakeholder acceptance continuity, organizational value increase, corporate image outstanding, and firm sustainability;
2. To examine the impacts of stakeholder acceptance continuity, organizational value increase, and corporate image outstanding, on firm sustainability;
3. To investigate the effects of long-term organizational vision, corporate governance mindset, ethical orientation culture, dynamic competitive change, and market expectation pressure, on each dimension of social accounting implementation;
4. To analyze the relationships among five dimensions of social accounting implementation and stakeholder acceptance continuity, organizational value increase, corporate image outstanding, and firm sustainability by designing organization-stakeholder relationships as a moderator, and;
5. To test the moderating effects of organizational learning capability on the relationships among long-term organizational vision, corporate governance mindset, ethical orientation culture, dynamic competitive change, market expectation pressure, and each dimension of social accounting implementation.

Research Questions

The key research question is, “How does social accounting implementation influence firm sustainability?” Moreover, the specific research questions are presented as follows:

1. How does each dimension of social accounting implementation (human rights accounting, community participation presentation, social impact reporting, environmental management accounting practice, and regulation compliance disclosure)



relate to stakeholder acceptance continuity, organizational value increase, and corporate image outstanding, and firm sustainability?

2. How do stakeholder acceptance continuity, organizational value increase, and corporate image outstanding have an impact on firm sustainability?

3. How do long-term organizational vision, corporate governance mindset, ethical orientation culture, dynamic competitive change, and market expectation pressure influence each dimension of social accounting implementation?

4. How do organization-stakeholder relationships moderate the influence of each of five dimensions of social accounting implementation on stakeholder acceptance continuity, organizational value increase, corporate image outstanding, and firm sustainability?

5. How does organizational learning capability moderate the relationships among long-term organizational vision, corporate governance mindset, ethical orientation culture, dynamic competitive change, and market expectation pressure on each of five dimensions of social accounting implementation?

Scope of the Research

This research focuses on the examination of the impact of social accounting implementation (human rights accounting, community participation presentation, social impact reporting, environmental management accounting practice, and regulation compliance disclosure) on firm sustainability through the mediator variables (stakeholder acceptance continuity, organizational value increase, and corporate image outstanding). In addition, this research needs to study the moderating effects of organization-stakeholder relationships on the relationships between five dimensions of social accounting implementation and stakeholder acceptance continuity, organizational value increase, and corporate image outstanding. Moreover, the antecedents include five variables: long-term organizational vision, corporate governance mindset, ethical orientation culture, dynamic competitive change, and market expectation pressure. Similarly, each antecedent variable is hypothesized to examine its influence on social accounting implementation. Furthermore, this research demonstrates the moderating effects of organizational learning capability on the relationships between long-term



organizational vision, corporate governance mindset, ethical orientation culture, dynamic competitive change, market expectation pressure and social accounting implementation.

In this research, social accounting implementation refers to the accounting practice of the firm that is comprehensive recognition, record, categorization, summary, and voluntary reporting that mainly relate to social issues which include information about human rights, community activities, social and environmental impacts, and regulation compliance. Social accounting implementation comprises five dimensions: human rights accounting, community participation presentation, social impact reporting, environmental management accounting practice, and regulation compliance disclosure. Human rights accounting refers to the accounting practice and reporting mainly involving the importance of rights of the individual, management and human resource development, employee-interest, and fair labor practices which must show respect, and safeguard the lives and dignity of all people. Community participation presentation refers to the presentation of information about participation between the firm and the community to develop and enhance the strength of the community (especially, host community), including supporting employment, development of vocational skills, and participation that contributes to improving the quality of social life, nature, and cultural and environmental restorations. Social impact reporting refers to the process of the reporting about the actions of the firm which have a direct and indirect effect on society through reporting on support of social projects that include risk analysis, and managing social impact. Environmental management accounting practice refers to the scope or procedure for accounting that provides essential financial and non-financial information for corporate environmental management to support the decision-making of both internal and external stakeholders. Regulation compliance disclosure refers to the processes that focus on presentation and communication of informations regarding regulatory, strict compliance based on an ethical business to express overall social responsibility. The five dimensions of social accounting implementation are hypothesized in relationship to stakeholder acceptance continuity, organizational value increase, and corporate image outstanding.

The consequences of social accounting implementation include stakeholder acceptance continuity, organizational value increase, and corporate image outstanding.



Stakeholder acceptance continuity reliable and trustworthy without prejudice in the long-term about the social responsibility of the organization. Organizational value increase is the operational outcome of an organization's financial performance. Corporate image outstanding involves the result of beliefs, feelings, satisfaction, or good attitudes that stakeholders come to perceive of as exceptionally good corporate responsibility. Besides, stakeholder acceptance continuity, organizational value increase, and corporate image outstanding are expected to have an impact on firm sustainability. The independent variable in this research is firm sustainability. It refers to the continuity of maintainability and increasing economic wealth, and includes accepted, supported, and trusted reliability by relevant stakeholders who are important to the long-term existence and achievement of a firm.

In addition, the antecedents of social accounting implementation in this research include five variables: (1) long-term organizational vision, (2) corporate governance mindset, (3) ethical orientation culture, (4) dynamic competitive change, and (5) market expectation pressure. Long-term organizational vision is the organization's identity and ideal that represent shared vision, promote learning, and use technology in the organization to achieve its goals and align with its strategic management in the future. Corporate governance mindset means the intention to follow the processes and principles enhancing fairness, transparency, and the responsibility to incorporate the confidence of stakeholder and shareholders. Ethical orientation culture is the shared values and beliefs about the business moral base on responsibilities, and avoiding unethical behavior. Dynamic competitive change involves the constant awareness of the uncertainty associated with the competitive change. Market expectation pressure is the external pressure with the need to see that the business operates responsibly toward society and is coupled with efficient operations.

This research proposes that an organization-stakeholder relationship moderates the relationship between each dimension of social accounting implementation and its consequences (stakeholder acceptance continuity, organizational value increase, corporate image outstanding, and firm sustainability). Meanwhile, organization-stakeholder relationship is a good relationship between organizational and multiple stakeholders through good communication. Furthermore, organizational learning capability is a moderator variable between the antecedents and social accounting



implementation. Organizational learning capability relates to firm competence about commitment, open-mindedness, shared vision, knowledge sharing, and generates knowledge for responding to dynamic changes. This research develops a framework by using two theories consisting of the stakeholder theory and contingency theory to explain the relationship between the variables.

In addition, the population in this research is the listed firms in Thailand, which were taken from the database of the Stock Exchange of Thailand (SET). The listed firms in Thailand are businesses of interest for this research because these firms are more aware of social responsibility and are concerned with social and environmental impacts. Hence, the listed firms in Thailand are of interest in this study, which results are expected to demonstrate that social accounting implementation is important and increases firm value. In this research, accounting executives from each firm are the key participants. The data were collected by means of a questionnaire. Multiple regression analysis is used to test the hypotheses.

Organization of the Dissertation

The research is organized into five chapters. Firstly, chapter one shows an overview and the motivation of this research. The research objective presents both main and specific purposes. Moreover, this chapter demonstrates the research questions and the scope of the research and the organization of the dissertation. Second, chapter two includes the literature review with a comprehensive description about of the conceptual model, the definition of each variable, and explains the relationship between the constructs with support by a theoretical framework to confirm all hypotheses in the empirical testing. Next, chapter three represents the research method, including the sample selection and data collection procedures, the variable measurements of each construct, the measurements of the variables, the instrumental examination, and the statistical equations to test the hypotheses. After that, chapter four shows the empirical result of this study and discussion. Lastly, chapter five exhibits the conclusion, the theoretical and managerial contributions, the limitations, and suggestions for future research.



CHAPTER II

LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

Chapter one provides the overview of the information with social accounting implementation which entails the research motivation, the purposes of the research, the key research questions, and the scope of the research. This chapter demonstrates to better understand social accounting implementation which emphasizes the theoretical foundation, the conceptual framework, the relevant literature review, and the research hypothesis development. The key construct of the conceptual model of this research is social accounting implementation. This research provides empirical evidence that social accounting implementation may enhance firm sustainability with regards to the antecedents and the consequences of social accounting implementation. The stakeholder theory is applied in this research to explain how social accounting implementation affects firm sustainability through stakeholder acceptance continuity, organizational value increase, and corporate image outstanding. Furthermore, the contingency theory is useful to give an explanation of the linkage among the antecedents of social accounting implementation including long-term organizational vision, corporate governance mindset, ethic orientation culture, dynamic competitive change, and market expectation pressure on social accounting implementation. The literature review is conducted to provide an understanding of all constructs in the proposed conceptual model and to develop the research hypotheses for testing.

The contents are divided into three sections: the theoretical foundations which are used to explain the conceptual model, relevant literature reviews and research hypotheses development, and summary, respectively.



Theoretical Foundations

Many theories have been used in previous studies to explain social and environmental accounting. For example, the legitimacy theory has been used to explain how social accounting with can generate legitimacy for a firm within the community (Killian and O'Regan, 2016) and it was used to study corporate social responsibility disclosure (Anas et al., 2015). Some scholars have used the legitimacy theory and political economy theory to explain the trends of corporate social reporting (Ratanagongkol et al., 2006). Stakeholder theory was used by Anas et al. (2015), Barako and Brown (2008), Roberts (1992), Soobaroyen and Ntim (2013), and Suttipun and Nuttaphon (2014) to explain why and how firms strive to harmonize their activities with stakeholder demand through the communicative channel of social reporting. Moreover, the signaling theory has been used to explain voluntary corporate social responsibility disclosure that is one of the signaling means, where companies would disclose more information than mandatory information required by laws and regulations in order to signal stakeholders (Campbell et al., 2001). Furthermore, the institutional and contingency theories have been used to explain the fit between two or more factors and concepts as an impact on organizational outcomes and the development of sustainability reporting which includes social and environmental disclosure (Dagiliene, 2014; Husted, 2000).

However, in this research, only two theories were used to explain the relationship linkage of the conceptual model. The two main theories promoting this research are the stakeholder theory and the contingency theory. Because the stakeholder theory is premised on the notion that stakeholder expect the firms to demonstrate more ethical responsibility, their operating activities focus only on the benefits without considering the impacts on society and environment. Therefore, to respond to stakeholder demands of stakeholders, the channel of communication through social and environmental reporting is increasingly important (Golob and Bartlett, 2007). Likewise, the contingency theory explains the phenomenon, where achieving fits, or the congruency between social responsibility and its internal and external environmental factors is important (Yuen et al., 2016).

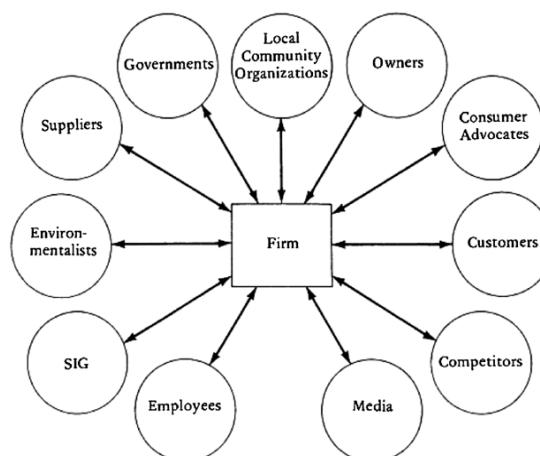


Indeed, the stakeholder theory is highlighted to introduce of the relationship between social accounting implementation and the consequent variable and explains organizational stakeholder relationships as the moderating effect of social accounting implementation and its consequences. The contingency theory is used to describe the linkage among antecedents of social accounting implementation, and has applied them to explain organizational learning capability as the moderating effect between each antecedent and each dimension of social accounting implementation. Therefore, each theoretical framework is described as follows:

Stakeholder theory

The stakeholders are any individual or a group of individuals who are influential or influenced by operations and activities to achieve the organization's objective (Freeman et al., 2010). Stakeholders of business are shown in Figure 1 (Freeman, 1984:25). In addition, Freeman et al. has also illustrated a diagram showing creating value for stakeholders which can split into two main groups. The first group is primary stakeholders include employees, financiers, customers, suppliers, and communities. The secondary stakeholders group who includes government, competitors, consumer advocate groups, special interest groups, and media. Furthermore, business management must be aware of cooperation with all stakeholders to link legitimacy and responsibility in policies formulation and strategies of the organization to respond need, interest, and the effect of all stakeholders.

Figure 1 Diagram of Stakeholders Map



Stakeholder theory explains why a corporation tends to have voluntary information disclosure, and stakeholders are the parties that have interest in the firm, including firms' activities. Therefore, the demand of stakeholders for more information motivates businesses to disclose information voluntarily (Uyar et al. 2013). This theory is the foundation of developing social and environmental responsibility concepts and voluntary disclosure. Stakeholder theory is the need of gaining support from powerful stakeholders to ensure that the business will be able to be sustainable (Soobaroyen and Ntim, 2013).

Prior research indicates that the stakeholder theory predicts social responsibility disclosure, and has discovered that the power of stakeholders, the strategy of corporation, and economic performance are significantly related to levels of social disclosure (Roberts, 1992). Moreover, stakeholder theory can describe the social responsibility perspective that can be achieved through stakeholder relations management (Steurer et al., 2005). In addition, the stakeholder theory helps also to explain the motivation of companies in voluntarily disclosing information (Uyar et al. 2013). Around the same time, social responsibility disclosures in general are influenced by the information needs of all stakeholders, the emphasis in the quality of disclosure practices, and awards for corporate social responsibility disclosures in annual reports (Anas et al., 2015). Furthermore, the stakeholder theory was used to describe factors that influence corporate social responsibility reporting on websites of listed firms in Thailand (Suttipun and Nuttaphon, 2014). The above previous research explains that such information is necessary for the decision-making of stakeholders. Therefore, to respond to stakeholder demand, the corporation finds it is necessary to provide information through increasing reporting and information disclosure.

From an accounting perspective, reporting is the primary process of communicating with stakeholders by annual reports, financial statement, and other information (Smith et al., 2005). This research examines the social accounting implementation issue from the stakeholder theory by highlighting five dimensions of social accounting implementation which are human rights accounting, community participation presentation, social impact reporting, environmental management accounting practice, and regulation compliance disclosure. Therefore, the stakeholder theory provides a useful, conceptual framework to develop hypotheses which are



comprehensive the relationships among social accounting implementation and its consequences that include organizational stakeholder relationship as a moderator variable.

Contingency theory

Based on corporate environmental change, corporation attempt to match their strategy to fit with an appropriate situation, which is important for decision-making. This reason for action is dependent on internal and external factors. Furthermore, the contingency theory is applied to describe the phenomena of social and environment responsibility strategy improvement as to the environmental change factor.

The contingency theory is a classic theory and it is related to the fit between the elements of the theory. Fit is defined as a match between two or more factors and a concept as an impact on organizational outcomes (Husted, 2000). In addition, the contingency perspective is optimum management or an organization that depends on the various internal and external constraints. Besides, some contingency factors as each internal and external factors may influence firm performance (Ganescu, 2012). Moreover, strategic planning must be according to the nature of social problems. The previous research indicates that the contingency theory is one of the most applied theoretical approaches in management accounting research, a discipline from which environmental management accounting has developed; and this result shows that environmental strategy, industry and organization size have a significant relationship with the present and future use of environmental management accounting (Christ and Burritt, 2013). Similarly, social structural influence (an external factor) and organizational contextual influence (an internal factor) are two main motivations enhancing the development of environmental management accounting in local government (Qian et al., 2011). Likewise, the contingency theory also explains the fit between a firm's social responsibility and its environment that affects financial performance (Yuen et al., 2016, Yuen et al., 2017).

Accordingly, this theory was applied to long-term organizational vision, corporate governance mindset comprised of: ethical orientation culture, dynamic competitive change, and market expectation pressure that are a support for business, which can enhance social accounting implementation success. Therefore, the contingency



theory is used to examine the effectiveness of the antecedent and moderator variables on social accounting implementation.

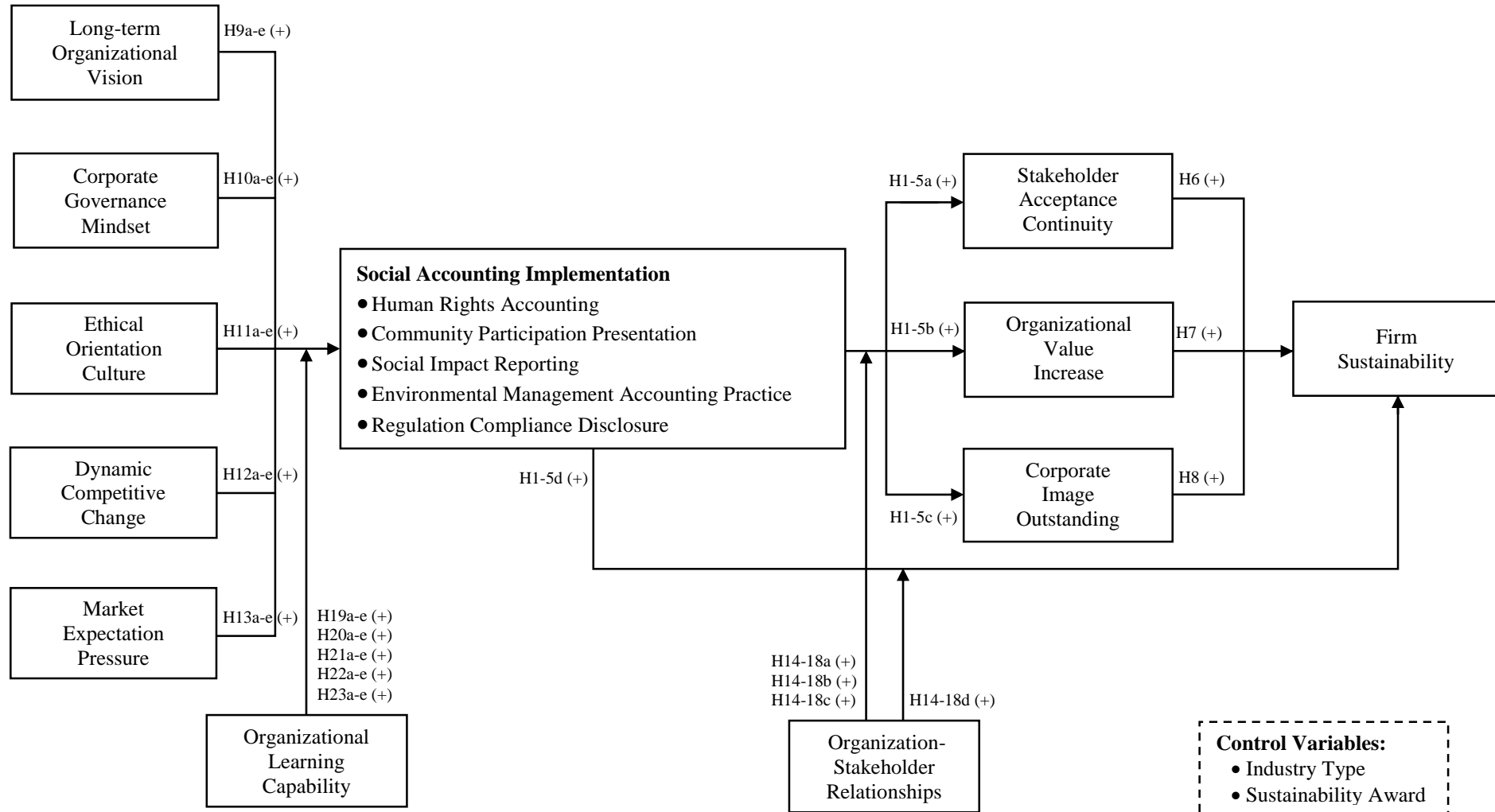
Relevant Literature Reviews and Research Hypotheses Development

This section demonstrates the literature review that is relevant to the conceptual framework. According to the theoretical foundations, this is developed toward the integration of the stakeholder theory and contingency theory. Social accounting implementation is the main variable and the center of this research. In order to understand all relationships, the literature review is organized into four sections.

Firstly, as described earlier, this research purposes that five dimensions of social accounting implementation are positively and directly associated with firm sustainability. In addition, the mediating effects of stakeholder acceptance continuity, organizational value increase, and corporate image outstanding are tested. Secondly, stakeholder acceptance continuity, organizational value increase, and corporate image outstanding are supposed to have a positive relationship with firm sustainability. Thirdly, the five antecedents of social accounting implementation (long-term organizational vision, corporate governance mindset, ethical orientation culture, dynamic competitive change, and market expectation pressure) are investigated, and are expected to affect positive relationships. Finally, this research also determines that the strength of organizational-stakeholder relationships increases the relationships between social accounting implementation and its consequences. Similarly, the organizational learning capability is expected to strengthen the relationship between social accounting implementation and antecedents. Therefore, figure 2 demonstrates the relationship among each dimension of social accounting implementation, antecedents, consequences, and the moderating variable.



Figure 2 Conceptual Model of the Relationships between Social Accounting implementation and Firm sustainability



Social accounting implementation

Social accounting is a channel of communication by which companies take responsibility for social and environmental impacts as well as the economic impact between companies, and between internal and external stakeholders (Golob and Bartlett, 2007; Mathews, 1995). Social accounting is widely understood as being about the presentation and reporting of social issues, with social accounting competing with values and economic factors (Ball and Seal, 2005). Social accounting helps the extended, traditional financial accounting framework which gives a perspective to businesses interaction with society (Chetty, 2011).

Past periods have shown that the social accounting has not been accepted and enthusiastically adopted in corporation (Gray, 2002). However, under pressure from affected markets and communities, the business organization indicates which more social and environmental disclosure (Tengblad and Ohlsson, 2010). From the above reasons, it is seen that the business organization needs to provide information for the decision-making of users. Sufficient information is important for investors and other stakeholders for making the decisions because insufficient disclosure likely generates difficulty in financing for the operation (Uyar et al., 2013). Thus, social accounting is an accounting procedure which extends traditional accounting practice and reporting (Care, 1986). Social accounting can provide sufficient monetary and non-monetary information for the stakeholder. Ball and Seal (2005) assure that social accounting invokes the reliance of a community and justice in the distribution of social resources, which accounting process guide how communities make decisions about their social resources. Social accounting is the emergence of a new account which has a wider concept and challenge in accounting (Gray et al., 2014). Moreover, the essence of social accounting is not only to broaden the domain of information that is considered, and to understand the impact of the organization, but also to look at the organization from the perspective of its many stakeholders, and not simply its shareholders (Mook et al., 2003).

Therefore, in this research, social accounting implementation refers to the accounting practice of the firm that has comprehensive recognition, a record, categorization, a summary, and voluntary reporting that mainly relate to the social issues which include information about human rights, community activities, social and



environmental impacts, and regulation compliance (Moghadam et al., 2016; Nikolaou and Evangelinos, 2010).

This research attempts to generate new dimensions from definitions of social accounting and the concept of corporate social responsibility includes the concepts of previous research. The definitions of social accounting in table 1 more clearly emphasize the broadening of the scope of social accounting. Overall, the definitions of social accounting are the accounting process of a corporation that includes ordering, measurement, analysis, and reports about: a) product data, b) employee interests, c) effect on society and environment, and d) community activities. Social accounting is accounting practice with extended traditional accounting practice and reporting (Care, 1986; Kaya and Yayla, 2007).

In addition, the Global Reporting Initiative (GRI) is an institute that enhances organizations' sustainability reporting which covers the economy, environmental issues, social impacts, human rights, and product responsibility. These reports realize the importance of providing the quality of reports, with transparent and verifiable information. The results of the reports can be used to communicate and establish reliability with stakeholders (Global Reporting Initiative, 2016). The Thailand context uses guidelines from the iCSR reporting framework developed by the Thaipat institute which follows the GRI standard.

Next, the concept of corporate social responsibility is another concept that has been use in developing the dimensions of social accounting, because it is a foundation of voluntary accountability. Previous research suggests the pyramid of corporate social responsibility of Carroll, which has been recognized in the business field with the following responsibilities. Carroll's pyramid of corporate social responsibility includes economic, legal, ethical, and philanthropic elements (Carroll, 1991). Four elements begin with the foundation by which the organization is primarily responsible in the economy. This means being responsible for managing the business for profit, which has importance to the business survival. At the same time, business entities are expected to respect all types of law related to the business, which is beyond that basic responsibility. Moreover, organizations should be ethical, honest, and fair to avoid causing harm to stakeholders (employees, consumers, the environment, and others). A good citizen of the society by providing support a financial donation and improve the quality of life of



the community. Seven major categories for the evaluation of the corporate social responsibility concept is as follows: community involvement, corporate governance, labor security, health promotion, environmental protection, human rights, and business standards, which fundamentals of ethics will be a stepping stone to the rise of good corporate citizenship (Pirsch et al., 2007).

From the above, this research integrates the definition of social accounting, the guidelines of the iCSR reporting framework, Global Reporting Initiative, and concepts of corporate social responsibility, and previous research, which develop five dimensions of social accounting implementation; namely, human rights accounting, community participation presentation, social impact reporting, environmental management accounting practice, and regulation compliance disclosure. Each dimension of social accounting implementation above can be clearly explained in the next section.

Table 1 Summary of Definitions of Social Accounting

Source	Definitions
Care (1986)	The accounting procedure that includes ordering, measurement, and analysis about effect to social and economic from organization behavior. It is accounting procedure with extending traditional accounting practice and reporting.
Mathews (1995)	The enlargement of accounting reports to cover product information, employee interests, environmental impact, and community activities. Social accounting is an accountability of accountants about practical ethical behavior in the presentation of accounting reports.
Richmond et al. (2003)	A systematic analysis of the internal and external effects of an organizational which is in interest of communities or stakeholders, with stakeholder used information from accounting statement for analyzing and decisions making.



Table 1 Summary of Definitions of Social Accounting (continued)

Source	Definitions
Kaya and Yayla (2007)	The order, measurement and analysis of the social and economic of governmental and business behavior. In addition, social accounting as cover and extend present accounting. Because, the traditional accounting has limited in the financial, managerial, and national income areas.
Spence (2009)	The components of the practice about social, environmental and sustainability accounting and reporting.
Nikolaou and Evangelinos (2010)	Addition of accounting reports include products data, employees' interests, effect on environmental, and community activities, overall these information is disclosed on a voluntary basis. Social accounting is accounting methods with cover record and disclosure about society issues.
Moghadam et al. (2016)	The accounting process including collection, measurement, and reporting of accounting data between organizations and the community around it. The main of social accounting is measuring and reporting of organization about effects of surrounding on the social and environmental (includes monetary and non-monetary information)
Killian and O'Regan (2016)	The process by which a business account for reporting the economics and social issue. Social reports are one consequence of social accounting and reporting.



Table 2 Summary of Key Literature Review on Social Accounting Implementation

Source	Type of Research	Title	Results
Ball and Seal (2005)	Qualitative	Social justice in a cold climate: Could social accounting make a difference?	Social accounting does not exist at a systems level, but social accounting might be a matter of enacted and accommodated within a system in local government organizations of English. Moreover, this research recommends that local government accountants should be morally responsibility and establish social justice with development concept of social accounting in the future.
Kuasirikun (2005)	Mixed Method	Attitudes to the development and implementation of social and environmental accounting in Thailand	Accountants, auditors, and accounting professors in Thailand positive attitude in regarding to social and environmental accounting. Moreover, the development and implementation of social and environment accounting found that overall need to be discussed and begun at this fundamental regulatory stage. The boards of representatives who have know-how would enable to develop a more balanced reporting structure which is transparency of firm accountability for other stakeholders in Thai.

Table 2 Summary of Key Literature Review on Social Accounting Implementation (continued)

Source	Type of Research	Title	Results
Rahahleh and Sharairi (2008)	Quantitative	The extent of social responsibility accounting application in the qualified industrial zones in Jordan	The qualified industrial zones in Jordan there were relatively few awareness and that there was no full implementation of the concept of social accounting. The research suggests that they should encourage the training courses and workshop for accountant and other workers in social accounting.
Kamla et al. (2012)	Qualitative	Understanding Syrian accountants' perceptions of, and attitudes towards, social accounting	Syrian accountants perceive an important role of a social accounting in increasing well-being in the dynamic context, similarity the Western. While, they were unwilling to see the development and implementation of social accounting in Syria which is urgent issue. It could be because the social accounting is a new form of accounting for Syrian accounting that it takes time for them to understand. In addition, oppressive situation in Syria influences to the development and implementation of social accounting.

Table 2 Summary of Key Literature Review on Social Accounting Implementation (continued)

Source	Type of Research	Title	Results
Soobaroyen and Ntim (2013)	Qualitative	Social and environmental accounting as symbolic and substantive means of legitimation: The case of HIV/AIDS reporting in South Africa	From content analysis indicates that public company in the case of HIV/AIDS reporting use a combination of symbolic and substantive disclosure to moral legitimacy and pragmatic legitimacy. Overall, the finding illustrates that this analytical framework increases comprehension regarding how symbolic and/or substantive social disclosure of organizational legitimacy.
Gray et al. (2014)	Narrative	New accounts: Towards a reframing of social accounting	This paper reconsiders the potential of the social accounting project and argues for the importance of accounts as a means of interstitial transformation as a complement to the traditional privileging of accounts directed towards symbiotic transformations.

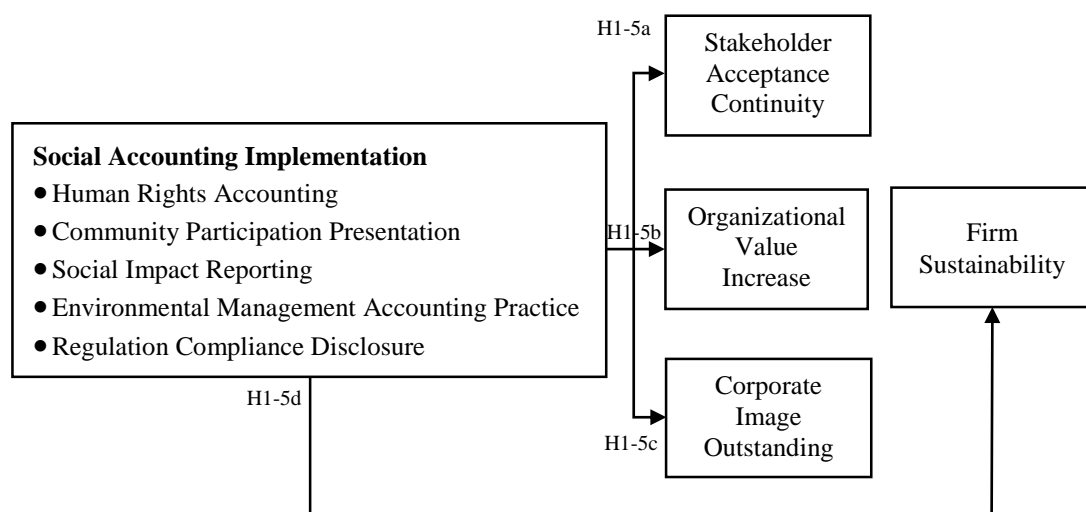
Table 2 Summary of Key Literature Review on Social Accounting Implementation (continued)

Source	Type of Research	Title	Results
Killian and O'Regan (2016)	Qualitative	This research explores about social accounting of company how can create legitimacy for a local community, study by an in-depth interview.	Social accounting can lead to symbolic power, directing legitimacy and strength to the firm. The building of legitimacy depend a "shared silence" for success and social accounting functions which contributes to this silence between the community and the company. In additional, this study provides conceptual social accounting process as similar to mapmaking, drawing the local social geography and supported relationships between the community and the company.

The Relationship each Dimension of Social Accounting Implementation and Its Consequences

This section illustrates the examination of the relationships of each dimension of social accounting implementation consisting of human rights accounting, community participation presentation, social impact reporting, environmental management accounting practice, and regulation compliance disclosure; and four critical consequences which are stakeholder acceptance continuity, organizational value increase, corporate image outstanding, and firm sustainability. These relationships are presented in Figure 3.

Figure 3 The Effects of each Dimension of Social Accounting Implementation on Its Consequences



Human Rights Accounting

The business organization needs to respect the life and dignity of every human, because it is a foundation of management and human resource development, including human relations. Therefore, human rights are moral rights that include protection for workers of corporation from abuse and showing their respect for living a human life in dignity (Wettstein, 2012). Human rights defined as the fundamental principles about freedom and living with dignity for individuals, freedom to show independent beliefs, and



freedom from abuse (Gray and Gray, 2011). It is common that a firm expects to express responsibility for society with respect to human values and human rights.

Therefore, for the reasons above, corporate enterprises should respect human rights. The corporate responsibility to respect human rights refers to giving expression and to having compliance with the conditions of the International Bill of Human rights and the principle of fundamental rights set by the International Labor Organization's Declaration on Fundamental Principles and Rights at Work (Ruggie, 2011). An organization should be accountable for the operation in relation to human rights, and should report about it on its performance, because the human rights report effects the worth of organization in such reporting. In addition, prior studies demonstrate about the role of accounting in discourse (Dagiliene, 2014; De Villiers and Van Staden, 2010; Dhaliwal et al. 2011; Qu et al., 2013). Few studies have considered human rights, especially in the context of social and environmental accounting (Gallhofer et al, 2011; Lauwo and Otusanya, 2014; Pianezzi and Cinquini, 2016). Human rights is critical to such discourse (Hazelton, 2013), because the expansion in a nation's economy includes foreign investments that have implications for protection of human rights (Sikka, 2011). Therefore, multinational companies risk management by protecting and enhancing human rights. Traditional accounting appears to be incapable of responding to emerging issues that are accounting for human rights. Besides, human rights also do not have an outstanding role in corporate social responsibility reporting in the past (Wettstein, 2012). Moreover, previous research indicated that social accounting may, in principle, help fill a governance gap by enhancing firm management practices and attitudes that leads to human rights support through inter-linkages with potentially influential, ethical consumers and investment movements (Gallhofer et al., 2011). Therefore, from the issues above, one can offer the reporting of human rights in social and environmental issues which include employment and social justice (Gray and Gray, 2011).

In this research, human rights accounting refers to the accounting practice and reporting that involve the main importance of rights of the individual, management and human resource development, employee interest, and fair labor practices which must show respect, and safeguard the life and dignity for all people (Gray and Gray, 2011; Ruggie, 2011; Wettstein, 2012). Therefore, it can be said that human rights accounting



is the communication of data to stakeholders to recognize the social responsibility of a firm (such as reporting the right to life, liberty and security of human resources; promoting equality fairly; and not using child labor). Researchers mentioned that accounting for human rights is important in disclosures for corporations, especially in transnational corporation because human rights disclosures for transnational corporation can reduce operate risks and stabilization clauses in host countries (Hazelton, 2013; Lauwo and Otusanya, 2014; Sikka, 2011). Similarly, prior study indicates that corporations have a stake in information in environmental and human rights reports with regard to their corporate image and reputation (Emeseh and Songi, 2015). However, a study of Pianezzi and Cinquini (2016) reveals that for human rights accountability to be enforced, voluntary or discretionary disclosure is not enough, as it risks being diverted to other purposes (such as reputation-building). However, the risk is that developing an instrumental approach to human rights accountability could persuade companies to respect human rights because it would enable them to achieve better performance and reputation, or more profit. From the above, a firm implementation of human rights accounting may be able to attain greater stakeholder acceptance continuity, organizational value increase, added corporate image outstanding, and firm sustainability. From the discussion, the hypotheses are proposed as follows:

Hypothesis 1a: Human rights accounting is positively related to stakeholder acceptance continuity.

Hypothesis 1b: Human rights accounting is positively related to organizational value increase.

Hypothesis 1c: Human rights accounting is positively related to corporate image outstanding.

Hypothesis 1d: Human rights accounting is positively related to firm sustainability.



Community Participation Presentation

Corporate community participation refers to the involvement of businesses and the local community or refers to a corporate community program in which the corporation operates in local society initiative to meet the needs of the local communities (Delannon et al., 2016; Yekini et al., 2015). Therefore, corporate accountability by community participation is one important key to local community acceptance. The corporation adopts social responsibility and corporate community involvement strategies that can reduce the event of a collision between the community and companies, especially the host community perceptions of positive organizational activities as key factors that can enhance corporate-community relations (Idemudia and Ite, 2006). A study of Delannon et al. (2016), explores the relationship between corporate community engagement strategies and business organizational arrangements. The results showed that the strategies of community engagement with helping to support the corporation can lead to perceiving positively much more for their relations to the community than to emphasize a single strategy.

Therefore, in this research, community participation presentation refers to the presentation of information about participation between the firm and community to develop and enhance the strength of the community (especially, host community), including supporting for employment, development of vocational skills, and participation contribution to improving the quality of social life, nature, cultural and environmental restorations (Delannon et al., 2016; Yekini et al., 2017).

Previous literature indicated that the volume of corporate community involvement disclosure in the annual report has a significant relationship with its total quality score and a strongly positive relationship with the volume of corporate social responsibility that is disclosed (Yekini and Jallow, 2012). Likewise, the corporation demonstrating its social responsibility can enhance firm performance through promoting corporate reputation and competitive advantage. Whereas, a business which ignores social and environmental responsibility is faced with competitive disadvantages (Mirfazli, 2008). Within this community participation presentation, it illustrates a firm's recognition of its responsibility to a group of communities, and their entitlement to information about the issues concerning them in much the same way as shareholders who are entitled to the financial information of the firm. The stakeholder theory has an



influence on community participation disclosure because the local community grants the firm the right to build facilities; and, on the other hand, it of course benefits from the tax base and economic and social contributions of the firm (Freeman et al., 2010). Also the stakeholder theory reflects on the need to garner support from powerful stakeholders to ensure the continued survival of the firm (Freeman, 1984). Also, firms should be good to citizens and not expose the community to unreasonable hazards such as forms of pollution and toxic waste. In addition, firms should keep whatever commitments they make to the community, and operate in a transparent manner as far as possible, which leads to reputation, images, success (Freeman et al., 2007), and good relationships between firms and the local community (Majer, 2013).

From the theory explained above, corporate participation presentation is the corporation that should operate with the public mind toward the local community. It includes reporting transparent information based on moral behavior principles to respond to stakeholders. The hypotheses are proposed as the following.

Hypothesis 2a: Community participation presentation is positively related to stakeholder acceptance continuity.

Hypothesis 2b: Community participation presentation is positively related to organizational value increase.

Hypothesis 2c: Community participation presentation is positively related to corporate image outstanding.

Hypothesis 2d: Community participation presentation is positively related to firm sustainability.

Social Impact Reporting

Social impact refers to the consequences of public or private actions to human populations that have changed people's lives, work, play, or are relates to other organizations to meet their needs. Moreover, social impact is also five components linking well-being with ecosystem service, security, the basic material for a good life,



good health, good social relations and freedom in life (Jones et al., 2017). Similarly, social impact can be defined as a change in people's ways of life, culture, community, political systems, environment, health and well-being, individual rights, fears, and their eagerness (Vanclay, 2003). In addition, the social impact event is defined as the event's effects on quality of life (Yürük et al., 2017).

Therefore, the corporation should consider the assessment and reporting of social impacts toward the stakeholders, including the general public. Social impact assessment refers to the process of analyzing, monitoring, and managing the intended and unintended social impacts. The main objective is to build a more sustainable and impartial human environment (Vanclay, 2003). Hence, communication through reporting about the social impacts of the business is essential in that real disclosing about corporate behavior will benefit all stakeholders, organization, and society (Golob and Bartlett, 2007). Previous research reveals that social impact (proxy as the quality of life concerns) influence a significant negative, direct relationship as found between quality of life concerns and satisfaction. This means that if the quality of life concerns are decreased, satisfaction to events is increased (Yürük et al., 2017).

Therefore, in this research, social impact reporting refers to the process of the intimation about the actions of the firm which have a direct and indirect effects on society through reporting about supporting social projects that include risk analysis, monitoring, and managing social impact (Golob and Bartlett, 2007; Vanclay, 2003). However, at this point, social impact reporting under social accounting implementation has the sufficient potential and possibility to influence stakeholder acceptance continuity, organizational value increase, corporate image outstanding, and firm sustainability. This is because of communication tools and channels which guarantee greater organizational transparency, as well as helping a better understanding for stakeholders (Golob and Bartlett, 2007). To summarize, the hypotheses are proposed as below.

Hypothesis 3a: Social impact reporting is positively related to stakeholder acceptance continuity.

Hypothesis 3b: Social impact reporting is positively related to organizational value increase.



Hypothesis 3c: Social impact reporting is positively related to corporate image outstanding.

Hypothesis 3d: Social impact reporting is positively related to firm sustainability.

Environmental Management Accounting Practice

Business organizations around the world show efforts to respond to increasing pressure from all stakeholders about their operation which has an effect on the physical environment, indicating the importance and the challenge of sustainable environmental management (Christ and Burritt, 2013). Corporate environmental responsibility as a strategic idea for business, and the implementation of competitive environmental strategy, have become important for awareness among worldwide organizations (Pondeville et al., 2013). Competitive environmental strategy refers to the organizational strategic purpose by the integration of environmental ambitions to build a competitive position for the corporation in the future (Journeault et al., 2016). Moreover, an expression of social and environmental responsibility will reflect that the corporation does not neglect the impact on the community and environment from their operations. One method recommended for business is environmental management accounting. The purpose of environmental management accounting reports environmental information to both the internal and external stakeholders for decision-making. According to the prior literature, environmental strategy, environmentally-sensitive industries, and organizational size influence a significant relationship with the present and future use of environmental management accounting (Christ and Burritt, 2013).

Environment management accounting is defined as the identification, generation, allocation and use of environmental information that is comprehensive for both the physical and monetary information to support a business organizations decision to achieve a business goal (Bartolomeo et al., 2000; Mokhtar et al., 2015). Moreover, environmental management accounting, as a corporation, attempts to record data about environmental cost which is not only about monetary units but also includes environmental management in physical units (Jasch, 2003). Environmental



management accounting helps firms communicate the information to all the stakeholders. The corporation needs environmental disclosure to generate competitive advantage in current, intense, competitive situations (Tilt, 2006). Therefore, it can be said that the above accounting will help to prepare useful information to be used for external reporting about environmental management of an organization. Especially, the role of environmental management accounting is the method of measuring firm performance. Moreover, the role of environmental management accounting is important in every firm, especially in manufacturing organizations, because it provides useful information for both the internal and external stakeholders for decision-making about environmental cost and worth of investment that includes helping to measure the environmental impact from operations of the organization with an impact to the overall environment (Qian et al., 2011; Ribeiro and Aibar-Guzman, 2010).

Social and environmental accounting research leads to a better understanding for reporting practices (Albelda, 2011; Gray, 2002). The previous research illustrates that voluntary environmental disclosures enhance firm value and firm performance, and argues that a proactive environmental strategy as the signaling to investors which promotes a firm's stock price (Clarkson et al., 2013). On the other hand, prior research found that environmental performance is negatively related to both voluntary environmental disclosure and firm reputation, while voluntary environmental disclosure has a significant positive relationship to firm reputation. In addition this result indicates that the role of voluntary environmental disclosure mediates the effect of low environmental performance on firm reputation (Cho et al., 2012). Moreover, good environmental policies disclosure does not significantly and negatively affect short-term profitability. It also found a significant relationship between good environmental reporting, and market valuation and long-term performance (Connelly and Limpaphayom, 2004). In addition, the measures of environmental accounting practices include elaboration on environmental budgets, environmental accounting indicators, calculations of environmental costs, budgetary funds to environmental projects, accounting recognition of environmental issues, environmental disclosure information, environmental report for sustainability, and disclosure of environmental financial information in other reports (Ribeiro and Aibar-Guzman, 2010). The above-mentioned, shows the expression of environmental management through accounting practice by



covering the monetary and physical information that has influenced stakeholder decisions. The need to report environmental information is increasingly distinct, especially by listed companies on the stock market. Accordingly, using environmental management accounting techniques helps make management decisions on information and how considerable environmental performance improve potentials (Schaltegger et al., 2012).

