

การมุ่งเน้นความเป็นมืออาชีพทางการบัญชีและการบรรลุเป้าหมายของกิจการ:

การวิจัยเชิงประจักษ์ของธุรกิจขนส่งและโลจิสติกส์ในประเทศไทย

ACCOUNTING PROFESSIONALISM ORIENTATION AND FIRM GOAL
ACHIEVEMENT: AN EMPIRICAL RESEARCH OF TRANSPORTATION AND
LOGISTICS BUSINESS IN THAILAND

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บทคัดย่อ

ธุรกิจขนส่งและโลจิสติกส์เป็นหนึ่งในธุรกิจที่สำคัญที่ขับเคลื่อนเศรษฐกิจ และการเปลี่ยนแปลงโครงสร้างทางเศรษฐกิจของประเทศไทย แม้จะมีงานวิจัยเพียงเล็กน้อยเท่านั้นที่กล่าวถึงอิทธิพลของความเป็นมืออาชีพทางการบัญชี ที่ส่งผลต่อความสำเร็จขององค์กรในธุรกิจ งานวิจัยเชิงประจักษ์นี้มีวัตถุประสงค์เพื่อศึกษาความสัมพันธ์ระหว่าง การมุ่งเน้นความเป็นมืออาชีพทางการบัญชีที่มีองค์ประกอบ 5 ด้าน การปฏิบัติตามกฎข้อบังคับ การจัดการความรู้ การประยุกต์ใช้เทคโนโลยี จริยธรรมอย่างมืออาชีพ และความผูกพันกับความเป็นอิสระ กับการบรรลุเป้าหมายของกิจการ ของธุรกิจ โดยมีกลุ่มตัวอย่างเป็นธุรกิจขนส่งและโลจิสติกส์ จำนวน 218 บริษัท เครื่องมือในการรวบรวมข้อมูล คือแบบสอบถาม ที่มีค่าสัมประสิทธิ์แอลfaของครอนบัคแต่ละองค์ประกอบอยู่ระหว่าง 0.746-0.924 โดยสอบถาม จากผู้อำนวยการฝ่ายบัญชี ผู้จัดการฝ่ายบัญชี และหัวหน้างานบัญชีของบริษัทและทำการวิเคราะห์ข้อมูลโดยการวิเคราะห์ค่าสหสัมพันธ์และการทดสอบเชิงพหุคุณที่ระดับความเชื่อมั่น 0.05 และ 0.01

ผลการวิจัยพบว่าการปฏิบัติตามกฎข้อบังคับ มีอิทธิพลทางบวกต่อความน่าเชื่อถือของข้อมูลคุณภาพ ของรายงานทางการบัญชี ประสิทธิภาพการตัดสินใจทางการบริหาร จริยธรรมอย่างมืออาชีพส่งผลต่อความพึงพอใจ ในข้อมูล รองลงมาคือการบรรลุเป้าหมายองค์กร ประสิทธิภาพการตัดสินใจทางการบริหาร คุณภาพของรายงาน

ทางการบัญชี และความน่าเชื่อถือของข้อมูล ความผูกพันในความเป็นอิสระทางการบัญชีมีอิทธิพลทางบวกต่อความน่าเชื่อถือของข้อมูล รองลงมาคือประสิทธิภาพการตัดสินใจทางการบริหาร สำหรับงานวิจัยในอนาคต ผู้วิจัยควรศึกษาองค์ประกอบการมุ่งเน้นความเป็นมืออาชีพทางการบัญชีของบริษัทขนส่งและโลจิสติกส์ที่ดำเนินงานในเขตเศรษฐกิจพิเศษ และการศึกษาแบบอนุกรมเวลาที่ประเมินผลสำเร็จของการมุ่งเน้นความเป็นมืออาชีพทางการบัญชีว่าส่งผลต่อการบรรลุเป้าหมายขององค์กร

คำสำคัญ : การมุ่งเน้นความเป็นมืออาชีพทางการบัญชี, การบรรลุผลสำเร็จตามเป้าหมายของกิจการ, ธุรกิจขนส่ง และโลจิสติกส์

ABSTRACT

Transportation and logistics businesses' influences on economic system are one of important potential engines to move economic and to reform economic structure of Thailand. However, there is little empirical manifestation regarding the influence of accounting professionalism on goal achievement of transportation and logistics businesses. The main objective of empirical research was to investigate the relationship of five components of accounting professionalism comprised of regulation compliance, knowledge management, technology implementation, professionalism ethics and autonomy commitment on firm goal achievement. Data were collected from 218 firms of transportation and logistics business with questionnaire survey with Cronbach's Alpha coefficient testing in individual items were in a range between 0.746 and 0.924. Key informants were accounting directors, accounting managers and chief accountants. Data were analyzed by using correlation analysis and multiple regression at significance levels of 0.05 and 0.01.

