Research Title : Management accountant's roles in driving sustainable development of Thai-listed firms
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ABSTRACT

In the recognition of environmental and social challenges, management accountants have been required to play an important role in promoting environmental friendly and socially aware organisations in markets. Demands have placed on management accountants in ideally identifying environmental and social information from all sources of environmental and social improvement expenditures. Rich supply of environmental and social performance information has been required to be incorporated in a company's mandatory and voluntary reports thus simultaneously presenting business opportunities. Such information has also been expected to enhance more effective management decisions when dealing with concerns of stakeholders and/or external users. In responding to the challenges of environmental and social information providers employ accounting profession and international guidelines to prepare sustainability reports.

This study therefore investigates: (P1) management accountants roles in collaborating with a company in identifying environmental and social performance to incorporate in sustainability reports thus driving sustainable development of firms; (P2) management accountants roles in identifying environmental and social information consistent with the indicators of the Global Reporting Initiatives (GRI) guidelines; (P3) management accountants roles in providing environmental and social information to enhance management decisions when dealing with stakeholders engagement in environmental and social matters; and (P4) management accountants being ideally placed to provide the alignment mechanisms to add sustainable value in

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economic, environmental and social performance. Qualitative research technique is employed to investigate fifty management accountants from food and beverage manufacturing (10), petroleum and chemical product manufacturing (10), machinery and equipment manufacturing (10), construction (10), and transports (air and road) (10). Legitimacy theory explains the findings.

The results answer P1 that management accountants of sampled firms were playing an important role in collaborating with a company in identifying environmental and social performance to incorporate in sustainability reports. Environmental and social information was collected from all sources of environmental and social performance expenditures within a company to incorporate in sustainability reports. The results answer to P2 that management accountants provided environmental and social performance information to incorporate in sustainability reports consist with the indicators of the Global Reporting Initiatives (GRI) guidelines. Sustainable companies disclosed environmental friendly and socially aware organisations when maximizing profits in markets. The results also answer P3 that management accountants were intending to provide environmental and social information that enabled enhanced management decisions at boardroom levels. Environmental and social performance indicators in the reports helped management to guide decision-making when dealing with stakeholders' engagement in environmental and social matters. A key finding of the study answered P4 that management accountants were ideally placed to provide the alignment mechanisms to add sustainable value in economic, environmental and social performance. Management accountants were involved in sustainability strategy capturing non-financial information – environmental and social improvement and preparing sustainability reports. They aim to perform a more active role in collating environmental and social information thus guiding strategic directions for the development of sustainable companies. This helps sustainable companies to disclose three areas of performance – economic, environment and social thus promoting environmentally and socially aware organisations along with economic improvement.

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Keywords: management accountant, environmental performance indicator, social performance indicator, sustainable development, sustainability reporting

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GLOSSARY

Sustainable strategy	Sustainable strategy is a business strategy that aims to drive long-term corporate growth and profitability by mandating the inclusion of environmental and social factors in the business model.
Sustainability report	Sustainability report provides users with a way to make the right decisions on investment in which it in turn create shareholder value in the eye of stakeholder in markets
Sustainability accounting	It is a business tool that helps identify and measure environmental and social information to enhance management decision and reporting purposes
Sustainable success	Sustainable success means achieving the development of three areas of performance – economic, environment, and social while having ability to maintain the challenge of responding to environment and living things in long-term
Management accountants' roles	The roles of management accountants in environmental and social information measurement and identification for sustainability reports
Stakeholders' demands on sustainable success	The demands of stakeholders that show their interests in environmental and social responsibility when sustainable companies maximizing profits

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