This research defines environmental management accounting practice as a scope or procedure for accounting that provides essential financial and non-financial information for corporate environmental management to support the decision-making of both the internal and external stakeholders (Burritt and Saka, 2006; Mokhtar et al., 2015; Yakhou and Dorweiler, 2004). Financial information (monetary information) in the environmental management perspective correlates to costs and earnings and savings; while non-financial information (physical information) relates to the usage of natural resources that include: water, energy and material (including waste) (Ismail et al., 2014; Papaspyropoulos et al., 2012).

The above-mentioned indicates that corporation should demonstrate environmental responsibility by providing information regarding effects on the environment for decision-making purposes, and for good reporting to stakeholders. These will increase stakeholder acceptance continuity, increase value of the organizational, outstanding image of corporation, and firm sustainability. Based on the discussion, the hypotheses are demonstrated as the following.

Hypothesis 4a: Environmental management accounting practice is positively related to stakeholder acceptance continuity.

Hypothesis 4b: Environmental management accounting practice is positively related to organizational value increase.

Hypothesis 4c: Environmental management accounting practice is positively related to corporate image outstanding.

Hypothesis 4d: Environmental management accounting practice is positively related to firm sustainability.



Regulation Compliance Disclosure

Currently, corporate social responsibility becomes important for business operations which do not only focus on firm performance to build profit and wealth for the shareholder or owner. The International Organization of Standardization (ISO) 26000 has provided the guideline for social responsibility which has the top goal for corporate sustainable development and communication to stakeholders. Therefore, the importance of the communication approach is reporting information about corporate social responsibility to all stakeholders. Many countries encourage listed companies and large parties to prepare a report on social responsibility that is done by the rule of the guidelines and by voluntarily disclosure.

In the context of Thailand, the securities exchange commission (SEC) has announced the rules, conditions, and disclosure of corporate social responsibility information in its annual registration statement (56-1) and annual report of business (56-2), effective from January 1, 2014 and afterwards. Moreover, the securities exchange commission of Thailand provides a guideline of social responsibility practice for corporation and supports that the corporation should have an expression of society and environment because the operation of business affects society and environment with both a direct and indirect effect.

Regulation compliance is the one criterion which forces information disclosure of the corporation to comply with regulations and legitimacy by continued voluntary disclosure (Gray, 2000). Similarly, Thai people focus on regulation more than true conscientiousness for social and environmental responsibility; so the regulation is important for compliance (Kuasirikun, 2005). However, being forced by regulation is less information disclosure than by voluntary disclosure (De Villiers and Van Staden, 2010). Although such disclosure of the social and environmental responsibility is by voluntary disclosure of a corporation, the absence of strong regulatory obligation and regulatory compliance becomes selective and voluntary if unchecked (Yakovleva and Vazquez-Brust, 2012). However, voluntary disclosure is not only competitive advantage, but also it is a foundation for business ethics (Cacioppe et al., 2008; Ertop, 2015), by which business ethics may respond to the stakeholder's perception and lead to stakeholder acceptance, firm added value, create image, and firm survival in the long-term.



Therefore, in this case, regulation compliance disclosure is defined as the processes that focuses on presentation and communication information of strict regulatory compliance based on ethical business to express overall social responsibility (Ertop, 2015; Yakovleva and Vazquez-Brust; 2012). Hence, the hypotheses are posited as follows.

Hypothesis 5a: Regulation compliance disclosure is positively related to stakeholder acceptance continuity.

Hypothesis 5b: Regulation compliance disclosure is positively related to organizational value increase.

Hypothesis 5c: Regulation compliance disclosure is positively related to corporate image outstanding.

Hypothesis 5d: Regulation compliance disclosure is positively related to firm sustainability.

Firm sustainability

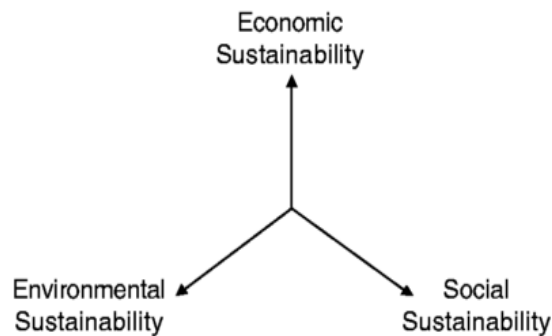
The interest in corporations sustains a shift in focus from short-term performance to result in longer-term strategies that can support continuous sustainability (Perrott, 2015). Similarly, a firm should maintain and grow sustainable comprehensive economy, society, and environment because these three types are key elements of corporate sustainability (Svensson and Wagner, 2015). Therefore, to focus on economic sustainability will succeed in the short-term only; but in the long-term, sustainability requires all three dimensions of corporate sustainability (see Figure 6). Some others called this the 3P approach, based on the three foundations of prosperous, sustainable firms that include people, planet and profits (Perrott, 2015).

Sustainable organizations are creating economic value, good ecology, strong communities, and show organization survival in the long-term that will depend on being intimately connected to a healthy economy, society and environment (Bertels et al., 2010). Similarly, sustainable a firm is defined as the firm's ability to meet the need and



satisfaction of all the firm's stakeholders, without compromising its ability to respond to the demand of future stakeholders as well (Dyllick and Hockerts, 2002).

Figure 4 Three Dimensions of Corporate Sustainability



Furthermore, the firm's survival and sustainable success depend on the potential of the managers to create wealth, value, or satisfaction of each stakeholder group (Clarkson, 1995). In addition, a sustainable enterprise also produces wealth and maintains the natural environment and social capital (Forbes and McIntosh, 2011). In summary, firm sustainability involves building a society in which an appropriate balance is created between the economy, society, and environment. For a businesses organization, this is about sustaining and expanding economic growth, prestige, shareholder value, customer relationships, organizational reputation, and quality of products and service (Székely and Knirsch, 2005).

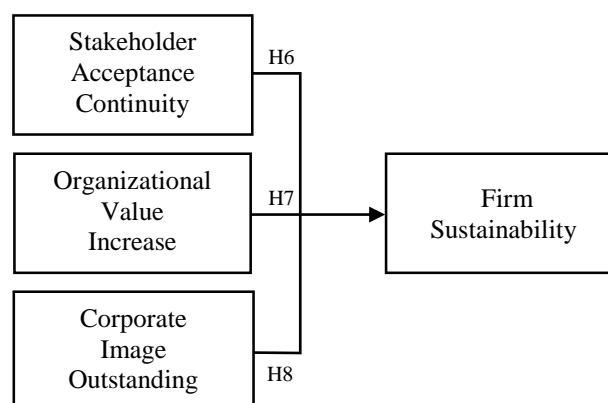
Therefore, with respect to the literature reviews, this research defines firm sustainability as the continued administration of a firm's good performance, leading to acceptance, support, trust, reliability by relevant stakeholders which is important to the long-term existence and achievement of a firm (Bertels et al., 2010; Dyllick and Hockerts, 2002). From the literature review, it indicates that a corporation should express and communicate economic, social and environmental responsibility through presentation and reporting to all stakeholders, as these influence firm sustainability.



The Relationship between Its Consequences of Social Accounting Implementation

This section investigates the relationships among the consequences of social accounting implementation consisting of stakeholder acceptance continuity, organizational value increase, corporate image outstanding, and firm sustainability. The literature review of each construct and hypothesis are described below.

Figure 5 The Relationships among Stakeholder Acceptance Continuity, Organizational Value Increase, Corporate Image Outstanding, and Firm sustainability



Stakeholder Acceptance Continuity

“Stakeholders” is any an individual or a group of individuals who affect or are affected by operations that achieve the organization’s purpose (Freeman et al., 2010). Stakeholders of the firm include local community organizations, owners, consumer advocates, customers, and competitors. Some scholars define “stakeholder” as persons or groups that have claim, ownership rights, or have equity in the company (Clarkson, 1995).

The concept of stakeholder support by stakeholder theory confirms that the business organization should give priority to the interests of all stakeholders and does not focus only on creating benefit for executives and owners (Miragaia et al., 2017). This is because all stakeholders are those who can influence the organization directly or indirectly. In addition, the failure to meet the needs of stakeholders can lead to being unsupported, and likewise, it can have a negative impact on the corporate image. This



is the perception and acceptance of various stakeholders lead to the creation of firm reputation, which leads to economic benefits in the long-term, and stakeholders are likely to have an influence on social responsibility organizational behavior.

In this research, stakeholder acceptance continuity can be defined as the actions of consenting to the operation to achieve the objectives of the organization, which leads to firm benefits including cooperation, liability and trust without prejudice in the long-term (Arshad et al., 2012; Freeman et al., 2010). The prior literature indicates that social responsibility reporting influences outstanding stakeholder acceptance and firm survival (Pothong and Ussahawanitchakit, 2011). At this point, the influence of stakeholder acceptance continuity is likely to influence firm sustainability. As discussed above, the hypothesis is posited as follows:

Hypothesis 6: Stakeholder acceptance continuity is positively related to firm sustainability.

Organizational Value Increase

Organizational value is important for managing an organization in which executives require special interest, because it is an operational outcome which illustrates continuous firm performance. Organizational value reflects an organization's ability to provide all stakeholders (including shareholders, managerial staff, employees, creditors, and government) satisfying returns under a value-centered management and the rule of law (Liu and Zhang, 2017). In addition, organizational value is a measure of firm survival in the future regarding financial information (Li et al., 2016; Osazuwa and Che-Ahmad, 2016; Siahaan, 2013), and the adoption of non-financial information measures such as customer satisfaction, employee satisfaction, new product development, market share, and operational performance (Said et al., 2003). The previous researcher stated that organizational value is estimated from the capability of an organization's operation, by which the organizational value is generated through increased customer loyalty, the attraction of new customers, and the development of new product and markets including good image and reputation, reliability of stakeholders, profitability, and competitive advantage in the long-term (Crisóstomo et al., 2013; Husted and Allen, 2007). Similarly, brand and reputation are components of organizational value. The



current value of an organization includes both the profit margin and intangibles such as brand value or a license to operate. In addition, a strong reputation helps organizations to access a new market, a new customer, and retain employees (McPhee, 2014). Moreover, organizational value can be created through a corporate social responsibility project (Husted and Allen, 2007).

Previous results indicate that the expression of a corporation about society and responsibility include the eco-efficiency responsibility that is positively associated with organizational value, and argues that a firm which engages in more social responsibility activities can enhance organizational value increase (Gherghina and Vintila, 2016; Iturrioz et al., 2009; Jo and Harjoto, 2011; Servaes and Tamayo, 2013). Moreover, the key of social responsibility information disclosure is to enhance the competitive ability of an organization and organizational value increase (Dhaliwal et al., 2011). In addition, social responsibility information disclosure is not advantageous for the short-term profit of an organization, but it can encourage a long-term increase in organizational value (Liu and Zhang, 2017).

In this research, organizational value increase refers to the continuity of maintaining ability and increasing economic wealth that include customer loyalty, attraction of new customers, profitability, market share, and firm growth in the long-term (Crisóstomo et al., 2013; Li et al., 2016). Therefore, this research proposes that each dimension of social accounting implementation may lead to organizational value increase.

Hypothesis 7: Organizational value increase is positively related to firm sustainability.

Corporate Image Outstanding

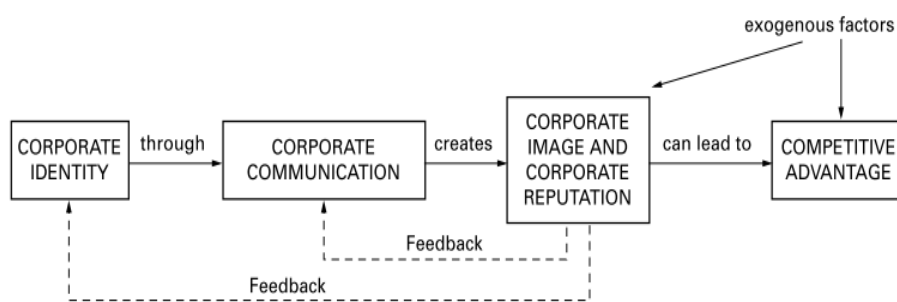
Nowadays, business organizations are seeking for strategy competitive advantages and for a response that is expected by societies. The perspective about corporate image and corporate reputation is about vital strategic resources. Corporate image refers to the mental picture of the organization held by its individuals, which is “what comes to mind when somebody hears the name or sees the signal (Gray and Balmer, 1998). In addition, corporate image is defined as the outcome of knowledge,



ideas, beliefs, feelings, or attitudes regarding an organization. The concept of corporate image is also interrelated with the social responsibility of the organization which affects a consumer's recognition of corporate image and corporate outcome (Foroudi et al., 2014; Ko et al., 2013; Wan and Schell, 2007).

Also, corporate image relates to the characteristic of the organization that stakeholders come to perceive (Amores-Salvadó et al., 2014). Operational Model for Managing Corporate Reputation and Image is presented in figure 6 (Gray and Balmer (1998: 696).

Figure 6 Operational Model for Managing Corporate Reputation and Image



In figure 6, the model recommends that the output of the process can lead to competitive advantage. Corporate identity is the characteristics of the corporation with presentation through communication information of the corporation; and it also creates corporate image and corporate reputation by which this outcome can lead to competitive advantage. Meanwhile, corporate image and corporate reputation will give feedback to corporate communication. Therefore, this illustrates that if a corporation can create this strategic advantage, it may lead to firm sustainability. Furthermore, the role of corporate image can protect or help a business survive once a crisis happens (Wan and Schell, 2007).

In the context of social and environmental responsibility, social responsibility promotes an ethical and strongly corporate image (Chang, 2009; Igwe, 2015); and social and environmental communication are one of the important roles to enhance corporate image, especially for a firm operating in environmentally sensitive industries. That is the concept of corporate image that is linked to firm environmental legitimacy (Amores-Salvadó et al., 2014; Selamat et al., 2016). Prior research has supported that a green



corporate image has a positive relationship with firm performance, and green corporate image moderates in the relationship between environmental product innovation and firm performance. Corporate image has an influence on corporate reputation (Foroudi et al., 2014). Furthermore, the findings strongly support the relationship between social responsibility and corporate image; and corporate image acts as a mediator in the relationship between green marketing and the purchase intentions of a consumer. In addition, this finding shows that the consumer perceives corporate image as an identity in the association with product quality and expression about social responsibility (Ko et al., 2013). However, when a consumer decides to buy or not to buy from a foreign business, the consumer will be most influenced by the corporate image held by other stakeholders, more than the images of foreign business constructed by themselves (Wilkins and Huisman, 2014). From the above literature, corporate image influences corporate reputation which is strategic resource, and also is a competitive advantage of the organization. One of the ways companies should express their social and environmental responsibility is by providing sufficient information about monetary and non-monetary information for the stakeholders to make a proper decision. This information communication can increase understanding including the recognition and trust of all stakeholders which leads to corporate image and competitive advantage in the long-term.

Consequently, in the social accounting implementation research, corporate image outstanding refers to the identity of a firm that is recognized, praised, reliable, and has good attitudes that stakeholders come to perceive of as exceptionally good corporate responsibility (Ko et al., 2013; Wan and Schell, 2007). Therefore, in this research corporate image outstanding may lead to firm sustainability. Thus, the hypothesis is posited as follow:

Hypothesis 8: Corporate image outstanding is positively related to firm sustainability.

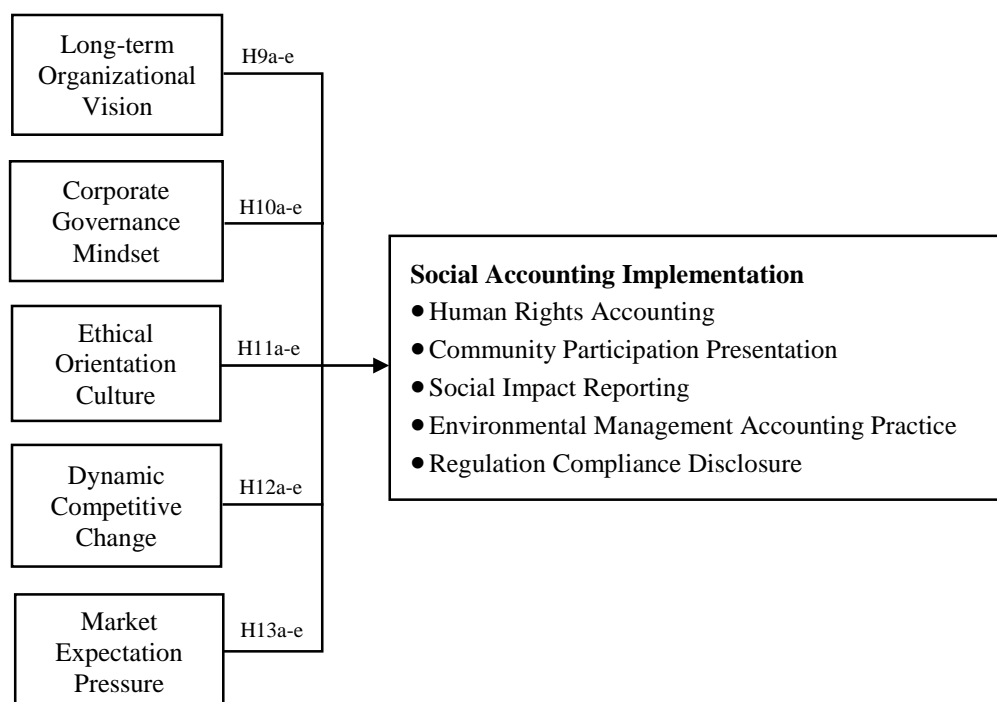


The Relationships among Social Accounting Implementation and Its Antecedents

This section illustrates the influence of the antecedents on social accounting implementation. The antecedents consist of long-term organizational vision, corporate governance mindset, ethical orientation culture, dynamic competitive change, and market expectation pressure as shown in figure 7.

The contingency theory is used to analyze the contingent factors as the antecedents of social accounting implementation. In this research, the contingency factors comprise internal factors (consisting of long-term organizational vision, corporate governance mindset, and ethical orientation culture) and external factors (dynamic competitive change and market expectation pressure). Therefore, both internal and external factors are required to test how the antecedent's variable has a significant influence on social accounting implementation.

Figure 7 The Relationships among each Antecedent and Social Accounting Implementation



Long-term Organizational Vision

Nowadays, the trade economy is changing rapidly. The competitive advantage of a business is based on the implementation of the business to keep pace with a rapidly changing environment. Therefore, if a business organization is able to cope with the changes that have taken place with its long-term vision, it will be able to survive sustainably. Similarly, organizational application is effective for vision-driven strategies that illustrate the potentiality to reflect and sustain competitive advantage and supernormal profits (Mcgovern and Tvorik, 2006). In addition, organization with a broader vision about the changes in fluctuating situations, are leading to the accomplishment of the goals (Bloomfield and Vurdubakis, 1997). However, the long-term vision of the organization must be in the trend of expressing the operational responsibility which covers social and environmental responsibilities. Therefore, organizational vision in top management support had a significant direct effect on the employment of managers with disabilities, and the indirect effect is significantly positive with supportive practice (Moore et al., 2010).

The literature identifies the definition of vision. Vision is a future image of the organization which reflects the present and future situation; indicates the objective of an organization and its important impact (Altiok, 2011). Organizational vision is a statement of purpose determined by management under the organization's core values and beliefs that define the organization's entity, and merges an ideal demonstration of its direction together with a tangible prescription for realizing its goals (Rahimnia et al., 2011). In summary, long-term organizational vision is important for the ability to communicate changes clearly and effectively, and a clear organizational vision also enriches alignment around the implementation processes (Moore et al., 2010). This illustrates that long-term organizational vision can enrich social accounting implementation which has comprehensive social and environmental responsibility.

In this research, long-term organization vision is defined as the organization's identity and ideal that are represented to share vision, promote learning, and use technology in the organization to achieve its goals and align with the strategic management of the organization in the future (Altiok, 2011; Moore et al., 2010; Rahimnia et al., 2011). From the literature review, this research expects that the long-term organizational vision that focuses on social and environmental responsibility



strategy can lead to creating social accounting implementation. Therefore, the hypotheses are proposed as follows:

Hypothesis 9a: Long-term organizational vision is positively related to human rights accounting.

Hypothesis 9b: Long-term organizational vision is positively related to communication participation presentation.

Hypothesis 9c: Long-term organizational vision is positively related to social impact reporting.

Hypothesis 9d: Long-term organizational vision is positively related to environmental management accounting practice.

Hypothesis 9e: Long-term organizational vision is positively related to regulation compliance disclosure.

Corporate Governance Mindset

Corporate governance is defined as the tools, processes, and principles which assure that a corporation is supervised in the best interest of all stakeholders. It involves enhancing corporate fairness, transparency, and accountability (Kumari and Pattanayak, 2013). In addition, corporate governance is the system by which corporation are directed and controlled. A wide definition is the whole set of legal, cultural, and institutional arrangements that determine what publicly-traded organizations can do, who controls them (Clarke, 2011). Similarly, corporate governance is defined as a flexible system of action incorporating strategic and admonition activities that assign the way a corporation enacts its responsibilities to its stakeholders and shareholders and which is assigned at any given time by the interrelationship of institutional drivers and behavioral norms (Young and Thyil, 2014). Corporate governance may help in reducing the problem of information asymmetry and to improve analysis forecast precision. Therefore, it is said that corporate governance mechanism can help to ensure



effective division of power among shareholders, the board of directors, and management (Bujaki and McConomy, 2002).

A proactive environmental strategy as a strategy can enhance firm performance and a firm's stock price, and suggests that future research should explore what mechanisms help the credibility of voluntary environmental disclosures that include assurance about such disclosures (Clarkson et al., 2013). Corporate governance is a set of mechanisms which can protect the outside investor from expropriation by corporate insiders (Porta et al., 2002). Prior research shows that corporate governance practices influence firm performance (Haat et al., 2008; Kumari and Pattanayak, 2013; Mishra and Mohanty, 2011). Furthermore, corporate governance in a moderator role also strengthens the relationship between international diversification and corporate social responsibility activities (Cho et al., 2015). Moreover, corporate governance has a direct, positive relationship between social and environmental disclosure and an analyst's forecast precision (Cormier and Magnan, 2014). According to Khan (2010), corporate governance has positive relationship voluntary disclosure, and the above relationship will be stronger in the financial sector companies (Banking) (Saha and Akter, 2013). On the other hand, it was found that disclosure and timeliness as mediators are not significant within the relationship between the corporate governance and market performance (Haat et al., 2008). They also stated that corporate governance mechanism enhances social responsibility of corporation by providing transparent information for decision-making. One channel is social accounting implementation.

Consequently, in this research, corporate governance mindset refers to an intention to follow the processes and principle-enhancing fairness, transparency, and the responsibility of the firm operations for stakeholders, which is credible and can be verified (Kumari and Pattanayak, 2013; Young and Thyil, 2014). Corporate governance as a tool that helps reduce information asymmetry and can help to assure the effective division of authority among the board of directors for management (Bujaki and McConomy, 2002; Cormier and Magnan, 2014). From the above literature review, this research expects that corporate governance may influence social accounting implementation. The hypotheses are proposed as below:



Hypothesis 10a: Corporate governance mindset is positively related to human rights accounting.

Hypothesis 10b: Corporate governance mindset is positively related to communication participation presentation.

Hypothesis 10c: Corporate governance mindset is positively related to social impact reporting.

Hypothesis 10d: Corporate governance mindset is positively related to environmental management accounting practice.

Hypothesis 10e: Corporate governance mindset is positively related to regulation compliance disclosure.

Ethical Orientation Culture

Nowadays, ethical and social responsibilities of business organizations are highly important, and they have become a more widely-discussed issues. Ethical responsibilities embody those standard, norms, or expectations that reflect a concern for stakeholders regarding fairness, justice, or are in keeping with the respect or protection of stakeholders' moral rights (Carroll, 1991). Ethics is a sense of uprightness, fairness, wisdom, respect, and keeping promises for service to others that include developing business relationships which are based on trust and honesty. In addition, business ethics in the conventional sense, is that which is acceptable behavior in organization (Cacioppe et al., 2008). Therefore, ethical motivation can be guiding business organizations and is related to a wish to do the right thing. Furthermore, business ethical culture is defined as an environment in which individuals are not only required to scrutinize but also are expected to go beyond the minimum to implement ethical decisions and behaviors when choices appear right (Chadegani and Jari, 2016). Business ethical culture encircles profitable organizations consisting of employees working in common with internal and external stakeholders (Ardichvili et al., 2009). Also, a business ethical culture concept has used the awareness of organizational practitioners or executives, and believes that



ethical organizational culture sustains the business organization environment guided by shared values and beliefs (Jondle et al., 2014). Similarly, ethical organizations, culture, as awareness, takes into account the need of all stakeholders under organizations that propose and attempt to maintain accuracy and fairness.

Previous researchers found that business ethics culture are associated with greater perceived social responsibility activity in an organization, and business ethics culture and social responsibility are positively related to more satisfied employees. In addition, the organization needs the support of the stakeholders and cannot survive without their support. Finally, successful implementation of social responsibility can lead to corporate advantages (Ertop, 2015). The managers and professionals have clear views of the corporate ethics and social responsibility reputations of corporation, and a corporate ethical standpoint has stronger links with behaviors (such as whether they break the law or not) (Cacioppe et al., 2008). Therefore, in this research, ethical orientation culture refers to the shared values and beliefs about business morals based on responsibilities and avoids unethical behavior, include adherence to rules and social agreements (Chadegani and Jari, 2016; Jondle et al., 2014). Therefore, the communication of accounting information by ethical responsibility is important. From the above discussion, it illustrates that ethical orientation culture enhances the expression of social responsibility which can be presented through social accounting. This research expects that ethical orientation culture that focuses on the expression of social responsibility can lead to enhance social accounting implementation. Hence, the hypotheses are proposed below:

Hypothesis 11a: Ethical orientation culture is positively related to human rights accounting.

Hypothesis 11b: Ethical orientation culture is positively related to communication participation presentation.

Hypothesis 11c: Ethical orientation culture is positively related to social impact reporting.



Hypothesis 11d: Ethical orientation culture is positively related to environmental management accounting practice.

Hypothesis 11e: Ethical orientation culture is positively related to regulation compliance disclosure.

Dynamic Competitive Change

At the moment, all businesses, both globally and nationally, have competition changes that are intense. This situation influences every business enterprise to have a superior competitive strategy. The impact of competitive change on firm performance has importance in recent years because highly-competitive change leads to unpredictable external situations. Likewise, a competitiveness change environment includes competitive prices, a variety of products, quality competitive, competitive innovation, and competitive sales and distribution (Hoque, 2011).

A business organization often operates in industrial environments by hyper-competition. In this situation, the business organization must intimately estimate the competitive signals sent out by competitors and gather data for planning, so as to protect and maintain competitive positions (Chen et al., 2017). Some researchers show that corporate social responsibility can contribute to sustainable competitive advantage (McWilliams and Siegel, 2010), while a firm's competitive position has a direct and positive relationship with the adoption of social and environmental management practice (Giménez Leal et al., 2003). In addition, competitive change or competitive uncertainty relates to uncertainty of the behavior (potential or actual) of competitors, the perception of uncertainty and the complexity of the environment, leading to motivation to develop new operational strategies (Meijer et al., 2010). Therefore, competitive advantage creation under a dynamic, competitive change situation must be in of consideration management strategy. The social and environmental strategy is one strategy that enhances reputation, image, and competitive advantage under environmental competitive change (Saeidi et al., 2015). Therefore, the dynamic competitive change likely stimulates social accounting implementation.

The contingency theory suggests that a firm must be stable with its internal and external environment change to accomplish optimum performance. Dynamic



competitive change is an important feature of a firm's environment. According to the literature, this research uses dynamic competitive change as an antecedent variable which explains the phenomenon that has affected the choosing of a suitable strategy for achieving the objective, such as social and environmental responsibility. Therefore, a firm with a higher competitive change will have more pressure from environmental uncertainty, society and environmental strategies that will respond to the treatment and opportunities in market competition.

This research has defined dynamic competitive change as the constant awareness of the uncertainty associated with competitive change, the demand for customers that is changing rapidly, and increasing competition (Chen et al., 2017; Meijer et al., 2007). Therefore, dynamic competitive change has the potential possibility to affect five dimensions of social accounting implementation to create a competitive advantage. Thus, the hypotheses are posited as follows.

Hypothesis 12a: Dynamic competitive change is positively related to human rights accounting.

Hypothesis 12b: Dynamic competitive change is positively related to communication participation presentation.

Hypothesis 12c: The Dynamic competitive change is positively related to social impact reporting.

Hypothesis 12d: Dynamic competitive change is positively related to environmental management accounting practice.

Hypothesis 12e: Dynamic competitive change is positively related to regulation compliance disclosure.

Market Expectation Pressure

Market pressure creates challenges, turbulence, stress, and uncertain situations in business. Therefore, business requires responding appropriately to the opportunities



and risks in market competition. Market expectation pressure is an element of external factors, and it is important that firms should consider and plan to include decision-making affecting firm survival. The previous literature has shown expectation pressure (including regulatory pressures, pressure from peer councils, and environmental expectations from communities) are a motivation development of social and environmental accounting (Qian et al., 2011). Similarly, it was found that external expectation pressure from ownership and customer pressure influences the quality of corporate social responsibility reporting (Darus et al., 2015). Moreover, an increase in market competition pressure due to higher import penetration leads to corporate social responsibilities performance (Fernandez-Kranz and Santalo, 2010). In addition, market pressure, organizational legitimacy or a belief in the social contract are the factors that influence social and environmental disclosure (Mathews, 1995). From the reasons above, it can be illustrated that the market expects to see that the business operates responsibly toward society, along with good performance.

In this research, market expectation pressure refers to external compression such as the investor, customer, government, and public with the need to see that the business operates responsibly toward society (Darus et al., 2015, Qian et al., 2011). Therefore, the pressure of market expectation leads to the implementation of social accounting. In summary, market expectation pressure is a factor contributing to the development of best social accounting implementation. This leads to the hypotheses posited below:

Hypothesis 13a: Market expectation pressure is positively related to human rights accounting.

Hypothesis 13b: Market expectation pressure is positively related to communication participation presentation.

Hypothesis 13c: Market expectation pressure is positively related to social impact reporting.

Hypothesis 13d: Market expectation pressure is positively related to environmental management accounting practice.

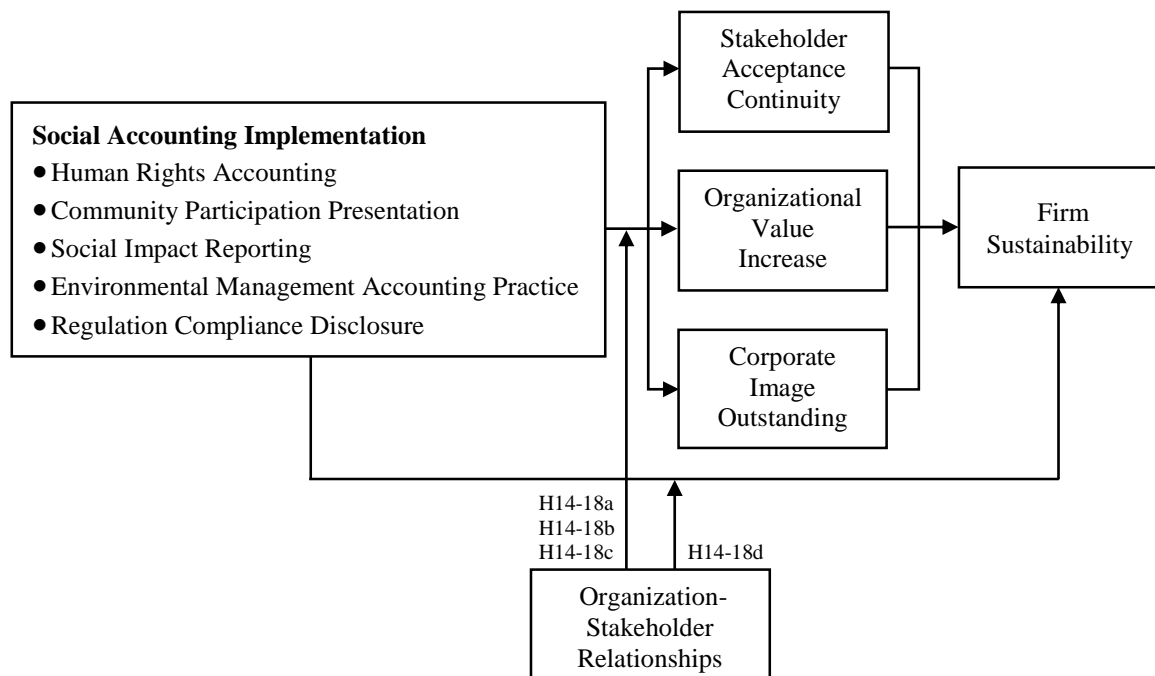


Hypothesis 13e: Market expectation pressure is positively related to regulation compliance disclosure.

The Moderators of Social Accounting Implementation

This section shows the moderating effect of organizational-stakeholder relationships on the consequences of each of the five dimensions of social accounting implementation as in figure 8. Also, the moderating effect of organizational learning capability on the influence of social accounting implementation antecedents are shown in figure 9.

Figure 8 The Moderating Role of Organization-Stakeholder Relationships on the Relationships among Social Accounting Implementation, Stakeholder Acceptance Continuity, Organizational Value Increase, Corporate Image Outstanding, and Firm Sustainability



Organization-Stakeholder Relationships

The competitive challenges lead to an increasingly dynamic external environment with alliances for all operations of the firm. Therefore, the business organization endeavors to cope more effectively with rapid competitive change by building a good relationship with stakeholder communities (Waddock and Boyle, 1995). A stakeholder is any an individual or a group of individuals who affects or is affected by operations to achieve the organization's goals (Freeman et al., 2010). Organizational stakeholders consist of not only shareholders, managers, and employees but also customers, competitors, suppliers, governments, and the local communities (Strand and Freeman, 2015). Various organizations such as World Business Council for Sustainable Development (WBCSD), and the World Bank encourage organization stakeholder engagement and community participation, because it is best development practices and necessary for assuring good stakeholder relationships (Idemudia, 2009). Especially, as to corporate express awareness of social and environmental responsibility, the findings indicated that stakeholders will have a good attitude and a good relationship with the corporation (Sen et al., 2006). Stakeholders are likely to have an influence on social responsibility organizational behavior (Popa, 2015). The idea of creating value for stakeholders is quite easy. Business can be understanding about a set of relationships among groups of stakeholders which have involvement in the operational activities of the firm (Freeman et al., 2010). Also, the corporation should manage and assign these relationships. Prior research indicates that an organization that operates based on stakeholder relationships is possible, especially for an organization with multiple stakeholders, Also, it is supported that stakeholder theory particularly shows how this approach can serve to make a significant contribution towards achieving organizational goals, because stakeholder theory focuses on these relationships in processes and results for the corporation and the stakeholder (Mainardes et al., 2012). Moreover, the finding indicates that effective in social responsibility communication, stakeholders should be involved in the social responsibility strategic planning process from the beginning, that the business and targeted stakeholder groups have in common (Walter, 2014). This process can enhance good organizational-stakeholder relationships.

Accordingly, in this research, organization-stakeholder relationships can be defined as the good relationship between a firm and multiple stakeholders that explain



how organizations strategically engage in social responsibility including good communication both direct and indirect, to their stakeholders (Freeman et al. 2010; Mainardes et al., 2012; Walter, 2014). Hence, this research indicates the organization-stakeholder relationship, as a moderator, influences each dimension of social responsibility implementation and their consequences. Also, the research proposes the hypotheses as follows:

Hypothesis 14a: Organization-stakeholder relationships positively moderate the relationship between human rights accounting and stakeholder acceptance continuity.

Hypothesis 14b: Organization-stakeholder relationships positively moderate the relationship between human rights accounting and organizational value increase.

Hypothesis 14c: Organization-stakeholder relationships positively moderate the relationship between human rights accounting and corporate image outstanding.

Hypothesis 14d: Organization-stakeholder relationships positively moderate the relationship between human rights accounting and firm sustainability.

Hypothesis 15a: Organization-stakeholder relationships positively moderate the relationship between community participation presentation and stakeholder acceptance continuity.

Hypothesis 15b: Organization-stakeholder relationships positively moderate the relationship between community participation presentation and organizational value increase.

Hypothesis 15c: Organization-stakeholder relationships positively moderate the relationship between community participation presentation and corporate image outstanding.



Hypothesis 15d: Organization-stakeholder relationships positively moderate the relationship between community participation presentation and firm sustainability.

Hypothesis 16a: Organization-stakeholder relationships positively moderate the relationship between social impact reporting and stakeholder acceptance continuity.

Hypothesis 16b: Organization-stakeholder relationships positively moderate the relationship between social impact reporting and organizational value increase.

Hypothesis 16c: Organization-stakeholder relationships positively moderate the relationship between social impact reporting and corporate image outstanding.

Hypothesis 16d: Organization-stakeholder relationships positively moderate the relationship between social impact reporting and firm sustainability.

Hypothesis 17a: Organization-stakeholder relationships positively moderate the relationship between environmental management accounting practice and stakeholder acceptance continuity.

Hypothesis 17b: Organization-stakeholder relationships positively moderate the relationship between environmental management accounting practice and organizational value increase.

Hypothesis 17c: Organization-stakeholder relationships positively moderate the relationship between environmental management accounting practice and corporate image outstanding.

Hypothesis 17d: Organization-stakeholder relationships positively moderate the relationship between environmental management accounting practice and firm sustainability.



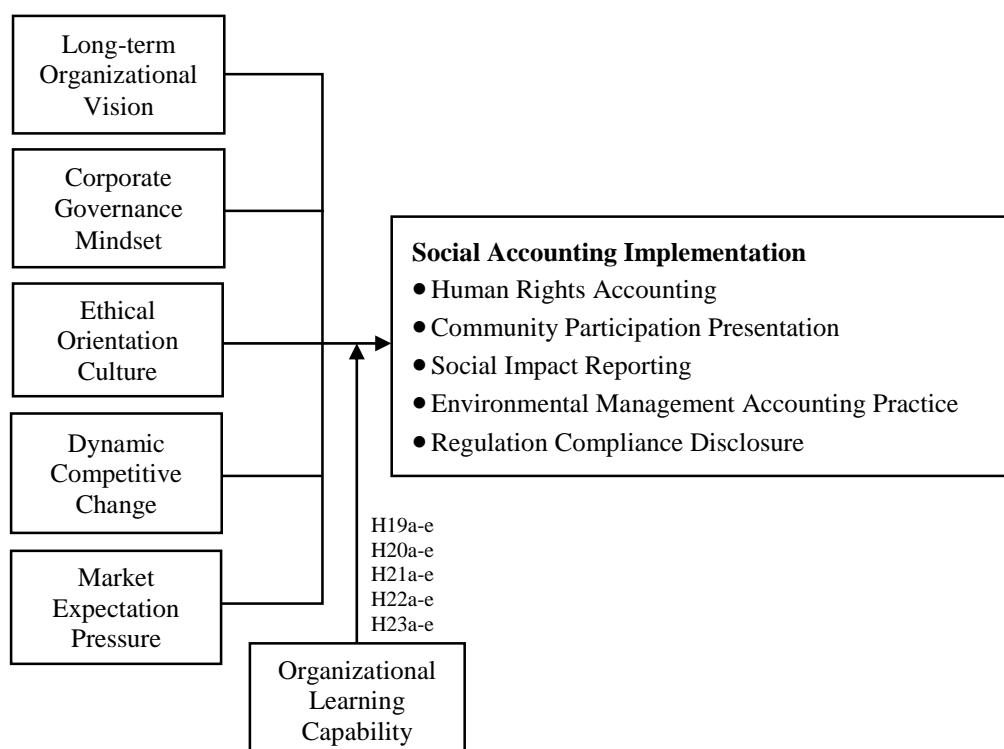
Hypothesis 18a: Organization-stakeholder relationships positively moderate the relationship between regulation compliance disclosure and stakeholder acceptance continuity.

Hypothesis 18b: Organization-stakeholder relationships positively moderate the relationship between regulation compliance disclosure and organizational value increase.

Hypothesis 18c: Organization-stakeholder relationships positively moderate the relationship between regulation compliance disclosure and corporate image outstanding.

Hypothesis 18d: Organization-stakeholder relationships positively moderate the relationship between regulation compliance disclosure and firm sustainability.

Figure 9 The Moderating Role of Organizational Learning Capability on the Relationships among Social Accounting Implementation, Long-term Organizational vision, Corporate Governance Mindset, Ethical Orientation Culture, Dynamic Competitive Change, and Market Expectation Pressure



Organizational Learning Capability

According to the contingency theory, organizational learning capability is the internal factor that significantly influences organizational systems, organizational structure, organizational operation and performance. Originally, learning is defined as the process of improving the behavior of the individual through knowledge and understanding (Fiol and Lyles, 1985). Most learning starts as individual learning before it can become organizational learning (Jacobsson et al., 2011). Therefore, at an organizational level, organizational learning is one of the key themes in firm management in especially, studies of organizational adaptation, learning from experience organizational attention, and performance feedback models. Organizational learning is defined as the learning of an organization's members which is an agent of the organization, responding to changes in both the internal and external environment by examining and improving errors in use, and recording and improving the result of these issues in the private image and shared map of the organization (Argyris and Schon, 1978). Organizational learning has the concept of a dynamic process that generates knowledge and removes it to where it is required (Koo et al., 2017). Moreover, organizational learning is elaborated by four constructs: knowledge acquisition, information interpretation, information distribution, and organizational memory (Huber, 1991). In addition, organizational learning capability was defined as the capability of the department head to produce ideas and build ideas with impacts on the department (Sutanto, 2017). Also, the concept of organizational learning can be any type of learning with increasing organizational ability to have good performance; and the organizational learning also includes technical matters, procedural matters, and personnel matters such as supporting the competence of operators through more training (Jacobsson et al., 2011). As a result, organizational learning is an important role enhancing organizational quality decisions and strategic implementation (Farrell et al., 2011), which has claimed that a high-level organizational learning capability leads to competitive advantage and can force strategic social responsibility.

A previous researcher found that organizational learning capability in a learning-by-doing mechanism can increase competitiveness in the product market (Talukdar, 2014). Organizational learning can be enhanced through shared vision, and shared vision is important toward developing organizational learning capability. In



addition, empowering an individual toward a collective vision is a core characteristic of organizational learning (Hoe, 2007). Moreover, it was found that intended learning and embedded learning positively impact the driver of dynamic learning mechanism that includes manager integration power, linking of externals, coding from experience, reducing ambiguity. Also, learning strongly and positively affects dynamic competitive capabilities development about international strategic alliances in advanced-level management (Chen et al., 2009). A strong organizational learning capability leads to gain competitive advantage, and a learning orientation consists of: steadiness in learning, open-mindedness, shared vision, and intra-organizational knowledge sharing. It influences firm innovativeness and, in turn, supports firm performance (Calantone et al., 2002). Likewise, factors that influence organizational learning ability is the individual motivation to learn, team dynamics and organizational culture practices which these factors have a significant level of effect on organizational learning ability (Prugsamatz, 2010).

According to the literature on organizational learning, this research has defined organizational learning capability as firm competence about commitment, open-mindedness, promoting development and training, knowledge-sharing, conveying ideas, and generating knowledge. It also removes it to where it is required for responding to dynamic changes in both the internal and external environment (Calantone et al., 2002; Koo et al., 2017; Wang and Rafiq, 2009). Organizational learning is an important role for encouragement of organizational quality decisions and strategic implementation (Farrell et al., 2011). From the previous research above, this research expects that organizational learning capability will enhance social responsibility strategic implementation through social accounting implementation. The hypotheses are proposed below.