Empirical results revealed positive effect that regulation compliance yielded positive influence on information credibility, accounting report quality and management decision efficiency. Professionalism ethics manifested positively significant effect on information satisfactions and firm goal achievement, management decision efficiency, accounting report quality and information credibility, respectively. Autonomy commitment had a positive effect on information credibility and management decision efficiency, respectively. The accounting professionalism orientation variables in this research could be applied for operating companies of transportation and logistics business registered in the Special Economic Zones. Time series could be conducted with longer period of study in order to assess the success of accounting professionalism orientation to achieve firms' goals.

Keywords : Accounting professionalism orientation, Firm goal achievement, Transportation and Logistics business

INTRODUCTION

The uncertainty of current global economic environment that faced more complexity (Ilie, 2015, pp. 726-730), rapid change, decline tendency and speedy globalized communication creates widespread impacts on the world. Firms perceive the increased pressures of competitive potential, and try to find techniques that can help their firms developed for higher quality and achievement according to the firms' goals with high performance (Gouvêa et al., 2013, pp. 459-467). One way is to have reliable and useful financial information that reduced uncertainty and risk for decision-making of stakeholders, and enhancing stakeholders' confidence.

The firms should have useful information to add value to their business. Accounting information can reflect results of the firms' operations. Thus, firm's professionalism in accounting is critical to performing a firm goal achievement. Based on literature review, several professionalism accounting researches that influenced firm goal achievement involve ethical practice (Oseni, 2011, pp. 106-111), as well as technology implementation that adds value for information technology (Lim, 2013, pp. 93-106). From previous literature review, there was a study of expertise on a side-by-side basis in each study, but there was not any education in a variety of factors in its. Therefore, this research has integrated a conceptual dimension of accounting professional orientation with by focusing on past research, together with the concept of creating professionalism according to international education standards in the perspective of professionalism at organizational level.

Transportation and logistics business was chosen for this study because it supports sale and service businesses in every sector, from production to delivery to customers. This outstanding business came 1 in 5 service businesses which were liberated under the ASEAN Framework Agreement of trade and service, in order to drive overall transportation system and connect innovation of e-Commerce system in the region with increasing growth rate of income by 8% and 10% in 2016 and 2017.

RESEARCH OBJECTIVE

This research focuses on accounting professionalism orientation on firm goal achievement of transportation and logistics business.

BENEFIT OF RESEARCH

Results of this study will help confirm related existing theories, and adaptation to economic changes in transportation and logistics business. In addition, the accounting professionalism orientation will contribute to production of accounting report quality that reflect real operations of the organizations and increase reliability of performance information. Benefits from using quality accounting information, managers' decision-making will result in efficient determination of organization's directions, planning, controlling and decision-making that will lead to achievement of the firms' objectives and goal in the future.

Theoretical Development

Dynamic capability theory is a management theory concerning with organization's effectiveness. This theory is derived from a resource-based view theory proposed by Teece, Pisano, & Shuen. (1997, pp. 509-533). That is, the organization is able to create, collect, and change existing abilities, both inside and outside the organization, to meet the changing condition outside the organization. Presently, accounting professionalism orientation of organization's perspective is regarded as ability to adjust work processes for rapid changes. According to dynamic capabilities theory, conceptual framework was created for this study. The variables used in the study are as follows.

Independent variables

These variables are applied to investigate the components of accounting professionalism orientation of organization's perspective via five main dimensions: regulation compliance, knowledge management, technology implementation, professionalism ethics, and autonomy commitment. These dimensions can be conceived as dynamic capabilities of organization for efficiency and effectiveness accounting operation.

Dependent variables

These variables are influenced by accounting professionalism orientation include accounting report quality, information credibility, information satisfaction and firm goal achievement.

Controls variables

The control variables of this research are firm age and firm size.

According to theory, the conceptual framework of accounting professionalism orientation will positively affect the resulting organization outcomes as follow.

