



Factors Influencing the Application of Management Accounting in Enterprises: A Systematic Review

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ABSTRACT:

In the context of deep international economic integration as it is today, enterprises are facing many difficulties and challenges in competing in the domestic and foreign markets. To achieve high efficiency in the management process and promote the strength of the enterprise, management accounting (MA) is the most effective supporting tool. Management accounting helps business managers make decisions, contributing to improving the efficiency of the business's operations. The purpose of this study is to systematize previous studies on the application of management accounting in enterprises, use statistics, and evaluate, according to the authors, the most influential research articles in the study of factors influencing the application of management accounting in enterprises. The research data was collected and analyzed from Google Scholar data on VOSviewer software 1.6.19 with 500 articles for the keyword "factors influencing the application of management accounting." The results show that studies on the factors influencing the application of management accounting in the past 10 years have always been a topic of interest and research. The study also points out the most influential authors in terms of the number of articles and the number of citations. The research results have contributed to synthesizing a system of research documents on the factors influencing the application of management accounting.

Keywords: factors influencing the application, management accounting, vosviewer

1. Introduction

Šiška, L. (2016) has research about the contingency factors affecting management accounting in Czech companies. Research has shown that Management accounting practices and the contingency factors affecting their application were subject of many complex studies, but none of them was carried out in the Czech Republic. That is why the article focuses on practices applied in Czech companies. Four different categories of management accounting practices (cost classifications, operational budgeting, operational performance reporting and strategic management accounting methods) were investigated based on survey data from companies domiciled in the Czech Republic. To get comparable results, respondents of the survey were asked questions developed and used by the other researchers (Henri 2006, Jansen et al. 2006, Widener 2007) for identification of significant contingency factors in the countries with developed markets. Factor and regression analyses were applied to process data gathered through survey. Results confirm that the Czech Republic – although sometimes considered to be economy with emerging markets – shows similar significant contingency factors affecting management accounting (MA) practices as companies in the developed countries do.

Nair, S. (2017) has research about Factors affecting management accounting practices in Malaysia. Studies have found that there are factors that may affect management accounting practices. Literature has indicated that factors such as--organization size, intensity of market competition, level of qualification of accounting staff and advanced production technology--may affect management accounting practices. The objective of this research is to study the impact of these factors on management accounting practices in Malaysia. A total of 200 respondents from Klang Valley, Malaysia were involved in the survey using purposive sampling. The results of the study revealed that organization size and advanced production technology have significant relationships with management accounting practices.

Nguyen, H. Q., & Le, O. T. T. (2020) had research about Factors affecting the intention to apply management accounting in enterprises in Vietnam. This study identified several factors influencing the intention to apply management accounting in enterprises in Vietnam. Research data was collected from the questionnaire sent to Vietnamese enterprises in 2019, collecting 542 observations from accountants and directors. The data is, then, synthesized by excel file, conformity check, and processed by SPSS 20 software with descriptive statistics and multiple regression analysis. The results showed four factors that affect the intention to apply management accounting in enterprises in Vietnam: (1) Performance expectancy; (2) Effort expectancy; (3) Perceived trust; and (4) Subjective norms. The study pointed out that the above factors explain 60.618% of the variation of "intention to apply management accounting", in which, Subjective norms has the strongest impact (regression coefficient is 0.238). The findings also show that raising the awareness of managers and accountants about the role of management accounting, improving the qualifications and knowledge of accountants, and increasing the trust of managers about management accounting information are needed to increase the level of management accounting application in Vietnamese enterprises. The study also proposes recommendations to improve the effectiveness of management accounting for managers in operation and decision-making.

Suryana, A., Rifa'i, A. A., & Firmansyah, D. (2023) had research about Factors Affecting the Application of Management Accounting to MSMEs. Research has shown that The success of an enterprise depends on many managerial decisions that are based on accounting information, in particular management accounting (MA). There are several factors that influence the application of MA in individual and group business, entrepreneurship and MSMEs. This study examines and analyzes the factors that influence the application of MA to MSMEs with HR's Skills, business characteristics, business environment and business strategy. The research sample was 34 MSMEs actors, using purposive sampling techniques. Research findings prove that human resource skills, business characteristics, business environment, and business strategy have a significant positive effect on the application of MA both individually and simultaneously. Management accounting seems to continue to be a scientific tool for managers to carry out operations, control and decision-making in a satisfactory way. The effectiveness of implementing MA is increasingly important to improve operating efficiency and management performance.

Therefore, this study helps readers grasp the development and quality of information from studies on the factors influencing the application of management accounting through the frequency of keyword use, the number of citations, and the number of times the author is cited over time. At the same time, it helps future researchers to know the trend of this topic over time.

2. Research method

The authors synthesize previously published overview documents related to the factors influencing the application of management accounting from data sources on Google Scholar. Overview studies will aim to explain the urgency of the research and point out the gaps in the research.