Hypothesis 19a: Organizational learning capability positively moderates the relationship between long-term organizational vision and human rights accounting.

Hypothesis 19b: Organizational learning capability positively moderates the relationship between long-term organizational vision and community participation presentation.



Hypothesis 19c: Organizational learning capability positively moderates the relationship between long-term organizational vision and social impact reporting.

Hypothesis 19d: Organizational learning capability positively moderates the relationship between long-term organizational vision and environmental management accounting practice.

Hypothesis 19e: Organizational learning capability positively moderates the relationship between long-term organizational vision and regulation compliance disclosure.

Hypothesis 20a: Organizational learning capability positively moderates the relationship between corporate governance mindset and human rights accounting.

Hypothesis 20b: Organizational learning capability positively moderates the relationship between corporate governance mindset and community participation presentation.

Hypothesis 20c: Organizational learning capability positively moderates the relationship between corporate governance mindset and social impact reporting.

Hypothesis 20d: Organizational learning capability positively moderates the relationship between corporate governance mindset and environmental management accounting practice.

Hypothesis 20e: Organizational learning capability positively moderates the relationship between corporate governance mindset and regulation compliance disclosure.

Hypothesis 21a: Organizational learning capability positively moderates the relationship between ethical orientation culture and human rights accounting.



Hypothesis 21b: Organizational learning capability positively moderates the relationship between ethical orientation culture and community participation presentation.

Hypothesis 21c: Organizational learning capability positively moderates the relationship between ethical orientation culture and social impact reporting.

Hypothesis 21d: Organizational learning capability positively moderates the relationship between ethical orientation culture and environmental management accounting practice.

Hypothesis 21e: Organizational learning capability positively moderates the relationship between dynamic competitive change and regulation compliance disclosure.

Hypothesis 22a: Organizational learning capability positively moderates the relationship between dynamic competitive change and human rights accounting.

Hypothesis 22b: Organizational learning capability positively moderates the relationship between dynamic competitive change and community participation presentation.

Hypothesis 22c: Organizational learning capability positively moderates the relationship between dynamic competitive change and social impact reporting.

Hypothesis 22d: Organizational learning capability positively moderates the relationship between dynamic competitive change and environmental management accounting practice.

Hypothesis 22e: Organizational learning capability positively moderates the relationship between dynamic competitive change and regulation compliance disclosure.



Hypothesis 23a: Organizational learning capability positively moderates the relationship between market expectation pressure and human rights accounting.

Hypothesis 23b: Organizational learning capability positively moderates the relationship between market expectation pressure and community participation presentation.

Hypothesis 23c: Organizational learning capability positively moderates the relationship between market expectation pressure and social impact reporting.

Hypothesis 23d: Organizational learning capability positively moderates the relationship between market expectation pressure and environmental management accounting practice.

Hypothesis 23e: Organizational learning capability positively moderates the relationship between market expectation pressure and regulation compliance disclosure.

Summary

In this chapter, the conceptual model of social accounting implementation and firm sustainability is supported by the two principal theories including the stakeholder theory and the contingency theory. Moreover, this chapter presents the relevant literature review and the hypothesis to explain the overall relationships of constructs in the conceptual model. This research has also offered a set of 23 testable hypotheses. These relationships are classified into four groups: the first group is relevant to the linkages among social accounting implementation and its consequence, consisting of stakeholder acceptance, organizational value increase, and corporate image outstanding. In addition, the second group holds the relationships among three consequences of social accounting implementation and firm sustainability. The third group shows the influence of five antecedents on each of five dimensions of social accounting implementation, including long-term organizational vision, corporate governance mindset, ethical orientation culture,



dynamic competitive change, and market expectation pressure. Finally, the last group relates to the moderation role of organization-stakeholder relationships and organizational learning capability. All hypotheses are presented in table 3.

Table 3 Summary of Hypothesized Relationships

Hypotheses	Description of Hypothesized the Relationships
H1a	Human rights accounting is positively related to stakeholder acceptance continuity.
H1b	Human rights accounting is positively related to organizational value increase.
H1c	Human rights accounting is positively related to corporate image outstanding.
H1d	Human rights accounting is positively related to firm sustainability.
H2a	Community participation presentation is positively related to stakeholder acceptance continuity.
H2b	Community participation presentation is positively related to organizational value increase.
H2c	Community participation presentation is positively related to corporate image outstanding.
H2d	Community participation presentation is positively related to firm sustainability.
H3a	Social impact reporting is positively related to stakeholder acceptance continuity.
H3b	Social impact reporting is positively related to organizational value increase.
H3c	Social impact reporting is positively related to corporate image outstanding.
H3d	Social impact reporting is positively related to firm sustainability.
H4a	Environmental management accounting practice is positively related to stakeholder acceptance continuity.



Table 3 Summary of Hypothesized Relationships (continued)

Hypotheses	Description of Hypothesized the Relationships
H4b	Environmental management accounting practice is positively related to organizational value increase.
H4c	Environmental management accounting practice is positively related to corporate image outstanding.
H4d	Environmental management accounting practice is positively related to firm sustainability.
H5a	Regulation compliance disclosure is positively related to stakeholder acceptance continuity.
H5b	Regulation compliance disclosure is positively related to organizational value increase.
H5c	Regulation compliance disclosure is positively related to corporate image outstanding.
H5d	Regulation compliance disclosure is positively related to firm sustainability.
H6	Stakeholder acceptance continuity is positively related to firm sustainability.
H7	Organizational value increase is positively related to firm sustainability.
H8	Corporate image outstanding is positively related to firm sustainability.
H9a	Long-term organizational vision is positively related to human rights accounting.
H9b	Long-term organizational vision is positively related to communication participation presentation.
H9c	Long-term organizational vision is positively related to social impact reporting.
H9d	Long-term organizational vision is positively related to environmental management accounting practice.



Table 3 Summary of Hypothesized Relationships (continued)

Hypotheses	Description of Hypothesized the Relationships
H9e	Long-term organizational vision is positively related to regulation compliance disclosure.
H10a	Corporate governance mindset is positively related to human rights accounting.
H10b	Corporate governance mindset is positively related to communication participation presentation.
H10c	Corporate governance mindset is positively related to social impact reporting.
H10d	Corporate governance mindset is positively related to environmental management accounting practice.
H10e	Corporate governance mindset is positively related to regulation compliance disclosure.
H11a	Ethical orientation culture is positively related to human rights accounting.
H11b	Ethical orientation culture is positively related to communication participation presentation.
H11c	Ethical orientation culture is positively related to social impact reporting.
H11d	Ethical orientation culture is positively related to environmental management accounting practice.
H11e	Ethical orientation culture is positively related to regulation compliance disclosure.
H12a	Dynamic competitive change is positively related to human rights accounting.
H12b	Dynamic competitive change is positively related to communication participation presentation.
H12c	The Dynamic competitive change is positively related to social impact reporting.



Table 3 Summary of Hypothesized Relationships (continued)

Hypotheses	Description of Hypothesized the Relationships
H12d	Dynamic competitive change is positively related to environmental management accounting practice.
H12e	Dynamic competitive change is positively related to regulation compliance disclosure.
H13a	Market expectation pressure is positively related to human rights accounting.
H13b	Market expectation pressure is positively related to communication participation presentation.
H13c	Market expectation pressure is positively related to social impact reporting.
H13d	Market expectation pressure is positively related to environmental management accounting practice.
H13e	Market expectation pressure is positively related to regulation compliance disclosure.
H14a	Organization-stakeholder relationships positively moderate the relationship between human rights accounting and stakeholder acceptance continuity.
H14b	Organization-stakeholder relationships positively moderate the relationship between human rights accounting and organizational value increase.
H14c	Organization-stakeholder relationships positively moderate the relationship between human rights accounting and corporate image outstanding.
H14d	Organization-stakeholder relationships positively moderate the relationship between human rights accounting and firm sustainability.
H15a	Organization-stakeholder relationships positively moderate the relationship between community participation presentation and stakeholder acceptance continuity.



Table 3 Summary of Hypothesized Relationships (continued)

Hypotheses	Description of Hypothesized the Relationships
H15b	Organization-stakeholder relationships positively moderate the relationship between community participation presentation and organizational value increase.
H15c	Organization-stakeholder relationships positively moderate the relationship between community participation presentation and corporate image outstanding.
H15d	Organization-stakeholder relationships positively moderate the relationship between community participation presentation and firm sustainability.
H16a	Organization-stakeholder relationships positively moderate the relationship between social impact reporting and stakeholder acceptance continuity.
H16b	Organization-stakeholder relationships positively moderate the relationship between social impact reporting and organizational value increase.
H16c	Organization-stakeholder relationships positively moderate the relationship between social impact reporting and corporate image outstanding.
H16d	Organization-stakeholder relationships positively moderate the relationship between social impact reporting and firm sustainability.
H17a	Organization-stakeholder relationships positively moderate the relationship between environmental management accounting practice and stakeholder acceptance continuity.
H17b	Organization-stakeholder relationships positively moderate the relationship between environmental management accounting practice and organizational value increase.
H17c	Organization-stakeholder relationships positively moderate the relationship between environmental management accounting practice and corporate image outstanding.



Table 3 Summary of Hypothesized Relationships (continued)

Hypotheses	Description of Hypothesized the Relationships
H17d	Organization-stakeholder relationships positively moderate the relationship between environmental management accounting practice and firm sustainability.
H18a	Organization-stakeholder relationships positively moderate the relationship between regulation compliance disclosure and stakeholder acceptance continuity.
H18b	Organization-stakeholder relationships positively moderate the relationship between regulation compliance disclosure and organizational value increase.
H18c	Organization-stakeholder relationships positively moderate the relationship between regulation compliance disclosure and corporate image outstanding.
H18d	Organization-stakeholder relationships positively moderate the relationship between regulation compliance disclosure and firm sustainability.
H19a	Organizational learning capability positively moderates the relationship between long-term organizational vision and human rights accounting.
H19b	Organizational learning capability positively moderates the relationship between long-term organizational vision and community participation presentation.
H19c	Organizational learning capability positively moderates the relationship between long-term organizational vision and social impact reporting.
H19d	Organizational learning capability positively moderates the relationship between long-term organizational vision and environmental management accounting practice.
H19e	Organizational learning capability positively moderates the relationship between long-term organizational vision and regulation compliance disclosure.



Table 3 Summary of Hypothesized Relationships (continued)

Hypotheses	Description of Hypothesized the Relationships
H20a	Organizational learning capability positively moderates the relationship between corporate governance mindset and human rights accounting.
H20b	Organizational learning capability positively moderates the relationship between corporate governance mindset and community participation presentation.
H20c	Organizational learning capability positively moderates the relationship between corporate governance mindset and social impact reporting.
H20d	Organizational learning capability positively moderates the relationship between corporate governance mindset and environmental management accounting practice.
H20e	Organizational learning capability positively moderates the relationship between corporate governance mindset and regulation compliance disclosure.
H21a	Organizational learning capability positively moderates the relationship between ethical orientation culture and human rights accounting.
H21b	Organizational learning capability positively moderates the relationship between ethical orientation culture and community participation presentation.
H21c	Organizational learning capability positively moderates the relationship between ethical orientation culture and social impact reporting.
H21d	Organizational learning capability positively moderates the relationship between ethical orientation culture and environmental management accounting practice.
H21e	Organizational learning capability positively moderates the relationship between dynamic competitive change and regulation compliance disclosure.
H22a	Organizational learning capability positively moderates the relationship between dynamic competitive change and human rights accounting.



Table 3 Summary of Hypothesized Relationships (continued)

Hypotheses	Description of Hypothesized the Relationships
H22b	Organizational learning capability positively moderates the relationship between dynamic competitive change and community participation presentation.
H22c	Organizational learning capability positively moderates the relationship between dynamic competitive change and social impact reporting.
H22d	Organizational learning capability positively moderates the relationship between dynamic competitive change and environmental management accounting practice.
H22e	Organizational learning capability positively moderates the relationship between dynamic competitive change and regulation compliance disclosure.
H23a	Organizational learning capability positively moderates the relationship between market expectation pressure and human rights accounting.
H23b	Organizational learning capability positively moderates the relationship between market expectation pressure and community participation presentation.
H23c	Organizational learning capability positively moderates the relationship between market expectation pressure and social impact reporting.
H23d	Organizational learning capability positively moderates the relationship between market expectation pressure and environmental management accounting practice.
H23e	Organizational learning capability positively moderates the relationship between market expectation pressure and regulation compliance disclosure.



CHAPTER III

RESEARCH METHODS

The prior chapter demonstrates a literature review of social accounting implementation, theoretical foundation, the definition of all variables, and the hypothesis development. Subsequently, this chapter illustrates the research method that helps to increase the understanding of the hypothesis testing process. Therefore, this chapter is organized as follows. Firstly, the sample selection and data collection procedure including population and sample, data collection, and test of non-response bias, is detailed. Secondly, the variable measurements are developed. Thirdly, the instrumental verifications including the test of validity and reliability. Fourthly, the statistical analyses are presented. Finally, the summary of definitions and operational variables in each construct is presented in a table format.

Sample Selection and Data Collection Procedures

Population and Sample

The population and sample of this research are the listed firms in the Stock Exchange of Thailand (SET), totaling 594 firms, which were acquired from the database of the Securities Exchange of Thailand (<http://www.set.or.th/th/company/companylist.html>, accessed on January 20, 2017). This research instantly chooses the listed firms in the Stock Exchange of Thailand (SET), because these firms have an awareness of social and environmental responsibility for responding to needs, interests, and the effects on stakeholder that include responding to guidelines of social responsibility practice announced by the Securities Exchange commission in Thailand (Corporate Social Responsibility Institute, 2012).

The sample was selected by using Yamane (1973) who calculated the sample size. This formula calculates the sample size with a 95% confidence level, and



acceptable error (e) = 0.05. When one knows the size of the population, the sample size is determined, based on the formula as follows:

$$\text{Formula } n = \frac{N}{1+N(e)^2}$$

Where:

$$n = \text{Sample size}$$

$$N = \text{Population size}$$

$$e = \text{Acceptable error (.05)}$$

The values are set for the formula:

Where:

$$n = \frac{594}{1+594(.05)^2}$$

$$= 240$$

Therefore, the sample size is 240 firms. According to Aaker et al. (2001), the acceptable response rate of social science research will be acceptable at a 20% or greater response rate for a questionnaire mailing survey without an appropriate follow-up procedure. Thus, 1,200 firms ($240 \times 100/20$) are an appropriate sampling for a mail survey. Hence, this research follows by sending questionnaires as a mail survey that total 1,200 firms for acceptance at a 20% or greater response rate. However, the online database of the listed firm in Thailand provides a total of 594 firms. Therefore, the total population is the sample.

The key informant in this research is the accounting executive of each business including the accounting director or accounting manager. They are chosen because this research investigates the relationship between social accounting implementation and firm sustainability, and the accounting executives are in a position of using strategic management tools to lead the organization to build a competitive advantage in the long-term. It also demonstrates that an organization is to be aware of social and environmental responsibility toward all stakeholders (Corporate Social Responsibility Institute, 2012).



Data Collection

A questionnaire survey is the instrument for collecting data because it is a widely-used method for large-scale data collection in behavioral accounting. A representative sample can be collected from the chosen population in a diversity of locations at a low cost (Kwok and Sharp, 1998).

In this research, a valid and reliable self-administered questionnaire comprises seven sections. The first section consists of seven questions; and respondents are requested to provide their personal information including gender, age, marital status, education level, working experience in their current firm, average monthly income at present, and working position at their current firm. The second section consists of eight questions about the organizational characteristics including industry type, registered capital, total assets, period of turn registers in the stock exchange of Thailand, number of employees, period of corporate social responsibility reporting or other related, rewards in corporate social responsibility, and achieved rewards in sustainability. In the third to sixth sections, respondents are canvassed about their perceptions toward social accounting implementation, its consequences, antecedents, and other influences. Moreover, a Likert five-point interval scale, ranging from 1= strongly disagree, to 5 = strongly agree, is employed. Finally, the seventh section provides an open-ended question.

To be more specific, the third section collects the key concepts of social accounting implementation comprises five dimensions: human rights accounting, community participation presentation, social impact reporting, environmental management accounting practice, and regulation compliance disclosure. The fourth section presents questions concerning the consequences of social accounting implementation include stakeholder acceptance continuity, organizational value increase, corporate image outstanding, and firm sustainability. The fifth section includes questions regarding the antecedences of social accounting implementation in this research that include long-term organizational vision, corporate governance mindset, ethical orientation culture, dynamic competitive change, and market expectation pressure. The sixth section consists of a set of questions relating to organizational-stakeholder relationships that affect the relationship between each dimension of social accounting implementation and consequences, and organizational



learning capability that affect between the antecedents and social accounting implementation. Finally, the seventh section provides an open-ended question to collect key respondent guidance and opinions. Altogether, there are a total of 79 items in the questionnaire which is shown in appendix E and F.

The questionnaire is directly distributed to each of the listed firms in Thailand by a mail survey. The process of sending a questionnaire mail survey to the sample starts from packing each set that includes a cover letter with an explanation about the research, a questionnaire, and an envelope stamped for reply to the researcher. All 594 mailed packages were sent by post on June 19, 2017. The planned schedule for collecting the data was within twelve weeks (three months). After four weeks, the researcher received 63 mailed responses. Then, to increase the number of responses, a follow-up was done by sending postcards to firms that had not returned the surveys on July 20, 2017. After that, the researcher waited until August 28, 2017 to get the questionnaires back, which added 60 mailed responses, totaling 123 mailed responses. Therefore, the data collection period was ten weeks.

According to the questionnaire mailing, two surveys were undeliverable because these firms had moved location. Therefore, from 594 mailed surveys, deducting the two undeliverable above, the valid mailing was 592 surveys. Finally, a collection of 123 responses was received. Moreover, only 121 complete questionnaires were usable for forward analysis. The response rate was about 20.44 percent. The details of the questionnaire mailing are presented in table 4.

Table 4 Details of Questionnaires mailing

Details	Numbers
Mailed Questionnaires	594
Undelivered Questionnaires	2
Valid Questionnaires Mailed	592
Received Questionnaires	123
Unusable Questionnaires	2
Usable Questionnaires	121
Response Rate $(121/592) \times 100$	20.44%



Test of Non-Response Bias

This is an important step before the sample is generalized to the population. The test of non-response bias is a way to protect possible response bias problems between respondents and non-respondents. Non-response bias was tested by comparing the pattern of answers received within the first and last weeks of the return mail (Armstrong and Overton, 1977). If there are no statistically significant differences between early and late respondents, then there is no non-response bias between respondents and non-respondents.

In this research, all 121 received questionnaires were separated into two groups. The first group was 63 responses, but unusable questionnaires were two responses because respondents were not key informants. The first 61 responses were kept as the early respondents. The second group was 60 responses as the later responding and was stimulated to respond by a follow-up postcard. So one assumes that this group is similar to non-respondents. The first group represented the early respondents and the second group represented the late respondents. Therefore, the first 61 responses were used to compare with last 60 respondents from the second group by using a t-test statistic. The t-test statistic is employed to verify the difference of organizational demographics in terms of operational capital, total assets, period of corporate social responsibility reporting or other related. The result showed the registered capital as $t = 0.289$, $p > 0.05$; the total assets as $t = 1.632$, $p > 0.05$; and the period of corporate social responsibility reporting or other related as $t = 0.343$, $p > 0.05$. These results showed evidence that there were no statistically significant differences between early and late groups at a 95% confidence level. Therefore, it can be said that a non-response bias is not a problem in this research. The results of non-response bias are presented in Appendix B.

Measurements

The measure of development procedures involves multiple items development for measuring each construct in the conceptual model. All constructs are transformed into the operational measure by the adaptation or development from the relevant literature. All variables are measured by multiple items because all variables are



abstract constructs that cannot be directly measured (Churchil, 1979). To measure each construct in the conceptual model, all variables are developed for measuring from the definition and all variables gained from the survey that are measured by a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Therefore, the variable measurements of the dependent variable, independent variables, and control variables of this research are described as follows.

Dependent Variable

Firm Sustainability

Firm sustainability refers to the administration of continued, good performance of a firm, leading to accepted, supported, trusted, reliability by relevant stakeholders which is important to the long-term existence and achievement of a firm (Dyllick and Hockerts, 2002). The scale of this construct is developed as a new scale based on its definition. Firm sustainability is measured by a four-item scale which involves non-financial performance.

Independent Variables

In this research, the independent variable is social accounting implementation and it is a core construct of this research. Social accounting implementation refers to the accounting practice of the firm that is comprehensive recognizing, recording, categorizing, summarizing, and voluntary report that mainly relate to social issues which includes information about human rights, community activities, social and environmental impacts, and regulation compliance.

Human Rights Accounting

Human rights accounting refers to the accounting practice and reporting involving the main importance of rights of the individual, management and human resource development, employee-interest, and fair labor practices which must respect and safeguard life and dignity for all people (Wettstein, 2012). Hence, the measure is created, based on its definition and literature review, which include a four-item scale. These items ask for awareness of the rights of the individual.



Community Participation Presentation

Community participation presentation refers to the presentation of information about participation between the firm and community to develop and enhance the strength of the community (especially, host community), including supporting for employment, development of vocational skills, and participation that contributes to improve the quality of social life, nature, and cultural and environmental restorations (Yekini et al., 2016). Therefore, the measure is created, based on its definition and literature review, which include a four-item scale.

Social Impact Reporting

Social impact reporting refers to the process of the intimation about the actions of the firm which has a direct and indirect effect on society through reporting about supporting social projects that include risk analyzing and managing social impact (Golob and Bartlett, 2007). The developing of new idea enhancement measurement, including a four-item scale, is based on its definition that covers the processes of supporting social projects, analyzing, monitoring, and managing social impact. All activities for society are offered through social impact reporting, including a four-item scale.

Environmental Management Accounting Practice

Environmental management accounting practice is a scope or procedure for accounting that provides essential financial and non-financial information for corporate environmental management to support the decision-making of both the internal and external stakeholders (Mokhtar et al., 2015). Therefore, the measure is created, based on its definition and literature review, which include a four-item scale.

Regulation Compliance Disclosure

Regulation compliance disclosure is defined as the processes that focus on presentation and communication of information regarding regulatory strict compliance based on ethical business to express overall social responsibility (Ertop, 2015). This construct is developed as a new scale regarding its definition and literature reviews, including a four-item scale.



Mediating Variables

Stakeholder Acceptance Continuity

Stakeholder acceptance continuity can be defined as the actions of consenting the operation to achieve the objective of the organization, which leads to firm benefits including cooperation, liability and trust without prejudice in the long-term (Arshad et al., 2012). Thus, the measure is created with a four-item scale developed from the definition and literature review.

Organizational Value Increase

Organizational value increase refers to the continuity of maintaining ability and increasing economic wealth that include customer loyalty, attraction of new customers, profitability, market share, and firm growth in the long-term (Crisóstomo et al., 2013). Therefore, the measure is created with a four-item scale developed from the definition and literature review.

Corporate Image Outstanding

Corporate image outstanding refers to the identity of a firm that is recognized, praised, reliable, and has good attitudes that stakeholders come to perceive of as exceptionally good corporate responsibility (Ko et al., 2013). The assessment of this construct is developed, based on its definitions and literature reviews, including a four-item scale.

Antecedent Variables

Long-term Organizational Vision

Long-term organization vision is defined as the organization's identity and ideals that represent shared vision, promoting learning, using technology in the organization to achieve goals, and aligning with the strategic management of the organization in the future (Altiok, 2011). To measure this construct, this research measure is created with a four-item new scale developed from the definition and literature review.



Corporate Governance Mindset

Corporate governance mindset refers to an intention to follow the processes and principles enhancing fairness, transparency, and responsibility of firm operations for stakeholders, which is credibility and can be verifiable (Kumari and Pattanayak, 2013). The scale of this construct is developed as a new scale based on its definition and literature review. Corporate governance mindset is measured by a four-item scale which involves the fairness, transparency, and responsibility of the firm.

Ethical Orientation Culture

Ethical orientation culture refers to the shared values and beliefs about business morals based on responsibilities and avoiding unethical behavior, adherence to the rules and social agreement (Chadegani and Jari, 2016). To measure this construct, this research is developed a new scale by the definition and literature review, including four-item scales.

Dynamic Competitive Change

Dynamic competitive change is the awareness of the continual uncertainty associated with the competitive change, demand for customers that is changing rapidly, and increasing competition (Chen et al., 2017). The scale of this construct is developed as a new scale, based on its definition and literature review. Dynamic competitive change is measured by four-item scales.

Market Expectation Pressure

Market expectation pressure is defined as the external compression such as investor, customer, government, and public with the need to see that the business operates responsibly toward society (Darus et al., 2015). The scale of this construct is developed as a new scale based on its definition and literature review. Market expectation pressure has been measured by four-item scales.



Moderating Variables

Organization-Stakeholder Relationships

Organization-stakeholder relationship can be defined as the relationship between organizational and multiple stakeholders that explain how an organization strategically engages in social responsibility including good communication to their stakeholders, both directly and indirectly. Four items were developed as a new scale from past evidence to measure this variable.

Organizational Learning Capability

Organizational learning capability is defined as firm competence about commitment, open-mindedness, promoting development and training, knowledge-sharing, conveying ideas, and generating knowledge that and removes it to where it is required for responding to dynamic changes in both the internal and external environment (Wang and Rafiq, 2009). The scale of this construct is developed as a new scale based on its definition and literature review. Organizational learning capability is measured by four-item scales.

Control Variables

Industry Type

Prior study indicates that industry type affects voluntary disclosure (Yekini and Jallow, 2012). Moreover, the firm's industry type has been influenced by social responsibility. Previous research suggested that the industry affects an important factor analyzed in corporate social responsibility intensity (Moura-leite et al., 2012). Hence, industry type is a control variable because it affects corporate social responsibility and voluntary reporting which leads to business performance. Moreover, in this research, industry type is measured from the difference of each type which categorizes the following listed firms in Thailand comprising eight types (agro and food industry, consumer products, financials, industrial, property construction, resources, service, and technology). This research is divided into manufacturing (consisting of agro and food industry, consumer products, industrial, property construction, resources, and technology), and other business groups (including financials and service). This is because a manufacturing business group is more productive to society and the



environment than other business groups. These are dummy variables in which 0 is other business groups, and 1 is manufacturing business groups.

Sustainable Award

Empirical studies test the influence of award on social and environmental disclosure practice. Previous studies of Anas et al. (2015) and Boesso and Kumar (2007) showed a significant, positive relationship between motivational and voluntary disclosure practice. Firms which have received an award relating to good social and environmental responsibility tend to have more voluntary disclosures that may influence stakeholder satisfaction and ultimately lead to success in the long-term. Also, firms will benefit or gain awards from social responsibility such as in better public image, reputation, greater customer loyalty, increased revenue, or financial outcomes (Virakul et al., 2009). Thailand is encouraging corporate social responsibility reporting to the public and promoting the awards of corporate social responsibility and sustainability under the name “CSR Award” and “SET Sustainability Award” for the Thai companies that based on morals with an emphasize on good social and environmental responsibility. Therefore, sustainable award is measured from a firm that meets the criteria for environmental, social, and corporate governance by the Stock Exchange of Thailand (SET). These are dummy variables in which 0 is a firm that is not qualified, and 1 is a firm that is qualified.

Methods

In this research, all constructs in the conceptual model are newly-developed, including being adapted from the relevant literature, and mailed questionnaire surveys were used to collect data. To examine the appropriateness of the questionnaire, this research used validity and reliability for evaluating the characteristics of an excellent instrument. Firstly, the questionnaire were double-checked by a specialist and experienced scholars. Later, the rationale of the pre-test to check for a clear and accurate understanding of the questionnaire before using real data collection.



Validity and Reliability

Validity is the degree of the measurement that accurately evinces the concept of consideration (Hair et al., 2010). In order to verify the research instrument accuracy and validity, two types of validity, comprising content validity and construct validity, are tested.

Content validity

Content validity is the rational judgments by academics that evaluate the adequacy of the measurement. It assesses the connection between the individual items and the concept (Hair et al., 2010). The content validity of an instrument uses the measuring instrument that reasonably covers the topics that have been defined as the relevant dimensions of the study (Cooper and Schindler, 2008). In this research there is content validity sufficiency. Two professionals who have experience in this area were requested to verify and advise as to the instrument. Based on their feedback, some questions were deleted or adjusted accordingly to attain the best measurement. The details of this expertise are shown in Appendix G.

Construct validity

Construct validity refers to the congruence between a theoretical concept and a specific concept measuring the instrument or method which is internally consistent (Trochim, 1999). This research utilizes factor analysis to examine the construct validity of the data in this questionnaire (Fisher et al., 1997). As a result, all factor loadings must be more than 0.40; and illustrate acceptable construct validity (Nunnally and Bernstein, 1994).

Reliability

Reliability is the degree to which the measurement is true and error-free of the observed variable; it indicates the degree of internal consistency between the multiple variables (Hair et al., 2010). This research employs internal consistency for evaluating the reliability of the measurement by using Cronbach's alpha. 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 (Kwok and Sharp, 1998).

Item total correlation

This method evaluates the consistency between multi-item measurements in the same construct in that high value points out a more reliable scale (Hair et al., 2010). In addition, the scale of item total correlation must be more than 0.3 to show acceptance of item reliability (Thoumrungroje, 2013).

As shown in table 5, the item total correlations were scaled from 0.530 to 0.903 which means that all scales are more than 0.3. This study indicates that item reliability is acceptable.

Table 5 Results of Validity and Reliability Testing

Variables	Factor Loading	Cronbach's alpha	Item total correlation
Human Rights Accounting (HRA)	0.714 – 0.879	0.798	0.530 – 0.623
Community Participation Presentation (CPP)	0.769 – 0.860	0.828	0.637 – 0.722
Social Impact Reporting (SIR)	0.789 – 0.869	0.844	0.631 – 0.734
Environmental Management Accounting Practice (EMA)	0.723 – 0.914	0.835	0.527 – 0.815
Regulation Compliance Disclosure (RCD)	0.800 – 0.911	0.877	0.657 – 0.827
Stakeholder Acceptance Continuity (SAC)	0.880 – 0.949	0.930	0.793 – 0.902
Organizational Value Increase (OVI)	0.763 – 0.846	0.818	0.588 – 0.703
Corporate Image Outstanding (CIO)	0.885 – 0.941	0.920	0.771 – 0.884
Firm sustainability (FSU)	0.839 – 0.933	0.901	0.723 – 0.868
Long-term Organizational Vision (LOV)	0.782 – 0.867	0.827	0.621 – 0.724
Corporate Governance Orientation (CGM)	0.773 – 0.924	0.901	0.630 – 0.859
Ethical Orientation Culture (EOC)	0.792 – 0.897	0.889	0.652 – 0.808
Dynamic Competitive Change (DCC)	0.880 – 0.953	0.943	0.800 – 0.903
Market Expectation Pressure (MEP)	0.788 – 0.936	0.888	0.650 – 0.867
Organization-Stakeholder Relationships (OSR)	0.831 – 0.892	0.890	0.704 – 0.799
Organizational Learning Capability (OLC)	0.750 – 0.886	0.924	0.769 – 0.889

n = 30

Table 5 demonstrates the factor loadings of the multi-item measurement. The construct validity is loaded on a single factor and the range of factor loading is between 0.714 and 0.953. These scales are greater than 0.4, which show construct validity acceptance. In addition, reliability in this table shows Cronbach's alpha coefficient



value should be equal to or greater than 0.70, as widely accepted (Nunnally and Bernstein, 1994). It can be also seen that the results of item factor loadings and reliability analysis are in the sample from Appendix C.

Statistical Techniques

Before hypotheses testing, all the of raw data should be verified and tested, and the basic assumption of regression analysis should also be tested, including missing data, outlier, normality of the residual, heteroscedasticity, multicollinearity, and nonlinearity. In addition, other statistical techniques which are tested in this research used descriptive analysis, factor analysis, variance inflation factors, correlation analysis, and multiple regression analysis, and are quoted as follows:

Descriptive Analysis

Descriptive analysis is used to provide demographic characteristics of the accounting executive and firm characteristics in listed firms in Thailand as the sample, which is considered by percentage. The descriptive analysis of each construct was analyzed as to the mean and standard deviation.

Factor analysis

Factor analysis is used in this research to find the validity of the measurement which reduces many numbers of variables to fewer numbers of variables (Hair et al., 2010). The score of the factor loading represents the strength of the relationship between an item and a particular construct or factor. Nunnally and Bernstein (1994) recommend that factor loadings should not be less than 0.40 which illustrate acceptable construct validity.

Variance Inflation Factors (VIF)

This statistic was applied to test the degree of multicollinearity among the independent variables, and Pearson's correlation analysis was determined to test the primary correlations between the two variables. It provides an indication that measures how much the variance of an estimated regression coefficient is increased as the result



of collinearity. High VIF values indicate a high degree of multicollinearity among independent variables. All VIF values should be less than 10 to be considered that the associations among independent variables are not problematic (Hair et al., 2010; Stevens, 2002).

Correlation Analysis

Correlation analysis was used to test the correlation among all variables for a preliminary analysis. Pearson correlation analysis was used to examine the relationships among the independent variables, and the relationship between an independent variable and the dependent variable. There are two objectives in applying Pearson's correlation; that is, to examine a bivariate-correlation as well as to explore the relationships between variables and to check for the existence of multicollinearity. Previous research suggests that the covariance of the two variables by values is between +1 and -1, inclusively (Cohen et al., 2003). Importantly, when the relationships between variables are equal to or greater than 0.80, it indicates a multicollinearity problem (Hair et al., 2010). However, factor analysis was used to group highly correlated variables together and the factor score of all variables was prepared to avoid the multicollinearity problem. Then, they are evaluated by regression analysis.

Multiple Regression Analysis

The ordinary least squares (OLS) regression analysis was used to estimate the relationship between the independent and dependent variables of all the hypotheses of which all variables are categorical and interval data (Hair et al., 2010). The raw data is checked, encoded and recorded in a data file. Thereafter, the basic assumption of regression analysis is tested consisting of checking the normality of residual heteroscedasticity, multicollinearity, and nonlinearity. Consequently, this research analyzes the data which is calculated in the form of factor scores for which all variables are prepared to avoid multicollinearity problems and are evaluated by the ordinary least squares (OLS) regression analysis.

Therefore, all hypotheses in this research are transformed to nineteen statistical equations. Each equation conforms to the hypotheses development described in the previous chapter. In addition, two control variables, suitability award and industry type,



are included in all of those equations for hypotheses testing. The detail of each equation is presented as below.

The examination of the relationship among five dimensions, comprised of social accounting implementation and stakeholder acceptance continuity, is presented in Equation 1 as the following:

$$\text{Equation 1: SAC} = \alpha_{01} + \beta_1 HRA + \beta_2 CPP + \beta_3 SIR + \beta_4 EMA + \beta_5 RCD + \beta_6 ITY + \beta_7 SAW + \varepsilon$$

The relationships between the five dimensions of social accounting implementation and organizational value increase are investigated by Equation 2 as shown:

$$\text{Equation 2: OVI} = \alpha_{02} + \beta_8 HRA + \beta_9 CPP + \beta_{10} SIR + \beta_{11} EMA + \beta_{12} RCD + \beta_{13} ITY + \beta_{14} SAW + \varepsilon$$

To investigate the relationships between the five dimensions of social accounting implementation and corporate image outstanding, Equation 3 is shown as below:

$$\text{Equation 3: CIO} = \alpha_{03} + \beta_{15} HRA + \beta_{16} CPP + \beta_{17} SIR + \beta_{18} EMA + \beta_{19} RCD + \beta_{20} ITY + \beta_{21} SAW + \varepsilon$$

The relationships between the five dimensions of social accounting implementation and firm sustainability are investigated by Equation 4 which is demonstrated as the following:

$$\text{Equation 4: FSU} = \alpha_{04} + \beta_{22} HRA + \beta_{23} CPP + \beta_{24} SIR + \beta_{25} EMA + \beta_{26} RCD + \beta_{27} ITY + \beta_{28} SAW + \varepsilon$$



The investigation of the relationships among stakeholder acceptance continuity, organizational value increase, corporate image outstanding and firm sustainability, are presented in Equation 5 as below:

$$\text{Equation 5: FSU} = \alpha_{05} + \beta_{29}SAC + \beta_{30}OVI + \beta_{31}CIO + \beta_{32}ITY + \beta_{33}SAW + \varepsilon$$

To explore the effect of the five antecedents consisting of long-term organizational vision, corporate governance mindset, ethical orientation culture, dynamic competitive change, and market expectation pressure, on five dimensions of social accounting implementation, Equations 6 to 10 are shown:

$$\text{Equation 6: HRA} = \alpha_{06} + \beta_{34}LOV + \beta_{35}CGM + \beta_{36}EOC + \beta_{37}DCC + \beta_{38}MEP + \beta_{39}ITY + \beta_{40}SAW + \varepsilon$$

$$\text{Equation 7: CPP} = \alpha_{07} + \beta_{41}LOV + \beta_{42}CGM + \beta_{43}EOC + \beta_{44}DCC + \beta_{45}MEP + \beta_{46}ITY + \beta_{47}SAW + \varepsilon$$

$$\text{Equation 8: SIR} = \alpha_{08} + \beta_{48}LOV + \beta_{49}CGM + \beta_{50}EOC + \beta_{51}DCC + \beta_{52}MEP + \beta_{53}ITY + \beta_{54}SAW + \varepsilon$$

$$\text{Equation 9: EMA} = \alpha_{09} + \beta_{55}LOV + \beta_{56}CGM + \beta_{57}EOC + \beta_{58}DCC + \beta_{59}MEP + \beta_{60}ITY + \beta_{61}SAW + \varepsilon$$

$$\text{Equation 10: RCD} = \alpha_{10} + \beta_{62}LOV + \beta_{63}CGM + \beta_{64}EOC + \beta_{65}DCC + \beta_{66}MEP + \beta_{67}ITY + \beta_{68}SAW + \varepsilon$$

The examination of the role of moderator is of organizational stakeholder relationships and organizational learning capability. The influence of organizational stakeholder relationships moderates the relationships between the five dimensions of social accounting implementation and consequences. As well, organizational learning capability, which moderates the relationships among antecedents and the five dimensions of social accounting implementation, are also included as shown:



$$\begin{aligned} \text{Equation 11: SAC} = & \alpha_{11} + \beta_{69}HRA + \beta_{70}CPP + \beta_{71}SIR + \beta_{72}EMA + \beta_{73}RCD + \\ & \beta_{74}OSR + \beta_{75}(HRA*OSR) + \beta_{76}(CPP*OSR) + \beta_{77}(SIR*OSR) \\ & + \beta_{78}(EMA*OSR) + \beta_{79}(RCD*OSR) + \beta_{80}ITY + \beta_{81}SAW + \varepsilon \end{aligned}$$

$$\begin{aligned} \text{Equation 12: OVI} = & \alpha_{12} + \beta_{82}HRA + \beta_{83}CPP + \beta_{84}SIR + \beta_{85}EMA + \beta_{86}RCD + \\ & \beta_{87}OSR + \beta_{88}(HRA*OSR) + \beta_{89}(CPP*OSR) + \beta_{90}(SIR*OSR) \\ & + \beta_{91}(EMA*OSR) + \beta_{92}(RCD*OSR) + \beta_{93}ITY + \beta_{94}SAW + \varepsilon \end{aligned}$$

$$\begin{aligned} \text{Equation 13: CIO} = & \alpha_{13} + \beta_{95}HRA + \beta_{96}CPP + \beta_{97}SIR + \beta_{98}EMA + \beta_{99}RCD + \\ & \beta_{100}OSR + \beta_{101}(HRA*OSR) + \beta_{102}(CPP*OSR) \\ & + \beta_{103}(SIR*OSR) + \beta_{104}(EMA*OSR) + \beta_{105}(RCD*OSR) \\ & + \beta_{106}ITY + \beta_{107}SAW + \varepsilon \end{aligned}$$

$$\begin{aligned} \text{Equation 14: FSU} = & \alpha_{14} + \beta_{108}HRA + \beta_{109}CPP + \beta_{110}SIR + \beta_{111}EMA + \beta_{112}RCD \\ & + \beta_{113}OSR + \beta_{114}(HRA*OSR) + \beta_{115}(CPP*OSR) \\ & + \beta_{116}(SIR*OSR) + \beta_{117}(EMA*OSR) + \beta_{118}(RCD*OSR) \\ & + \beta_{119}ITY + \beta_{120}SAW + \varepsilon \end{aligned}$$

$$\begin{aligned} \text{Equation 15: HRA} = & \alpha_{15} + \beta_{121}LOV + \beta_{122}CGM + \beta_{123}EOC + \beta_{124}DCC + \beta_{125}MEP \\ & + \beta_{126}OLC + \beta_{127}(LOV*OLC) + \beta_{128}(CGM*OLC) \\ & + \beta_{129}(EOC*OLC) + \beta_{130}(DCC*OLC) + \beta_{131}(MEP*OLC) \\ & + \beta_{132}ITY + \beta_{133}SAW + \varepsilon \end{aligned}$$

$$\begin{aligned} \text{Equation 16: CPP} = & \alpha_{16} + \beta_{134}LOV + \beta_{135}CGM + \beta_{136}EOC + \beta_{137}DCC + \beta_{138}MEP \\ & + \beta_{139}OLC + \beta_{140}(LOV*OLC) + \beta_{141}(CGM*OLC) \\ & + \beta_{142}(EOC*OLC) + \beta_{143}(DCC*OLC) + \beta_{144}(MEP*OLC) \\ & + \beta_{145}ITY + \beta_{146}SAW + \varepsilon \end{aligned}$$



$$\begin{aligned}
\text{Equation 17: SIR} = & \alpha_{17} + \beta_{147}LOV + \beta_{148}CGM + \beta_{149}EOC + \beta_{150}DCC + \beta_{151}MEP \\
& + \beta_{152}OLC + \beta_{153}(LOV*OLC) + \beta_{154}(CGM*OLC) \\
& + \beta_{155}(EOC*OLC) + \beta_{156}(DCC*OLC) + \beta_{157}(MEP*OLC) \\
& + \beta_{158}ITY + \beta_{159}SAW + \varepsilon
\end{aligned}$$

$$\begin{aligned}
\text{Equation 18: EMA} = & \alpha_{18} + \beta_{160}LOV + \beta_{161}CGM + \beta_{162}EOC + \beta_{163}DCC + \beta_{164}MEP \\
& + \beta_{165}OLC + \beta_{166}(LOV*OLC) + \beta_{167}(CGM*OLC) \\
& + \beta_{168}(EOC*OLC) + \beta_{169}(DCC*OLC) + \beta_{170}(MEP*OLC) \\
& + \beta_{171}ITY + \beta_{172}SAW + \varepsilon
\end{aligned}$$

$$\begin{aligned}
\text{Equation 19: RCD} = & \alpha_{19} + \beta_{173}LOV + \beta_{174}CGM + \beta_{175}EOC + \beta_{176}DCC + \beta_{177}MEP \\
& + \beta_{178}OLC + \beta_{179}(LOV*OLC) + \beta_{180}(CGM*OLC) \\
& + \beta_{181}(EOC*OLC) + \beta_{182}(DCC*OLC) + \beta_{183}(MEP*OLC) \\
& + \beta_{184}ITY + \beta_{185}SAW + \varepsilon
\end{aligned}$$

Where:

HRA	=	Human Rights Accounting
CPP	=	Community Participation Presentation
SIR	=	Social Impact Reporting
EMA	=	Environmental Management Accounting Practice
RCD	=	Regulation Compliance Disclosure
SAC	=	Stakeholder Acceptance Continuity
OVI	=	Organizational Value Increase
CIO	=	Corporate Image Outstanding
FSU	=	Firm sustainability
LOV	=	Long-term Organizational Vision
CGM	=	Corporate Governance Mindset
EOC	=	Ethical Orientation Culture
DCC	=	Dynamic Competitive Change
MEP	=	Market Expectation Pressure
OSR	=	Organization-Stakeholder Relationships



OLC	=	Organizational Learning Capability
SAW	=	Sustainability Award
ITY	=	Industry type
α	=	Constant
β	=	Coefficient
ε	=	Error term

Summary

This chapter illustrates the research method used to investigate the collected data and to test the relationships of all constructs in the conceptual model, and to answer the research questions. The total of 594 firms is from the database of the Securities Exchange of Thailand. A questionnaire mail survey was sent to the accounting executives of each firm as the key informants. In addition, a valid and reliable questionnaire is the primary instrument of data collection. Moreover, nineteen statistical equations for hypotheses testing are also included. This chapter also provides the measurements of each construct and summarizes those which are based on the literature review as shown in table 6.