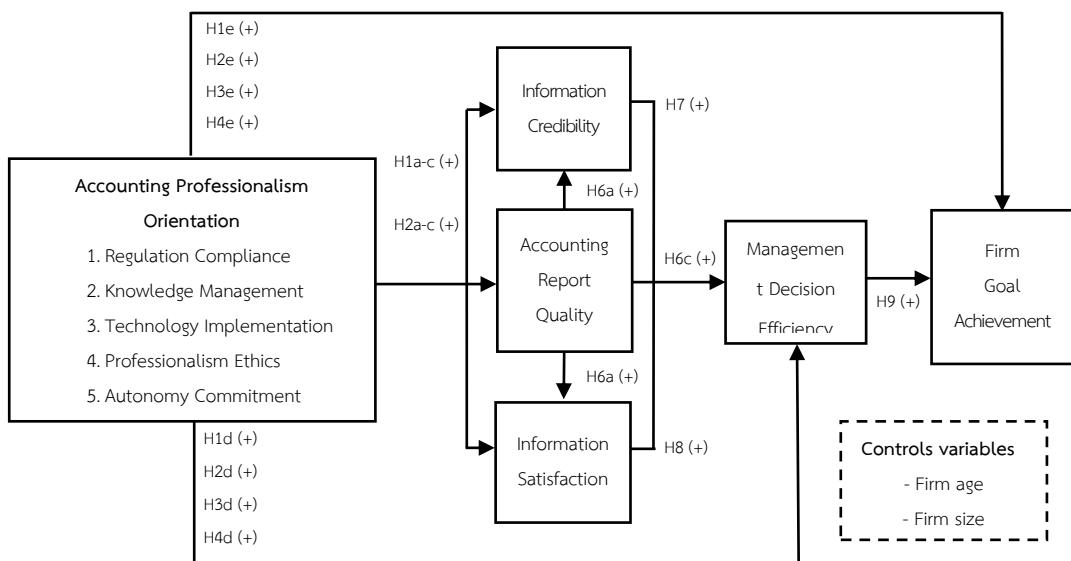


Figure 1: Conceptual model of accounting professional orientation and firm goal achievement

Literature review and hypotheses development

Accounting professionalism orientation

Evetts (2009, pp. 39-50) considered that successful accomplishment of operation is influenced by professionalism adherence, maintenance of independence and awareness of rules and regulations specified by supervisory agencies. Sedighi & Zand (2012, pp. 1-9) proposed that creation of body of knowledge is a key to creation of value to support organizational development and increase competitive advantage. Mahdi, Almsafir, & Yao (2011. pp. 9912-9931) asserted that accounting practice rapidly responses administrators' needs. Technology is used to add value to information technology. Besides, Xanthopoulou et al. (2009, pp. 235-244) found that promotion of employees' characteristics in the future should include work commitment. Thus, these concepts are developed for the study which are identified ifive dimensions of accounting professionalism orientation; namely, regulation compliance, knowledge management, technology implementation, professionalism ethics, and autonomy commitment.

1. Regulation compliance

High quality accounting standard helps financial statements users get suitable and reliable financial information (Rezaee, Smith, & Szendi, 2010, pp. 142-154), increase financial reporting quality and provide best decisions making and firm goal achievement (Supatranont & Ussahawanitchakit, 2016, pp. 105-111). All mentioned above lead to the following hypotheses.

Hypothesis 1a-e: Regulation compliance will positively relate to accounting report quality, information credibility, information satisfaction, management decision efficiency, and firm goal achievement.

2. Knowledge management

Knowledge and skills of accounting operation can be ensured that customers and employers will get professional services. They can also be supported administrators' decision, either in small, medium or large business (Breuer, Frumusanu, & Manciu, 2013, pp. 355-366). As mentioned above, the hypotheses are proposed as follows:

Hypothesis 2a-e: Knowledge management will positively relate to accounting report quality, information credibility, information satisfaction, management decision efficiency, and firm goal achievement.

3. Technology implementation

Telecommunication and information technology are conceived as dynamic cabailities which is the ability of change for new technology application and efficiency results and can add value to information by increasing correct quality of data analysis (Lim, 2013, pp. 93-106; Fraser, 2012, pp. 508-534), reduce risks of decision-making (Zulkarnain, 2009, pp. 36-44). The organizations which carefully operate, apply and live with modern technology, will be convinced to access

maximum benefits with their performance (Fraser, 2012, pp. 508-534) and be achieved firms' goal (Thapayom & Ussahawanitchakit, 2015, pp. 309-321). As a result, the following hypotheses are proposed.

