

**EXPLORING INNOVATIVE INFORMATION QUALITY IN ACCOUNTING INFORMATION SYSTEMS
ADOPTION**

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ABSTRACT

Information Quality (IQ) has become a critical, strategic issue in Accounting Information Systems (AIS) adoption. In order to implement AIS adoption successfully, it is important to consider the quality of information use throughout the adoption process, which seriously impacts the effectiveness of AIS adoption practice and the optimization of AIS adoption decisions. There is a growing need for research to provide insights into issues and solutions related to IQ in AIS adoption. The need for an integrated approach to improve IQ in AIS adoption, as well as the unique characteristics of accounting data, demands an AIS adoption specific IQ framework. Thus, this research will investigate the IQ issues emerging during the adoption of AIS systems with the aim of developing a framework to guide organizations on implementing an adequate IQ management approach during the system adoption process. This framework will be developed from case studies by collecting qualitative data interviews.

Keywords: *accounting, information system, information quality*