Table 6 Variable Definitions and Operational Variables of Construct

Constructs	Definitions	Operational Variables	Scale Source
<p><u>Dependent variable</u></p> <p><i>Firm Sustainability (FSU)</i></p>	<p>The administration continued good performance of firm leading to accepted, supported, trusted, reliability by relevant stakeholders which is important to long-term existence and achievement of a firm.</p>	<p>The organization's performance, such as continuity of acceptance, supported, trusted, reliability by stakeholders.</p>	<p>New Scale</p>
<p><u>Independent Variables</u></p> <p><i>Human Rights Accounting (HRA)</i></p>	<p>The accounting practice and reporting involve the main importance of the individual rights, management and human resource development, employee-interest, and fair labor practices which must respect, safeguard a life and dignity for all people.</p>	<p>The reporting involve the main importance of the individual rights, employee development, employee-interest, and fair labor practices.</p>	<p>New Scale</p>
<p><i>Community Participation Presentation (CPP)</i></p>	<p>The presentation of information about participation between the firm and community to develop and enhance the strength of the community, including supporting for employment, development skills, and participation contributes to improve the quality of social life, the nature, cultural and environmental restorations.</p>	<p>The reporting about participation between the firm and community, such as employment, development of vocational skills, and participation contributes to improving the quality of social life, the nature, cultural and environmental restorations.</p>	<p>New Scale</p>

Table 6 Variable Definitions and Operational Variables of Construct (continued)

Constructs	Definitions	Operational Variables	Scale Source
<i>Social Impact Reporting (SIR)</i>	Process of the intimation about the actions of the firm which has direct and indirect effect on society through reporting about supporting social projects include risk analyzing, and managing social impact.	The intimation about the actions of the firm which are direct and indirect effect on society through report supporting social projects, analyzing, monitoring, and managing social impact.	New Scale
<i>Environmental Management Accounting Practice (EMA)</i>	A scope or procedure for accounting that provides essential financial and non-financial information for corporate environmental management to support decision-making of both the internal and external stakeholders.	Clarity, systematically and materialistic in the accounting practice with cover financial information such as cost and benefit environmental management, and non-financial information such as environmental impact	New Scale
<i>Regulation Compliance Disclosure (RCD)</i>	The processes that focus on presentation and communication informations of regulatory strict compliance base on business ethical to express of overall social responsibility.	The ability of firm for presentation and communication information about regulatory compliance, business ethic to express of responsibility.	New Scale

Table 6 Variable Definitions and Operational Variables of Construct (continued)

Constructs	Definitions	Operational Variables	Scale Source
<u>Consequence Variables</u>			
<i>Stakeholder Acceptance Continuity (SAC)</i>	The actions of approval the operation to achieve objective of organization, which leads to firm benefits include getting cooperation, liability and trust without prejudice in the long-term.	The outcome that receives from reliability, trust without prejudice of various stakeholders.	New Scale
<i>Organizational Value Increase (OVI)</i>	The continuity of maintain ability and increasing economic wealth includes customer loyalty, attraction of new customer, profitability, market share, and firm growth in the long-term.	The organization's performance, such as economic growth continuity, increase profitability, market share.	New Scale
<i>Corporate Image Outstanding (CIO)</i>	The identity of a firm that is recognized, praised, reliability, and good attitudes that stakeholders come to perceive of exceptionally good corporate responsibility.	Outcome of recognized, praised, reliability, and good attitudes that stakeholders come to perceive of exceptionally good corporate.	New Scale
<u>Antecedent Variables</u>			
<i>Long-term Organizational Vision (LOV)</i>	The organization's identity and ideal that represented to share vision, promote learning and use technology in organization to achieve their goals and align with the strategic management of organization in the future.	The ability in the organization' identity and ideal that represented to share vision, promote learning and use technology to achieve their goals of organization.	New Scale

Table 6 Variable Definitions and Operational Variables of Construct (continued)

Constructs	Definitions	Operational Variables	Scale Source
<i>Corporate Governance Mindset (CGM)</i>	An intention to follow the processes and principle enhancing fairness, transparency, and responsibility of firm operation for stakeholders which is credibility and can be verifiability.	The operations that emphasize fairness, transparency, and responsibility of firm operation for stakeholders which is credibility and can be verifiability.	New Scale
<i>Ethical Orientation Culture (EOC)</i>	The shared values and beliefs about business moral base on responsibilities and avoids unethical behavior including adherence to the rules and social agreement.	Operation by adhering to good business moral, supported for employees are encouraged to learn together morally include adhering to the agreement of the society.	New Scale
<i>Dynamic Competitive Change (DCC)</i>	The awareness the uncertainty associated with the competitive change at all time, demand for customer is changing rapidly, and increasing competition.	The perceive intensity of ever-changing competitive including demand of customer, increasing of new competitor, strategic of competitors.	New Scale
<i>Market Expectation Pressure (MEP)</i>	The external compression such as investor, customer, government, and public with the need to see that the business operates responsibly toward society	The perceived expectation about operation under pressure from external stakeholder including expected of efficient operation, information, service, and databases.	New Scale

Table 6 Variable Definitions and Operational Variables of Construct (continued)

Constructs	Definitions	Operational Variables	Scale Source
<p><u>Moderating Variables</u></p> <p><i>Organizational-Stakeholder Relationships (OSR)</i></p>	<p>The good relationship between firm and multiple stakeholders that explain how organization strategically engages on social responsibility including, good communication to their stakeholders both direct and indirect.</p>	<p>The ability of organization to build good relationship with all stakeholders by good communication, providing information systems, which cover about responsibility of organization.</p>	<p>New Scale</p>
<p><i>Organizational Learning Capability (OLC)</i></p>	<p>The firm competence about commitment, open-mindedness, promoting development and training, knowledge sharing, conveying ideas, and generating knowledge and removes it to where it is required for responding to dynamic changes in both the internal and external environment.</p>	<p>The degree of firm's ability to promote continuous learning including train new ideas, new ways of working, sharing of knowledge, and removes it to where it is required for responding to dynamic changes.</p>	<p>New Scale</p>
<p><u>Control Variables</u></p> <p><i>Industry Type (ITY)</i></p>	<p>Industry type is defined as the classification of similar businesses group is in the same industry</p>	<p>Dummy variable 0 = other business group 1 = manufacturing business group</p>	<p>New scale</p>

Table 6 Variable Definitions and Operational Variables of Construct (continued)

Constructs	Definitions	Operational Variables	Scale Source
<i>Sustainability Award (SAW)</i>	Sustainability award is defined as firms that have been declared good and praise sustainable firms are exemplary for other listed firms, which covers responsibility of social, environmental, and governance.	Dummy variable 0 = corporate that do not qualify 1 = corporate that qualify	New scale

CHAPTER IV

RESULTS AND DISCUSSION

The previous chapter demonstrated the research methods which include the sample selection and data collection procedures, population and sample, data collection, and test of non-response bias that are detailed. Moreover, the variable measurements are developed. Data analysis and hypotheses testing are described. This chapter shows the result of statistical testing which is organized as follows. Firstly, the report result of the respondent characteristics that are the firm characteristics and correlation analysis. Secondly, the hypothesis testing, the results, and the discussions are detailed. Finally, the summary of all hypotheses testing is provided in a table format.

Respondent Characteristics

Respondent Characteristics

In this research, the key informants are the accounting executives (accounting directors or accounting managers) who have the most comprehensive knowledge regarding firm characteristics, accounting strategy, and firm performance. The respondent characteristics are explained by the demographic characteristics, including gender, age, marital status, education level, work experience, average monthly income at present, and working position.

Of the 121 valid respondents, 73.55% are female. In the age over 40 years old is 56.20%, married respondents are 57.03%, education level of most respondents is higher than undergraduate representing 66.94%, and those having work experience more than 20 years is 39.67%. The average monthly income at present is less than 100,000 bath baht at 37.19%. Finally, 63.64% of respondents working positions are that of accounting manager (percent). More details are shown in Appendix A.



Firm Characteristics

The result of the 121 valid responses, is at 28.93% which came from the financials industry. The registered capital is less than 1,000 million baht at 42.98%. Moreover, 49.59% represents the total assets at less than 10 billion baht. In addition, more than two thirds of the firms have a period of turn registers in the stock exchange of Thailand more than 15 years, representing 73.55%. Most of the firms have a number of employees of less than 500 employees at 46.28%. Nearly half of firms have the period of corporate social responsibility reporting that range between 5 and 10 years at 49.59%. Meanwhile, 60.33% of the firms have never achieved any awards in corporate social responsibility. Finally, 53.72% achieved rewards in sustainability according to preliminary indicators covering the environmental, social, and corporate governance of the stock exchange in Thailand (SET). Additional is provided in Appendix A.

Descriptive Statistic

Descriptive statistics are used to explain the general characteristics of the data, including mean and standard deviation. The descriptive statistics show in table 7. Overall, the mean of all constructs is ranged 4.07 – 4.37. Environment management accounting practice variable, has the lowest mean (4.07), and the dynamic competitive change variable has the highest mean (4.37). In addition, the standard deviation of all constructs is between 0.45 and 0.57.

Correlation analysis

A bivariate correlation analysis of Person's correlation is employed for all variables, which help explore the relationships among variables and to verify the multicollinearity problem. A multicollinearity problem is when inter-correlation in each predicted variable is more than 0.80, meaning a high relationship (Hair et al, 2010). In this research, the bivariate correlation procedure is scaled to a two-tailed test of statistical significance at $p < 0.05$ and $p < 0.10$, of which the correlation analysis of all variables are demonstrated in Table 7.



Table 7 Descriptive Statistics and Correlation Matrix of Social Accounting Implementation and All Constructs

Variable	HRA	CPP	SIR	EMA	RCD	SAC	OVI	CIO	FSU	LOV	CGM	EOC	DCC	MEP	OSR	OLC	ITY	SAW
Mean	4.25	4.27	4.14	4.07	4.30	4.13	4.16	4.17	4.29	4.35	4.41	4.34	4.37	4.31	4.30	4.31	n/a	n/a
S.D.	0.46	0.55	0.54	0.57	0.49	0.55	0.53	0.52	0.46	0.46	0.48	0.46	0.48	0.45	0.47	0.46	n/a	n/a
CPP	.484***																	
SIR	.475***	.596***																
EMA	.460**	.568***	.661***															
RCD	.564***	.417***	.504***	.443***														
SAC	.387***	.492***	.541***	.448***	.339***													
OVI	.479***	.531***	.471***	.455***	.435***	.585***												
CIO	.424***	.575***	.549***	.464***	.473***	.641***	.543***											
FSU	.322***	.540***	.525***	.547***	.436***	.531***	.521***	.694***										
LOV	.427***	.454***	.431***	.367***	.494***	.394***	.489***	.446***	.407***									
CGM	.447***	.430***	.483***	.308***	.518***	.350***	.429***	.521***	.367***	.606***								
EOC	.507***	.490***	.496***	.436***	.577***	.430***	.506***	.521***	.607***	.736***	.577***							
DCC	.383***	.369***	.420***	.309***	.407***	.408***	.409***	.425***	.379***	.492***	.424***	.596***						
MEP	.427***	.322***	.360***	.314***	.391***	.360***	.340***	.381***	.363***	.538***	.514***	.578***	.704***					
OSR	.437***	.484***	.415***	.322***	.495***	.478***	.509***	.552***	.528***	.534***	.483***	.644***	.463***	.441***				
OLC	.440***	.414***	.430***	.382***	.473***	.391***	.402***	.411***	.445***	.587***	.497***	.642***	.521***	.663***	.602***			
ITY	-.172	.010	-.013	-.056	.008	-.094	-.028	.087	-.051	.059	.072	.065	.057	-.017	.047	-.049		
SAW	-.154	-.223**	-.113	-.160	-.116	-.198**	-.206**	-.112	-.234***	-.198**	-.038	-.179**	-.177	-.17	-.126	-.160	.151	

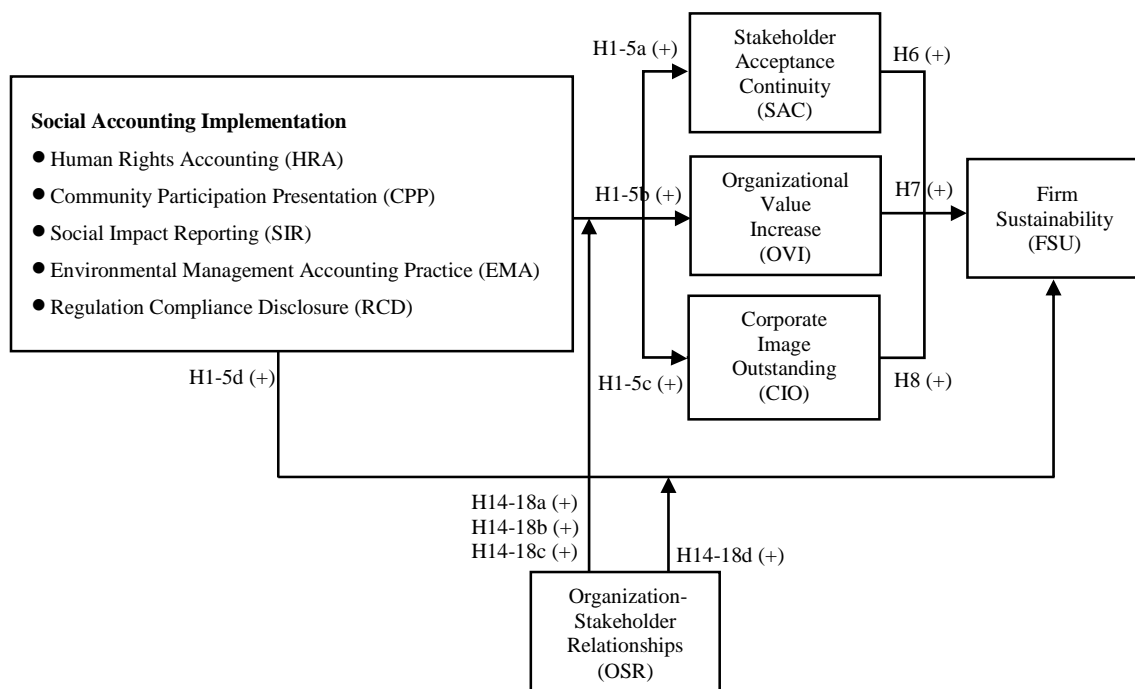
***p < 0.01, **p < 0.05, *p < 0.10

Hypotheses Testing and Results

This research uses the ordinary least squares (OLS) regression to test the hypotheses. Likewise, the regression equation is a linear combination of the independent variable that can interpret and predict the dependent variable. Moreover, two dummy variables of sustainability award and industry type are also included in the equation. There are 19 statistical equations in this research that are illustrated in the previous chapter. The result of descriptive statistics and hypotheses testing are manifested regarding each equation as follows:

The Relationship between Each Dimension of Social Accounting Implementation, Its Consequences, and the Moderating Role of Organization-Stakeholder Relationships

Figure 10 The Relationship between Each Dimension of Social Accounting Implementation, Its Consequences, and the Moderating Role of Organization-Stakeholder Relationships



As shown in figure 10, the relationships of each dimension of social accounting implementation and its consequences are represented in hypotheses H1a-d to H5a-d. The relationship in each hypothesis is presented to be in a positive direction. Therefore, these hypotheses can be translated to the regression equation. Equations 1, 2, 3, 4, 11, 12, 13, and 14 are used to test the above hypotheses. Moreover, the moderating role of organization-stakeholder relationships is proposed to positively influence the relationship among each of five dimensions of social accounting implementation which are shown in hypotheses H14a-d to H18a-d. The above mentioned hypotheses can be converted to the regression equation, which includes equations 11, 12, 13, and 14, respectively.

Table 8 Descriptive Statistics and Correlation Matrix of Each Dimension of Social Accounting Implementation, Its Consequences, and Organization-Stakeholder Relationships

Variable	HRA	CPP	SIR	EMA	RCD	SAC	OVI	CIO	FSU	OSR	ITY	SAW
Mean	4.25	4.27	4.14	4.07	4.30	4.13	4.16	4.17	4.29	4.30	n/a	n/a
S.D.	0.46	0.55	0.54	0.57	0.49	0.55	0.53	0.52	0.46	0.47	n/a	n/a
CPP	.484***											
SIR	.475***	.596***										
EMA	.460***	.568***	.661***									
RCD	.564***	.417***	.504***	.443***								
SAC	.387***	.492***	.541***	.448***	.339***							
OVI	.479**	.531***	.471***	.455***	.435***	.585***						
CIO	.424**	.575***	.549***	.464***	.473***	.641***	.543***					
FSU	.322**	.540***	.525***	.547***	.436***	.531***	.521***	.694***				
OSR	.437**	.484***	.415***	.322***	.495***	.478***	.509***	.552***	.528***			
ITY	-.172	.010	-.013	-.056	.008	-.094	-.028	.087	.051	.047		
SAW	-.154	-.223**	-.113	-.160	-.116	-.198**	-.206**	-.112	-.234***	-.126	.151	

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

Table 8 illustrates the correlation among each dimension of social accounting implementation and its consequence. In the first dimension, the result demonstrates the positive correlation between human rights accounting and stakeholder acceptance continuity ($r = 0.387$, $p < 0.01$), organizational value increase ($r = 0.479$, $p < 0.01$), corporate image outstanding ($r = 0.424$, $p < 0.01$), and firm sustainability ($r = 0.322$,



$p < 0.01$). In the second dimension, communication participation presentation has a positive correlation to stakeholder acceptance continuity ($r = 0.387, p < 0.01$), organizational value increase ($r = 0.531, p < 0.01$), corporate image outstanding ($r = 0.575, p < 0.01$), and firm sustainability ($r = 0.540, p < 0.01$). For the third dimension, social impact reporting has a significant and positive correlation with stakeholder acceptance continuity ($r = 0.541, p < 0.01$), organizational value increase ($r = 0.471, p < 0.01$), corporate image outstanding ($r = 0.549, p < 0.01$), and firm sustainability ($r = 0.525, p < 0.01$). As to the fourth dimension, environmental management accounting practice has a positive and significant correlation to stakeholder acceptance continuity ($r = 0.448, p < 0.01$), organizational value increase ($r = 0.455, p < 0.01$), corporate image outstanding ($r = 0.464, p < 0.01$), and firm sustainability ($r = 0.547, p < 0.01$). The last dimension, regulation compliance disclosure has a significant and positive correlation with stakeholder acceptance continuity ($r = 0.339, p < 0.01$), organizational value increase ($r = 0.435, p < 0.01$), corporate image outstanding ($r = 0.473, p < 0.01$), and firm sustainability ($r = 0.436, p < 0.01$). The findings in Table 8 indicate that all inter-correlations are less than 0.80 which are recommended by Hair et al. (2010). In addition, table 9 shows that the maximum value of variance inflation factors (VIFs) in equations 1 to 4 indicates that the maximum value is 2.200, which is not exceeding 10 as is recommended by Hair et al. (2010). Therefore, both VIF and correlations certify not a multicollinearity problem.

Next, table 9 demonstrates the multiple regression analysis of the relationships among social accounting implementation (human rights accounting, community participation presentation, social impact reporting, environmental management accounting practice, and regulation compliance disclosure), its consequences (stakeholder acceptance continuity, organizational value increase, corporate image outstanding, and firm sustainability), and the moderating effect of organizational-stakeholder relationships, as illustrated below.



Table 9 Result of Regression Analysis for the Effects of Each Dimension of Social accounting Implementation on Its Consequence

Independent Variable	Dependent Variables							
	SAC		OVI		CIO		FSU	
	Equation 1	Equation 11	Equation 2	Equation 12	Equation 3	Equation 13	Equation 4	Equation 14
HRA (H1a-d)	.075 (.100)	.035 (.100)	.187* (.099)	.153 (.100)	.069 (.094)	.035 (.094)	-.098 (.095)	-.128 (.092)
CPP (H2a-d)	.204** (.103)	.097 (.107)	.263*** (.101)	.209* (.107)	.320*** (.096)	.251** (.100)	.249** (.097)	.099 (.098)
SIR (H3a-d)	.330*** (.112)	.302*** (.108)	.095 (.109)	.077 (.108)	.214** (.104)	.188* (.101)	.148 (.105)	.116 (.098)
EMA (H4a-d)	.058 (.107)	.101 (.104)	0.090 (.105)	.115 (.104)	.037 (.100)	.071 (.098)	.255** (.100)	.318*** (.095)
RCD (H5a-d)	.011 (.097)	-.083 (.105)	.123 (.096)	.035 (.105)	.176* (.091)	.069 (.098)	.185** (.092)	.153 (.096)
OSR		.266*** (.097)		.241** (.097)		.266*** (.092)		.273*** (.089)
HRA × OSR (H14a-d)		-.158 (.105)		-.108 (.105)		-.083 (.099)		-.089 (.096)
CPP × OSR (H15a-d)		.083 (.106)		.059 (.106)		.087 (.100)		-.061 (.097)
SIR × OSR (H16a-d)		.049 (.113)		.108 (.113)		.106 (.106)		.074 (.103)
EMA × OSR (H17a-d)		-.127 (.107)		-.012 (.107)		-.136 (.101)		-.116 (.098)
RCD × OSR (H18a-d)		.131 (.087)		-.009 (.087)		.026 (.082)		.208*** (.080)
ITY	-.127 (.157)	-.098 (.153)	.039 (.154)	.013 (.154)	.196 (.147)	.194 (.144)	.130 (.147)	.156 (.140)
SAW	-.167 (.157)	-.165 (.152)	-.165 (.154)	-.178 (.152)	.012 (.147)	.020 (.143)	-.249* (.147)	-.236* (.139)
Adjusted R²	.320	.374	.346	.373	.405	.447	.398	.477
Maximum VIF	2.200	5.298	2.200	5.298	2.200	5.298	2.200	5.298

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

Regarding table 9, the result of the multiple regression analysis shows that the relationships among social accounting implementation (consisting of human rights accounting [HRA], community participation presentation [CPP], social impact reporting [SIR], environmental management accounting practice [EMA], and regulation compliance disclosure [RCD], its consequences (including stakeholder acceptance continuity [SAC], organizational value increase [OVI], corporate image outstanding [CIO], and firm Sustainability [FSU]), are these variables as shown in hypotheses H1a-d to H5a-d, and the equations 1, 2, 3, and 4 are used to test these hypotheses. Moreover, the moderating effect that is organization-stakeholder relationships (OSR) as shown in hypotheses H14a-d to H18a-d, and the equations 11, 12, 13, and 14 are used to test these hypotheses.

The result of OLS regression analysis demonstrates that the first dimension, human rights accounting (H1a-d), is significantly only related to organizational value increase (H1b: $\beta_8 = 0.187$, $p < 0.10$). Previous research confirmed that accounting has a key role to accountability and expresses transparency in human rights. Also, they indicate that human rights accounting has an influence on investment movements which lead to organizational value (Gallhofer et al., 2011). Consistently, the suggestion is that the firm should support social accounting, especially as to human rights disclosures (Hazelton, 2013). Although there are a few studies on human rights accounting, prior research illustrates that this issue is interesting and encourages many countries to pay more attention. Obviously, human rights are driven to be disclose more, not only between countries, but within countries and between individuals which are led to benefit society (Razzak, 2017). Previous research indicated that human rights accounting is important in the reporting of the a firm, especially transnational firms, because it helps reduce operational risks and stabilization clauses in the host countries (Hazelton, 2013; Lauwo and Otusanya, 2014). Moreover, human rights accounting appears as an instrumental value among many values, which is possible because under economic logic, accounting tools (such as performance management systems and cost and benefit analysis), convey instrumental values which can lead to understanding in terms of profit maximization, as well as profitability and organizational value increase (Pianezze and Cinquini, 2016). **Thus, hypothesis 1b is supported.**



However, the finding illustrates that human rights accounting shows non-significant influence on stakeholder acceptance continuity (H1a: $\beta_1 = 0.075$, $p > 0.10$), corporate image outstanding (H1c: $\beta_{15} = 0.069$, $p > 0.10$), and firm sustainability (H1d: $\beta_{22} = -0.098$, $p > 0.10$). From the above results, it indicates that human rights accounting does not affect stakeholder acceptance continuity, corporate image outstanding, and firm sustainability. This finding can be explained. It is possible that human rights accounting as a new concept, also does not have an outstanding role in the past, and human rights accounting issues may not be in the highest interests of stakeholders, because they may focus more on the information disclosure that is relevant or directly related to them (Wettstein, 2012). In addition, listed firms in Thailand are well aware of the non-violation of human rights, so that stakeholders are not worried or anxious about this. Moreover, it may be possible that if a firm needs to benefit from social responsibility activities, such activities must be done for at least 3-5 years (Mullen, 1997). So, it is possible that no relationship was found from this test, because it may just have an early implementation of human rights accounting.

Therefore, hypotheses 1a, 1c, and 1d are not supported.

Next, the second dimension that is community participation presentation (H2a-d) is significantly and positively related to all four of its consequences which include stakeholder acceptance continuity (H2a: $\beta_2 = 0.204$, $p < 0.05$), organizational value increase (H2b: $\beta_9 = 0.263$, $p < 0.01$), corporate image outstanding (H2c: $\beta_{16} = 0.320$, $p < 0.01$), and firm sustainability (H2d: $\beta_{23} = 0.249$, $p < 0.05$). The literature confirms that corporate social responsibility and corporate community involvement strategies can reduce the event of collision between the community and companies, especially in the host community perceptions of positive organizational activities as a key factor that can enhance corporate-community relations (Idemudia and Ite, 2006). The study of Delannon et al. (2016) confirmed that the strategies of community engagement with their help and support can lead to positive perception much more for their relations to the community than to emphasize a single strategy. The previous literature indicated that the volume of corporate community participation presentation in annual reports has a significant relationship with its total quality score and a strongly positive relationship with the volume of corporate social responsibility disclosed. Likewise, the corporation that demonstrates firm accountability can increase firm performance through promoting



corporate reputation and competitive advantage (Yekini and Jallow, 2012). Whereas, a business which disregards the community and social responsibility must have competitive disadvantages (Mirfazli, 2008). Therefore, it is not surprising that community participation presentation had an influence on stakeholder acceptance continuity, organizational value increase, corporate image outstanding, and firm sustainability. **Therefore, hypotheses 2a, 2b, 2c, and 2d are supported.**

In terms of the third dimension, social impact reporting (H3a-d) is significantly and positively related to some of its outcomes: stakeholder acceptance continuity (H3a: $\beta_3 = 0.330$, $p < 0.01$), and corporate image outstanding (H3c: $\beta_{17} = 0.214$, $p < 0.05$). This result illustrates that social impact assessment is the process of analyzing, monitoring, and managing about the intended and unintended social impacts for enhancing sustainability and the equation of humans and the environment (Vanclay, 2003). The communication of social impact reveals corporate behavior through corporate reporting which is a benefit for all stakeholders, the organization, and society. In addition, communication tools and channels which guarantee greater organization transparency, as well as helping to better understand stakeholders, leads to stakeholder acceptance and outstanding corporate image (Golob and Bartlett, 2007). Thus, the communication of social impact by reporting is important, because firm reputation and image are one outcome of stakeholder trust (Ali et al., 2015). Social impact reporting represents an endeavor to be accountable to society. Firms with greater social impact reporting tend to clearly disclose their benefit information. Therefore, it has a significant impact on stakeholder acceptance continuity and corporate image outstanding in the competitive market environment. **Hence, hypotheses 3a and 3c are supported.**

On the other hand, the finding reveals a non-significantly among social impact reporting, organizational value increase (H3b: $\beta_{10} = 0.095$, $p > 0.10$), and firm sustainability (H3d: $\beta_{24} = 0.148$, $p > 0.10$). These results do not find an effect of social impact reporting on organizational value increase and firm sustainability. Accordingly, the result of previous research found that corporate voluntary disclosure has an insignificant relationship with profitability (Uyar et al., 2013). Moreover, prior empirical study confirmed clearly that social responsibility answers the expectations of society with firms, but it does not directly influence firm performance (Saeidi et al.,



2015). Similarly, prior empirical study indicates an insignificant relationship between social impact disclosure and profitability (Abdul Hamid, 2004). The possible explanation is that social impact reporting may not have a direct relationship with organizational value increase and firm sustainability. Therefore, it is interesting that the role of mediator variables may be tested in this relationship in the future. **Therefore, hypotheses 3b and 3d are not supported.**

Fourthly, the finding reveals that environmental management accounting practice (H4a-d) shows a non-significant influence on stakeholder acceptance continuity (H4a: $\beta_4 = 0.058$, $p > 0.10$), organizational value increase (H4b: $\beta_{11} = 0.090$, $p > 0.10$), and corporate image outstanding (H4c: $\beta_{18} = 0.037$, $p > 0.10$). This result reveals that environmental management accounting practice does not influence stakeholder acceptance continuity, organizational value increase, and corporate image outstanding. The possible reason is that listed firms are quite aware of their environmental responsibility. Previous study found that the performance of the environmental management of local governments in Thailand was at a medium level (Panya et al., 2017). Thus, it is quite possible that when these firms are aware of this issue, both on a voluntary basis and from having a regulatory environment, there is rarely a serious environmental impact. In addition, it is possible when firm operations are environmentally-friendly, all stakeholders are not worried about this issue because it is far away. Similarly, the prior research indicates that environmental performance is negatively related to both voluntary environmental disclosure and firm reputation (Cho et al., 2012). **Therefore, hypotheses 4a, 4b, and 4d are not supported.**

However, the result shows that environmental management accounting practice has a significant, positive association with firm sustainability (H4d: $\beta_{25} = 0.255$, $p < 0.05$). Environmental management accounting is a subset of social accounting that deals with practices and procedures to report effects on the environment (Nikolaou and Evangelinos, 2010). Corporate environmental responsibility is a strategic idea for business. The implementation of competitive environmental strategy has become an important awareness for firms worldwide (Pondeville et al., 2013). Environmental management accounting practice enhances firm performance, including a proactive environmental strategy such as the signaling to investors which promotes a firm's stock price (Clarkson et al., 2013) and market valuation (Connelly and Limpaphayom, 2004).



Similarly, environmental management practice disclosed in environmental reporting has influence financial performance. Especially, the environmental practice about pollution reduction has significant influence on firm short-term and long-term financial performance of multinational construction firms (Chen et al., 2016). Moreover, environmental management accounting techniques also help make management decisions on information and how to consider environmental performance improvement potential (Schaltegger et al., 2012). It is the firm's accounting practice based on a procedure for accounting that provides essential financial and non-financial information for corporate environmental management to support decision-making of both the internal and external stakeholders. It is a practice of a firm's best environmental management accounting disclosure in current, intense, competitive situations (Tilt, 2006). In addition, the previous empirical result shows that environmental activity reporting effects long-term performance (Connelly and Limpaphayom, 2004). **Thus, hypothesis 4d is supported.**

Finally, the research demonstrates that regulation compliance disclosure (H5a-d), is significantly and positively associated with corporate image outstanding (H5c: $\beta_{19} = 0.176$, $p < 0.10$) and firm sustainability (H5d: $\beta_{26} = 0.185$, $p < 0.05$). Regulation compliance is the one criterion which forces information disclosure of the corporation to comply with regulations and legitimacy by even more continued voluntary disclosure (Gray, 2000). Therefore when the firms are aware of regulatory compliance (such as accounting regulations, environmental regulations, and business ethic) and provide information about the underlying regulation of the community, social, and country; it would be beneficial for the firm's benefits to the firms. Similarly, voluntary disclosure is not only competitive advantage, but it is also a foundation of business ethics, which business ethics can respond to the stakeholder's perception and leads to create image, and firm survival in the long-term (Cacioppe et al., 2008; Ertop, 2015). **Thus, hypothesis 5c and 5d are supported.**

Whereas, the finding illustrates that regulation compliance disclosure has non-significantly affected stakeholder acceptance continuity (H5a: $\beta_5 = 0.011$, $p > 0.10$), and organizational value increase (H5b: $\beta_{12} = 0.123$, $p > 0.10$). It is possibly stated that in the context of Thailand, the Securities Exchange Commission (SEC) of Thailand has announced the rules, conditions, and disclosure of social responsibility information in



the annual registration statement (56-1) and annual report of business (56-2), effective from January 1, 2014 onwards. From this approach, the above stakeholders may be aware that firms are compliant with regulation already. Thai people emphasize regulations more than true for social and environmental responsibility, so the regulation is important to the compliance (Kuasirikun, 2005). In addition, it may be possible for the firms to focus their reporting on regulatory compliance in response to the SET, which may not be focused on responding directly to stakeholders. Therefore, regulation compliance disclosure may not influence stakeholder acceptance continuity and organizational value increase. **Therefore, hypotheses 5a and 5b are not supported.**

For the control variable, industry type has no significant relationship with stakeholder acceptance continuity ($\beta_6 = -0.127$, $p > 0.10$), organizational value increase ($\beta_{13} = 0.039$, $p > 0.10$), corporate image outstanding ($\beta_{20} = 0.196$, $p > 0.10$), and firm sustainability ($\beta_{27} = 0.130$, $p > 0.10$). From these results show that all industry types do not affect its consequence. The possible reason for these findings is that all listed firms in the Stock Exchange of Thailand (all industry types) are large firms that focus on social accounting implementation. Therefore, all industry types recognize and give importance to stakeholders, corporate image, and firm value. These will contribute to the firm sustainability.

In addition, sustainability awards have a negative effect on firm sustainability ($\beta_{28} = -0.249$, $p < 0.10$). From this result, it may be possible that all firms recognize and are aware of this issue to benefit firm sustainability. According to, the study of Virakul et al. (2009), firms will benefit gain or awards from social responsibility, such as increased revenue and financial outcomes. Moreover, regulators will appropriately calibrate incentive awards with performance outcomes, particularly for long-term incentive programs which influence firm sustainability (Falck and Heblich, 2007). Meanwhile, a sustainability award will not affect operational stakeholder acceptance continuity ($\beta_7 = -0.167$, $p > 0.10$), organizational value increase ($\beta_{14} = -0.165$, $p > 0.10$), corporate image outstanding ($\beta_{21} = 0.012$, $p > 0.10$). As a result of this research, it is possible that the Stock Exchange of Thailand (SET) determines that the award does not meet the needs of the stakeholders.



The Moderating Role of Organization-Stakeholder Relationship

Organization-stakeholder relationship is proposed as the moderator. This research has expected that organization-stakeholder relationship positively moderates the relationships between social accounting implementation and its consequence as shown in hypothesis H14a-d to H18a-d. The regression equations 11-14 are analyzed to prove these hypotheses.

The correlation coefficients between organization-stakeholder relationship and five dimensions of social accounting implementation are consistent with human rights accounting ($r = 0.437$, $p < 0.01$), community participation presentation ($r = 0.484$, $p < 0.05$), social impact reporting ($r = 0.415$, $p < 0.01$), environmental management accounting practice ($r = 0.322$, $p < 0.01$), and regulation compliance disclosure ($r = 0.495$, $p < 0.01$). The correlation coefficients between organization-stakeholder relationship and four dependent variables, including stakeholder acceptance continuity ($r = 0.478$, $p < 0.01$), organizational value increase ($r = 0.509$, $p < 0.01$), corporate image outstanding ($r = 0.552$, $p < 0.01$), firm sustainability ($r = 0.528$, $p < 0.01$), are shown in table 9. Also, the maximum value of VIFs (5.298) is lower than the cut-off value of 10. Thus, the multicollinearity problem is of no concern.

As illustrated in table 10, the moderating effect of organization-stakeholder relationship on the relationship among five dimensions of social accounting implementation and its consequences are elaborated as follows. Firstly, the moderating effect of organization-stakeholder relationship has no effect on the relationships among human rights accounting (H14a-d) or with stakeholder acceptance continuity (H14a: $\beta_{75} = -0.158$, $p > 0.10$), organizational value increase (H14b: $\beta_{88} = -0.108$, $p > 0.10$), corporate image outstanding (H14c: $\beta_{101} = -0.083$, $p > 0.10$), and firm sustainability (H14d: $\beta_{114} = -0.089$, $p > 0.10$). Secondly, the result also demonstrates that the non-significant moderating effects of organization-stakeholder relationship have no effect on the relationships among community participation presentation (H15a-d) with stakeholder acceptance continuity (H15a: $\beta_{76} = 0.083$, $p > 0.10$), organizational value increase (H15b: $\beta_{89} = 0.059$, $p > 0.10$), corporate image outstanding (H15c: $\beta_{102} = 0.087$, $p > 0.10$), and firm sustainability (H15d: $\beta_{115} = -0.061$, $p > 0.10$). Thirdly, the result of the moderating effects of organization-stakeholder relationship also has a non-significant effect on the relationships among social impact



reporting (H16a-d) with stakeholder acceptance continuity (H16a: $\beta_{77} = 0.049$, $p > 0.10$), organizational value increase (H16b: $\beta_{90} = 0.108$, $p > 0.10$), corporate image outstanding (H16c: $\beta_{103} = 0.106$, $p > 0.10$), and firm sustainability (H16d: $\beta_{116} = 0.074$, $p > 0.10$). Thirdly, the result of the moderating effects of organization-stakeholder relationship also has a non-significant effect on the relationships among social impact reporting (H16a-d) with stakeholder acceptance continuity (H16a: $\beta_{77} = 0.049$, $p > 0.10$), organizational value increase (H16b: $\beta_{90} = 0.108$, $p > 0.10$), corporate image outstanding (H16c: $\beta_{103} = 0.106$, $p > 0.10$), and firm sustainability (H16d: $\beta_{116} = 0.074$, $p > 0.10$).

Next, the regression result has shown that the moderating effect of organization-stakeholder relationship also has a non-significant effect on the relationships among environmental management accounting practice (H17a-d), stakeholder acceptance continuity (H17a: $\beta_{78} = -0.127$, $p > 0.10$), organizational value increase (H17b: $\beta_{91} = -0.012$, $p > 0.10$), corporate image outstanding (H17c: $\beta_{104} = -0.136$, $p > 0.10$), and firm sustainability (H17d: $\beta_{117} = -0.116$, $p > 0.10$). Finally, the result illustrates the moderating effects of organization-stakeholder relationship also have a non-significant effect on the relationships among regulation compliance disclosure (H18a-d) with stakeholder acceptance continuity (H18a: $\beta_{79} = 0.131$, $p > 0.10$), organizational value increase (H18b: $\beta_{92} = -0.009$, $p > 0.10$) and corporate image outstanding (H18c: $\beta_{105} = 0.026$, $p > 0.10$). The possible explanation is that organization-stakeholder relationship may not be suitable for the moderating variable in the context. Prior study indicates that stakeholder pressures affect voluntary disclosure, while a firm uses voluntary disclosure as one of the strategies to manage the organization-stakeholder relationship (Qu et al., 2013). Therefore, organization-stakeholder relationship should be taken into consideration that it may have a direct relationship to its consequence, which is according to the result that demonstrates organization-stakeholder relationship has a significant, direct relationship to all its consequence, as shown in table 9. **Consequently, hypotheses 14a-d, 15a-d, 16a-d, 17a-d, and hypotheses 18a-c are not supported.**

However, the result shows that the moderating effect of organization-stakeholder relationship has a significant, positive effect on the relationship between regulation



compliance disclosure and firm sustainability (H18d: $\beta_{118} = 0.208$, $p < 0.01$). In changes among the competition today, firms are having to cope by building a good relationship to the stakeholder especially stakeholders in communities, because a stakeholder is one who affects the achievement of the firm's goals (Freeman et al., 2010; Waddock and Boyle, 1995). Moreover, if a firm shows awareness about social responsibility, the findings indicated that the stakeholder will have a good attitude and a good relationship with the corporation (Sen et al., 2006). In addition, the stakeholders perceive social responsibility organizational behavior as that which voluntarily includes a business's regulation compliance disclosure (Popa, 2015; Yakovleva and Vazquez-Brust, 2012). Therefore, it is not surprising if a business has regulatory, strict compliance, based on business ethics to express overall social responsibility that will lead to firm performance and firm sustainability by the organization-stakeholder relationship as a moderator.

Therefore, hypotheses 18d is supported.

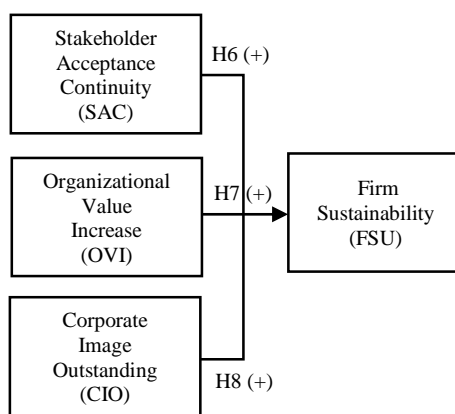
In the term of control variable, 'industry type has no significant influence on the moderating effect of organization-stakeholder relationships as to the relationships among dimensions of social accounting implementation, include stakeholder acceptance continuity ($\beta_{80} = -0.098$, $p > 0.10$), organizational value increase ($\beta_{93} = 0.013$, $p > 0.10$), corporate image outstanding ($\beta_{106} = 0.194$, $p > 0.10$, and firm sustainability ($\beta_{119} = 0.156$, $p > 0.10$). Thus, the moderating effect of organization-stakeholder relationships on the relationships among dimensions of social accounting and its consequences are not influenced by industry type.

In addition, sustainability award also demonstrates no significant relationship on the moderating effect of organization-stakeholder relationships as to the relationships among dimensions of social accounting implementation that includes stakeholder acceptance continuity ($\beta_{81} = -0.165$, $p > 0.10$), organizational value increase ($\beta_{94} = -0.178$, $p > 0.10$), corporate image outstanding ($\beta_{107} = 0.020$, $p > 0.10$), and firm sustainability ($\beta_{120} = -0.236$, $p < 0.10$). Therefore, the moderating effect of organization-stakeholder relationships on the relationship among dimensions of social accounting and its consequences are not influenced by sustainability award.



The Relationships among Stakeholder Acceptance Continuity, Organizational Value Increase, and Firm Sustainability

Figure 11 The Relationships among Stakeholder Acceptance Continuity, Organizational Value Increase, and Firm Sustainability



In figure 11, the relationship among stakeholder acceptance continuity, organizational value increase, and firm sustainability are shown. This research identifies that all constructs have a positive relationship that are developed in hypotheses H6-8. These hypotheses are converted into the regression equations and test by equation 5, which is presented in table 10 below.