The authors use VOSviewer software 1.6.19 to filter data with the keyword "factors influencing the application of management accounting" filtered in the abstract of the Google Scholar database, accessed on 12/20/2023. The result has 413 related articles in the selected category out of 500 articles. The collected data is used to analyze and answer the following research questions:

Q1: Research on the factors influencing the application of management accounting from 2014 to December 2023

Q2: The most influential authors in terms of the number of articles and the number of citations in publications on the factors influencing the application of management accounting

Q3: Which keywords are grouped into which topics?

3. Results

Statistics on environmental accounting publications

From 2014 to 2023, the group of authors searched for a maximum of 500 articles; there were 413 articles on the factors influencing the application of management accounting indexed in Google Scholar. The authors excluded articles that were books. An average of 41.3 articles were published each year. This shows that the issue of factors influencing the application of management accounting is still a concern for researchers today.

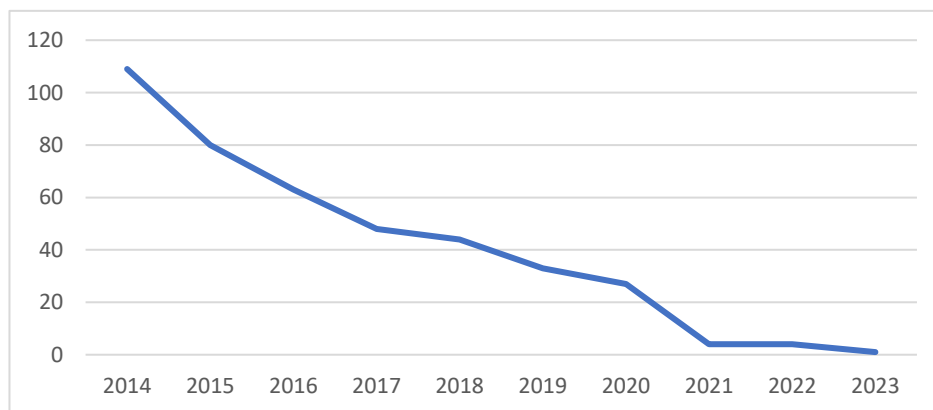


Figure 1. Graph of the number of studies over the years

Statistics on the most influential authors in the study of factors influencing the application of management accounting

To assess the most influential authors in the study of factors influencing the application of management accounting, we consider the number of citations of the article (Table 1), the number of articles by the authors (Table 2, Figure 2), and the number of citations of the author (Table 3).

Highest citation by documents

Table 1 shows the number of citations in the article by the group of authors. MD Myers (2019) "Qualitative research in business and management" has the highest number of citations (7466), followed by R Simons (2019) "The Role of Management Control Systems in Creating Competitive Advantage:

New Perspectives" with 2081 citations. C Post, K Byron (2015), "Women on boards and firm financial performance: A meta-analysis" has been cited 1797 times. The remaining articles have all been cited more than 1300 times.

Table 1. Frequency of the highest citation by documents

Documents	Cites
MD Myers (2019)	7466
R Simons (2019)	2081
C Post, K Byron (2015)	1797
AA Alalwan, YK Dwivedi, NP Rana (2017)	1757
C Mao, Y Feng, X Wang, G Ren (2015)	1756
ML Besharov, WK Smith (2014)	1740
C Welch, R Piekkari, E Plakoyiannaki... (2020)	1716
M Lewandowski (2016)	1623
B Townley (2019)	1429
K Jordan (2014)	1351
CS Armstrong, JL Blouin, AD Jagolinzer... (2015)	1349
JM Banales, JGG Marin, A Lamarca... (2020)	1308

(Source: Authors compiled from VOSviewer software)

The highest documents by authors

Table 2. Frequency of the highest documents by authors

Selected	Author	Documents
<input checked="" type="checkbox"/>	cheng, q	3
<input checked="" type="checkbox"/>	lee, j	3
<input checked="" type="checkbox"/>	popa, s	3
<input checked="" type="checkbox"/>	shevlin, t	5
<input checked="" type="checkbox"/>	soto-acosta, p	3
<input checked="" type="checkbox"/>	wang, x	4
<input checked="" type="checkbox"/>	wang, y	3
<input checked="" type="checkbox"/>	sun, j	3
<input checked="" type="checkbox"/>	cahan, sf	3
<input checked="" type="checkbox"/>	unerman, j	3
<input checked="" type="checkbox"/>	villiers, c de	3
<input checked="" type="checkbox"/>	dwivedi, yk	3
<input checked="" type="checkbox"/>	guthrie, j	3
<input checked="" type="checkbox"/>	li, x	3
<input checked="" type="checkbox"/>	liu, x	3
<input checked="" type="checkbox"/>	liu, y	3
<input checked="" type="checkbox"/>	schaltegger, s	3
<input checked="" type="checkbox"/>	shroff, n	3
<input checked="" type="checkbox"/>	tarhini, a	3
<input checked="" type="checkbox"/>	weygandt, ij	3

(Source: Authors compiled from VOSviewer software)

Statistics show that the authors with the most articles on environmental accounting are Shevlin, T, with 5 articles, Wng, X, with 4 articles, and the remaining authors with 3 articles.

