

**THE EFFECTS OF ACCOUNTING TOOLS EFFECTIVENESS OF THAI FOODS BUSINESS ON FIRM GROWTH**

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[dx.doi.org/10.18374/JIFE-14-2.14](https://doi.org/10.18374/JIFE-14-2.14)

**ABSTRACT**

This article is about the effects of accounting tools effectiveness on firm growth. The study examines the relationships among accounting tools effectiveness on tax management competency, where IT support is taken as a moderator. The results indicate that accounting tools effectiveness including rapidly accounting system interactive, budget efficiency and accounting information credible have a direct effect on tax management competency. Accounting tools effectiveness under IT support has become increasingly important as accounting information advantages have become more widely known until accounting tools effectiveness helps to ensure tax management competency. Moreover, the strong positive tax management competency could be given higher financial worth, as well as it added value and increase the opportunities for firm growth. In addition to the opportunities, it promotes significant and continuous improvement in tax management competency that will strengthen firm growth. Finally, contributions and suggestions are also provided for further research.

Keywords: *accounting tools effectiveness; rapidly accounting system Interactive; budget efficiency and accounting information credible; tax management competency; firm growth; IT support; and continuous improvement.*