Table 10 Descriptive Statistics and Correlation Matrix among Stakeholder Acceptance Continuity, Organizational Value Increase, and Firm Sustainability

Variable	SAC	OVI	CIO	FSU	ITY	SAW
Mean	4.13	4.16	4.17	4.29	-	-
S.D.	0.55	0.53	0.52	0.46	-	-
OVI	.585***					
CIO	.641***	.543***				
FSU	.531***	.521***	.694***			
ITY	-.094	-.028	.087	.051		
SAW	-.198**	-.206**	-.112	-.234***	.151	

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



Table 10 illustrates the correlation among stakeholder acceptance continuity, organizational value increase, and firm sustainability. The result shows that stakeholder acceptance continuity is positively correlated to organizational value increase ($r = 0.585$, $p < 0.01$), corporate image outstanding ($r = 0.641$, $p < 0.01$), and firm sustainability ($r = 0.531$, $p < 0.01$). Moreover, organizational value increase has a positive, significant correlation to corporate image outstanding ($r = 0.543$, $p < 0.01$), and firm sustainability ($r = 0.521$, $p < 0.01$). In addition, corporate image outstanding is positively correlated to continuity firm sustainability ($r = 0.694$, $p < 0.01$). These results indicate that the correlation coefficients (r) are significantly higher than 0.3 and do not prenominate 0.80, as suggested by Hair et al. (2010). The result demonstrates an inter-correlation of each variable for indicating that the ability of an independent variable predicts the variance of the dependent variable in the stage of regression analysis. Similarly, table 12 shows that the maximum value of VIF is 2.040, which is less than 10 in the scale. Therefore, the correlation and VIF indicates that there are no multicollinearity problems.

Table 11 Result of Regression Analysis for the Effects among Stakeholder Acceptance Continuity, Organizational Value Increase, and Firm Sustainability

Independent Variables	Dependent Variable
	FSU
	Equation 5
SAC (H6)	.062 (.091)
OVI (H7)	.159* (.082)
CIO (H8)	.551*** (.088)
ITY	.067 (.132)
SAW	-.265** (.132)
Adjusted R ²	.510
Maximum VIF	2.040

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



Table 11 shows the hypothesis testing. The results of regression analysis are identified in the table above. It was found that organization value increase (H7; $\beta_{30} = 0.159$, $p < 0.10$) and corporate image outstanding (H8; $\beta_{31} = 0.551$, $p < 0.01$) had a significant effect on firm sustainability that has shown a significant, positive relationship; while the relationship between stakeholder acceptance continuity and firm sustainability (H6; $\beta_{29} = 0.062$, $p > 0.10$) have insignificant results.

For the relationship between organization value increase and firm sustainability, the finding illustrated a positive, significant result. This result ensures that organizational value increase is an operational outcome, leading to continuous firm performance which reflects an organization's ability to stakeholders (Liu and Zhang, 2017). Moreover, this research measure of organizational value increases from economic growth continuity, increased profitability, market share, and attraction of new customers, which this information can reflect the capability of a firm's operations and lead to competitive advantage and firm performance in the long-term (Said et al., 2003; Husted and Allen, 2007). **Therefore, hypothesis 7 is supported.**

Moreover, in the relationship between corporate image outstanding and firm sustainability, the finding shows a strong positive significant result. This result indicates that corporate image outstanding positively influences firm sustainability. As expected, corporate image is that thing which comes to mind when somebody hears the name or sees the signal; or stakeholders come to perceive the good characteristics of the firm (Amores-Salvadó et al., 2014; Foroudi et al., 2014; Ko et al., 2013). Previous research has confirmed that corporate image and corporate reputation outstanding can lead to competitive advantage. Therefore, this illustrates the possibility that if a corporation can create this strategic advantage, it can lead to firm sustainability. Moreover, the role of corporate image outstanding can protect or help a business survive once a crisis happens (Wan and Schell, 2007). **Thus, hypothesis 8 is supported.**

However, on the relationship between stakeholder acceptance continuity and firm sustainability, the regression result reveals that there is no significant relationship. Based on the findings, it is possible that stakeholder acceptance has no impact on firm sustainability. Although stakeholders are those who can influence firms both directly or indirectly as to organizational image and reputation, it can lead to economic benefits in



the long-term (Miragaia et al., 2017). However, the result may be that stakeholder acceptance makes the firm's economic benefits improve. However, they admit it may not mean that they are involved in the business operations. Likewise, stakeholders have trust and confidence in the operation of the firm in the long-run without prejudice (Arshad et al., 2012; Freeman et al., 2010). Therefore stakeholder acceptance continuity may not have a direct influence on firm sustainability. **Hence, hypothesis 6 is not supported.**

The Relationships among the Antecedents, Dimension of Social Accounting Implementation, and the Moderating Role of Organizational Learning Capability

Figure 12 The Relationships among the Antecedents, Dimension of Social Accounting Implementation, and the Moderating Role of Organizational Learning Capability

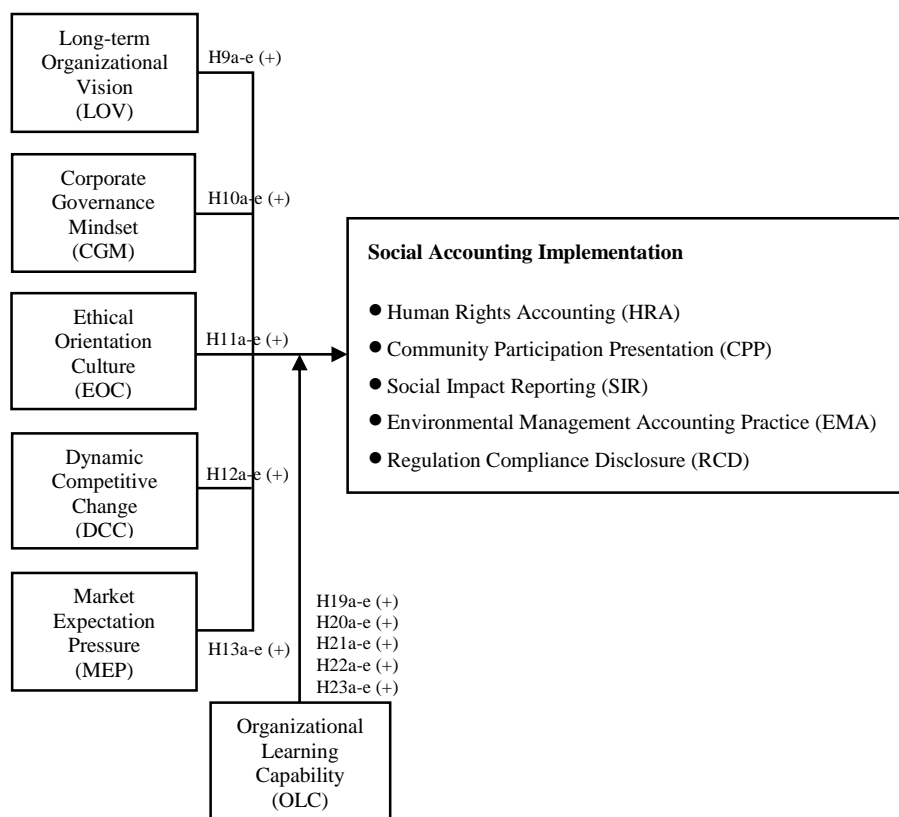


Figure 12 shows the relationships among the antecedents, dimensions of social accounting implementation, and the moderating role of organizational learning capability. All constructs are positive relationships developed in hypotheses H9a-e to 13a-e. The relationship in each hypothesis is shown to be a positive, direct effect. Therefore, these hypotheses can be explained in that the regression equation includes equations 6, 7, 8, 9, and 10. In addition, the moderating role of organizational learning capability is proposed to positively influence the relationships among hypotheses H19a-e to H23a-e. These hypotheses above can be converted into the regression equation which is tested by equations 15, 16, 17, 18, and 19, respectively.



Table 12 Descriptive Statistics and Correlation Matrix of Antecedents, Social Accounting Implementation, and Organizational Learning Capability

Variable	LOV	CGM	EOC	DCC	MEP	HRA	CPP	SIR	EMA	RCD	OLC	ITY	SAW
Mean	4.35	4.41	4.34	4.37	4.31	4.25	4.27	4.14	4.07	4.30	4.31	n/a	n/a
S.D.	0.46	0.48	0.46	0.48	0.45	0.46	0.55	0.54	0.57	0.49	0.46	n/a	n/a
CGM	.606***												
EOC	.736***	.577***											
DCC	.492***	.424***	.596***										
MEP	.538***	.514***	.578***	.704***									
HRA	.427***	.447***	.507***	.383***	.427***								
CPP	.454***	.430***	.490***	.369***	.322***	.484***							
SIR	.431***	.483***	.496***	.420***	.360***	.475***	.596***						
EMA	.367***	.308***	.436***	.309***	.314***	.460***	.568***	.661***					
RCD	.494***	.518***	.577***	.407***	.391***	.564***	.417***	.504***	.443***				
OLC	.587***	.497***	.642***	.521***	.663***	.440***	.414***	.430***	.382***	.473***			
ITY	.059	.072	.065	.057	-.017	-.172	.110	-.013	-.056	.008	-.049		
SAW	-.198**	-.038	-.179**	-.177	-.109	-.154	-.223**	-.113	-.160	-.116	-.160	.151	

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

Table 12 on the above page illustrates the relationship among the antecedents, dimensions of social accounting implementation, and the moderating role of organizational learning capability. First, long-term organizational vision is correlated with human rights accounting ($r = 0.427, p < 0.01$), community participation presentation ($r = 0.454, p < 0.01$), social impact reporting ($r = 0.431, p < 0.01$), environmental management accounting practice ($r = 0.367, p < 0.01$), and regulation compliance disclosure ($r = 0.494, p < 0.01$). Secondly, corporate governance mindset is correlated with human rights accounting ($r = 0.447, p < 0.01$), community participation presentation ($r = 0.430, p < 0.01$), social impact reporting ($r = 0.483, p < 0.01$), environmental management accounting practice ($r = 0.308, p < 0.01$), and regulation compliance disclosure ($r = 0.518, p < 0.01$). Thirdly, ethic orientation culture is correlated with human rights accounting ($r = 0.507, p < 0.01$), community participation presentation ($r = 0.490, p < 0.01$), social impact reporting ($r = 0.496, p < 0.01$), environmental management accounting practice ($r = 0.436, p < 0.01$), and regulation compliance disclosure ($r = 0.577, p < 0.01$). Fourthly, dynamic competitive change is correlated with human rights accounting ($r = 0.383, p < 0.01$), community participation presentation ($r = 0.369, p < 0.01$), social impact reporting ($r = 0.420, p < 0.01$), environmental management accounting practice ($r = 0.309, p < 0.01$), and regulation compliance disclosure ($r = 0.407, p < 0.01$). Lastly, market expectation pressure is correlated with human rights accounting ($r = 0.427, p < 0.01$), community participation presentation ($r = 0.322, p < 0.01$), social impact reporting ($r = 0.360, p < 0.01$), environmental management accounting practice ($r = 0.314, p < 0.01$), and regulation compliance disclosure ($r = 0.391, p < 0.01$). These correlations show that no variables are correlated to more than 0.80 as in the scale. Additionally, as indicated in table 13, it also illustrates that the maximum VIF is 7.258 which is not more than 10 (Hair et al., 2010). Therefore, these variables are certified to not occur with multicollinearity problems.



Table 13 Result of Regression Analysis for the Effects of the Antecedents and Moderator on Social accounting Implementation

Independent Variable	Dependent Variables									
	HRA		CPP		SIR		EMA		RCD	
	Equation 6	Equation 15	Equation 7	Equation 16	Equation 8	Equation 17	Equation 9	Equation 18	Equation 10	Equation 19
LOV (H9a-e)	.001 (.121)	.006 (.129)	.105 (.125)	.114 (.135)	.024 (.123)	-.010 (.135)	.051 (.133)	.079 (.138)	.042 (.117)	.047 (.123)
CGM (H10a-e)	.213** (.102)	.274** (.107)	.215** (.105)	.229** (.111)	.293*** (.103)	.293*** (.111)	.066 (.112)	.060 (.114)	.271*** (.098)	.365*** (.102)
EOC (H11a-e)	.302** (.125)	.247* (.135)	.245* (.129)	.144 (.141)	.240* (.127)	.188 (.141)	.307** (.137)	.168 (.144)	.364*** (.121)	.304** (.128)
DCC (H12a-e)	.043 (.114)	.030 (.118)	.114 (.118)	.063 (.123)	.203* (.116)	.193 (.123)	.035 (.126)	.051 (.127)	.085 (.110)	.085 (.112)
MEP (H13a-e)	.104 (.116)	.085 (.127)	-.082 (.120)	-.114 (.132)	-.087 (.118)	-.151 (.132)	.042 (.128)	-.024 (.136)	-.044 (.113)	-.097 (.121)
OLC		.009 (.119)		.109 (.124)		.141 (.124)		.071 (.127)		.096 (.113)
LOV × OLC (H19a-e)		.337** (.138)		.023 (.144)		.035 (.144)		-.009 (.148)		.297** (.131)
CGM × OLC (H20a-e)		-.163 (.120)		-.011 (.125)		-.067 (.125)		.122 (.129)		-.171 (.114)
EOC × OLC (H21a-e)		-.131 (.127)		-.199 (.132)		-.079 (.132)		.314** (.136)		.255** (.121)
DCC × OLC (H22a-e)		.047 (.117)		-.073 (.122)		.011 (.122)		.260** (.126)		.075 (.112)
MEP × OLC (H23a-e)		-.127 (.144)		.204 (.150)		.059 (.150)		-.180 (.155)		.149 (.137)
ITY	-.403** (.155)	-.333** (.160)	-.030 (.161)	.007 (.166)	-.122 (.158)	-.100 (.166)	-.148 (.171)	-.022 (.171)	-.081 (.151)	-.065 (.152)
SAW	-.084 (.159)	-.112 (.159)	-.273* (.164)	-.254 (.166)	-.036 (.162)	-.026 (.166)	-.140 (.175)	-.106 (.170)	-.031 (.154)	-.051 (.151)
Adjusted R ²	.311	.322	.263	.262	.285	.263	.164	.222	.353	.386
Maximum VIF	2.710	7.258	2.710	7.258	2.710	7.258	2.710	7.258	2.710	7.258

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

Table 13 shows the regression analysis of the antecedent and moderator on social accounting implementation.

Firstly, the result finds that long-term organizational vision (H9a-e) insignificantly associates with human rights accounting (H9a; $\beta_{34} = 0.001$, $p > 0.10$), community participation presentation (H9b; $\beta_{41} = 0.105$, $p > 0.10$), social impact reporting (H9c; $\beta_{48} = 0.024$, $p > 0.10$), environmental management accounting practice (H9d; $\beta_{55} = 0.051$, $p > 0.10$), and regulation compliance disclosure (H9e; $\beta_{62} = 0.042$, $p > 0.10$). The results above indicate that long-term organizational vision does not support all dimensions of social accounting implementation which include human rights accounting, community participation presentation, social impact reporting, environmental management accounting practice, and regulation compliance disclosure. Surprisingly, this context showed that long-term organizational vision has no relationship among five dimensions of social accounting implementation. Therefore, the possible reason is that all industry groups may have organizational vision in social accounting implementation that is subject to voluntary reporting, without accounting regulations. Thus, the organizational vision on social and environmental disclosure strategy may was overlooked for a moment to set a new organizational vision (such as strategy marketing and social media) to support competitiveness and survival of the organization. Moreover, to drive this strategy, one must promote new employee learning, training, and sharing which may have high costs. In order to compete in a radically changing environment, every firm must learn to adapt new strategy to the changes happening in the business world. Similarly, the environment is changing rapidly and uncertainty may have an effect on the vision change of the executive, according to the actual situation (Ali et al., 2015). **Therefore, hypotheses 9a, 9b, 9c, 9d, and 9e are not supported.**

Secondly, the findings of corporate governance mindset (H10a-e) are positively and significantly related to human rights accounting (H10a; $\beta_{35} = 0.213$, $p < 0.05$), community participation presentation (H10b; $\beta_{42} = 0.215$, $p < 0.05$), social impact reporting (H10c; $\beta_{49} = 0.293$, $p < 0.01$), and regulation compliance disclosure (H10e; $\beta_{63} = 0.271$, $p < 0.01$). Corporate governance mindset is an intention to follow the principle that has supported responsibility, fairness, and transparency of a firm operation for stakeholders (Kumari and Pattanayak, 2013; Young and Thyil, 2014).



Therefore, it is said that corporate governance mechanism can help to ensure effective division of power among shareholders, the board of directors, and management (Bujaki and McConomy, 2002). In addition, it was a set of mechanisms which protect outside investors from expropriation by corporate insiders (Porta et al., 2002). The previous empirical study showed that corporate governance has a direct, positive relationship between social and environmental disclosure and forecast precision (Cormier and Magnan, 2014). Moreover, it has positive relationship with voluntary disclosure; and this above relationships will be stronger in financial sector companies (Khan, 2010; Saha and Akter, 2013). Not surprisingly, it is a mechanism that enhances the social responsibility of corporation by providing transparent information for decision-making. One channel is that social accounting implementation for all stakeholders. **Therefore, hypotheses 10a, 10b, 10c, and 10e are supported.**

Meanwhile, the result indicates no significant relationship between corporate governance mindset and environmental management accounting practice (H10d; $\beta_{56} = 0.066$, $p > 0.10$). Similarly, prior research indicates that corporate governance has no relationship with environmental disclosure (Murcia and Santos, 2010). Therefore, the possible reason is that in this context of listed firms in Thailand, one may view the environmental issues as a potential concern, as these firms are required to comply with environmental regulation. **Therefore, hypotheses 10d is not supported.**

Thirdly, the examining of ethical orientation culture (H11a-e) is significantly related to all dimensions of social accounting implementation: human rights accounting (H11a; $\beta_{36} = 0.302$, $p < 0.05$), community participation presentation (H11b; $\beta_{43} = 0.245$, $p < 0.10$), social impact reporting (H11c; $\beta_{50} = 0.240$, $p < 0.10$), environmental management accounting practice (H11d; $\beta_{57} = 0.307$, $p < 0.05$), and regulation compliance disclosure (H11e; $\beta_{64} = 0.364$, $p < 0.01$). These findings indicate that the ethical orientation culture, as awareness, takes into account the need of all stakeholders under organizations that propose and attempt to maintain accuracy and fairness. Previous researchers found that business ethics culture is associated with greater perceived social responsibility activity in an organization, and business ethics culture and social responsibility have positive relationships with more satisfied employees. In addition, an organization needs the support of the stakeholders and cannot survive without their support. Finally, successful implementation of social responsibility can



lead to corporate advantages (Ertop, 2015). Moreover, it is a concept that has used the awareness of organization practitioners or executives, and believes that ethical organization culture sustains the business organization environment guided by shared values and beliefs (Ardichvili et al., 2009; Chadegani and Jari, 2016; Jondle et al., 2014). **Therefore, hypotheses 11a, 11b, 11c, 11d, and 11e are supported.**

Fourthly, the testing of dynamic competitive change (H12a-e) with five dimensions of social accounting implementation is discussed. However, the result finds that dynamic competitive change is only significantly related to social impact reporting (H12c; $\beta_{51} = 0.203$, $p < 0.10$). This result reveals that the social and environmental strategy is one strategy that enhances reputation, image, and competitive advantage under environmental competitive change (Saeidi et al., 2015). Therefore, dynamic competitive change likely stimulates social impact reporting. **Therefore, hypothesis 12c is supported.**

Meanwhile, the result indicates that there is no significant relationship among dynamic competitive change with human rights accounting (H12a; $\beta_{37} = 0.043$, $p > 0.10$), community participation presentation (H12b; $\beta_{44} = 0.144$, $p > 0.10$), environmental management accounting practice (H12d; $\beta_{58} = 0.035$, $p > 0.10$), and regulation compliance disclosure (H12e; $\beta_{65} = 0.085$, $p > 0.10$). The possible explanation is that the impact of competitive change on firm performance has had importance in recent years, because highly competitive change leads to unpredictable external situations. Likewise, competitive change environment includes competitive price, variety of products, quality competition, competitive innovation, and competitive sales and distribution (Hoque, 2011). Moreover, a business organization often operates in an industrial environment by hyper-competition. In this situation, the business organization must intimately estimate the competitive signals sent out by competitors and gather data for planning, so as to protect and maintain competitive positions (Chen et al., 2017). However, uncertain perception and the complex environment lead to motivate one to develop new operational strategies (Meijer et al., 2010). Thus, it is possible that in the current situation, a firm focused on strategy respond to the sensitivity of the market more over than the use of social responsibility strategy. **Therefore, hypotheses 12a, 12b, 12d, and 12e are not supported.**



Lastly, the examining of market expectation pressure (H13a-e) with five dimensions of social accounting implementation is presented. Surprisingly, market expectation pressure is not significant with all dimensions of social accounting implementation, which include human rights accounting (H13a; $\beta_{38} = 0.104$, $p > 0.10$), community participation presentation (H13b; $\beta_{45} = -0.082$, $p > 0.10$), social impact reporting (H13c; $\beta_{52} = -0.087$, $p > 0.10$), environmental management accounting practice (H13d; $\beta_{58} = 0.042$, $p > 0.10$), and regulation compliance disclosure (H13e; $\beta_{66} = -0.044$, $p > 0.10$). Although the previous study has shown expectation pressure (including regulatory pressures, pressures from peer councils, and environmental expectations from communities), these are a motivation for development of social and environmental accounting (Qian et al., 2011). Similarly, it was found that external expectation pressure from ownership and customer pressure influences the quality of corporate social responsibility reporting (Darus et al., 2015). However, this result reveals that, in this context, social accounting issue is a strategy with a focused responsibility on all stakeholder. This may be possible that the expectation pressure of the market (such as government, investors, customers) is less when the firm is in a situation where there are no disputes about the impact on society and the environment. The contingency theory has supported that the management concepts that executives will take, depend on the situation and the characteristics of the external environment that affect the operation of the organization. **Therefore, hypotheses 13a, 13b, 13c, 13d, and 13e are not supported.**

For the control variable, industry type has a negative significantly with human rights accounting ($\beta_{39} = -0.403$, $p < 0.05$). This result show that all industry types recognize and aware of the importance of human rights accounting. According to a study of Moura-leite et al. (2012), all industry perceives the importance of corporate social responsibility, including human rights. Meanwhile, industry type has no influence on community participation presentation ($\beta_{46} = -0.030$, $p > 0.10$), social impact reporting ($\beta_{53} = -0.122$, $p > 0.10$), environmental management accounting practice ($\beta_{60} = -0.148$, $p > 0.10$), and regulation compliance disclosure ($\beta_{67} = -0.081$, $p > 0.10$). In addition, sustainability award also demonstrates no significant relationship among the antecedent and all dimensions of social accounting implementation, including human rights accounting ($\beta_{40} = -0.084$, $p > 0.10$), social impact reporting ($\beta_{54} = -0.036$, $p > 0.10$), environmental



management accounting practice ($\beta_{61} = -0.140$, $p > 0.10$), and regulation compliance disclosure ($\beta_{68} = -0.031$, $p > 0.10$). Therefore, the relationship among the antecedent and all the above dimensions of social accounting implementation is influenced by sustainability award. However, sustainability award has a negative relationship with community participation presentation ($\beta_{47} = -0.273$, $p < 0.10$). This result shows that all firms recognize and are aware of the importance of community participation presentation, because all listed firms in the Stock Exchange of Thailand are large firms that focus on stakeholder demand, especially community participation.

The Moderating Role of Organizational Learning Capability

As illustrated in table 13, the moderating effect of organizational learning capability on the relationships are among the five antecedents comprising long-term organizational vision, corporate governance mindset, ethical orientation culture, dynamics competitive change, and market expectation pressure on five dimensions of social accounting implementation. The result and discussion on hypotheses testing are as below.

Firstly, the moderating effect of organizational learning capability has an effect on the relationships between long-term organizational vision (H19a-e) and human rights accounting (H19a; $\beta_{127} = 0.337$, $p < 0.05$), and regulation compliance disclosure (H19e; $\beta_{179} = 0.297$, $p < 0.05$). In addition, the significant results of organizational learning capability are also found in the relationship between ethical orientation culture (H21d-e) environmental management accounting practice (H21d; $\beta_{168} = 0.314$, $p < 0.05$), and regulation compliance disclosure (H21e; $\beta_{181} = 0.255$, $p < 0.05$). Moreover, organizational learning capability, as the moderator, shows significantly only on the relationship between economic competitive change (H22a-e) and environmental management accounting practice (H22d; $\beta_{169} = 0.260$, $p < 0.05$). At an organizational level, organizational learning is one of the key themes in the firm management in especially studies of organizational adaptation, learning from experience, organizational attention, and performance feedback model. Organizational learning is the learning of an organization's member who is an agent of the organization, responding to changes in both the internal and external environment by examining and improving errors in use,



and recording and improving the result of these issues in the private image and shared map of the organization (Wang and Rafiq, 2009). Organizational learning is an important role enhancing organizational quality decisions and strategic implementation (Farrell et al., 2011). Therefore, organizational learning capability leads to competitive advantage and can force social responsibility strategy. Moreover, it was found that intended learning and embedded learning positively impact the driver of dynamic learning mechanism, including manager integration power, linking of the external knowledge, coding from experience, and reducing ambiguity. Also, learning strongly, positively affects dynamic competitive capabilities development about international strategic alliances in advanced-level management (Chen et al., 2009). **Therefore, hypotheses 19a, 19e, 21d, 21e, and hypothesis 22d are supported.**

Meanwhile, the firm's organizational learning capability shows no influencing effect on the relationship between long-term organizational vision and community participation presentation (H19b; $\beta_{140} = 0.023$, $p > 0.10$), social impact reporting (H19c; $\beta_{153} = 0.035$, $p > 0.10$), and environmental management accounting practice (H19d; $\beta_{166} = -0.009$, $p > 0.10$). Secondly, as to non-significant results, organizational learning capability failed to demonstrate a significant, moderating effect on the relationships between corporate governance mindset (H20a-e) and human rights accounting (H20a; $\beta_{128} = -0.163$, $p > 0.10$), community participation presentation (H20b; $\beta_{141} = -0.011$, $p > 0.10$), social impact reporting (H20c; $\beta_{154} = -0.067$, $p > 0.10$), environmental management accounting practice (H20d; $\beta_{167} = 0.122$, $p > 0.10$), and regulation compliance disclosure (H20e; $\beta_{180} = -0.171$, $p > 0.10$). Likewise, as to hypotheses H21a to H21c, the non-significant moderating effect on organizational learning capability is also found in the relationship between ethical orientation culture and human rights accounting (H21a; $\beta_{129} = -0.131$, $p > 0.10$), community participation presentation (H21b; $\beta_{142} = -0.199$, $p > 0.10$), and social impact reporting (H21c; $\beta_{155} = -0.079$, $p > 0.10$). Similarly, as to non-significant results, organizational learning capability on the relationship among economic competitive change with human rights accounting (H22a; $\beta_{130} = 0.047$, $p > 0.10$), community participation presentation (H22b; $\beta_{143} = -0.073$, $p > 0.10$), social impact reporting (H22c; $\beta_{156} = 0.011$, $p > 0.10$), and regulation compliance disclosure (H22e; $\beta_{182} = 0.075$, $p > 0.10$). Finally, a surprise in regards to organizational learning



capability as the moderator, is that there is no influence on the relationships among the fifth antecedent (market expectation pressure) and all dimensions of social accounting implementation comprised of human rights accounting (H23a; $\beta_{131} = -0.127$, $p > 0.10$), community participation presentation (H23b; $\beta_{144} = 0.204$, $p > 0.10$), social impact reporting (H23c; $\beta_{157} = 0.059$, $p > 0.10$), environmental management accounting practice (H23d; $\beta_{170} = 0.180$, $p > 0.10$), and regulation compliance disclosure (H23e; $\beta_{183} = 0.149$, $p > 0.10$). Factors that influence organizational learning ability are individual motivation to learn, team dynamics and organizational culture practices which these factors have a significant level of effect on organizational learning ability (Prugsamatz, 2010). Therefore, it may be possible that there are now a variety of strategies for doing business successfully; so, it may be one of the factors that can lead to fatigue in learning and driving this social accounting strategy. **Therefore, hypotheses 19b-d, 20a-e, 21a-c, 22a-c, 22e, and hypotheses 23a-e are not supported.**

In terms of the control variable, industry type has a significant influence on the moderating effect of organizational learning capability as to the relationship among antecedents and some dimensions of social accounting implementation that is human rights accounting ($\beta_{132} = -0.333$, $p < 0.05$). Therefore, the moderating effect of organizational learning capability on the relationships among antecedents and human rights accounting is influenced by industry type. However, industry type has no significant influence on the moderating effect of organizational learning capability on the relationship among antecedents and some dimensions of social accounting implementation including community participation presentation ($\beta_{145} = 0.007$, $p > 0.10$), social impact reporting ($\beta_{158} = -0.100$, $p > 0.10$), environmental management accounting practice ($\beta_{171} = -0.022$, $p > 0.10$), and regulation compliance disclosure ($\beta_{184} = -0.065$, $p > 0.10$). Thus, the moderating effect of organizational learning capability on the relationships among antecedents and some dimensions of social accounting implementation are influenced by industry type.

In addition, sustainability award also demonstrates no significant relationship on the moderating effect of organizational learning capability and on the relationships among antecedents and all dimensions of social accounting implementation, including human rights accounting ($\beta_{133} = -0.112$, $p > 0.10$), community participation presentation ($\beta_{146} = -0.254$,



$p > 0.10$), social impact reporting ($\beta_{159} = -0.026$, $p > 0.10$), environmental management accounting practice ($\beta_{172} = -0.106$, $p > 0.10$), and regulation compliance disclosure ($\beta_{185} = -0.051$, $p > 0.10$). Therefore, the moderating effect of organizational learning capability on the relationship among antecedents and all dimensions of social accounting are not influenced by sustainability award.

Summary

In this chapter, the main content presented is a multiple regression analysis result by a total of twenty-three hypotheses. The first part demonstrates the respondent's characteristics and demographics information of the firm. Subsequently, the correlations among all variables are analyzed and are illustrated as a correlation matrix. This part is explained by using descriptive statistics to include mean, standard deviation, and percentage. Another part highlights the results and discussions of hypotheses testing. To prove the hypotheses, ordinary least squares (OLS) is the regression analysis technique used. This chapter described the results and discussion of all 23 hypotheses tested. The results reveal that among the dimensions of social accounting implementation, five dimensions are human rights accounting, community participation presentation, social impact reporting, environmental management accounting practice, and regulation compliance disclosure which have a significant, positive effect on stakeholder acceptance continuity, organizational value increase, corporate image outstanding, and firm sustainability. Moreover, organizational value increase, and corporate image outstanding have positive effects on firm sustainability. On the part of social accounting implementation's antecedent, corporate governance mindset, ethic orientation culture, and dynamic competitive change relate to social accounting implementation. Moreover, organization-stakeholder relationship moderates the relationships between regulation compliance disclosure and firm sustainability, as well as organizational learning capability which moderates the relationships among long-term organizational vision, human rights accounting, and regulation compliance disclosure. Similarly, organizational learning capability moderates the relationships among ethical orientation culture, environmental management accounting practice, and



regulation compliance disclosure. Furthermore, organizational learning capability moderates the relationships between dynamic competitive changes.

In conclusion, the results suggest that there were four fully-supported hypotheses (hypotheses 2, 7, 8, and 11), ten partially-supported (hypotheses 1, 3, 4, 5, 10, 12, 18, 19, 21, and 22), and nine unsupported hypotheses (hypotheses 6, 9, 13, 14, 15, 16, 17, 20, and 23). Finally, the summary of the results of hypotheses testing is presented in table 14 below.

Table 14 Summary of the Results of Hypotheses Testing

Hypotheses	Description of Hypothesized the Relationships	Results
H1a	Human rights accounting is positively related to stakeholder acceptance continuity.	Not Supported
H1b	Human rights accounting is positively related to organizational value increase.	Supported
H1c	Human rights accounting is positively related to corporate image outstanding.	Not Supported
H1d	Human rights accounting is positively related to firm sustainability.	Not Supported
H2a	Community participation presentation is positively related to stakeholder acceptance continuity.	Supported
H2b	Community participation presentation is positively related to organizational value increase.	Supported
H2c	Community participation presentation is positively related to corporate image outstanding.	Supported
H2d	Community participation presentation is positively related to firm sustainability.	Supported
H3a	Social impact reporting is positively related to stakeholder acceptance continuity.	Supported
H3b	Social impact reporting is positively related to organizational value increase.	Not Supported



Table 14 Summary of the Results of Hypotheses Testing (continued)

Hypotheses	Description of Hypothesized the Relationships	Results
H3c	Social impact reporting is positively related to corporate image outstanding.	Supported
H3d	Social impact reporting is positively related to firm sustainability.	Not Supported
H4a	Environmental management accounting practice is positively related to stakeholder acceptance continuity.	Not Supported
H4b	Environmental management accounting practice is positively related to organizational value increase.	Not Supported
H4c	Environmental management accounting practice is positively related to corporate image outstanding.	Not Supported
H4d	Environmental management accounting practice is positively related to firm sustainability.	Supported
H5a	Regulation compliance disclosure is positively related to stakeholder acceptance continuity.	Not Supported
H5b	Regulation compliance disclosure is positively related to organizational value increase.	Not Supported
H5c	Regulation compliance disclosure is positively related to corporate image outstanding.	Supported
H5d	Regulation compliance disclosure is positively related to firm sustainability.	Supported
H6	Stakeholder acceptance continuity is positively related to firm sustainability.	Not Supported
H7	Organizational value increase is positively related to firm sustainability.	Supported
H8	Corporate image outstanding is positively related to firm sustainability.	Supported
H9a	Long-term organizational vision is positively related to human rights accounting.	Not Supported



Table 14 Summary of the Results of Hypotheses Testing (continued)

Hypotheses	Description of Hypothesized the Relationships	Results
H9b	Long-term organizational vision is positively related to communication participation presentation.	Not Supported
H9c	Long-term organizational vision is positively related to social impact reporting.	Not Supported
H9d	Long-term organizational vision is positively related to environmental management accounting practice.	Not Supported
H9e	Long-term organizational vision is positively related to regulation compliance disclosure.	Not Supported
H10a	Corporate governance mindset is positively related to human rights accounting.	Supported
H10b	Corporate governance mindset is positively related to communication participation presentation.	Supported
H10c	Corporate governance mindset is positively related to social impact reporting.	Supported
H10d	Corporate governance mindset is positively related to environmental management accounting practice.	Not Supported
H10e	Corporate governance mindset is positively related to regulation compliance disclosure.	Supported
H11a	Ethical orientation culture is positively related to human rights accounting.	Supported
H11b	Ethical orientation culture is positively related to communication participation presentation.	Supported
H11c	Ethical orientation culture is positively related to social impact reporting.	Supported
H11d	Ethical orientation culture is positively related to environmental management accounting practice.	Supported
H11e	Ethical orientation culture is positively related to regulation compliance disclosure.	Supported



Table 14 Summary of the Results of Hypotheses Testing (continued)

Hypotheses	Description of Hypothesized the Relationships	Results
H12a	Dynamic competitive change is positively related to human rights accounting.	Not Supported
H12b	Dynamic competitive change is positively related to communication participation presentation.	Not Supported
H12c	The Dynamic competitive change is positively related to social impact reporting.	Supported
H12d	Dynamic competitive change is positively related to environmental management accounting practice.	Not Supported
H12e	Dynamic competitive change is positively related to regulation compliance disclosure.	Not Supported
H13a	Market expectation pressure is positively related to human rights accounting.	Not Supported
H13b	Market expectation pressure is positively related to communication participation presentation.	Not Supported
H13c	Market expectation pressure is positively related to social impact reporting.	Not Supported
H13d	Market expectation pressure is positively related to environmental management accounting practice.	Not Supported
H13e	Market expectation pressure is positively related to regulation compliance disclosure.	Not Supported
H14a	Organization-stakeholder relationships positively moderate the relationship between human rights accounting and stakeholder acceptance continuity.	Not Supported
H14b	Organization-stakeholder relationships positively moderate the relationship between human rights accounting and organizational value increase.	Not Supported
H14c	Organization-stakeholder relationships positively moderate the relationship between human rights accounting and corporate image outstanding.	Not Supported



Table 14 Summary of the Results of Hypotheses Testing (continued)

Hypotheses	Description of Hypothesized the Relationships	Results
H14d	Organization-stakeholder relationships positively moderate the relationship between human rights accounting and firm sustainability.	Not Supported
H15a	Organization-stakeholder relationships positively moderate the relationship between community participation presentation and stakeholder acceptance continuity.	Not Supported
H15b	Organization-stakeholder relationships positively moderate the relationship between community participation presentation and organizational value increase.	Not Supported
H15c	Organization-stakeholder relationships positively moderate the relationship between community participation presentation and corporate image outstanding.	Not Supported
H15d	Organization-stakeholder relationships positively moderate the relationship between community participation presentation and firm sustainability.	Not Supported
H16a	Organization-stakeholder relationships positively moderate the relationship between social impact reporting and stakeholder acceptance continuity.	Not Supported
H16b	Organization-stakeholder relationships positively moderate the relationship between social impact reporting and organizational value increase.	Not Supported
H16c	Organization-stakeholder relationships positively moderate the relationship between social impact reporting and corporate image outstanding.	Not Supported
H16d	Organization-stakeholder relationships positively moderate the relationship between social impact reporting and firm sustainability.	Not Supported



Table 14 Summary of the Results of Hypotheses Testing (continued)

Hypotheses	Description of Hypothesized the Relationships	Results
H17a	Organization-stakeholder relationships positively moderate the relationship between environmental management accounting practice and stakeholder acceptance continuity.	Not Supported
H17b	Organization-stakeholder relationships positively moderate the relationship between environmental management accounting practice and organizational value increase.	Not Supported
H17c	Organization-stakeholder relationships positively moderate the relationship between environmental management accounting practice and corporate image outstanding.	Not Supported
H17d	Organization-stakeholder relationships positively moderate the relationship between environmental management accounting practice and firm sustainability.	Not Supported
H18a	Organization-stakeholder relationships positively moderate the relationship between regulation compliance disclosure and stakeholder acceptance continuity.	Not Supported
H18b	Organization-stakeholder relationships positively moderate the relationship between regulation compliance disclosure and organizational value increase.	Not Supported
H18c	Organization-stakeholder relationships positively moderate the relationship between regulation compliance disclosure and corporate image outstanding.	Not Supported
H18d	Organization-stakeholder relationships positively moderate the relationship between regulation compliance disclosure and firm sustainability.	Supported



Table 14 Summary of the Results of Hypotheses Testing (continued)

Hypotheses	Description of Hypothesized the Relationships	Results
H19a	Organizational learning capability positively moderates the relationship between long-term organizational vision and human rights accounting.	Supported
H19b	Organizational learning capability positively moderates the relationship between long-term organizational vision and community participation presentation.	Not Supported
H19c	Organizational learning capability positively moderates the relationship between long-term organizational vision and social impact reporting.	Not Supported
H19d	Organizational learning capability positively moderates the relationship between long-term organizational vision and environmental management accounting practice.	Not Supported
H19e	Organizational learning capability positively moderates the relationship between long-term organizational vision and regulation compliance disclosure.	Supported
H20a	Organizational learning capability positively moderates the relationship between corporate governance mindset and human rights accounting.	Not Supported
H20b	Organizational learning capability positively moderates the relationship between corporate governance mindset and community participation presentation.	Not Supported
H20c	Organizational learning capability positively moderates the relationship between corporate governance mindset and social impact reporting.	Not Supported
H20d	Organizational learning capability positively moderates the relationship between corporate governance mindset and environmental management accounting practice.	Not Supported



Table 14 Summary of the Results of Hypotheses Testing (continued)

Hypotheses	Description of Hypothesized the Relationships	Results
H20e	Organizational learning capability positively moderates the relationship between corporate governance mindset and regulation compliance disclosure.	Not Supported
H21a	Organizational learning capability positively moderates the relationship between ethical orientation culture and human rights accounting.	Not Supported
H21b	Organizational learning capability positively moderates the relationship between ethical orientation culture and community participation presentation.	Not Supported
H21c	Organizational learning capability positively moderates the relationship between ethical orientation culture and social impact reporting.	Not Supported
H21d	Organizational learning capability positively moderates the relationship between ethical orientation culture and environmental management accounting practice.	Supported
H21e	Organizational learning capability positively moderates the relationship between dynamic competitive change and regulation compliance disclosure.	Supported
H22a	Organizational learning capability positively moderates the relationship between dynamic competitive change and human rights accounting.	Not Supported
H22b	Organizational learning capability positively moderates the relationship between dynamic competitive change and community participation presentation.	Not Supported
H22c	Organizational learning capability positively moderates the relationship between dynamic competitive change and social impact reporting.	Not Supported



Table 14 Summary of the Results of Hypotheses Testing (continued)

Hypotheses	Description of Hypothesized the Relationships	Results
H22d	Organizational learning capability positively moderates the relationship between dynamic competitive change and environmental management accounting practice.	Not Supported
H22e	Organizational learning capability positively moderates the relationship between dynamic competitive change and regulation compliance disclosure.	Not Supported
H23a	Organizational learning capability positively moderates the relationship between market expectation pressure and human rights accounting.	Not Supported
H23b	Organizational learning capability positively moderates the relationship between market expectation pressure and community participation presentation.	Not Supported
H23c	Organizational learning capability positively moderates the relationship between market expectation pressure and social impact reporting.	Not Supported
H23d	Organizational learning capability positively moderates the relationship between market expectation pressure and environmental management accounting practice.	Not Supported
H23e	Organizational learning capability positively moderates the relationship between market expectation pressure and regulation compliance disclosure.	Not Supported



outstanding, and firm sustainability? (5) How does organizational learning capability moderate the relationships among long-term organizational vision, corporate governance mindset, ethical orientation culture, dynamic competitive change, and market expectation pressure on each of five dimensions of social accounting implementation?

Both the stakeholder theory and the contingency theory are employed to explain the relationships and phenomena that are found in the research model. Stakeholder theory is proposed to describe the relationship between each dimension of social accounting implementation and its consequents. In the same vein, the contingency theory has also explained the relationship between the antecedents and each dimension of social accounting implementation. For the investigation, the listed firms in Thailand are selected as the population due to the fact that these firms have more awareness of social responsibility and have concern for social and environmental impacts. Therefore, the listed firms in Thailand are of interest in this study, which results are expected to demonstrate that social accounting implementation is important and increases firm value. The population sample of this research is provided by the Stock Exchange of Thailand (SET), accessed on January 20, 2017. Based on this database, there are 594 firms that are the key participants of this research. The questionnaires are an instrument for this data collection and they were developed from the literature reviews. Thus, 594 questionnaires were sent to accounting executives including accounting directors and accounting managers, who are the key informants of the listed firms in Thailand. The mail survey resulted in 123 returned mailings, but only 121 usable; thus, 20.44 percent is an effective response rate. The multiple regression analysis was used to analyze hypothesis testing.

According to the first research question, the result found that human rights accounting has a positive influence on organizational value increase. Interestingly, community participation presentation has a positive influence on all its consequents: stakeholder acceptance continuity, organizational value increase, and corporate image outstanding, and firm sustainability. Next, social impact reporting has a positive influence on stakeholder acceptance continuity and corporate image outstanding. Environmental management accounting practice has a positive influence on firm



sustainability. Lastly, regulation compliance disclosure has a positive influence on corporate image outstanding, and firm sustainability.

In the second research question, the result illustrates that organizational value increase, and corporate image outstanding have a positive influence on firm sustainability. Meanwhile, stakeholder acceptance continuity has no influence on firm sustainability.

In the third research question, the result demonstrates that long-term organizational vision has no influence on all dimensions of social accounting implementation (human rights accounting, community participation presentation, social impact reporting, environmental management accounting practice, and regulation compliance disclosure). However, corporate governance mindset has a positive influence on human rights accounting, community participation presentation, social impact reporting, and regulation compliance disclosure. Moreover, ethical orientation culture has a positive influence on all dimensions of social accounting implementation. Meanwhile, dynamic competitive change has a positive influence on social impact reporting only. Unexpectedly, market expectation pressure has no influence on all dimensions of social accounting implementation.

The discovery in the fourth research question found that organization-stakeholder relationships have a moderating role with positive significance in only the interaction with regulation compliance disclosure in all dimensions of social accounting implementation.