Co-author analysis

To investigate the trend of cooperation in the study of factors influencing the application of management accounting, this study conducted an analysis of the co-authorship relationship between individual authors. According to Benoit et al. (2018), the results of the analysis help improve understanding of research collaboration and, at the same time, help identify influential researchers. Figure 1 presents a map of the co-author network. The link between two nodes represents the cooperative relationship between the two authors, and the thickness of the link represents the intensity of the cooperation. The group of authors who collaborate most closely are the authors shown in the figure below. This is a group that has jointly published many articles over the years.



Figure 2. Co-author

Highest author citation of the year

We have selected the 10 authors with the most citations (Table 3). MD Myers is the group of authors with the most citations in the year, with 1493.2 citations in the year, followed by C Welch, R Piekkari, E Plakoyiannaki, etc., with 429 citations in the year, and R Simons with 416.2 citations in the year. The remaining authors have more than 200 citations in the year.

Table 3. Frequency of the highest author citation of the year

Authors	CitesPerYear
MD Myers	1493.2
C Welch, R Piekkari, E Plakoyiannaki...	429
R Simons	416.2
AA Toumeh, S Yahya, A Amran	329
JM Banales, JG Marin, A Lamarca...	327
B Townley	285.8
EY Iis, W Wahyuddin, A Thoyib...	283
BA Jain, O Kini	258.5
AA Alalwan, YK Dwivedi, NP Rana	251
A Edmans, D Pu, C Zhang, L Li	248
CC Lee, CC Lee	231.5
M Zhang, R Long, K Wei, Q Tan...	215.5
AM Abubakar, H Elrehail, MA Alatailat, A Elōi	205.2
M Lewandowski	202.88
VA Safitri, L Sari, RR Gamayuni	202.25

(Source: Authors compiled from VOSviewer software)

Keyword analysis results

In the keyword analysis section, the study selects keywords that appear 20 times or more; the result gives 10 keywords. Based on the quantity of occurrences and the overall strength of the link, the software evaluates the keywords. The results of the keyword analysis can be exported as an image file. The result of the keyword analysis is as follows:

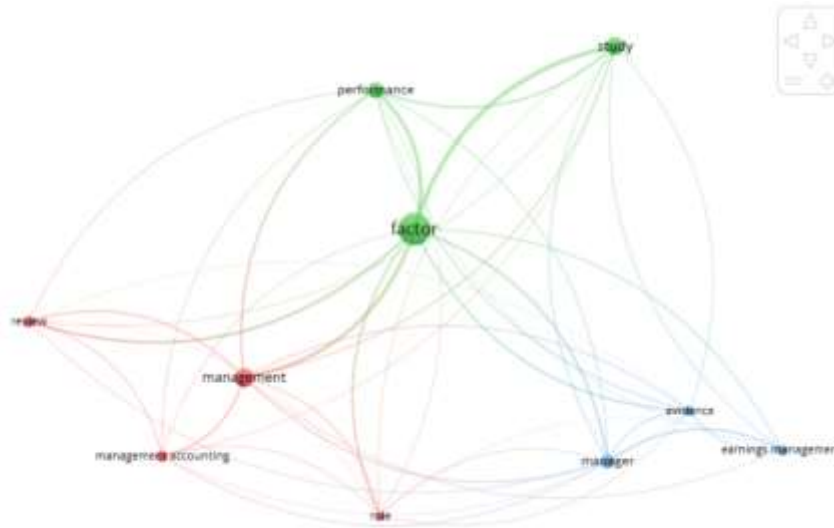


Figure 3. Co-occurrence networks and keyword networks

Related keywords are grouped into groups; each group has a separate color. Looking at the image, you can see that the keywords are divided into three groups. Group 1 is represented by green links, combined by 3 keywords including Factor, performance, and study, with the central keyword being "factor" with 9 links, and the total link strength is 542. This keyword appears 427 times. Group 2 is represented by red links combined by 4 keywords: management, management accounting, review, role, in which the central keyword is "management" with 9 links and the total link strength is 233 and it appears 158 times. Group 3 is represented by blue links consisting of 3 keywords: "manager, evidence, earnings management," with the central keyword being "manager" with 9 links, and the total link strength is 119, appearing 75 times. With 3 research directions and 10 common keywords, the results provide an overview of the issue of factors influencing the application of management accounting. Future studies can be based on that to choose a research direction to fill the gap or analyze further.

4. Conclusion

In this study, we conducted a systematic assessment of studies on the factors influencing the application of management accounting indexed in the Google Scholar database. These studies were published in the past 10 years, from 2014 to 2023, to provide detailed information on the number of publications, the frequency of citations by authors, the citations of studies, keyword networks, etc. The research results have contributed to the general theoretical basis and are a basis for reference studies on the factors influencing the application of management accounting. Data collected from richer sources such as Scopus and OpenAlex is also a suggestion for further research in the future.

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