Hypothesis 3a-e: Technology implementation will positively relate to accounting report quality, information credibility, information satisfaction, management decision efficiency, and firm's goal achievement.

4. Professionalism ethics

Professional ethics can be responded in performance reliability (Bakhtiari & Mahbude, 2013, pp. 2862-2866). Accounting ethics is a key element of accounting professionalism and it is important element in the success of accounting function of an organization (Ogbonna & Ebimobowei, 2012, pp. 69-78; Ninlaphay & Ussahawanitchakit, 2011, pp. 155-166). Business ethics has perpetuating effects on future financial reporting quality (Tae & Jinhan, 2011, pp. 403-427). As mentioned above, the hypotheses are proposed as follow:

Hypothesis 4a-e: Professionalism ethics will positively relate to accounting report quality, information credibility, information satisfaction, management decision efficiency, and firm goal achievement.

5. Autonomy commitment

Autonomy commitment is defined as ability of firm in consideration for independent operation under professional framework via standards, freedom from other people's influence and neutrality in both directly and indirectly performed (von Bonsdorff et al., 2015, p. 1098). Consequently, this study proposes the following hypotheses.

Hypothesis 5a-e: Autonomy commitment will positively relate to accounting report quality, information credibility, information satisfaction, management decision efficiency, and firm goal achievement.

Accounting report quality

Quality accounting transactions should carefully reflect information credibility (i.e. correct, fair, easy to understand, verifiable, comparable, reliable, and predictable) and satisfaction of information users for planning (Socea, 2012, pp. 47-55). Thus, the aforementioned relationships are hypothesized as below.

Hypothesis 6a-c: Accounting report quality will positively relate to information credibility, information satisfaction and management decision efficiency.

Information credibility

The quality and reliable information is usefulness for decisions of both users and organizational administrators (Altamura & Beatty, 2010, pp. 58-74). Thus, the aforementioned relationships are hypothesized as below.

Hypothesis 7: Information credibility will positively relate to management decision efficiency.

Information satisfaction

Correct information can also be allocated budget and evaluate past situations (Raml, 2013, p. 1). SME business administrators will be satisfied with quality accounting information that is useful for decision making and helps increase organizational capacities (Hla & Teru, 2015, pp. 976-984). Thus, the aforementioned relationships are hypothesized as below.

Hypothesis 8: Information satisfaction will positively relate to management decision efficiency.

Management decision efficiency

The quality information is used for planning, controlling and making decisions in correspondence with immediate situations, in order to timely solve problems efficiently and effectively (Ninlaphay & Ussahawanitchakit, 2011, pp. 155-166). Thus, the aforementioned relationships are hypothesized as below.

Hypothesis 9: Management decision efficiency will positively relate to firm goal achievement.

Firm goal achievement

Firm goal achievement occurs when the organization could effectively and efficiently operate to create prosperity and sustainability via administrators' decision for better achievement of organizational goals (Srivastava & Lognathan, 2016, pp. 171-174; Bunnoon & Ussahawanitchakit, 2012, pp. 1-16).

RESEARCH METHODOLOGY

Sample selection and data collection procedure

The population of this research is large and medium firms in transportation and logistics business which can be accessed from the Department of Business Development, the Ministry of Commerce database of Thailand. The sample size was 289 firms with 95% confidence level. To reach or exceed the sample size, this research assumed a required sample of 20 percent as Koyuncu & Kadilar (2010, 999-1013) mentioned. Therefore, 1,445 firms (289*100/20) were a frame distribution for a mail survey but it exceeded total number of all population. Hence, the questionnaires were sent to all population (1,036 firms).

Validity and reliability

Regarding validity of a variable, all variable was examined using content validity and construct validity. Content validity was a rational judgment of academics who evaluated adequacy of the measurement and sufficient constructs to cover contents of the variables. In terms of convergent validity, result of factor loadings was between 0.57 and 0.95. These scales were greater than 0.4 with statistical significance which indicated construct validity acceptance (Nunnally & Berstein, 1994, pp. 131-147).

Regarding reliability of a variable, all variable was examined using the item-to-total correlation and Cronbach's alpha coefficients. The item total correlations results were between 0.40 and 0.90 in all scales that exceeded 0.3. Moreover, Cronbach's alpha was in a range between 0.75 and 0.92 which were greater than 0.70. As a result, all constructs had internal consistency reliability which showed acceptable reliability (Hair et al., 2010, pp. 629-686).