Finally, the fifth research question indicates that organizational learning capability plays a moderating role with a positive, significant influence on the relationship between long-term organizational vision and human rights accounting, long-term organizational vision and regulation compliance disclosure, ethical orientation culture and environmental management accounting practice, ethical orientation culture and regulation compliance disclosure, and dynamic competitive change and environmental management accounting practice.

To summarize, the result indicates that social accounting implementation is essential for firm sustainability. In particular, community participation presentation, social impact reporting, and regulation compliance disclosure seem to be the key components of social accounting implementation which lead to the increment in stakeholder acceptance continuity, organizational value increase, and corporate image outstanding, and firm sustainability. Moreover, corporate governance vision and ethical orientation culture are two of the most important factors that enhance social accounting



implementation. Therefore, the summary of all research questions and results are shown in table 15 and figure 13, below.

Table 15 Summary of the Results and Conclusions of All Hypotheses Testing

Research Questions	Hypotheses	Results	Conclusions
<p>Key research Question:</p> <p>How does social accounting implementation relate to firm sustainability?</p>	Hypotheses 1-5d	Community participation presentation, environmental management accounting practices, and regulation compliance disclosure have a direct influence on firm sustainability.	Partially supported
<p>Specific Research Question:</p> <p>(1) How does each dimension of social accounting implementation (human rights accounting, community participation presentation, social impact reporting, environmental management accounting practice, and regulation compliance disclosure) relate to stakeholder acceptance continuity, organizational value increase, and corporate image outstanding, and firm sustainability?</p>	Hypotheses 1-5a, 1-5b, 1-5c, and 1-5d	<ul style="list-style-type: none"> • Human rights accounting has a positive relationship with only organizational value increase. • Community participation presentation has the positive relationship with all of its consequences (stakeholder acceptance continuity, organizational value increase, corporate image outstanding, and firm sustainability). • Social impact reporting has a positive relationship on stakeholder acceptance continuity and corporate image outstanding. • Environmental management accounting practice has a positive relationship with firm sustainability. • Regulation compliance disclosure has a positive relationship on corporate image outstanding and firm sustainability. 	Partially supported



Table 15 Summary of the Results and Conclusions of All Hypotheses Testing
(continued)

Research Questions	Hypotheses	Results	Conclusions
(2) How do stakeholder acceptance continuity, organizational value increase, and corporate image outstanding have an impact on firm sustainability?	Hypotheses 6-8	<ul style="list-style-type: none"> • Stakeholder acceptance continuity is not positively related to firm sustainability. • Organizational value increase is positively related to firm sustainability. • Corporate image outstanding is positively related to firm sustainability. 	Partially supported
(3) How do long-term organizational vision, corporate governance mindset, ethical orientation culture, dynamic competitive change, and market expectation pressure influence on each dimension of social accounting implementation?	Hypotheses 9a-e, 10a-e, 11a-e, 12a-e, and 13a-e	<ul style="list-style-type: none"> • Long-term organizational vision does not influence to all dimension of social accounting implementation. • Corporate governance mindset has a positive influence on human rights accounting, community participation presentation, social impact reporting, and regulation compliance disclosure • Ethical orientation culture has a positive influence on all dimensions of social accounting implementation. • Dynamic competitive change has only positive relation with social impact reporting. • Market expectation pressure does not influence to all dimension of social accounting implementation. 	Partially supported

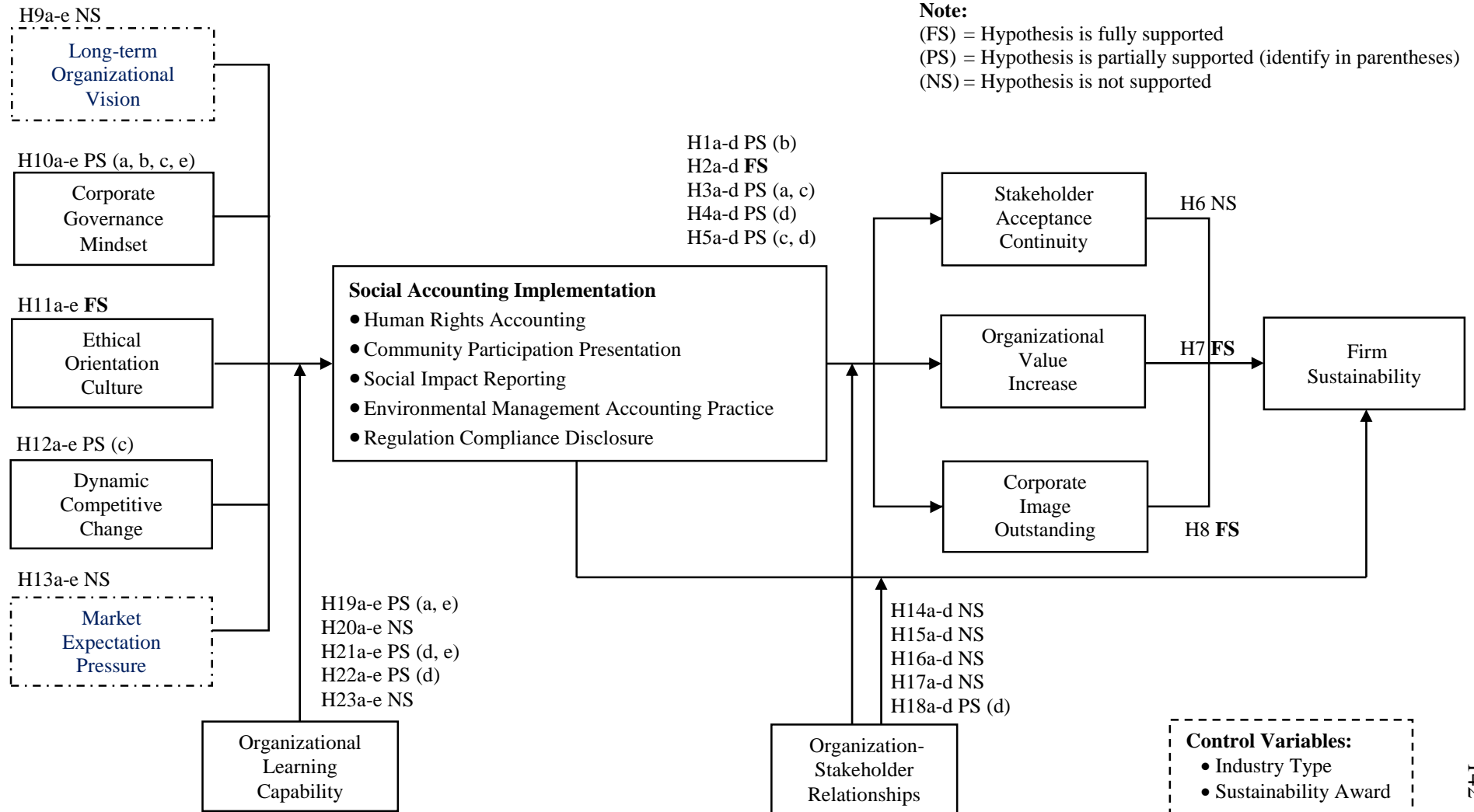


Table 15 Summary of the Results and Conclusions of All Hypotheses Testing
(continued)

Research Questions	Hypotheses	Results	Conclusions
(4) How do organization-stakeholder relationships moderate the influence of each of five dimensions of social accounting implementation on stakeholder acceptance continuity, organizational value increase, corporate image outstanding, and firm sustainability?	Hypotheses 14a-d, 15a-d, 16a-d, 17a-d, and 18a-d	Organization-stakeholder relationships moderate the relationship between regulation compliance disclosure and firm sustain ability.	Partially supported
(5) How does organizational learning capability moderate the relationships among long-term organizational vision, corporate governance mindset, ethical orientation culture, dynamic competitive change, and market expectation pressure on each of five dimensions of social accounting implementation?	Hypotheses 19a-e, 20a-e, 21a-e, 22a-e, and 23a-e	Organizational learning capability plays a moderating role with positive significance influence on the relationship between long-term organizational vision and human rights accounting, long-term organizational vision and regulation compliance disclosure, ethical orientation culture and environmental management accounting practice, ethical orientation culture and regulation compliance disclosure, and dynamic competitive change and environmental management accounting practice.	Partially supported



Figure 13 Summary of Result in the Relationships of the Conceptual Model



Theoretical and Managerial Contributions

Theoretical Contribution

This paper attempts to expand the knowledge regarding the importance of social accounting implementation in business organization to enhance firm sustainability in an environment of intensive competition. Especially, it more clearly broadens the view of five new dimensions of specific social accounting implementation.

Moreover, this study is useful in testing the stakeholder theory and contingency theory. It tested the two theories to explain events or it can be used as a guide for practice in developing countries, especially in Thailand. Overall, these results reveal that stakeholder theory can be used to explain the relationship among social accounting implementation and its consequences (stakeholder acceptance continuity, organizational value increase, corporate image outstanding, and firm sustainability) because firms were pressured by stakeholders. This theory is the foundation of voluntary disclosure to respond to stakeholder demand. However, stakeholder acceptance continuity has no relationship with firm sustainability, which may be possible, since social accounting implementation is just for creating the corporate image. This is evident from the results that found the social accounting implementation effect maximizes corporate image outstanding, and corporate image outstanding influences firm sustainability the most. This context indicates that the stakeholder theory cannot explain the relationship directly between stakeholder acceptance continuity and firm sustainability. In addition, the overall results found that the differences in industry type and the sustainability award did not affect social accounting implementation. It may be possible that they are listed firms in the Stock Exchange of Thailand. They are large firms that focus on social accounting implementation such as in human rights, community involvement, social impact, environmental protection, and ethical business, for the benefit of the firm and society.

The contingency theory was useful for explaining relationships between the internal and external factor that impacts on social accounting implementation. The results illustrate factors of corporate governance mindset, ethical orientation culture, and dynamic competitive change that affect social accounting implementation. It shows that firms attach importance to these factors to drive corporate strategy. However, the



contingency theory cannot explain both factors of long-term organizational vision and market expectation pressure in this context.

Managerial Contribution

This result has managerial implication for executives and accounting executives who are responsible for the management and application of the strategy in firms. Research based on this illustrates the views of social accounting implementation which is an alternative strategy for organizations that executives should support and adopt. The main findings and recommendations for managerial demonstration are presented as below.

Firstly, this result indicates that environmental management accounting practice is the fourth dimension of the social accounting implementation that has the greatest influence on firm sustainability. Secondly, the result reveals that corporate image outstanding is a mediator variable that has the highest effect on firm sustainability. In addition, community participation presentation and social impact reporting are both having the highest effect on corporate image outstanding. Thirdly, these results illustrate that corporate governance mindset and ethical orientation culture have the highest influence on community participation presentation and social impact reporting. Moreover, ethical orientation culture and dynamic competitive change have organizational learning capability as a moderator. This finding above have the greatest effect on environmental management accounting practice.

These main findings help executives to analyze and justify key components that may be more critical in a dynamic competitive environment. They should understand, manage, and utilize social accounting implementation to provide sustainable firm performance, both directly and indirectly through reporting and disclosure that are represented in the business language of communication (human rights accounting, community participation presentation, social impact reporting, environmental management accounting practice, and regulation compliance disclosure). Especially, the environmental accounting management practice in which the findings provide useful information on the accounting practices which can be a reliable source for all stakeholders to interpret in an organizational situation (particularly, for investors to make informed investment decisions), and it could enhance firm sustainability.



Moreover, the executive must put emphasis on community participation presentation and social impact reporting, because these disclosures can help the organization to have a good image and stand out to the perspective of stakeholders, which corporate image outstanding also enhances firm survival in the long-term. Similarly, the executives should focus on internal and external factors that support their firm's social accounting implementation. To maximize the usefulness of social accounting implementation, executives should support other necessary resources to enhance their effectiveness and build new opportunities to operate and be competitive in the future.

Limitation and Future Research Directions

Limitation

In this research, the sample size of this study has 121 respondents only, which are considered small; although it is acceptable. As a result, it may affect the power of analysis for testing the hypotheses.

Future Research

According to the result of this research, some of the test hypotheses are not statistically significant. In particular, stakeholder acceptance continuity has no significant effects on firm sustainability. On the other hand, the correlation analysis shows that it is positively correlated which is quite high on firm sustainability. It is possible that stakeholder acceptance continuity may indirectly affect firm sustainability through other variables in the model that this study may overlook. In addition, it may possible that stakeholder acceptance continuity tends to be better on firm performance. However, stakeholders appreciate that the business does not mean that they are involved, are managing the organization, or are contributing to a sustainable firm. Therefore, future research should consider other mediating variables such as corporate image outstanding, firm competitiveness, or business success. These variables are interesting and may be appropriate to be the mediator relationships between stakeholder acceptance continuity and firm sustainability.



In addition, two of five antecedents, including long-term organizational vision and market expectation pressure do not have significant influence on each dimension of social accounting implementation. However, long-term organizational vision is not directly related to each dimension of social accounting implementation; but when stimulated by organizational learning capability, it was found that it had a significant relationship to some dimensions of social accounting implementation. That means organizational learning capability such as shared knowledge, shared the vision, promoting learning and using technology in the organizations encourages long-term organizational vision that is wider and helps adopt a strategy of social accounting to create an advantage in the enterprise in the long-run. Meanwhile, market expectation pressure has no relationship whatsoever to social accounting implementation. It may be possible that expectation pressure of the market is less when the firm is not in a situation where operations have a negative impact on society and the environment. It is a matter of legal dispute or a claim by the community or society. This situation was supported by the contingency theory. However, future research may consider other potential moderation variables such as social mindset or growth needs, which both may help moderate the relationship between market expectation pressure and social accounting implementation.

Next, organization-stakeholder relationship is the moderating variable. The relationships among social accounting implementation and its consequences are not supported (except the only relationship between regulation compliance disclosure and firm sustainability). Especially, the statistical analysis illustrates that it would have an influence on firm sustainability in terms of a direct effect more than the moderating effect. Therefore, future research may consider this influence.

In addition, environmental management accounting practice has a significant, direct effect on firm sustainability only. Meanwhile, it does not significantly influence other consequences. It is possible that when firm operations are environmentally-friendly, all stakeholders are not worried about this issue. Therefore, future research should consider the moderator variable by stimulating the relationship between environmental management accounting practice and other consequences above (i.e. accounting experience). In addition, future research may possibly consider other



industries, especially sensitive industries that are industries which have more of an impact on society and the environment (such as firms in ISO 14000 or ISO 26000).

Moreover, in order to extend the results of the study in the future, one should consider other research methods (for example in-depth interviews), which may help to confirm the result's strength. In addition, structural equation modeling (SEM) is a statistical technique that may illustrate the hidden relationships of all constructs under the conceptual framework of social accounting implementation.



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CHAPTER V

CONCLUSION

This research investigates the relationships among social accounting implementation, stakeholder acceptance continuity, organizational value increase, corporate image outstanding, and firm sustainability in listed firms of Thailand. The newly-proposed dimensions of social accounting implementation are comprised of human rights accounting, community participation presentation, social impact reporting, environmental management accounting practice, and regulation compliance disclosure. Through the mediation effects of stakeholder acceptance continuity, organizational value increase, and corporate image outstanding, these relationships were investigated alongside the moderating role of organization-stakeholder relationships. Meanwhile, long-term organizational vision, corporate governance mindset, ethical orientation culture, dynamic competitive change, and market expectation pressure are assigned as the antecedents of social accounting implementation. In addition, organizational learning capability is designed to moderate the relationships among the antecedents and each of five dimensions of social accounting implementation.

The key research question of this research is, “How does social accounting implementation relate to firm sustainability?” In detail, there are five specific research questions as follows: (1) How does each dimension of social accounting implementation (human rights accounting, community participation presentation, social impact reporting, environmental management accounting practice, and regulation compliance disclosure) relate to stakeholder acceptance continuity, organizational value increase, corporate image outstanding, and firm sustainability? (2) How do stakeholder acceptance continuity, organizational value increase, and corporate image outstanding have an impact on firm sustainability? (3) How do long-term organizational vision, corporate governance mindset, ethical orientation culture, dynamic competitive change, and market expectation pressure have an influence on each dimension of social accounting implementation? (4) How do organization-stakeholder relationships moderate the influence of each of five dimensions of social accounting implementation on stakeholder acceptance continuity, organizational value increase, corporate image



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APPENDICES



APPENDIX A

Respondent Characteristic



The Summary of Demographic Characteristics of Key Informants

Descriptions	Categories	Frequencies	Percent (%)
Gender	Male	32	26.45
	Female	89	73.55
	Total	121	100
Age	Less than 30 years old	2	1.65
	30 – 35 years old	16	13.22
	36 – 40 years old	35	28.93
	More than 40 years old	68	56.20
	Total	121	100
Marital Status	Single	50	41.32
	Married	69	57.03
	Divorced	2	1.65
	Total	121	100
Educational Level	Undergraduate or lower	40	33.06
	Higher than undergraduate	81	66.94
	Total	121	100
Working Experience	Less than 10 years	7	5.78
	10 – 15 years	38	31.41
	16 – 20 years	28	23.14
	More than 20 years	48	39.67
	Total	121	100
Average Monthly Income at Present	Less than 100,000 Bath	45	37.19
	100,000 – 125,000 Bath	29	23.97
	125,001 – 150,000 Bath	9	7.44
	More than 150,000 Bath	38	31.40
	Total	121	100
Working Position	Accounting director	30	24.79
	Accounting manager	77	63.64
	Other	14	11.57
	Total	121	100



The Summary of Sampled Firm Characteristics

Descriptions	Categories	Frequencies	Percent (%)
Industry Type	Agro and Food Industry	6	4.96
	Consumer Products	8	6.61
	Financials	35	28.93
	Industrials	19	15.70
	Property and Construction	15	12.40
	Resources	13	10.74
	Service	20	16.53
	Technology	5	4.13
	Total	121	100
Registered Capital	Less than 1,000,000,000 Bath	52	42.98
	1,000,000,000 – 5,000,000,000 Bath	46	38.01
	5,000,000,001 – 10,000,000,000 Bath	9	7.44
	More than 10,000,000,000 Bath	14	11.57
	Total	121	100
Total Assets	Less than 10,000,000,000 Bath	60	49.59
	10,000,000,000 – 50,000,000,000 Bath	27	22.31
	50,000,000,001 – 100,000,000,000 Bath	6	4.96
	More than 100,000,000,000 Bath	28	23.14
	Total	121	100
Period of turn registers in the Stock Exchange of Thailand	Less than 5 years	5	4.13
	5 – 10 years	22	18.19
	11 – 15 years	5	4.13
	More than 15 years	89	73.55
	Total	121	100
Number of Employees	Less than 500 employees	56	46.28
	501 – 1,000 employees	36	29.75
	1,001 – 1,500 employees	11	9.09
	More than 1,500 employees	18	14.88
	Total	121	100



The Summary of Sampled Firm Characteristics (continued)

Descriptions	Categories	Frequencies	Percent (%)
Period of Corporate Social Responsibility Reporting or Other Related	Less than 5 years	39	32.23
	5 – 10 years	60	49.59
	11 – 15 years	8	6.61
	More than 15 years	14	11.57
	Total	121	100
Rewards in Corporate Social Responsibility	Yes	48	39.67
	Never	73	60.33
	Total	121	100
Rewards in Sustainability	Yes	65	53.72
	Never	56	46.28
	Total	121	100



APPENDIX B

Test of Non-Response Bias



Test of Non-Response Bias

Comparison	N	Mean	S.D.	t	Significant Level*
Industry Type:					
▪ First Group	61	4.70	1.883	1.632	.105
▪ Second Group	60	4.15	1.858		
Registered Capital:					
▪ First Group	61	1.90	1.044	.289	.773
▪ Second Group	60	1.85	.917		
Period of Corporate Social Responsibility Reporting or Other Related:					
▪ First Group	61	2.03	1.095	.343	.732
▪ Second Group	60	1.97	1.025		



APPENDIX C

Item Factor Loadings and Reliability Analysis in Sample



Factor Loadings and Reliability Analysis in Sample^a

Constructs	Items	Factor Loadings	Reliability (Alpha Coefficient)
Human Rights Accounting (HRA)	HRA1	.742	.702
	HRA2	.669	
	HRA3	.829	
	HRA4	.644	
Community Participation Presentation (CPP)	CPP1	.773	.789
	CPP2	.779	
	CPP3	.837	
	CPP4	.744	
Social Impact Reporting (SIR)	SIR1	.785	.785
	SIR2	.760	
	SIR3	.840	
	SIR4	.737	
Environmental Management Accounting Practice (EMA)	EMA1	.728	.810
	EMA2	.874	
	EMA3	.826	
	EMA4	.770	
Regulation Compliance Disclosure (RCD)	RCD1	.667	.769
	RCD2	.769	
	RCD3	.815	
	RCD4	.822	
Stakeholder Acceptance Continuity (SAC)	SAC1	.730	.821
	SAC2	.869	
	SAC3	.864	
	SAC4	.760	
Organizational Value Increase (OVI)	OVI1	.536	.746
	OVI2	.833	
	OVI3	.814	
	OVI4	.804	
Corporate Image Outstanding (CIO)	CIO1	.786	.785
	CIO2	.794	
	CIO3	.837	
	CIO4	.709	

^a n = 121



Factor Loadings and Reliability Analysis in Sample^a (continued)

Constructs	Items	Factor Loadings	Reliability (Alpha Coefficient)
Firm sustainability (FSU)	FSU1	.752	.778
	FSU2	.807	
	FSU3	.821	
	FSU4	.719	
Long-term Organizational Vision (LOV)	LOV1	.710	.748
	LOV2	.720	
	LOV3	.815	
	LOV4	.774	
Corporate Governance Mindset (CGM)	CGM1	.707	.817
	CGM2	.843	
	CGM3	.843	
	CGM4	.821	
Ethical Orientation Culture (EOC)	EOC 1	.732	.748
	EOC 2	.751	
	EOC 3	.821	
	EOC 4	.711	
Dynamic Competitive Change (DCC)	DCC1	.731	.795
	DCC2	.820	
	DCC3	.832	
	DCC4	.769	
Market Expectation Pressure (MEP)	MEP1	.682	.717
	MEP2	.719	
	MEP3	.807	
	MEP4	.739	
Organization-Stakeholder Relationships (OSR)	OSR1	.714	.753
	OSR2	.802	
	OSR3	.771	
	OSR4	.746	
Organizational Learning Capability (OLC)	OLC1	.715	.769
	OLC2	.781	
	OLC3	.765	
	OLC4	.812	

^a n = 121

APPENDIX D

Test of Assumption of Regression Analysis



Equation 1

Interdependence of error term

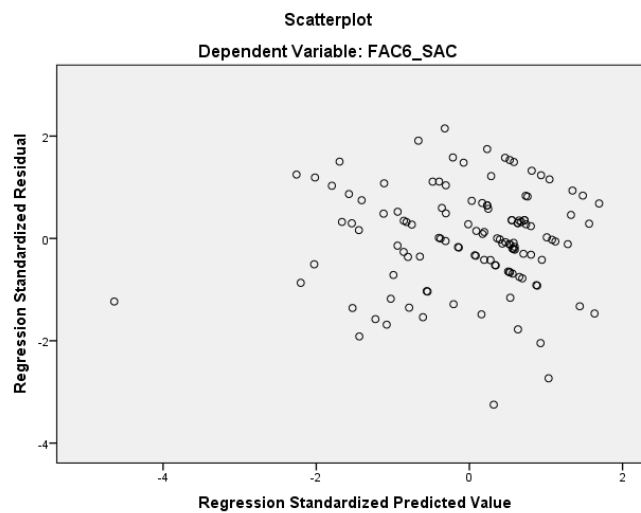
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.600 ^a	.360	.320	.82437272	2.136

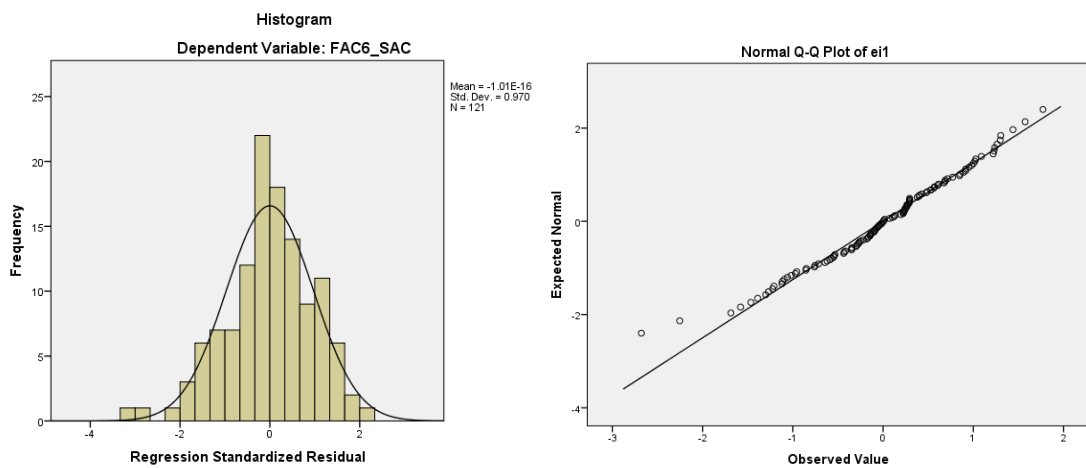
a. Predictors: (Constant), Dummy_SAW, FAC3_SIR, Dummy_ITY, FAC5_RCD, FAC2_CPP, FAC1_HRA, FAC4_EMA

b. Dependent Variable: FAC6_SAC

Homoscedasticity



Normality



Equation 2

Interdependence of error term

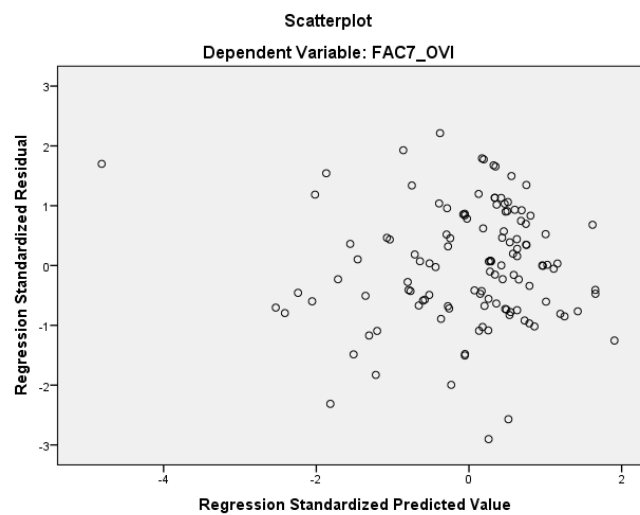
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.620 ^a	.384	.346	.80849511	2.251

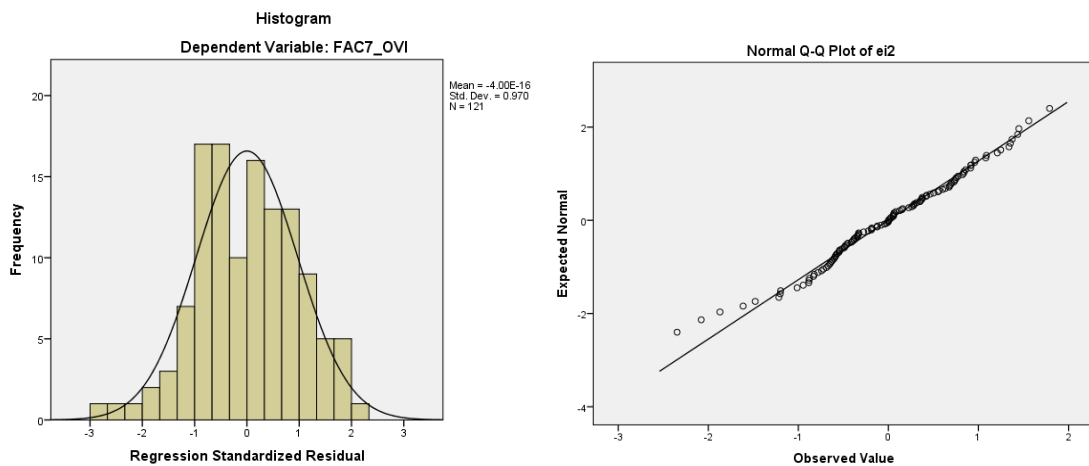
a. Predictors: (Constant), Dummy_SAW, FAC3_SIR, Dummy_ITY, FAC5_RCD, FAC2_CPP, FAC1_HRA, FAC4_EMA

b. Dependent Variable: FAC7_OVI

Homoscedasticity



Normality



Equation 3

Interdependence of error term

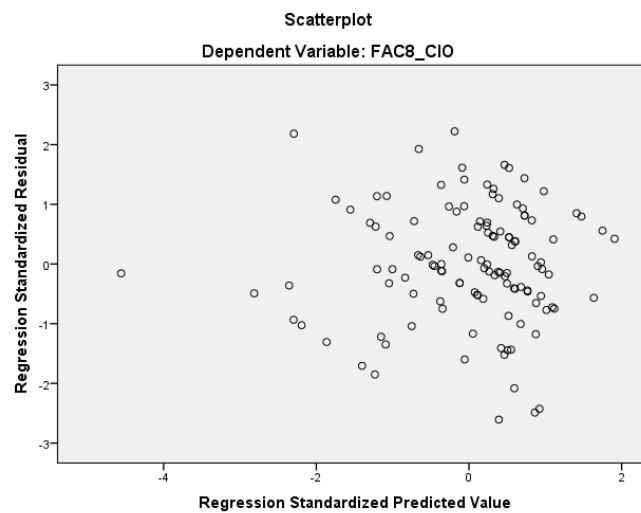
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.663 ^a	.439	.405	.77163524	1.982

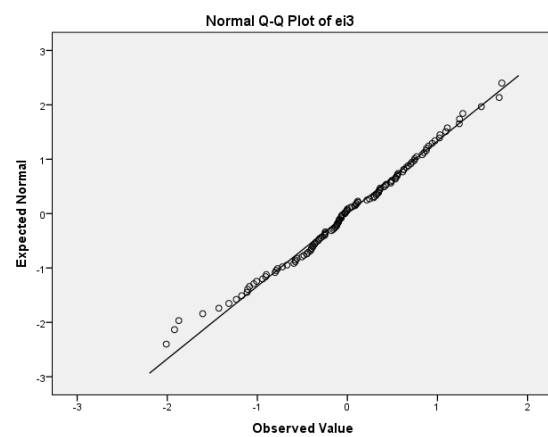
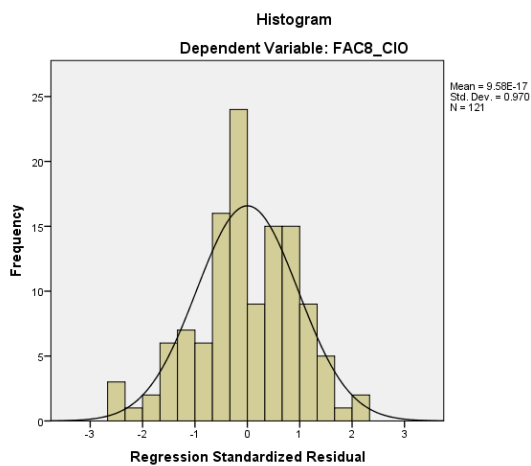
a. Predictors: (Constant), Dummy_SAW, FAC3_SIR, Dummy_ITY, FAC5_RCD, FAC2_CPP, FAC1_HRA, FAC4_EMA

b. Dependent Variable: FAC8_CIO

Homoscedasticity



Normality



Equation 4

Interdependence of error term

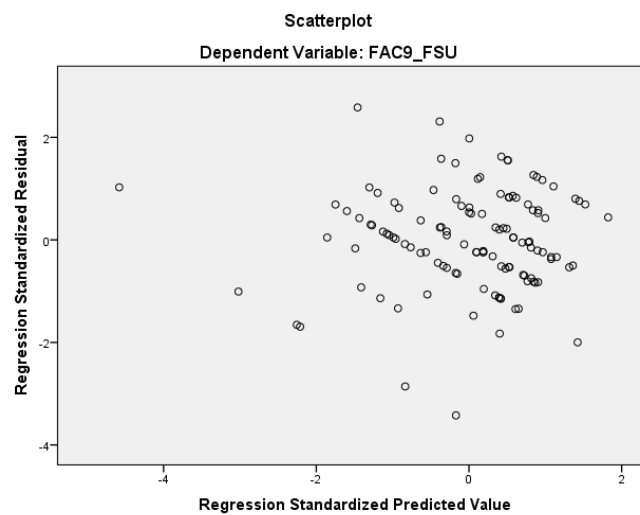
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.658 ^a	.433	.398	.77614419	1.975

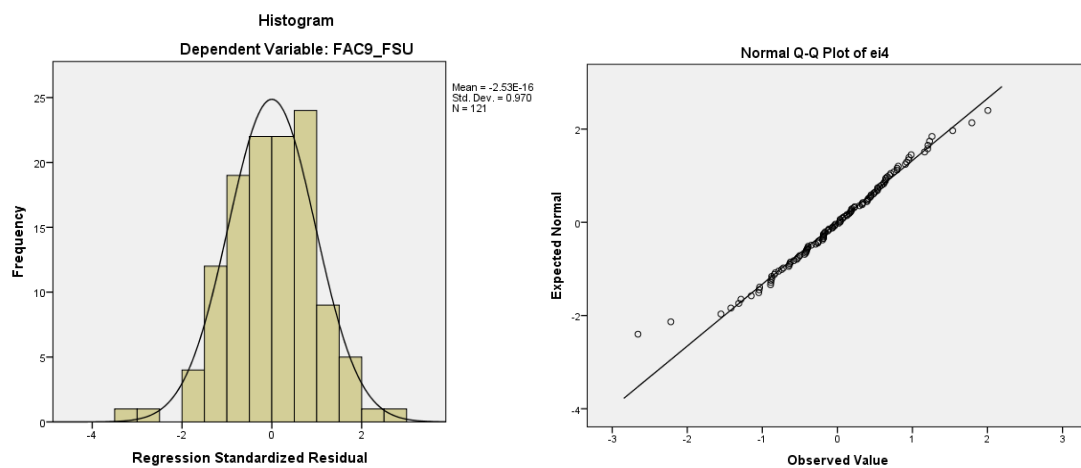
a. Predictors: (Constant), Dummy_SAW, FAC3_SIR, Dummy_ITY, FAC5_RCD, FAC2_CPP, FAC1_HRA, FAC4_EMA

b. Dependent Variable: FAC9_FSU

Homoscedasticity



Normality



Equation 5

Interdependence of error term

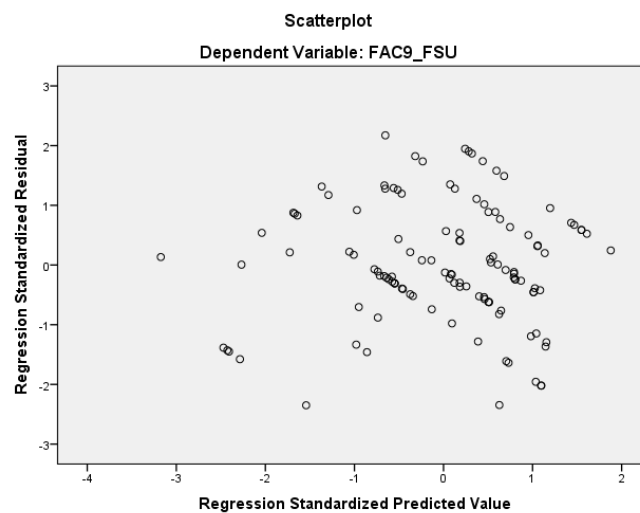
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	63.661	5	12.732	25.989	.000 ^b
Residual	56.339	115	.490		
Total	120.000	120			

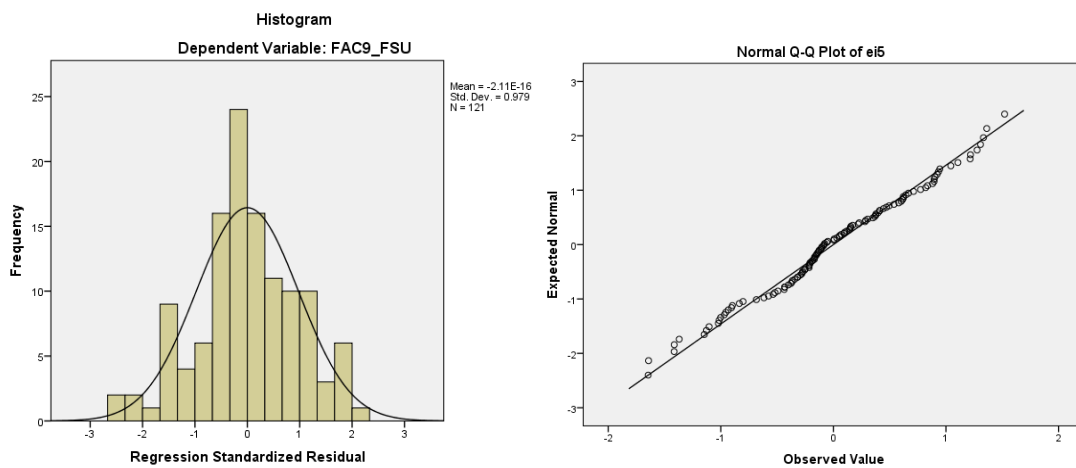
a. Dependent Variable: FAC9_FSU

b. Predictors: (Constant), Dummy_SAW, FAC8_CIO, Dummy_ITY, FAC7_OVI, FAC6_SAC

Homoscedasticity



Normality



Equation 6

Interdependence of error term

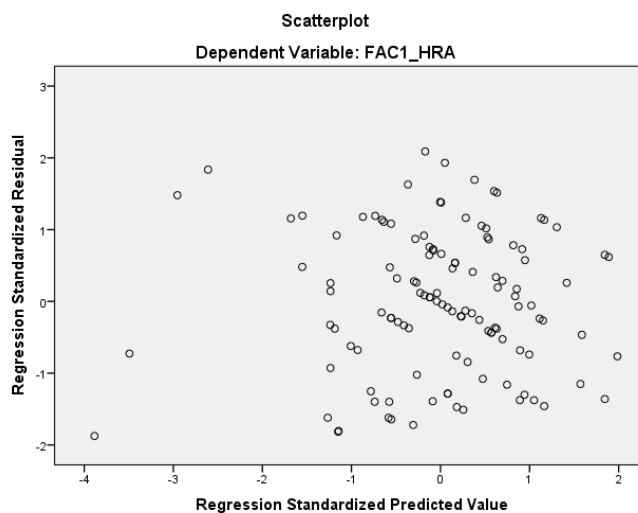
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.593 ^a	.351	.311	.82995200	2.233

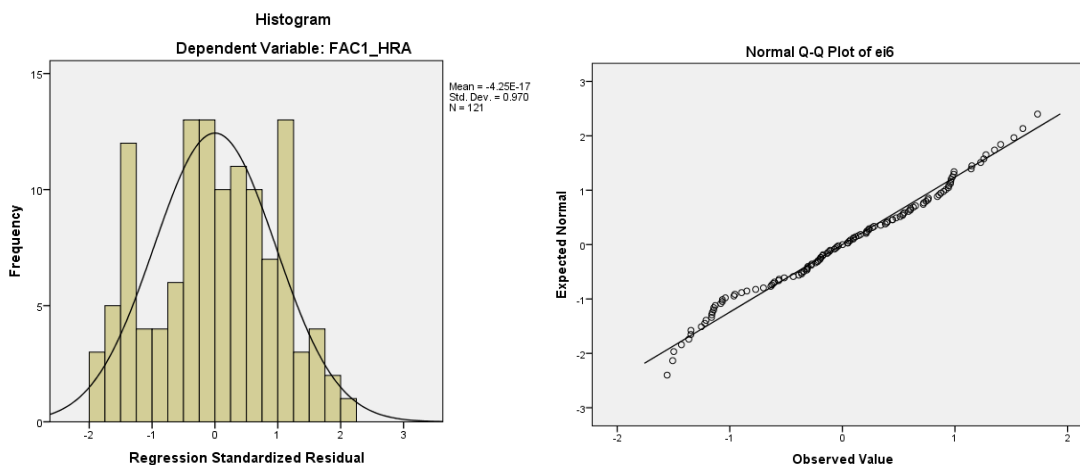
a. Predictors: (Constant), Dummy_SAW, FAC11_CGM, Dummy_ITY, FAC13_DCC, FAC10_LOV, FAC14_MEP, FAC12_EOC

b. Dependent Variable: FAC1_HRA

Homoscedasticity



Normality



Equation 7

Interdependence of error term

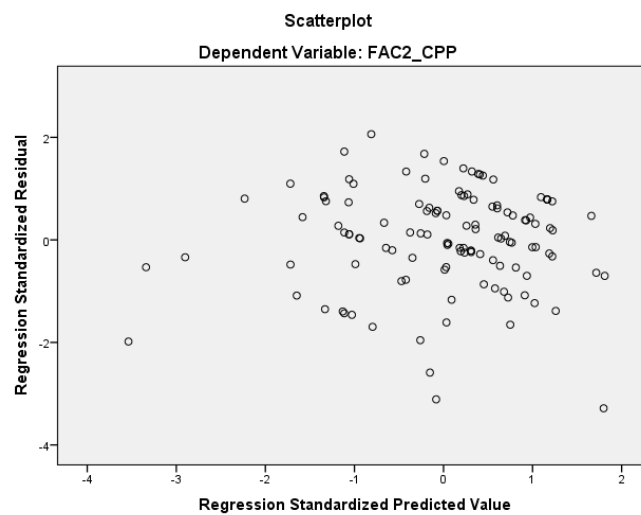
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.553 ^a	.306	.263	.85828840	2.163

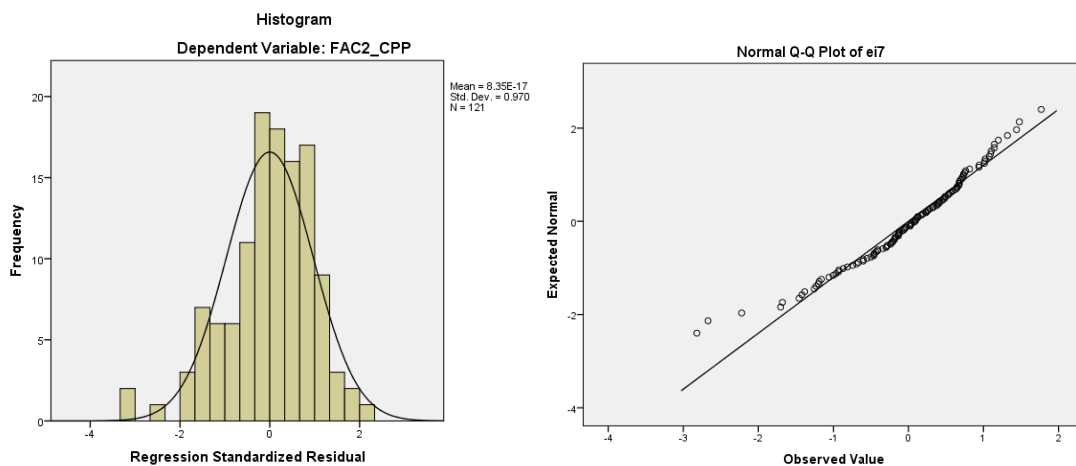
a. Predictors: (Constant), Dummy_SAW, FAC11_CGM, Dummy_ITY, FAC13_DCC, FAC10_LOV, FAC14_MEP, FAC12_EOC

b. Dependent Variable: FAC2_CPP

Homoscedasticity



Normality



Equation 8

Interdependence of error term

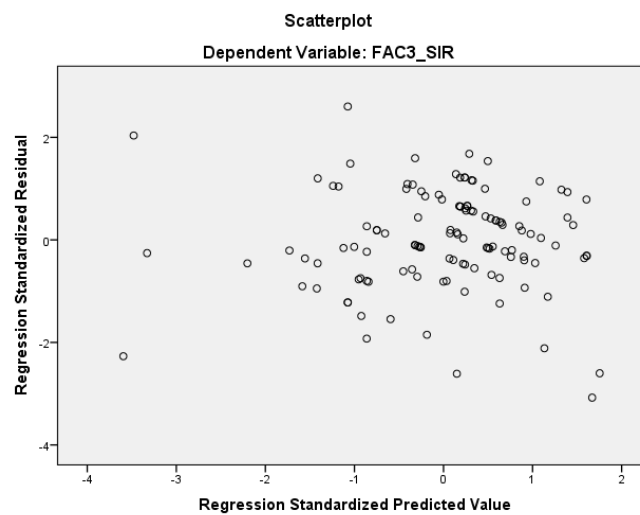
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.572 ^a	.327	.285	.84529221	2.016

