

**SOCIAL ACCOUNTING PRACTICE AND FIRM VALUE: AN EMPIRICAL INVESTIGATION OF ISO 14000 FIRMS IN THAILAND**

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**ABSTRACT**

This study investigates the effects of social accounting practice, corporate image, organization reliability, and stakeholder acceptance on firm value of ISO 14000 firms in Thailand. Long - term vision, governance culture, community concern and competitive complexity become the antecedents of social accounting practice by using customer need as the moderators. The 103 ISO 14000 firms in Thailand and OLS regression are examined in this study. The results indicate that social accounting practice influences corporate image, organization reliability and stakeholder acceptance. Organization reliability and stakeholder acceptance provides firm value, but corporate image does not, on the other hand. The result shows all the dimensions of social accounting practice customer protection and attention orientation, human and society recognition influences firm value. Surprisingly, governance culture and competitive complexity are not the antecedents of social accounting practice. Also, customer need does not moderate the relationships among the four dimension of social accounting practice and its antecedent among ISO 14000 firms in Thailand. Conclusions and suggestions for future research are presented accordingly.

Keywords: *Social Accounting Practice, Corporate Image, Organization Reliability, Stakeholder Acceptation, Long - term Vision, Governance Culture, Community Concern, Competitive Complexity, Customer Need, Firm Value*