A mailed-questionnaire was the main instrument for collecting data which was directly distributed to the key informants: accounting directors, accounting managers and chief accountants of the companies. A total number of returned mail contained 232 surveys, from which 218 responses were usable after fourteen was deducted due to an incomplete survey. The effective response rate was approximately 21.35 percent. According to the rule of thumb (Hair et al., 2010, pp. 629-686), 218 firms were acceptable sample size for multiple regression analysis.

In order to verify non-response bias, the early 173 responses were used to compare with the last 45 of the late group in terms of their demographic information of the firm. Results showed business capital register ($t=0.83-0.86$, $p>0.05$), total assets ($t=0.75-0.76$, $p>0.05$), number of employees ($t=0.73-0.73$, $p>0.05$) and the period of time operating in an operating business ($t=0.57-0.55$, $p>0.05$). Therefore, it was presumed that there was no significant difference between early and late responses.

Statistical techniques

This research employed both descriptive and inferential statistical techniques including variance inflation factors (VIF's) which were applied to test multicollinearity among independent variables. Correlation analysis was used to determined primary correlations between two variables, and the ordinary least squared method (OLS) was operated to statistically estimate coefficient of hypotheses testing. Results of VIFs for all variables were between 1.03 and 5.88 which were less than 10, as recommended by Hair et al., (2010, pp. 629-686).

The following statistical equations examine relationships among each dimension of accounting professionalism orientation on information credibility (INC), accounting report quality (ARQ), information satisfaction (INS), management decision efficiency (MDE), and firm goal achievement (FGA), as shown below.

$$\text{Equation 1: } ARQ = \alpha_1 + \beta_1 REC + \beta_2 KNM + \beta_3 TEI + \beta_4 PRE + \beta_5 AUC + \beta_6 FIA + \beta_7 FIS + \varepsilon_1$$

$$\text{Equation 2: } INC = \alpha_2 + \beta_8 REC + \beta_9 KNM + \beta_{10} TEI + \beta_{11} PRE + \beta_{12} AUC + \beta_{13} FIA + \beta_{14} FIS + \varepsilon_2$$

$$\text{Equation 3: } INS = \alpha_3 + \beta_{15} REC + \beta_{16} KNM + \beta_{17} TEI + \beta_{18} PRE + \beta_{19} AUC + \beta_{20} FIA + \beta_{21} FIS + \varepsilon_3$$

$$\text{Equation 4: } MDE = \alpha_4 + \beta_{22} REC + \beta_{23} KNM + \beta_{24} TEI + \beta_{25} PRE + \beta_{26} AUC + \beta_{27} FIA + \beta_{28} FIS + \varepsilon_4$$

$$\text{Equation 5: } FGA = \alpha_5 + \beta_{29} REC + \beta_{30} KNM + \beta_{31} TEI + \beta_{32} PRE + \beta_{33} AUC + \beta_{34} FIA + \beta_{35} FIS + \varepsilon_5$$

$$\text{Equation 6: } INC = \alpha_6 + \beta_{36} ARQ + \beta_{37} FIA + \beta_{38} FIS + \varepsilon_6$$

$$\text{Equation 7: } INS = \alpha_7 + \beta_{39} ARQ + \beta_{40} FIA + \beta_{41} FIS + \varepsilon_7$$

$$\text{Equation 8: } MDE = \alpha_8 + \beta_{42} ARQ + \beta_{43} INC + \beta_{44} INS + \beta_{45} FIA + \beta_{46} FIS + \varepsilon_8$$

$$\text{Equation 9: } FGA = \alpha_9 + \beta_{47} MDE + \beta_{48} FIA + \beta_{49} FIS + \varepsilon_9$$