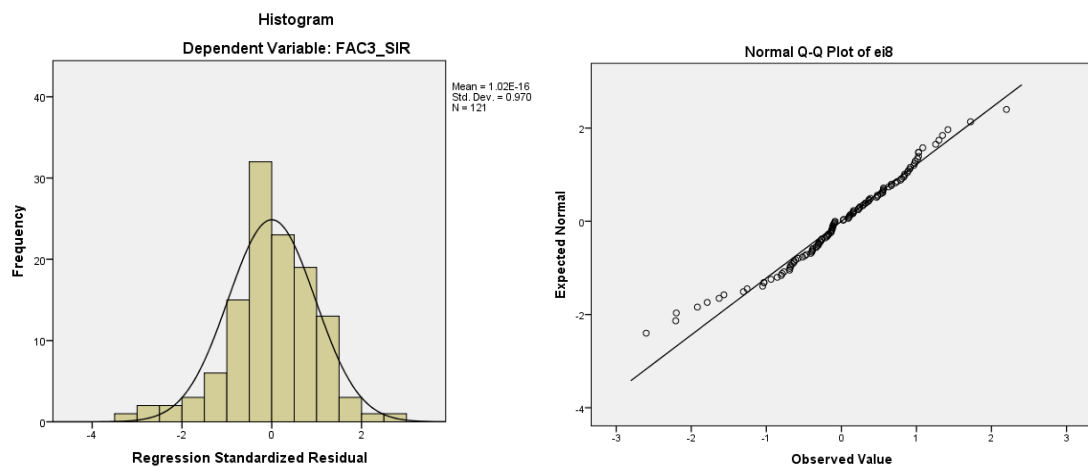
a. Predictors: (Constant), Dummy_SAW, FAC11_CGM, Dummy_ITY, FAC13_DCC, FAC10_LOV, FAC14_MEP, FAC12_EOC

b. Dependent Variable: FAC3_SIR

Homoscedasticity



Normality



Equation 9

Interdependence of error term

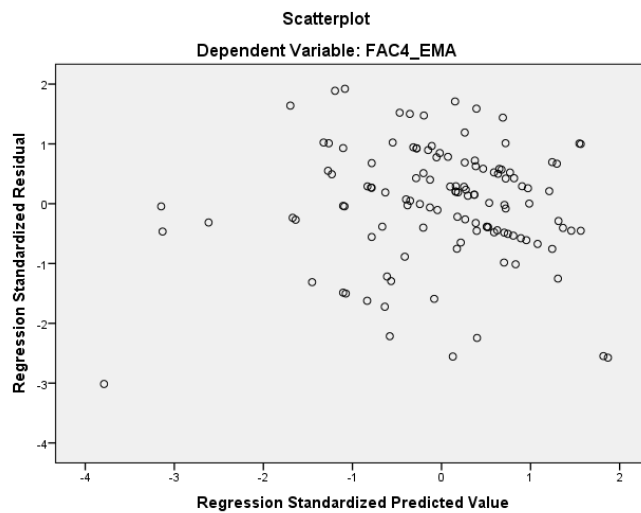
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.461 ^a	.213	.164	.91446886	1.677

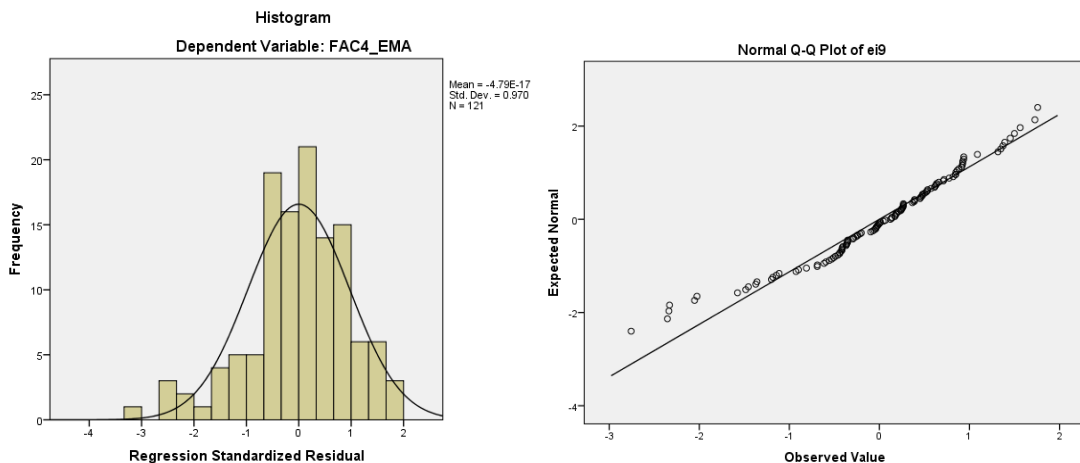
a. Predictors: (Constant), Dummy_SAW, FAC11_CGM, Dummy_ITY, FAC13_DCC, FAC10_LOV, FAC14_MEP, FAC12_EOC

b. Dependent Variable: FAC4_EMA

Homoscedasticity



Normality



Equation 10

Interdependence of error term

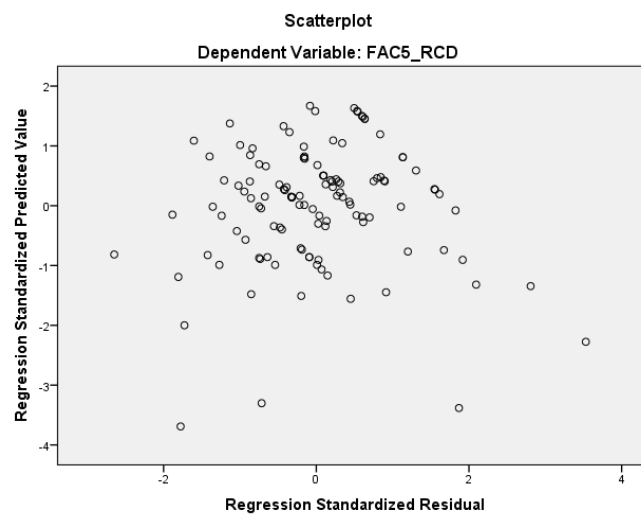
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.625 ^a	.391	.353	.80451787	1.576

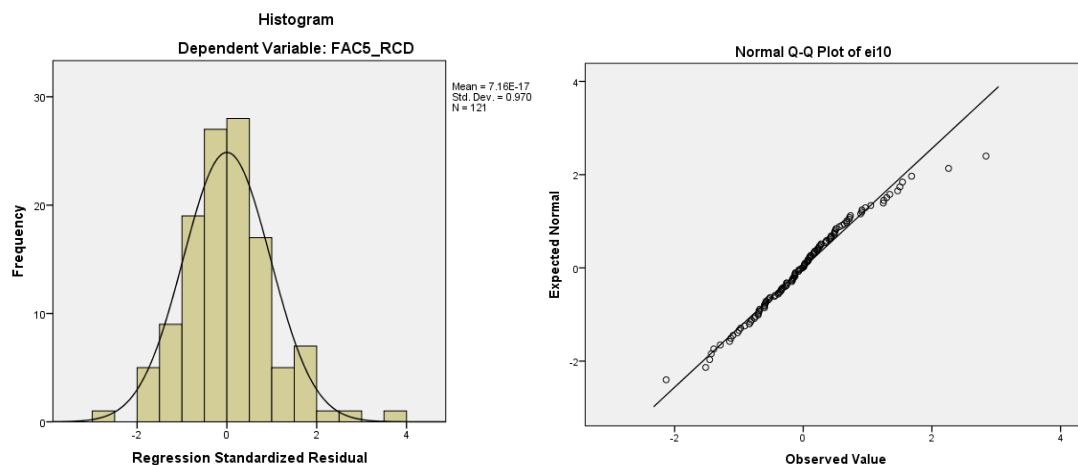
a. Predictors: (Constant), Dummy_SAW, FAC11_CGM, Dummy_ITY, FAC13_DCC, FAC10_LOV, FAC14_MEP, FAC12_EOC

b. Dependent Variable: FAC5_RCD

Homoscedasticity



Normality



Equation 11

Interdependence of error term

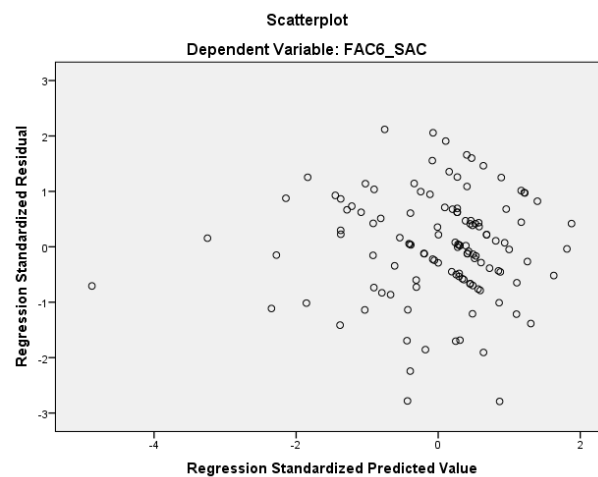
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.665 ^a	.442	.374	.79108413	2.056

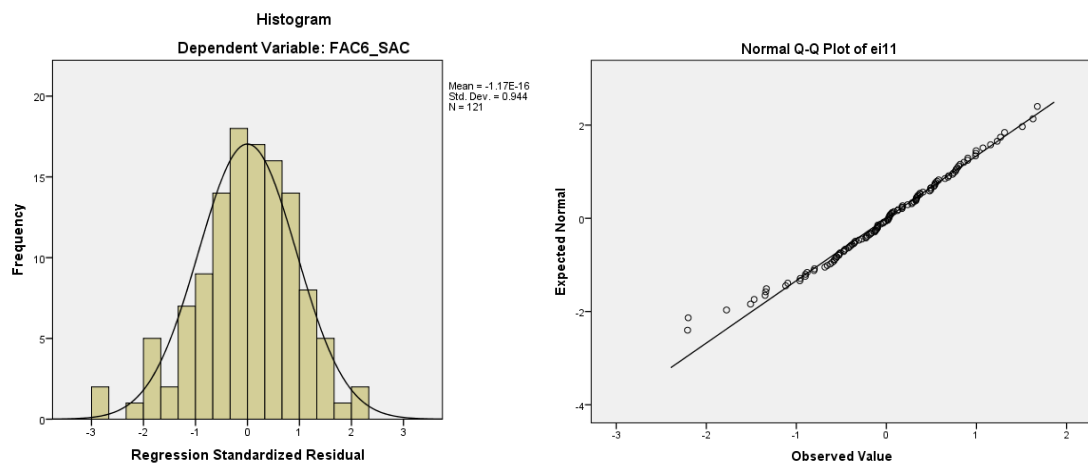
a. Predictors: (Constant), Dummy_SAW, FAC_HRAxOSR, Dummy_ITY, FAC3_SIR, FAC15_OSIR, FAC5_RCD, FAC1_HRA, FAC2_CPP, FAC4_EMA, FAC_SIRxOSR, FAC_RCDxOSR, FAC_CPPxOSR, FAC_EMAsOSR

b. Dependent Variable: FAC6_SAC

Homoscedasticity



Normality



Equation 12

Interdependence of error term

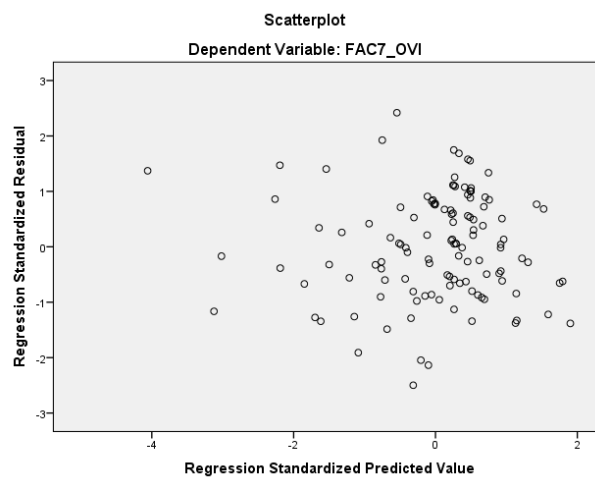
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.640 ^a	.409	.343	.81034374	2.269

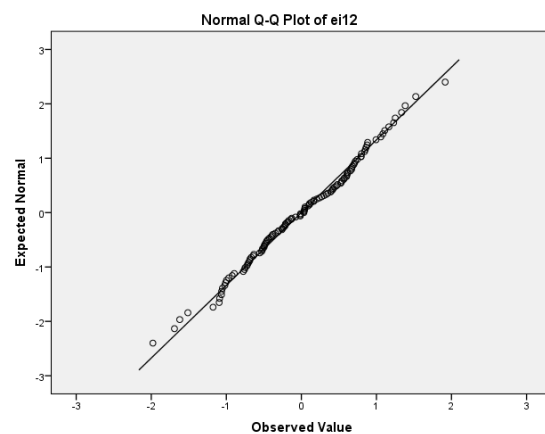
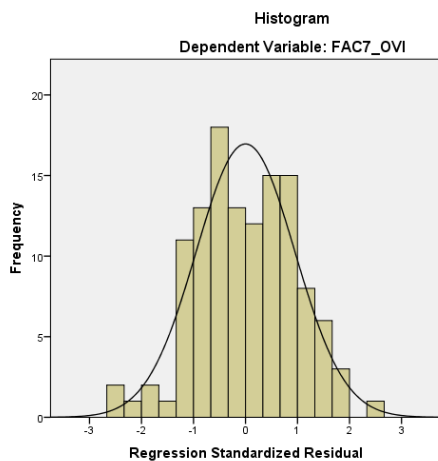
a. Predictors: (Constant), Dummy_SAW, FAC_HRAxOSR, Dummy_ITY, FAC3_SIR, FAC5_RCD, FAC2_CPP, FAC1_HRA, FAC4_EMA, FAC_SIRxOSR, FAC_RCDxOSR, FAC_CPPxOSR, FAC_EMAsOSR

b. Dependent Variable: FAC7_OVI

Homoscedasticity



Normality



Equation 13

Interdependence of error term

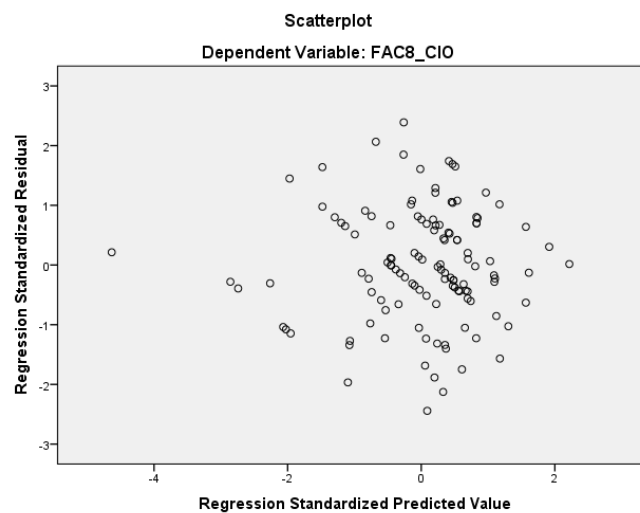
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.712 ^a	.507	.447	.74352222	2.172

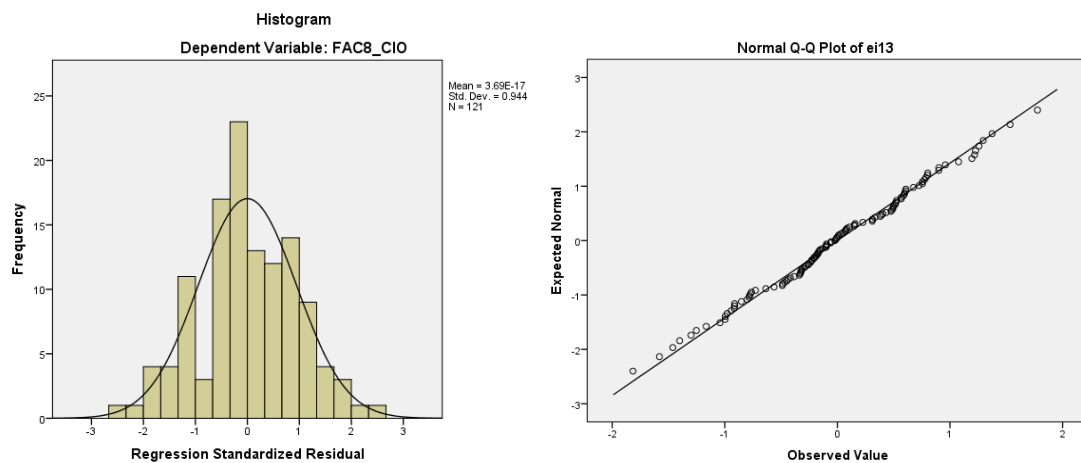
a. Predictors: (Constant), Dummy_SAW, FAC_HRAxOSR, Dummy_ITY, FAC3_SIR, FAC15_OSIR, FAC5_RCD, FAC1_HRA, FAC2_CPP, FAC4_EMA, FAC_SIRxOSR, FAC_RCDxOSR, FAC_CPPxOSR, FAC_EMAXOSR

b. Dependent Variable: FAC8_CIO

Homoscedasticity



Normality



Equation 14

Interdependence of error term

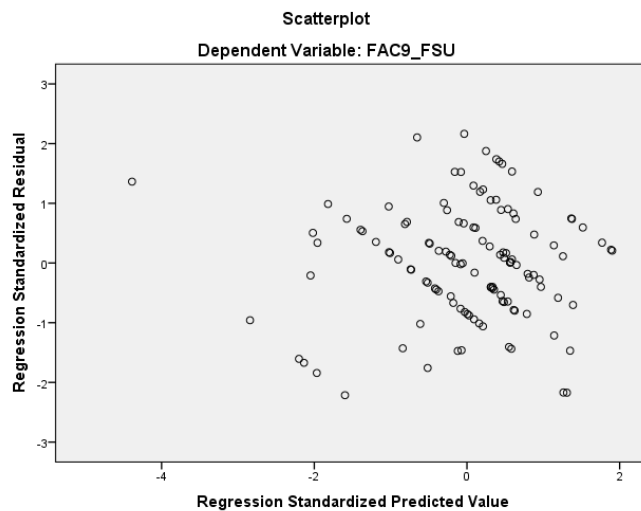
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.730 ^a	.533	.477	.72335661	1.979

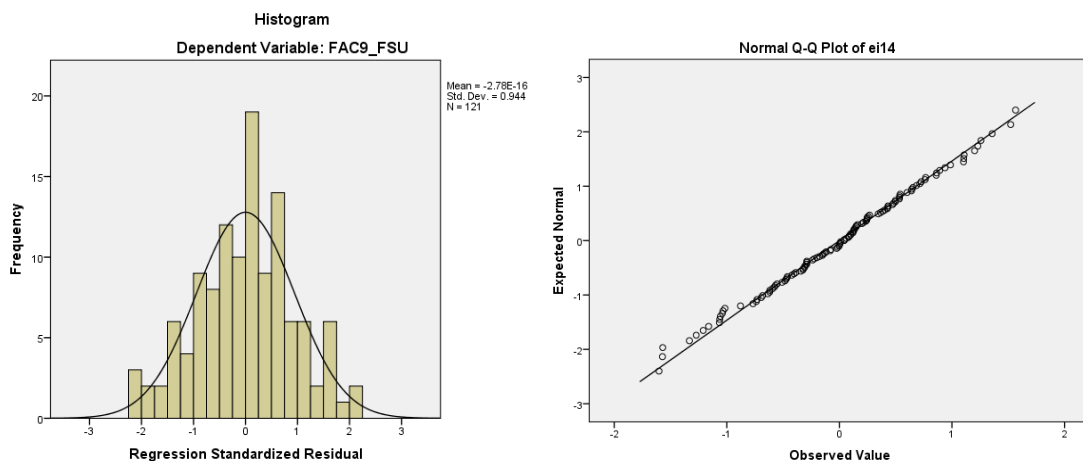
a. Predictors: (Constant), Dummy_SAW, FAC_HRAxOSR, Dummy_ITY, FAC3_SIR, FAC15_OSIR, FAC5_RCD, FAC1_HRA, FAC2_CPP, FAC4_EMA, FAC_SIRxOSR, FAC_RCDxOSR, FAC_CPPxOSR, FAC_EMAXOSR

b. Dependent Variable: FAC9_FSU

Homoscedasticity



Normality



Equation 15

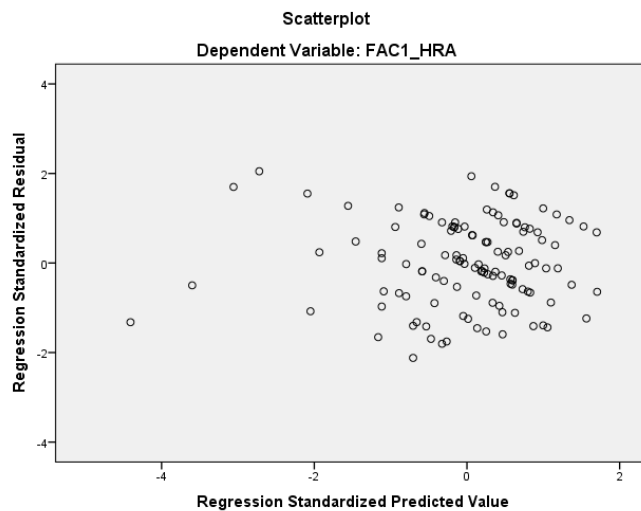
Interdependence of error term

Model Summary^b

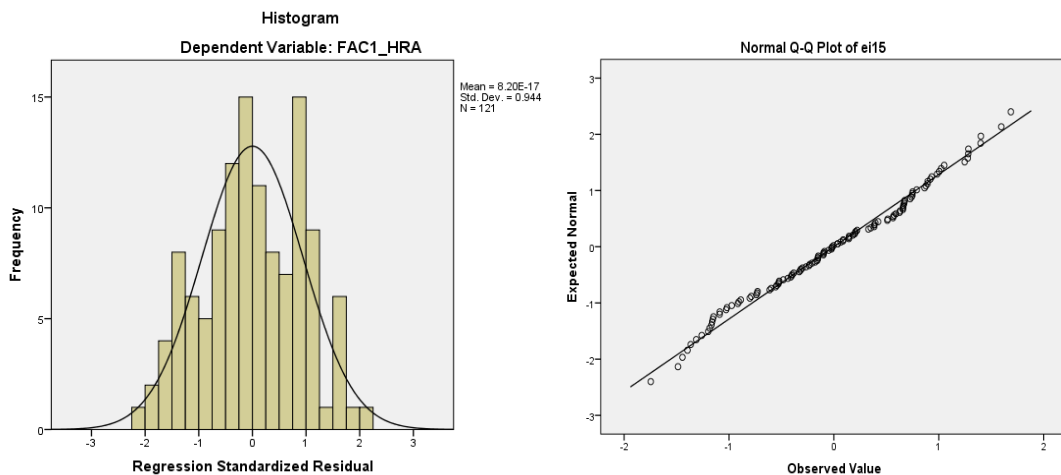
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.629 ^a	.395	.322	.82358198	2.260

a. Predictors: (Constant), Dummy_SAW, FAC11_CGM, Dummy_ITY, FAC_DCCxOLC, FAC13_DCC, FAC16_OLC, FAC_CGMxOLC, FAC10_LOV, FAC14_MEP, FAC12_EOC, FAC_EOCxOLC, FAC_LOVxOLC, FAC_MEPxOLC
 b. Dependent Variable: FAC1_HRA

Homoscedasticity



Normality



Equation 16

Interdependence of error term

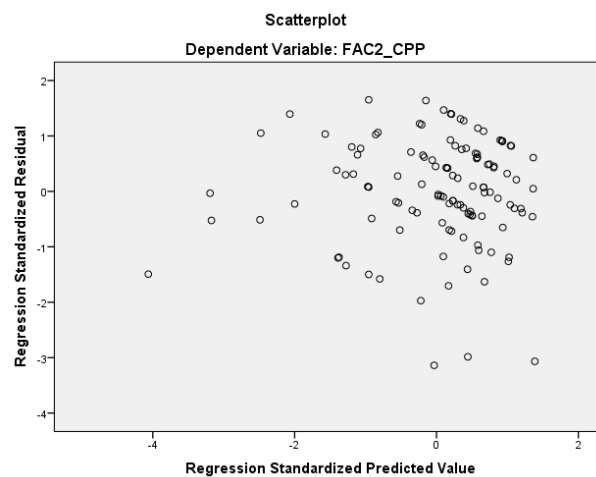
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41.033	13	3.156	4.277	.000 ^b
	Residual	78.967	107	.738		
	Total	120.000	120			

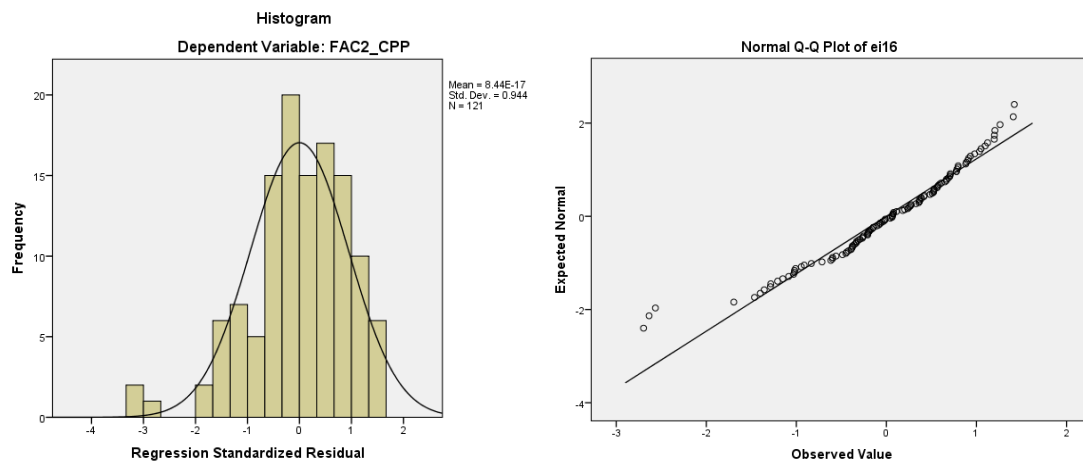
a. Dependent Variable: FAC2_CPP

b. Predictors: (Constant), Dummy_SAW, FAC11_CGM, Dummy_ITY, FAC_DCCxOLC, FAC13_DCC, FAC16_OLC, FAC_CGMxOLC, FAC10_LOV, FAC14_MEP, FAC12_EOC, FAC_EOCxOLC, FAC_LOVxOLC, FAC_MEPxOLC

Homoscedasticity



Normality



Equation 17

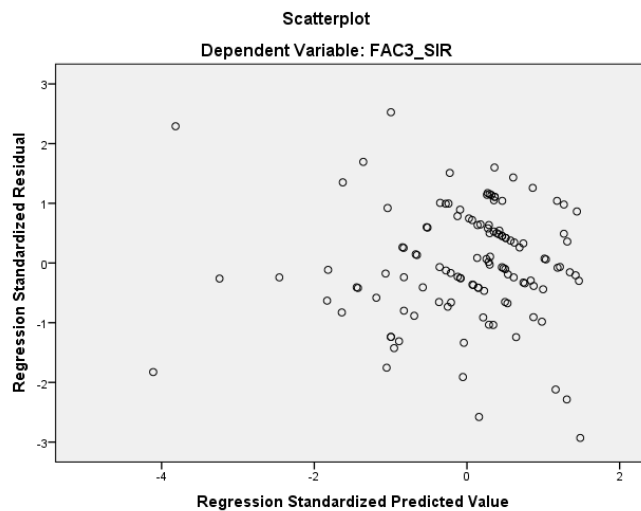
Interdependence of error term

Model Summary^b

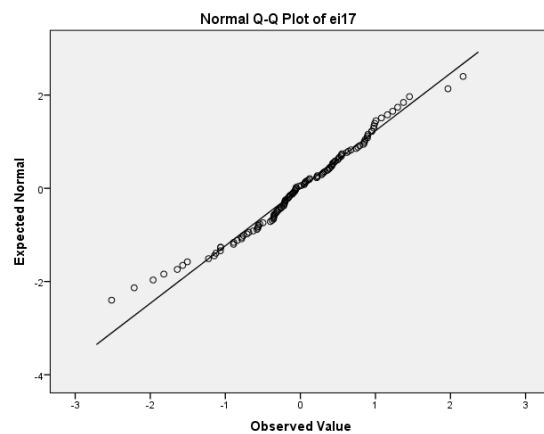
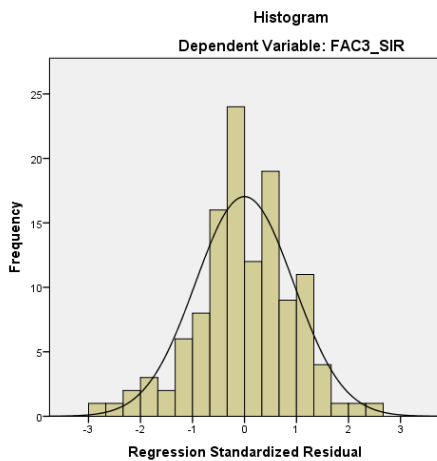
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.586 ^a	.343	.263	.85839026	2.041

a. Predictors: (Constant), Dummy_SAW, FAC11_CGM, Dummy_ITY, FAC_DCCxOLC, FAC13_DCC, FAC16_OLC, FAC_CGMxOLC, FAC10_LOV, FAC14_MEP, FAC12_EOC, FAC_EOCxOLC, FAC_LOVxOLC, FAC_MEPxOLC
 b. Dependent Variable: FAC3_SIR

Homoscedasticity



Normality



Equation 18

Interdependence of error term

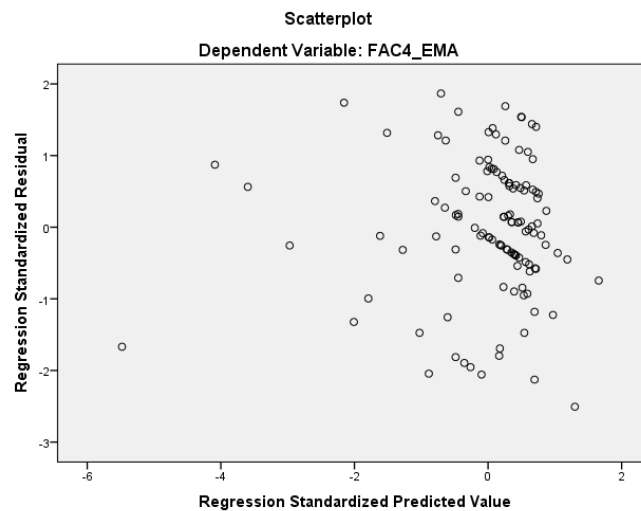
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.553 ^a	.306	.222	.88223292	1.737

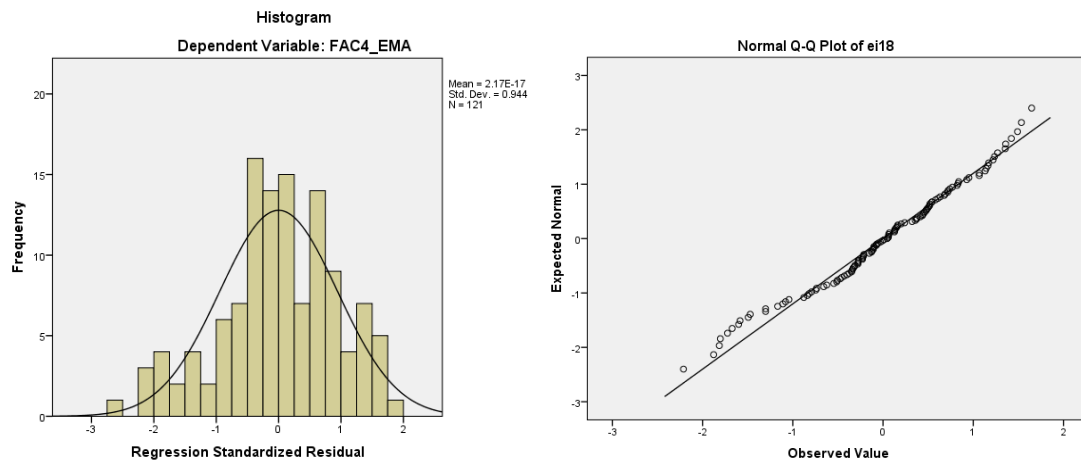
a. Predictors: (Constant), Dummy_SAW, FAC11_CGM, Dummy_ITY, FAC_DCCxOLC, FAC13_DCC, FAC16_OLC, FAC_CGMxOLC, FAC10_LOV, FAC14_MEP, FAC12_EOC, FAC_EOCxOLC, FAC_LOVxOLC, FAC_MEPxOLC

b. Dependent Variable: FAC4_EMA

Homoscedasticity



Normality



Equation 19

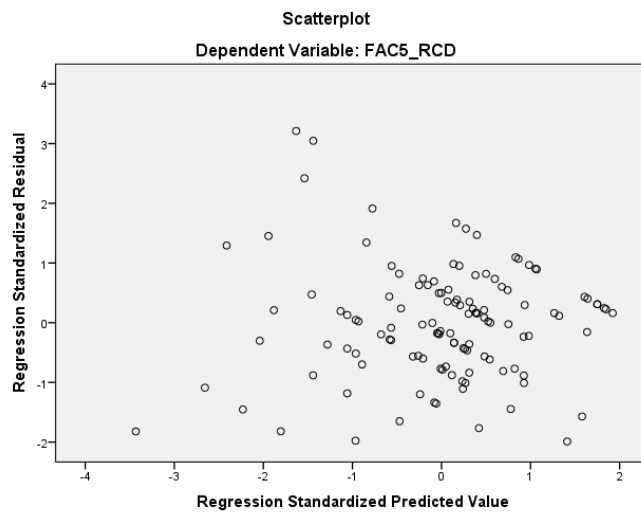
Interdependence of error term

Model Summary^b

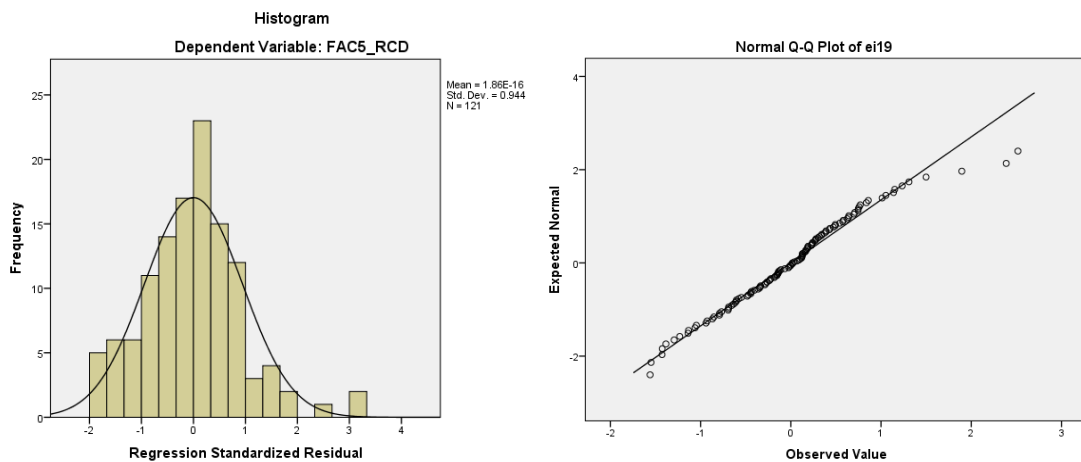
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.673 ^a	.453	.386	.78359108	1.523

a. Predictors: (Constant), Dummy_SAW, FAC11_CGM, Dummy_ITY, FAC_DCCxOLC, FAC13_DCC, FAC16_OLC, FAC_CGMxOLC, FAC10_LOV, FAC14_MEP, FAC12_EOC, FAC_EOCxOLC, FAC_LOVxOLC, FAC_MEPxOLC
 b. Dependent Variable: FAC5_RCD

Homoscedasticity



Normality



APPENDIX E

Cover Letters and Questionnaire: Thai Version





ที่ ศธ 0530.10/ 709

คณะกรรมการบัญชีและการจัดการ
มหาวิทยาลัยมหาสารคาม
อำเภอกันทรวิชัย จังหวัดมหาสารคาม
44150

9 มิถุนายน 2560

เรื่อง ขอบความอนุเคราะห์กรอกแบบสอบถาม

เรียน ผู้บริหารฝ่ายบัญชี

ด้วย นางกรวิภา ไชยวงศ์ นิสิตระดับปริญญาเอก คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม กำลังศึกษาวิทยานิพนธ์ เรื่อง “การประยุกต์ใช้การบัญชีสังคมของบริษัทจดทะเบียนในประเทศไทย” ซึ่งเป็นส่วนหนึ่งของการทำวิทยานิพนธ์หลักสูตรปรัชญาดุษฎีบัณฑิต (ปร.ด.) และการศึกษาในครั้งนี้ได้เน้นให้นิสิตศึกษาข้อมูลด้วยตนเอง ดังนั้น เพื่อให้การจัดทำวิทยานิพนธ์เป็นไปด้วยความเรียบร้อยและบรรลุวัตถุประสงค์ คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม จึงใคร่ขออนุญาตให้ นางกรวิภา ไชยวงศ์ ศึกษาและเก็บรวบรวมในรายละเอียดตามแบบสอบถามที่แนบมาพร้อมนี้

คณะกรรมการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม หวังเป็นอย่างยิ่งว่าจะได้รับความอนุเคราะห์จากท่านในการให้ข้อมูลในครั้งนี้เป็นอย่างยิ่ง และขอขอบคุณมา ณ โอกาสนี้

ขอแสดงความนับถือ

(รองศาสตราจารย์ ดร.สุวรรณ หวังเจริญเดช)

รองคณบดีฝ่ายกิจการนิสิต รักษาการแทน

คณบดีคณะกรรมการบัญชีและการจัดการ

มหาวิทยาลัยมหาสารคาม

งานวิชาการระดับบัณฑิตศึกษา

คณะกรรมการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม

โทรศัพท์ 0-4375-4333 ต่อ 3408

โทรสาร 0-4375-4422





แบบสอบถามเพื่อการวิจัย

เรื่อง “การประยุกต์ใช้การบัญชีสังคมและความยั่งยืนของกิจการ: หลักฐานเชิงประจักษ์บริษัทจดทะเบียนในประเทศไทย”

คำชี้แจง:

งานวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาถึงการประยุกต์ใช้การบัญชีสังคมและความยั่งยืนของกิจการ ของบริษัทจดทะเบียนในประเทศไทย เพื่อใช้เป็นข้อมูลในการจัดทำวิทยานิพนธ์ในระดับปริญญาเอกของผู้วิจัยในหลักสูตรปรัชญาดุษฎีบัณฑิต สาขาวิชาการบัญชี คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม โทรศัพท์ 043-754333

ข้าพเจ้าใคร่ขอความอนุเคราะห์จากท่านผู้ตอบแบบสอบถาม ได้โปรดตอบแบบสอบถามชุดนี้ โดยรายละเอียดของแบบสอบถามประกอบด้วยส่วนคำถาม 7 ตอน ดังนี้

ตอนที่ 1 ข้อมูลทั่วไปของผู้บริหารฝ่ายบัญชีบริษัทจดทะเบียนในตลาดหลักทรัพย์แห่งประเทศไทย

ตอนที่ 2 ข้อมูลทั่วไปของบริษัทจดทะเบียนในตลาดหลักทรัพย์แห่งประเทศไทย

ตอนที่ 3 ความคิดเห็นเกี่ยวกับการประยุกต์ใช้การบัญชีสังคมของบริษัทจดทะเบียนในตลาดหลักทรัพย์แห่งประเทศไทย

ตอนที่ 4 ความคิดเห็นเกี่ยวกับผลการดำเนินงานของบริษัทจดทะเบียนในตลาดหลักทรัพย์แห่งประเทศไทย

ตอนที่ 5 ความคิดเห็นเกี่ยวกับปัจจัยภายในที่มีผลต่อการประยุกต์ใช้การบัญชีสังคมของบริษัทจดทะเบียนในตลาดหลักทรัพย์แห่งประเทศไทย

ตอนที่ 6 ความคิดเห็นเกี่ยวกับปัจจัยภายนอกที่มีผลต่อการประยุกต์ใช้การบัญชีสังคมของบริษัทจดทะเบียนในตลาดหลักทรัพย์แห่งประเทศไทย

ตอนที่ 7 ข้อคิดเห็นและข้อเสนอแนะเกี่ยวกับการประยุกต์ใช้การบัญชีสังคมของบริษัทจดทะเบียนในตลาดหลักทรัพย์แห่งประเทศไทย

การนำเสนอผลการวิจัยครั้งนี้จะเป็นการนำเสนอในลักษณะของภาพรวม คำตอบของท่านจะถูกเก็บรักษาไว้เป็นความลับและจะไม่มีการใช้ข้อมูลใด ๆ ที่เปิดเผยเกี่ยวกับตัวท่านในการรายงานข้อมูล รวมทั้งจะไม่มีการให้ข้อมูลดังกล่าวกับบุคคลภายนอกโดยที่ไม่ได้รับอนุญาตจากท่าน อนึ่งหากท่านมีความประสงค์ที่จะขอรับรายงานสรุปเกี่ยวกับการศึกษาวิจัยในครั้งนี้โปรดแจ้งความประสงค์และโปรดระบุ E-mail Address ของท่านตามที่ระบุไว้ด้านล่างหรือแนบนามบัตรของท่านมาพร้อมกับแบบสอบถามชุดนี้ เพื่อจักได้ดำเนินการจัดส่งผลการวิจัยให้กับท่านในลำดับต่อไป

ท่านต้องการรายงานสรุปผลการวิจัยหรือไม่

() ต้องการ โปรดระบุ E-mail () ไม่ต้องการ

ผู้วิจัยหวังเป็นอย่างยิ่งว่าจะได้รับความอนุเคราะห์จากท่านในการตอบแบบสอบถาม และขอขอบพระคุณอย่างสูงมา ณ โอกาสนี้ หากท่านมีข้อสงสัยประการใดเกี่ยวกับแบบสอบถาม โปรดติดต่อผู้วิจัย นางกรวิกา ไชยวงศ์ (สาขาวิชาการบัญชี) คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม ตำบลขามเรียง จังหวัดมหาสารคาม 44150 หรือสามารถติดต่อโดยตรงหมายเลขโทรศัพท์ 087-1912449 หรือ E-mail : Kornwika_nim@hotmail.com

ขอขอบพระคุณที่ให้ข้อมูลไว้ ณ โอกาสนี้

(นางกรวิกา ไชยวงศ์)

นิสิตปริญญาเอก สาขาวิชาการบัญชี

คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม



ตอนที่ 1 ข้อมูลทั่วไปเกี่ยวกับผู้บริหารฝ่ายบัญชีบริษัทจดทะเบียนในประเทศไทย

1. เพศ

<input type="checkbox"/> ชาย	<input type="checkbox"/> หญิง
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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"/> ปริญญาตรีหรือเทียบเท่า	<input type="checkbox"/> สูงกว่าปริญญาตรี
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5. ประสบการณ์ในการทำงานทางด้านบัญชีหรือเกี่ยวข้องกับงานบัญชี

<input type="checkbox"/> น้อยกว่า 10 ปี	<input type="checkbox"/> 10-15 ปี
<input type="checkbox"/> 16 - 20 ปี	<input type="checkbox"/> มากกว่า 20 ปี
6. รายได้เฉลี่ยต่อเดือนที่ท่านได้รับในปัจจุบัน

<input type="checkbox"/> ต่ำกว่า 100,000 บาท	<input type="checkbox"/> 100,000 – 125,000 บาท
<input type="checkbox"/> 125,000 – 150,000 บาท	<input type="checkbox"/> มากกว่า 150,000 บาท
7. ตำแหน่งงานในปัจจุบันของท่าน

<input type="checkbox"/> ผู้อำนวยการฝ่ายบัญชี	<input type="checkbox"/> ผู้จัดการฝ่ายบัญชี
<input type="checkbox"/> อื่น ๆ (โปรดระบุ).....	