Table1 Correlation matrix

Variables	REC	KNM	TEI	PRE	AUC	ARQ	INC	INS	MDE	FGA
REC										
KNM	0.76 ***									
TEI	0.65 ***	0.77 ***								
PRE	0.70 ***	0.71 ***	0.68 ***							
AUC	0.67 ***	0.70 ***	0.66 ***	0.79 ***						
ARQ	0.67 ***	0.62 ***	0.56 ***	0.64 ***	0.62 ***					
INC	0.68 ***	0.58 ***	0.57 ***	0.65 ***	0.65 ***	0.83 ***				
INS	0.54 ***	0.52 ***	0.51 **	0.60 ***	0.56 ***	0.71 ***	0.73 ***			
MDE	0.50 ***	0.42 ***	0.42 ***	0.51 ***	0.50 ***	0.63 ***	0.63 ***	0.73 ***		
FGA	0.32 ***	0.24 ***	0.32 ***	0.37 ***	0.36 ***	0.47 ***	0.44 ***	0.58 ***	0.74 ***	
FIA	0.11	0.08	0.16 **	0.16 **	0.17 **	0.21 ***	0.21 ***	0.09	0.03	0.05
FIS	0.08	0.06	0.11	0.11	0.13	0.04	0.03 ***	0.02	0.06	0.19 ***

RESEARCH RESULTS

All dimensions of accounting professionalism orientation are significantly related with the consequents of accounting professionalism orientation in a range of 0.65 to 0.79 at the $p<0.01$ level (shown in Table 1). The inter-correlation of each consequence among accounting report quality, accounting information credibility, information satisfaction, and management decision efficiency is significantly related in a range of 0.63-0.83.

The OLS regression analysis of relationships between the five dimensions of accounting professionalism orientation and its consequences are shown in table 2.

Table 2 Results of the relationships among accounting professionalism orientation and its consequences

Independent Variables	Dependent Variables				
	ARQ (H1a-5a)	INC (H1b-5b)	INS (H1c-5c)	MDE (H1d-5d)	FGA (H1e-5e)
REC	0.31 *** (0.08)	0.39 *** (0.08)	0.17 * (0.09)	0.29 *** (0.09)	0.18 * (0.10)
KNM	0.11 (0.09)	-0.06 (0.09)	0.01 (0.10)	-0.13 (0.11)	-0.29 ** (0.12)
TEI	0.02 (0.08)	0.08 (0.08)	0.08 (0.09)	0.08 (0.09)	0.18 * (0.10)
PRE	0.19 ** (0.09)	0.17 ** (0.08)	0.29 *** (0.10)	0.20 ** (0.10)	0.21 * (0.11)
AUC	0.16 * (0.08)	0.24 *** (0.08)	0.14 (0.09)	0.20 ** (0.10)	0.15 (0.11)
FIS	-0.10 (0.10)	-0.15 (0.09)	-0.11 (0.11)	-0.01 (0.11)	0.29 ** (0.13)
FIA	0.231 ** (0.10)	0.21 ** (0.10)	-0.01 (0.11)	-0.13 (0.12)	-0.11 (0.13)
Adjusted R ²	0.52	0.54	0.38	0.30	0.18
Maximum VIF	3.69	3.69	3.69	3.69	3.69

Note *** : $p<0.01$, ** $p<0.05$, * $p<0.10$

The above results indicate that coefficients of regulation compliance have a positive effect and significant impact on accounting report quality (H1a: $\beta_1=0.31$, $p<0.01$), information credibility (H1b: $\beta_8=0.39$, $p<0.01$), information satisfaction (H1c: $\beta_{15}=0.17$, $p<0.10$), management decision efficiency (H1d: $\beta_{22}=0.29$, $p<0.01$), and firm goal achievement (H1e: $\beta_{29}=0.18$, $p<0.10$). Hence, hypothesis 1a, 1b, 1c, 1d and 1e are supported.

Technology implementation has a positive effect and significant impact on firm goal achievement (H3e: $\beta_{31}=0.18$, $p<0.10$). Hypothesis 3e supported this implementation.

Professionalism ethics has a significant positive effect on accounting report quality (H4a: $\beta_4=0.19$, $p<0.05$), information credibility (H4b: $\beta_{11}=0.17$, $p<0.05$), information satisfaction (H4c: $\beta_{18}=0.29$, $p<0.01$), management decision efficiency (H4d: $\beta_{25}=0.20$, $p<0.05$), and firm goal achievement (H4e: $\beta_{32}=0.21$, $p<0.10$). Therefore, hypothesis 4a, 4b, 4c, 4d and 4e are supported.

Table 3 Results of the relationships among accounting report quality, accounting information credibility, information satisfaction, and management decision efficiency

Independent Variables	Dependent Variables		
	INC	INS	MDE
ARQ	0.82 *** (0.04)	0.71 *** (0.05)	0.17 ** (0.08)
INC			0.13 (0.09)
INS			0.53 *** (0.07)
FIS	0.03 (0.08)	0.00 (0.10)	0.09 (0.09)
FIA	0.09 (0.08)	0.12 (0.10)	-0.17 * (0.10)
Adjusted R ²	0.68	0.50	0.56
Maximum VIF	1.07	1.07	3.66

Note: *** $p<0.01$, ** $p<0.05$, * $p<0.10$

The results in Table 3 show that coefficient of accounting report quality has a positive effect and significant impact on information credibility (H6a: $\beta_{36}=0.82$, $p<0.01$), information satisfaction (H6b: $\beta_{39}=0.71$, $p<0.01$), and management decision efficiency (H6c: $\beta_{42}=0.17$, $p<0.05$). Hence, hypothesis 6a, 6b, and 6c are supported. Additionally, the coefficient of information satisfaction has a positive significant influence on management decision efficiency (H8: $\beta_{44}=0.53$, $p<0.01$). Therefore, hypothesis 8 is supported.

Table 4 Results of the relationships between management decision efficiency and firm goal achievement

Independent Variables	Dependent Variables	FGA	
MDE		0.74 ***	(0.05)
FIS		0.30 ***	(0.09)
FIA		0.00	(0.09)
Adjusted R ²		0.57	
Maximum VIF		1.03	

Note: *** p<0.01, ** p<0.05, * p<0.10

The result in Table 4 discloses that management decision efficiency has a significant positive effect on firm goal achievement ($H9: \beta_{47}=0.74, P<0.01$). Thus, hypotheses 9 is supported

DISCUSSIONS

Although the relationship of accounting information credibility and accounting report quality is more than 0.8. VIFs are used to test inter-correlations among the five dimensions of accounting professionalism orientation which does not exceed 10 in the scale (Hair et al., 2010, pp. 629-686). In conclusion, results of VIF and correlations certification indicate that multicollinearity problems do not occur.

The empirical results of regulation compliance are consistent with the result of accounting practice compliance with IFRS which showed a positive effect on the increase of financial report quality (Barth, Landsman, & Lang, 2008, pp. 467-498). The compliance with and awareness of accounting regulation were reliable financial information (Rezaee, Smith, & Szendi, 2010, pp. 142-154), quality, best decisions making and goal achievement (Supatranont & Ussahawanitchakit, 2016, pp. 105-111). Additionally, the accounting standards compliance manifested positively significant effect on firm performance (Sompong & Ussahawanitchakit, 2014, pp. 99-114).

Technology development was affected by competitive pressure and, consequently, firm goal achievement was obtained (Thapayom & Ussahawanitchakit, 2015, pp. 309-321). The implemented IT was impacted by the role and function of management accounting within specific organizations (Hyvonen et al., 2009, pp. 241-275). Moreover, the more use of advanced IT and information (MIS) were provided in business strategy, the more the firm performance succeeded (Boomak, 2007, p. 1-22).

The strict professional ethical accounting practice was gained more and continual credibility, trust and acceptance from stakeholders to make the accounting report quality (Mabil, 2019, pp. 177-191; Choi & Pae, 2011, pp. 403-427), having increasing information credibility (Supatranont & Ussahawanitchakit, 2016, pp. 105-111), decision-making and corporate success and goal achievement (Holme, 2008, pp. 248-252).

The financial information reflects the accounting standards which are effectively compared and applied in decision making. Better information can improve investment because it permits shareholders to better monitor managerial actions (Chen, Goldstein & Jiang, 2007, pp. 619-650). The accurate, timely and useful report has resulted in effectiveness of the decision-making of report (Rahayu, 2012, p. 31). Additionally, satisfaction with the accounting information systems was significantly influenced by usefulness and ease of use and, in turn, had positive influence on organizational impact, as well as overall firm performance (Ramli, 2013, p1).

The finding indicates that the management decision efficiency has an important role in goal achievement of firms as strategic setting, operational planning under changing situations, rapid and timely problem-solving ability for firm goal achievement (Ebaid, 2016, pp. 41-59).

SUGGESTIONS

Suggestions for future research

1. The accounting professionalism orientation variable in this research could be applied to transportation and logistics business registered in the Special Economic Zones because, in these zones, the government has different supporting and investing policies from other zones. Moreover, there are high growth and competition atmosphere in these zones.
2. Studies in time series could be conducted with longer period of study in order to see evolution and success of accounting professionalism orientation to achieve firms' goals. For example, data could be collected every 3 months, 6 months or 1 year with changing business environment in order to see differences between each period.

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