ตอนที่ 2 ข้อมูลทั่วไปของบริษัทจดทะเบียนในประเทศไทย

1. ประเภทกลุ่มอุตสาหกรรม

<input type="checkbox"/> กลุ่มเกษตรและอุตสาหกรรมอาหาร	<input type="checkbox"/> กลุ่มสินค้าอุปโภคบริโภค
<input type="checkbox"/> กลุ่มธุรกิจการเงิน	<input type="checkbox"/> กลุ่มสินค้าอุตสาหกรรม
<input type="checkbox"/> กลุ่มอสังหาริมทรัพย์และก่อสร้าง	<input type="checkbox"/> กลุ่มทรัพยากรธรรมชาติและเหมืองแร่
<input type="checkbox"/> กลุ่มบริการ	<input type="checkbox"/> กลุ่มเทคโนโลยี

2. สินทรัพย์รวมของบริษัท

<input type="checkbox"/> ต่ำกว่า 10,000,000,000 บาท	<input type="checkbox"/> 10,000,000,000 – 50,000,000,000 บาท
<input type="checkbox"/> 50,000,000,001 – 100,000,000,000 บาท	<input type="checkbox"/> มากกว่า 100,000,000,000 บาท

3. ทุนจดทะเบียนของบริษัท

<input type="checkbox"/> ต่ำกว่า 1,000,000,000 บาท	<input type="checkbox"/> 1,000,000,000 – 5,000,000,000 บาท
<input type="checkbox"/> 5,000,000,001 – 10,000,000,000 บาท	<input type="checkbox"/> มากกว่า 10,000,000,000 บาท

4. ระยะเวลาจดทะเบียนในตลาดหลักทรัพย์แห่งประเทศไทย

<input type="checkbox"/> น้อยกว่า 5 ปี	<input type="checkbox"/> 5 ปี – 10 ปี
<input type="checkbox"/> 11 ปี – 15 ปี	<input type="checkbox"/> มากกว่า 15 ปี

5. จำนวนพนักงานในปัจจุบัน

<input type="checkbox"/> น้อยกว่า 500 คน	<input type="checkbox"/> 501 – 1,000 คน
<input type="checkbox"/> 1,001 – 1,500 คน	<input type="checkbox"/> มากกว่า 1,500 คน

6. ระยะเวลาที่กิจการได้มีการรายงานข้อมูลเกี่ยวกับสังคมและสิ่งแวดล้อมไว้ในรายงานประจำปีหรือรายงานอื่น ๆ ที่เกี่ยวข้อง

<input type="checkbox"/> น้อยกว่า 5 ปี	<input type="checkbox"/> 5 ปี – 10 ปี
<input type="checkbox"/> 11 ปี – 15 ปี	<input type="checkbox"/> มากกว่า 15 ปี

7. กิจการเคยได้รับรางวัลที่แสดงถึงความรับผิดชอบต่อสังคมและสิ่งแวดล้อมหรือไม่

<input type="checkbox"/> เคย	<input type="checkbox"/> ไม่เคย
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8. กิจการเคยผ่านเกณฑ์การประเมินความยั่งยืนของบริษัทจดทะเบียน ตามตัวชี้วัดเบื้องต้นที่ครอบคลุมด้านสิ่งแวดล้อม ด้านสังคม และบรรษัทภิบาล ของตลาดหลักทรัพย์แห่งประเทศไทยหรือไม่

<input type="checkbox"/> เคย	<input type="checkbox"/> ไม่เคย
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ตอนที่ 3 ความคิดเห็นเกี่ยวกับการประยุกต์ใช้การบัญชีสังคมของบริษัทจดทะเบียนในประเทศไทย

การประยุกต์ใช้การบัญชีสังคม	ระดับความคิดเห็น				
	มากที่สุด 5	มาก 4	ปานกลาง 3	น้อย 2	น้อยที่สุด 1
การบัญชีสิทธิมนุษยชน (Human Rights Accounting)					
1. กิจการเชื่อมั่นว่าการปฏิบัติงานบัญชีที่ตระหนักถึงสิทธิของแต่ละบุคคลอย่างชัดเจน จะทำให้การดำเนินงานทางด้านบัญชีมีประสิทธิภาพมากยิ่งขึ้น					
2. กิจการให้ความสำคัญกับการจัดทำข้อมูลที่เกี่ยวข้องกับการลงทุนด้านการพัฒนาทรัพยากรมนุษย์อย่างเป็นระบบและรูปธรรม ซึ่งจะช่วยให้กิจการได้รับความเชื่อมั่นจากผู้มีส่วนเกี่ยวข้องเพิ่มมากขึ้น					
3. กิจการส่งเสริมให้มีการจัดทำบัญชีที่เกี่ยวข้องกับสิทธิประโยชน์ของพนักงาน ซึ่งจะช่วยให้การดำเนินงานบรรลุเป้าหมายได้อย่างมีประสิทธิภาพมากขึ้น					
4. กิจการตระหนักถึงการจัดทำข้อมูลเกี่ยวกับการปฏิบัติต่อแรงงานอย่างเป็นธรรมและเท่าเทียมกัน ซึ่งจะช่วยให้กิจการได้รับการยอมรับจากผู้มีส่วนเกี่ยวข้องมากยิ่งขึ้น					
การนำเสนอเกี่ยวกับการมีส่วนร่วมกับชุมชน (Community Participation Presentation)					
5. กิจการเชื่อมั่นว่าการนำเสนอข้อมูลที่เกี่ยวข้องกับการสร้างความสัมพันธ์กับชุมชนอย่างมีประสิทธิภาพ จะช่วยให้กิจการสร้างความเข้าใจอันดีและได้รับความเชื่อมั่นจากผู้มีส่วนเกี่ยวข้องเพิ่มมากขึ้น					
6. กิจการมุ่งเน้นให้มีการจัดโครงการที่เกี่ยวข้องกับการพัฒนาชุมชนอย่างเป็นรูปธรรม ซึ่งจะช่วยให้กิจการได้รับการยอมรับและประสบผลสำเร็จในการดำเนินงานมากยิ่งขึ้น					
7. กิจการให้ความสำคัญกับการจัดสรรงบประมาณในการพัฒนาชุมชนอย่างต่อเนื่อง ซึ่งจะช่วยให้กิจการได้รับความร่วมมือและความไว้วางใจจากผู้มีส่วนเกี่ยวข้องมากยิ่งขึ้น					
8. กิจการยึดมั่นเสมอว่ากิจการจะอยู่รอดได้ก็ต่อเมื่อชุมชนอยู่ได้ ซึ่งทำให้มีแนวทางการดำเนินงานของกิจการด้านต่าง ๆ ชัดเจนมากยิ่งขึ้น					
การรายงานผลกระทบต่อสังคม (Social Impact Reporting)					
9. กิจการเชื่อมั่นว่าการรายงานผลกระทบต่าง ๆ ที่อาจจะเกิดขึ้นกับสังคมอย่างชัดเจน จะช่วยให้กิจการได้รับการยอมรับและเชื่อถือจากผู้มีส่วนเกี่ยวข้องมากยิ่งขึ้น					
10. กิจการให้ความสำคัญกับการรายงานเกี่ยวกับความเสี่ยงที่คาดว่าจะเกิดขึ้นกับความมั่นคงของสังคม ซึ่งจะช่วยให้กิจการได้รับความไว้วางใจและประสบความสำเร็จในการดำเนินงานมากยิ่งขึ้น					
11. กิจการมุ่งเน้นให้มีการนำเสนอข้อมูลความคุ้มค่าเกี่ยวกับการลงทุนทางสังคมของกิจการ ซึ่งจะช่วยให้กิจการสามารถวางแผนการดำเนินงานด้านสังคมได้อย่างเหมาะสมและมีประสิทธิภาพมากยิ่งขึ้น					



ตอนที่ 3 (ต่อ)

การประยุกต์ใช้การบัญชีสังคม	ระดับความคิดเห็น				
	มากที่สุด 5	มาก 4	ปานกลาง 3	น้อย 2	น้อยที่สุด 1
12. กิจการส่งเสริมให้มีการนำเสนอข้อมูลการวิเคราะห์และติดตามผลเกี่ยวกับคุณภาพชีวิตและความเป็นอยู่ของผู้คนในสังคมอย่างเป็นระบบและต่อเนื่อง ซึ่งจะช่วยให้กิจการได้รับการยอมรับและไว้วางใจจากผู้มีส่วนเกี่ยวข้องมากยิ่งขึ้น					
แนวปฏิบัติของการบัญชีเพื่อการจัดการสิ่งแวดล้อม (Environmental Management Accounting Practice) 13. กิจการเชื่อมั่นว่าการปฏิบัติทางการบัญชีด้านสิ่งแวดล้อมที่ดี จะช่วยให้กิจการได้รับการยอมรับจากผู้มีส่วนที่เกี่ยวข้องและประสบความสำเร็จในการดำเนินงานมากยิ่งขึ้น					
14. กิจการให้ความสำคัญกับการรับรู้ต้นทุนและผลประโยชน์ที่เกิดจากกิจกรรมด้านสิ่งแวดล้อมอย่างชัดเจน ซึ่งจะช่วยให้กิจการสามารถวางแผนและตัดสินใจดำเนินงานด้านสิ่งแวดล้อมได้อย่างมีประสิทธิภาพมากยิ่งขึ้น					
15. กิจการมุ่งเน้นให้มีการจัดทำรายงานที่เกี่ยวข้องกับผลกระทบด้านสิ่งแวดล้อมจากการดำเนินงานของกิจการอย่างเป็นระบบและรูปธรรม ซึ่งจะช่วยให้กิจการสร้างความเข้าใจที่ดีและความเชื่อมั่นต่อผู้มีส่วนเกี่ยวข้องเพิ่มมากขึ้น					
16. กิจการให้ความสำคัญกับการประยุกต์ใช้เทคนิค แนวทาง และวิธีการทางการบัญชีที่เกี่ยวข้องกับสิ่งแวดล้อมอย่างเป็นระบบและรูปธรรม ซึ่งจะทำให้การปฏิบัติการบัญชีด้านสิ่งแวดล้อมมีประสิทธิภาพ และประสิทธิผลมากยิ่งขึ้น					
การเปิดเผยการปฏิบัติตามกฎระเบียบ (Regulation Compliance Disclosure) 17. กิจการเชื่อมั่นว่าการปฏิบัติตามกฎระเบียบอย่างเคร่งครัด จะช่วยทำให้การดำเนินงานประสบความสำเร็จทั้งในปัจจุบันและอนาคตเป็นอย่างดี					
18. กิจการมุ่งมั่นในการนำเสนอรายงานที่เกี่ยวข้องกับการปฏิบัติงานต่าง ๆ ตามเงื่อนไขอย่างเป็นระบบและรูปธรรม ซึ่งจะทำให้การบริหารงานมีประสิทธิภาพมากยิ่งขึ้น					
19. กิจการมุ่งเน้นให้มีการนำเสนอข้อมูลเกี่ยวกับการดำเนินงานที่ตระหนักถึงจริยธรรมทางธุรกิจ ซึ่งจะช่วยให้กิจการได้รับความไว้วางใจจากผู้มีส่วนเกี่ยวข้องมากยิ่งขึ้น					
20. กิจการให้ความสำคัญเกี่ยวกับการสื่อสารข้อมูลเกี่ยวกับการดำเนินงานตามแนวทางที่ดีที่หน่วยงานกำกับดูแลที่เกี่ยวข้องเสนอแนะ ซึ่งจะทำให้กิจการได้รับการยอมรับจากผู้มีส่วนได้เสียที่เกี่ยวข้องเพิ่มมากขึ้น					



ตอนที่ 4 ความคิดเห็นเกี่ยวกับผลการดำเนินงานของบริษัทจดทะเบียนในประเทศไทย

ผลการดำเนินงาน	ระดับความคิดเห็น				
	มากที่สุด 5	มาก 4	ปานกลาง 3	น้อย 2	น้อยที่สุด 1
ความต่อเนื่องของการยอมรับของผู้มีส่วนได้เสีย (Stakeholder Acceptance Continuity)					
1. กิจการได้รับความร่วมมือจากผู้มีส่วนได้เสียที่เกี่ยวข้องอย่างต่อเนื่อง					
2. กิจการได้รับการยกย่องจากผู้มีส่วนเกี่ยวข้องเสมอมาว่าเป็นกิจการที่ตระหนักถึงความสำคัญของสังคมและสิ่งแวดล้อม					
3. กิจการได้รับความไว้วางใจจากหน่วยงานที่เกี่ยวข้องในการพัฒนาและนำพาเศรษฐกิจสู่ความเจริญก้าวหน้าในอนาคต					
4. เมื่อเปรียบเทียบกับกิจการอื่น ๆ กิจการถือเป็นกิจการที่ดีที่ผู้มีส่วนเกี่ยวข้องให้ความเชื่อมั่นและไว้วางใจในการดำเนินงานตั้งแต่อดีต และมีแนวโน้มที่ดีต่อไปในอนาคต					
การเพิ่มขึ้นของมูลค่าองค์กร (Organizational Value Increase)					
5. กิจการมีลูกค้าเก่าเข้ามาซื้อสินค้าและบริการจากกิจการอย่างต่อเนื่องตั้งแต่อดีตจนถึงปัจจุบัน					
6. กิจการมีส่วนแบ่งทางการตลาดที่เพิ่มขึ้นอย่างต่อเนื่อง					
7. กิจการมีอัตราการเติบโตของผลกำไรที่เพิ่มขึ้นอย่างต่อเนื่องสม่ำเสมอเมื่อเทียบกับอดีตที่ผ่านมา					
8. กิจการมั่นใจว่ากิจการมีความสามารถและศักยภาพเพียงพอที่จะรักษาอัตราการเติบโตและอยู่รอดได้แม้จะมีอุปสรรคหรือวิกฤติการณ์ทางเศรษฐกิจ					
ความโดดเด่นด้านภาพลักษณ์ขององค์กร (Corporate Image Outstanding)					
9. เมื่อนึกถึงกิจการที่มีการดำเนินงานที่ดีและมีความรับผิดชอบต่อสังคมสูง กิจการจะเป็นอีกกิจการหนึ่งที่ได้รับการกล่าวถึงอย่างต่อเนื่อง					
10. กิจการเป็นกิจการหนึ่งที่น่าประทับใจถึงความรับผิดชอบต่อสังคมอย่างต่อเนื่อง					
11. กิจการได้รับการยกย่องที่ต่อเนื่องเกี่ยวกับการดำเนินงานที่ดีมีประสิทธิภาพ					
12. กิจการได้รับความเชื่อถือจากหน่วยงานภาครัฐและเอกชนในการดำเนินงานที่เน้นจริยธรรมอย่างจริงจัง					
ความยั่งยืนของกิจการ (Firm Sustainability)					
13. กิจการยึดมั่นหลักการบริหารงานที่ดีจนเป็นที่ยอมรับและได้รับการสนับสนุนจากผู้มีส่วนเกี่ยวข้องอย่างต่อเนื่อง					



ตอนที่ 4 (ต่อ)

ผลการดำเนินงาน	ระดับความคิดเห็น				
	มากที่สุด 5	มาก 4	ปานกลาง 3	น้อย 2	น้อยที่สุด 1
14. กิจกรรมมีชื่อเสียงที่ดีเป็นที่เชื่อถือและไว้วางใจของชุมชนและสังคมในด้านคุณภาพของสินค้าและบริการอย่างต่อเนื่องมาโดยตลอด					
15. กิจกรรมมีการบริหารจัดการที่ดีมีประสิทธิภาพตอบสนองต่อความคาดหวังของผู้มีส่วนเกี่ยวข้องได้เป็นอย่างดี แสดงออกถึงความอยู่รอดในระยะยาว					
16. กิจกรรมมีความผูกพันและสัมพันธ์ภาพอันดีระหว่างลูกค้า นักลงทุน ผู้ถือหุ้น รวมถึงสาธารณะ ซึ่งสะท้อนให้เห็นถึงความอยู่รอดต่อไปในอนาคต					

ตอนที่ 5 ความคิดเห็นเกี่ยวกับปัจจัยภายในที่มีผลต่อการประยุกต์ใช้การบัญชีสังคมของบริษัทจดทะเบียนในประเทศไทย

ปัจจัยภายในที่มีผลต่อการประยุกต์ใช้การบัญชีสังคม	ระดับความคิดเห็น				
	มากที่สุด 5	มาก 4	ปานกลาง 3	น้อย 2	น้อยที่สุด 1
วิสัยทัศน์ขององค์กรในระยะยาว (Long-term Organizational Vision)					
1. กิจกรรมเชื่อมั่นว่าการกำหนดกลยุทธ์ และทิศทางการดำเนินงานที่มุ่งเน้นเป้าหมายในอนาคตที่ชัดเจน จะช่วยให้การดำเนินงานบรรลุเป้าหมายได้ดียิ่งขึ้น					
2. กิจกรรมส่งเสริมให้มีการใช้เทคโนโลยีที่ทันสมัยในการบริหารงานอย่างเป็นระบบ ซึ่งจะช่วยให้การดำเนินงานประสบความสำเร็จและได้เปรียบคู่แข่ง					
3. กิจกรรมสนับสนุนให้บุคลากรมีการเรียนรู้และฝึกอบรมวิธีการดำเนินงานใหม่ๆ อยู่เสมอ ซึ่งจะช่วยเพิ่มความสามารถและประสิทธิภาพการดำเนินงานได้ดียิ่งขึ้น					
4. กิจกรรมตระหนักถึงการส่งเสริมบุคลากรให้มีส่วนร่วมในการกำหนดวิสัยทัศน์ และแนวทางในการดำเนินงานขององค์กรร่วมกัน ซึ่งจะช่วยสร้างเป้าหมายและการทำสิ่งใหม่ ๆ ให้กับองค์กรที่ดียิ่งขึ้น					
ความตระหนักถึงการกำกับดูแลกิจการ (Corporate Governance Mindset)					
5. กิจกรรมเชื่อมั่นว่าการดำเนินงานที่ยึดมั่นการกำกับดูแลกิจการที่ดี จะช่วยทำให้กิจการประสบความสำเร็จในการบริหารงานได้ดียิ่งขึ้น					



ตอนที่ 5 (ต่อ)

ปัจจัยภายในที่มีผลต่อการประยุกต์ใช้การบัญชีสังคม	ระดับความคิดเห็น				
	มากที่สุด 5	มาก 4	ปานกลาง 3	น้อย 2	น้อยที่สุด 1
6. กิจการยึดมั่นในแนวทางการบริหารและการดำเนินธุรกิจอย่างโปร่งใส เป็นธรรมและตรวจสอบได้ ซึ่งจะช่วยสร้างความน่าเชื่อถือแก่ผู้มีส่วนเกี่ยวข้องได้เป็นอย่างดี					
7. กิจการมุ่งมั่นในการปฏิบัติตามหลักเกณฑ์และแนวทางการกำกับดูแลกิจการที่ได้รับการยอมรับ ซึ่งจะช่วยให้กิจการมีการดำเนินงานที่ยั่งยืนและเติบโตอย่างต่อเนื่อง					
8. กิจการตระหนักว่าการดำเนินงานด้วยความรับผิดชอบต่อสังคม เป็นสิ่งที่มีความสำคัญต่อการดำรงอยู่ของกิจการในอนาคต ซึ่งทำให้กิจการได้รับการยอมรับมากขึ้น					
<u>วัฒนธรรมที่มุ่งเน้นตามหลักจริยธรรม (Ethical Orientation Culture)</u>					
9. กิจการเชื่อมั่นว่าการมีวัฒนธรรมองค์กรที่มุ่งเน้นจริยธรรม จะทำให้เกิดการยอมรับจากผู้มีส่วนเกี่ยวข้องได้ดียิ่งขึ้น					
10. กิจการส่งเสริมให้มีการดำเนินงานตามมาตรฐานการปฏิบัติงานที่ดี และเป็นไปตามมาตรฐานที่สังคมให้การยอมรับ ซึ่งจะช่วยให้กิจการสามารถดำเนินงานได้อย่างมีประสิทธิภาพมากยิ่งขึ้น					
11. กิจการสนับสนุนให้พนักงานเกิดการเรียนรู้ร่วมกันอย่างมีคุณธรรมและศีลธรรมทางธุรกิจ ซึ่งจะช่วยให้กิจการสามารถดำรงอยู่ต่อไปได้ทั้งในปัจจุบันและอนาคต					
12. กิจการตระหนักถึงการยึดมั่นในกฎระเบียบ และข้อตกลงทางสังคม ซึ่งจะช่วยให้กิจการประสบความสำเร็จในการดำเนินงานมากยิ่งขึ้น					
<u>ความสัมพันธ์ระหว่างองค์กรกับผู้มีส่วนได้เสีย (Organization-Stakeholder Relationship)</u>					
13. กิจการเชื่อมั่นว่าการมีสัมพันธ์ภาพที่ดีระหว่างองค์กรกับผู้มีส่วนได้เสีย จะช่วยทำให้กิจการสามารถดำเนินงานได้อย่างราบรื่นและมีประสิทธิภาพมากยิ่งขึ้น					
14. กิจการให้ความสำคัญกับการจัดระบบการให้ข้อมูลและการสื่อสารระหว่างองค์กรกับผู้มีส่วนได้เสียอย่างต่อเนื่องเป็นรูปธรรม ซึ่งจะก่อให้เกิดความเข้าใจอันดีและส่งผลให้ การดำเนินงานประสบความสำเร็จมากยิ่งขึ้น					
15. กิจการมุ่งมั่นให้มีการประชุมหารือร่วมกันระหว่างผู้มีส่วนได้เสียที่เกี่ยวข้องอย่างต่อเนื่อง ซึ่งจะช่วยให้การบริหารงานมีประสิทธิภาพมากยิ่งขึ้น					
16. กิจการส่งเสริมให้มีการสื่อสารที่ดีและทำความเข้าใจเกี่ยวกับการดำเนินงานของกิจการโดยตรงไปตรงมาแก่ผู้มีส่วนได้เสียที่เกี่ยวข้อง ซึ่งจะช่วยให้การบริหารบรรลุผลสำเร็จมากยิ่งขึ้น					



ตอนที่ 5 (ต่อ)

ปัจจัยภายในที่มีผลต่อการประยุกต์ใช้การบัญชีสังคัม	ระดับความคิดเห็น				
	มากที่สุด 5	มาก 4	ปานกลาง 3	น้อย 2	น้อยที่สุด 1
ความสามารถในการเรียนรู้ขององค์กร (Organizational Learning Capability)					
17. กิจการเชื่อมั่นว่าการเรียนรู้ในองค์กรอย่างต่อเนื่อง จะช่วยให้การปฏิบัติงานประสบความสำเร็จได้ทั้งในปัจจุบันและอนาคต					
18. กิจการสนับสนุนให้บุคลากรมีการพัฒนา และฝึกอบรมแนวคิดวิธีการใหม่ ๆ ในการทำงานอย่างต่อเนื่อง ซึ่งจะช่วยเพิ่มความสามารถในการปฏิบัติงานที่เกี่ยวข้องให้เกิดประสิทธิภาพมากยิ่งขึ้น					
19. กิจการให้ความสำคัญกับการถ่ายทอดแนวคิดและวิธีการดำเนินงานที่ดี และมีระบบ ซึ่งจะสามารถช่วยให้บรรลุผลการปฏิบัติงานได้อย่างรวดเร็ว และมีประสิทธิภาพมากยิ่งขึ้น					
20. กิจการส่งเสริมให้มีการพูดคุย แลกเปลี่ยนเรียนรู้ร่วมกันในองค์กร ซึ่งจะช่วยให้การปฏิบัติงานมีประสิทธิภาพมากยิ่งขึ้น					

ตอนที่ 6 ความคิดเห็นเกี่ยวกับปัจจัยภายนอกที่มีผลต่อการประยุกต์ใช้การบัญชีสังคัมของบริษัทจดทะเบียนในประเทศไทย

ปัจจัยภายนอกที่มีผลต่อการประยุกต์ใช้การบัญชีสังคัม	ระดับความคิดเห็น				
	มากที่สุด 5	มาก 4	ปานกลาง 3	น้อย 2	น้อยที่สุด 1
การเปลี่ยนแปลงการแข่งขันอย่างต่อเนื่อง (Dynamic Competitive Change)					
1. สภาพแวดล้อมการแข่งขันที่เปลี่ยนแปลงไปอย่างต่อเนื่องในปัจจุบัน ทำให้กิจการต่าง ๆ ต้องมุ่งพัฒนากลยุทธ์ให้สามารถดำเนินงานที่เป็นเลิศ เพื่อความสามารถในการแข่งขัน ในปัจจุบันและในระยะยาว					
2. ความต้องการของลูกค้ามีการเปลี่ยนแปลงอย่างรวดเร็ว ทำให้กิจการต่าง ๆ ต้องปรับปรุงและพัฒนากลยุทธ์อย่างต่อเนื่อง เพื่อให้สามารถตอบสนองความต้องการของผู้มีส่วนได้เสียที่เกี่ยวข้องได้อย่างต่อเนื่อง					
3. คู่แข่งรายใหม่ที่เพิ่มจำนวนมากขึ้นทำให้กิจการต่าง ๆ ต้องปรับปรุงการดำเนินงาน อย่างต่อเนื่องเพื่อให้กิจการสามารถอยู่รอดในระยะยาว					
4. คู่แข่งขันมีการพัฒนาศักยภาพในการดำเนินงานดีมากขึ้น ทำให้กิจการต่าง ๆ ต้องติดตามการดำเนินงานของคู่แข่งเพื่อสร้างกลยุทธ์การแข่งขันที่เหนือกว่าอย่างต่อเนื่อง					



APPENDIX F

Cover Letters and Questionnaire: English Version



**Questionnaire to the Ph.D. Dissertation Research
“Social Accounting Implementation and Firm Sustainability
of Listed Firms in Thailand”**

Direction:

The objective of this research is to test the relationships between social accounting implementation and firm sustainability of listed firms in Thailand. This research is a section of doctoral dissertation of Mrs. Kornaiika Chaiwong at the Faculty of Accountancy and management, Mahasarakham University.

The questionnaire is divided into 7 sections:

Section 1 General information of accounting executive listed firms in Thailand

Section 2 General information of listed firms in Thailand

Section 3 Opinions in social accounting implementation of listed firms in Thailand

Section 4 Opinions in consequences of social accounting implementation of listed firms in Thailand

Section 5 Opinions in effect of internal factor on social accounting implementation of listed firms in Thailand

Section 6 Opinions in effect of external factor on social accounting implementation of listed firms in Thailand

Section 7 Recommendations and suggestions in social accounting implementation of listed firms in Thailand

Your informations will not be revealed to any outside party with without your permission. If you need a summary of this research, please indicate your E-mail address with this questionnaire, which it will be mailed to you when the analysis is completed.

Do you wish to receive a summary of this research?

Yes () Your E-mail No ()

Thank you for your time answering all questions. Your answer will give the valuable information for the dissertation and contribute to the academic literature. When you have any questions with regard to this questionnaire, please contact me, Mrs. Kornaiika Chaiwong, mobile phone 08 7191 2449 or E-mail: Kornwika_nim@hotmail.com.

Sincerely yours,

(Kornwika Chaiwong)

Faculty of Accountancy and Management
Mahasarakham University



Section 1 General information of accounting executive listed firms 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. Education Level

Undergraduate

Higher than undergraduate

5. Working experience in your current firm

Less than 10 years

10 – 15 years

16 – 20 years

More than 20 years

6. Average monthly income present

Less than 100,000 Baht

100,000 – 125,000 Baht

125,000 – 150,000 Baht

More than 150,000 Baht

7. Working position at your current firm

Accounting director

Accounting manager

Others (Please specify).....



Section 2 General information of listed firms in Thailand

1. Industry type

- | | |
|--|--|
| <input type="checkbox"/> Agro and Food Industry | <input type="checkbox"/> Consumer Products |
| <input type="checkbox"/> Financials | <input type="checkbox"/> Industrials |
| <input type="checkbox"/> Property and Construction | <input type="checkbox"/> Resources |
| <input type="checkbox"/> Service | <input type="checkbox"/> Technology |

2. Registered capital

- | | |
|--|---|
| <input type="checkbox"/> Less than 1,000,000,000 Baht | <input type="checkbox"/> 1,000,000,000 - 5,000,000,000 Baht |
| <input type="checkbox"/> 5,000,000,001 - 10,000,000,000 Baht | <input type="checkbox"/> More than 10,000,000,000 Baht |

3. Total assets

- | | |
|--|---|
| <input type="checkbox"/> Less than 10,000,000,000 Baht | <input type="checkbox"/> 10,000,000,000 - 50,000,000,000 Baht |
| <input type="checkbox"/> 50,000,000,001 - 100,000,000,000 Baht | <input type="checkbox"/> More than 100,000,000,000 Baht |

4. Period of turn registers in the Stock Exchange of Thailand

- | | |
|--|---|
| <input type="checkbox"/> Less than 5 years | <input type="checkbox"/> 5 - 10 years |
| <input type="checkbox"/> 11 - 15 years | <input type="checkbox"/> More than 15 years |

5. Number of employees

- | | |
|--|--|
| <input type="checkbox"/> Less than 500 | <input type="checkbox"/> 501 - 1,000 |
| <input type="checkbox"/> 1,001 - 1,500 | <input type="checkbox"/> More than 1,500 |

6. Period of corporate social responsibility reporting or other related

- | | |
|--|---|
| <input type="checkbox"/> Less than 5 years | <input type="checkbox"/> 5 - 10 years |
| <input type="checkbox"/> 11 - 15 years | <input type="checkbox"/> More than 15 years |

7. Rewards in corporate social responsibility

- | | |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|

8. Achieved rewards in sustainability. According to preliminary indicators covering the environmental, social, and corporate governance of the Stock Exchange of Thailand.

- | | |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|



Section 3 Opinions in social accounting implementation of listed firms in Thailand

Social Accounting Implementation	Level of Agreement				
	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
<u>Human Rights Accounting</u>					
1. The firm believes that accounting practices with clearly recognizing individual right will enhance accounting operation more efficient.					
2. The firm focuses on information related to human resource development, which will help the firm gain more confidence from stakeholders.					
3. The firm encourages the creation of accounting of employee benefits that will help the firm achieve goals more effectively.					
4. The firm is aware of fair and equal information of labors, which will allow the business to be more widely accepted by those involved.					
<u>Community Participation Presentation</u>					
5. The firm is believes that the presentation information related to effective community relation will help the firm gain better understanding and gain more reliability from stakeholders.					
6. The firm focuses on project about community development that will enable the firm to be recognized and more successful in the operations.					
7. The firm emphasized on allocating budgets for community development, which will help the firm gain more cooperation and trust from the stakeholders.					
8. The firm always adheres that the firm will survive only when the community is alive, which leads to the various operation of the firm more clearly.					
<u>Social Impact Reporting</u>					
9. The firm believes that the possible of the impacts reporting on social impacts will be more likely to be acceptance and reliability from people involved.					
10. The firm focuses to reporting on the expected risks to social security, which will allow the firm to gain more trust and success in operations.					
11. The firm emphasizes to providing value-added information on social investments, which will enable to better plan and implement social operations.					
12. The firm encourages the systematic and continuous presentation, analysis, and monitoring of the quality of life and well-being of people in society, which will help the firm to be accepted and trusted form stakeholders.					



Section 3 (Continued)

Social Accounting Implementation	Level of Agreement				
	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
<u>Environmental Management Accounting Practice</u>					
13. The firm believes that good environmental accounting practices will enable the firm to be acceptance from the stakeholders and to be more successful in operations.					
14. The firm emphasizes on recognizing the costs and benefits of environmental activities, which will help the firm to plan and decide on environmental performance more effectively.					
15. The firm focuses to reporting of the environmental impact form firm operations, which will enable the firm to enhance greater understanding and reliability form stakeholder.					
16. The firm emphasizes on the application of techniques, guidelines, and process related to environmental accounting, which will enable effective environmental accounting practices and even more effectiveness.					
<u>Regulation Compliance Disclosure</u>					
17. The firm believes that strict compliance with the rules will enhance firm operation successful in present and future.					
18. The firm focuses on reporting related to performance in a systematic and concrete manner, which will lead to management more effective.					
19. The firm emphasizes to providing information on ethical business practices that will allow the firm to gain more trust form stakeholders.					
20. The firm emphasizes about information communication on the implementation of good practices that the relevant regulatory authorities recommends, which enhance the firm to gain more recognition form relevant stakeholders.					

Section 4 Opinions in consequences of social accounting implementation of listed firms in Thailand

Consequences	Level of Agreement				
	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
<u>Stakeholder Acceptance Continuity</u>					
1. The firm has been continuously with stakeholder's acceptance.					
2. The firm has always been praised by stakeholders as a firm that recognizes the importance of society and the environment.					



Section 4 (Continued)

Consequences	Level of Agreement				
	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
3. The firm has been entrusted by the relevant institutional to develop and bring the economy to prosperity in the future.					
4. The firm, when compared to other businesses, the firm is considered as a good firm, which the stakeholders have confidence and trust in the operation since the past and there are good prospects in the future.					
<u>Organizational Value Increase</u>					
5. The firm has an existing customer to continuously purchase for goods and services of firm from past to present.					
6. The firm has been market share increasing continuously.					
7. The firm has the operating result in overall increasing continued and consistently.					
8. The firm has confident that capable and sustain with will retain growth and survival, even in the face of economic hardship or crisis.					
<u>Corporate Image Outstanding</u>					
9. The firm is constantly being talked about for being well-managed and socially responsible.					
10. The firm has committed to continuous social responsibility.					
11. The firm has been consistently praised from good and efficient performance.					
12. The firm accepts reliability from state agency and private agency in moral management practice.					
<u>Firm Sustainability</u>					
13. The firm adheres to the principles of good governance that are recognized and supported form the stakeholders continuously.					
14. The firm has a good reputation and trusted form the community and society in the quality of goods and service continuously throughout.					
15. The firm has a good management and can effectively response to the expectation of the stakeholder's very well, which expressing long-term survival of the firm.					
16. The firm has strong ties and relationships among clients, investors, shareholders and public, which this reflects about survival in the future.					



Section 5 Opinions in effect of internal factor on social accounting implementation of listed firms in Thailand

Internal factor on social accounting implementation	Level of Agreement				
	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
<u>Long-term Organizational Vision</u>					
1. The firm believes that clear strategic direction and future direction will help achieve to goals.					
2. The firm encourages the use of modern technology in systematic management, which will allow the operation to succeed and to gain competitive advantage.					
3. The firm encourages staff to learn and train new ways of doing things, which will improve their ability and performance.					
4. The firm recognizes that encourages people to be involved in defining corporate vision and practices that will help create new goals and new things for the organization.					
<u>Corporate Governance Mindset</u>					
5. The firm believes that good corporate governance practices will help the firm succeed in managing its business better.					
6. The firm adheres to its corporate governance and business practices in a transparent, fair and verifiable manner, which will build credibility for stakeholders.					
7. The firm committed to adhering to recognized corporate governance principles and guidelines that will enable the firm to operate sustainably and continuously.					
8. The firm recognizes that corporate social responsibility is important to the future existence of the business, which makes the business more acceptable.					
<u>Ethical Orientation Culture</u>					
9. The firm believes that having a corporate culture that is ethical will lead to greater acceptance by stakeholders.					
10. The firm encourages the implementation of good corporate practices and is in line with the social acceptance standards that will enable the Company to operate more effectively.					
11. The firm encourages employees to learn together morally and morally in business so that they can continue to exist in the present and in the future.					



Section 5 (Continued)

Internal factor on social accounting implementation	Level of Agreement				
	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
12. The firm is aware of the adherence to the rules and social agreements that will allow the business to be more successful in operation of firm.					
<u>Organization-Stakeholder Relationship</u>					
13. The firm believes that having a good relationship between the organization and the stakeholders will help the firm to operate smoothly and efficiently.					
14. The firm focuses on providing information systems between the organization and the stakeholders, which will lead to a better understanding and the success of the operation.					
15. The firm focuses on ongoing stakeholder discussions that will help to make management more efficient.					
16. The firm encourages good communication and a straightforward understanding of the operations of the business to the stakeholders, which will help the management achieve greater success.					
<u>Organizational Learning Capability</u>					
17. The firm believes that continuous learning in the organization will help ensure both current and future success.					
18. The firm encourages its personnel to develop and train new ideas, new ways of working, which will increase the ability to perform tasks related to more effective.					
19. The firm attention to the transmission of good and systematic concepts and procedures, which can help to achieve results more quickly and efficiently.					
20. The firm encourages discussion and sharing of learning in the organization, which will make the operation more productive.					



Section 6 Opinions in effect of external factor on social accounting implementation of listed firms in Thailand

External factor on social accounting implementation	Level of Agreement				
	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
<u>Dynamic Competitive Change</u>					
1. The ever-changing competitive environment of businesses makes it possible for businesses to develop strategies that enable them to excel in their ability to compete today and in the long run.					
2. Demand for customers has changed dramatically, so businesses have to continually improve and develop their strategies so that they can continue to respond to the needs of their stakeholders.					
3. The increasing number of new entrants causes businesses to continually improve their operations so that they can survive in the long run.					
4. Competitors have improved their performance, enabling businesses to keep up with their competitors to create a superior competitive strategy.					
<u>Market Expectation Pressure</u>					
5. The government is expected to continue to operate its business continuously, so businesses must strive to improve themselves for a more efficient operation.					
6. Investors need good and effective information from the business, so businesses must create and develop operations to make better information, value, and better decision-making.					
7. Customers need good and efficient service from the organization, so businesses must strive to learn and understand the needs and to be responsive.					
8. Market expectations and demand are constantly changing, so businesses must strive to develop their operational databases in order to be able to fight and be able to provide good information to their stakeholders.					



APPENDIX G

Letters to Experts





บันทึกข้อความ

หน่วยงาน คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม โทรศัพท์ 043-754333-3431 Fax 043- 754422
 ที่ ศธ.0530.10/ วันที่ 1 มิถุนายน 2560
 เรื่อง ขอเรียนเชิญเป็นผู้เชี่ยวชาญตรวจสอบเครื่องมือวิจัย

เรียน ผู้ช่วยศาสตราจารย์ ดร.ศรีัญญา รักสงฆ์

ด้วย นางกรวิภา ไชยวงศ์ นิสิตระดับปริญญาเอก หลักสูตรปรัชญาดุษฎีบัณฑิต (ปร.ด.) สาขาวิชาการบัญชี คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม กำลังศึกษาวิทยานิพนธ์ เรื่อง “การประยุกต์ใช้การบัญชีสังคมและความยั่งยืนของกิจการ: หลักฐานเชิงประจักษ์บริษัทจดทะเบียนในประเทศไทย” ซึ่งเป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปรัชญาดุษฎีบัณฑิต ดังนั้น เพื่อให้การดำเนินการเป็นไปด้วยความเรียบร้อย และบรรลุตามวัตถุประสงค์ คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม จึงใคร่ขอความอนุเคราะห์ท่าน เป็นผู้เชี่ยวชาญตรวจสอบเครื่องมือวิจัยและข้อเสนอแนะเพื่อนำข้อมูลที่ได้ไปดำเนินการทำวิทยานิพนธ์ต่อไป ตามเอกสารแนบท้าย

จึงเรียนมาเพื่อโปรดพิจารณา

(รองศาสตราจารย์ ดร.สุวรรณ หวังเจริญเดช)
 รองคณบดีฝ่ายกิจการนิสิต รักษาการแทน
 คณบดีคณะการบัญชีและการจัดการ





บันทึกข้อความ

หน่วยงาน คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม โทรศัพท์ 043-754333-3431 Fax 043- 754422
 ที่ ศธ.0530.10/ วันที่ 1 มิถุนายน 2560
 เรื่อง ขอเรียนเชิญเป็นผู้เชี่ยวชาญตรวจสอบเครื่องมือวิจัย

เรียน ผู้ช่วยศาสตราจารย์ ดร.เกสินี หมื่นไธสง

ด้วย นางกรวิภา ไชยวงศ์ นิสิตระดับปริญญาเอก หลักสูตรปรัชญาดุษฎีบัณฑิต (ปร.ด.) สาขาวิชาการบัญชี คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม กำลังศึกษานิพนธ์ เรื่อง “การประยุกต์ใช้การบัญชีสังคมและความยั่งยืนของกิจการ: หลักฐานเชิงประจักษ์บริษัทจดทะเบียนในประเทศไทย” ซึ่งเป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปรัชญาดุษฎีบัณฑิต ดังนั้น เพื่อให้การดำเนินการเป็นไปด้วยความเรียบร้อย และบรรลุตามวัตถุประสงค์ คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม จึงใคร่ขอความอนุเคราะห์ท่าน เป็นผู้เชี่ยวชาญตรวจสอบเครื่องมือวิจัยและข้อเสนอแนะเพื่อนำข้อมูลที่ได้ไปดำเนินการทำวิทยานิพนธ์ต่อไป ตามเอกสารแนบท้าย

จึงเรียนมาเพื่อโปรดพิจารณา

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 รองคณบดีฝ่ายกิจการนิสิต รักษาการแทน
 คณบดีคณะการบัญชีและการจัดการ



VITAE



VITAE

NAME Mrs. Kornwika Chaiwong
DATE OF BIRTH May 2, 1984
PLACE OF BIRTH Chiang Rai, Thailand
ADDRESS 99 Moo.2, Mae Na Rua Sub-Ditriect,
Muang District, Phayao, Thailand 56000
POSITION Lecturer
PLACE OF WORK Rajamangala University of Technology Lanna
Chaing Rai, 99 Moo 10, Sai Kaew Sub-district, Phan District,
Chiang Rai, Thailand 57120

EDUCATION

2007 Bachelor of Accountancy
Rajamangala University of Technology Lanna Chaing Rai,
Chaing Rai Thailand
2010 Master of Accountancy, Chaing Mai University,
Chaing Mai, Thailand
2018 Doctor of Philosophy (Accounting)
Maharakham University, Maharakham, Thailand

RESEARCH AND PUBLICATIONS

2013 Chaiwong, Kornwika “Adoption of the cooperative financial surveillance and warning system: Set standard (CFSAWS:ss) computer program for the saving fun for production group in Phan district” *Sripatum Review of Humanities and Social Sciences*, 14(1), 7-17.
2015 Chaiwong, Kornwika and Ussahawanitchakit, Phaprukbaramee “Corporate social responsibility and firm sustainability: An empirical research of ISO 14000 businesses in Thailand” *The Business and Management Review*, 7(5), 87-94.

