

A Causal Relationship Model of Factors Influencing Competencies of Accountants in Thailand on Economic Liberalization

Chanidapha Deesukanan
Bangkokthonburi University, Thailand
jumbo.999@hotmail.com

Abstract - This study aims: 1) to study factors influencing Competencies of Accountants in Thailand on Economic Liberalization and 2) to propose causal relationship model of important factors influencing Competencies of Accountants in Thailand on Economic Liberalization. The development model consists of 7 latent variables and 23 observed variables. The samples were 400 accountants in Thailand who hold a license conducted by sample random sampling method. The research instruments were 5-point scale, and collected data were analyzed with descriptive statistics and influence analysis through LISREL 8.80 Student Edition. A Causal Relationship Model of Factors influencing of Accountants in Thailand on Economic Liberalization consistent with the empirical data (Chi-square = 461.51; p-value = 0.00; df = 179; = 2.58; CFI = 0.99; RMSEA = 0.06). The guidelines to increase level of the Competencies of Accountants in Thailand on Economic Liberalization should be developed knowledge of information technology Knowledge of organizations and businesses and including knowledge of accounting and finance. And government organization should be adopted to improve the ability of the accountant manager courses to improve teaching and learning. In accordance with the requirements of the labor market. The course focuses on the knowledge of information technology. Knowledge of organizations and businesses. Awareness of professional ethics and knowledge in accounting and finance to date.

Keywords - Causal Relationship Model, Accountant, Economic Liberalization

I. INTRODUCTION

Nowadays, various countries in the world are forming economic communities or trading blocks to liberalize world trade, investment, capital movements and migration of skilled labour. As a result accountants need to improve their professional standing, develop a more international perspective, become more professional and competitive in the regional and global forum. Specifically, this study aims at presenting the measures implemented by relevant organizations to develop potential capacity of Thai accounting profession on economic liberalization. Those measures are: 1) establish and maintain an international set of recognized accounting and auditing standards; 2) participate in meetings and serve as active members of international organizations to gain knowledge about and approach to the liberalization of their profession and to strengthen their competitive capacity; 3) establish training institutions and professional accounting bodies whose emphasis is on knowledge creation and update of skills; 4) provide accounting advice for SME's which comprises a major part of the Thai economy; and 5) develop and implement accounting education standards in accordance with the International Education Standards (IES) for professional accountants, to enhance career potentials of accounting graduates in Thailand, and consequently elevate the quality standards of both the accountants and the country towards an economically liberalized future [1].

Today's business environment is complex and rapidly changing in global economic environment and changing in advance technology. Environment, competition and other factors that affect the organization needs to change management practices. The concepts in the management of change. Management accountants are expected to increase the role and responsibility in helping to add value to the organization more involved in the strategic planning of the organization. Risk management and internal control. Including a role in the analysis and presentation of information that is useful to business decisions. Accountants need to develop capabilities. In addition to the knowledge of the account. The need to develop other skills. Related to the accounting profession or knowledge across more and more science. The subject of finance, economics, politics, technology law. Effective management skills, such as relationships and communicate effectively. Management and leadership skills with a positive attitude and awareness of their own development regularly. The practice works on a temporary medical librarians in both the porosity of financial reporting and ethics in business. And the essential is the language that is necessary especially when the country is about to step into the ASEAN Economic Community (AEC) (Prahankasuk, 2014:3) [2].

From above the researchers interested to learn how to increase the ability of the thai accountants in the UK is about to enter the AEC to prepare. Thailand to accountants both professional knowledge: professional skills Ability to communicate moral attitude in practice and continued development of knowledge endlessly.

II. OBJECTIVES

This study aims: 1) to study factors influencing Competencies of Accountants in Thailand on Economic Liberalization and 2) to propose causal relationship model of important factors influencing Competencies of Accountants in Thailand on Economic Liberalization.

III. METHODOLOGY

This research is a quantitative research. Data were collected to determine the ability of the accountants in Thailand to register with the Ministry of Commerce. Total 83,619 people [3] located in Thailand area, Using Taro Yamane's formula is 400 samples at 0.05 that representative of the population. The researchers determine the source of information from primary sources (Primary Data) to questionnaire for this research. The questionnaire was tested quality by purposes of research from experts and reliability test is 0.84.

Questionnaire in this study consists of four parts: 1) general information on the respondents, 2) factors that affect the ability of accountants in Thailand on economic liberalization, 3) the ability of accountants in Thailand on economic liberalization, and 4) questionnaire Suggestions to find ways to increase the ability of accountants in Thailand on economic liberalization.

In this research using statistical package were frequency, percentage, mean, and standard deviation. Testing the ability of the composition of accountants in Thailand on economic liberalization by confirmatory factor analysis (CFA). And finding ways to increase the ability of accountants in Thailand on economic liberalization with structural equation analysis.

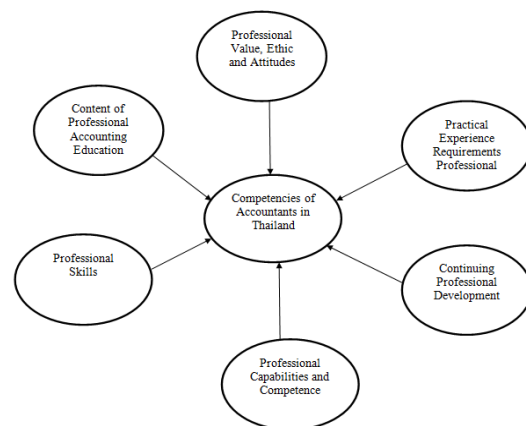


Fig 1. Framework Relationship Model of Factors Influencing Competencies of Accountants in Thailand on Economic Liberalization

IV. THE RESULT

Questionnaires were returned 400 and were determined the suitability of the data in table I.

**TABLE I
KMO AND BARTLETT'S TEST**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.761
Bartlett's Test of Sphericity	Approx.	23788
	Chi-Square	.673
	df	1225
	Sig.	.000

From table I find that KMO and Bartlett's Test of Sphericity are determined the suitability of the data. The KMO is 0.761. (data is good suitable for CFA) (Hair, 2006) [4].

**TABLE II
RESULT FOR CFA OF A CAUSAL RELATIONSHIP MODEL OF FACTORS INFLUENCING COMPETENCIES OF ACCOUNTANTS IN THAILAND ON ECONOMIC LIBERALIZATION**

Factors	Loading	R ²
Content of Professional Accounting Education	0.572	0.410
Professional Skills	0.772	0.597
Knowledge development continued indefinitely	0.677	0.489
Professional Capabilities and Competence	0.583	0.454
Professional Value, Ethic and Attitudes	0.581	0.422
Practical Experience Requirements Professional	0.795	0.752

Chi-square = 461.51, df 179, p-value = 0.00, CFI 0.99, RMSEA = 0.06

V. DISCUSSION AND CONCLUSION

Results of confirmatory factor analysis found. Based on the opinions of the competencies of accountants in Thailand on economic liberalization of establishments registered with the department of business development ministry of commerce Level of 6 competencies that are important the following order:

- **Practical Experience Requirements Professional (The most important)**

This study found that the ability to Practical Experience Requirements Professional the features of accountants must have knowledge of control systems such as general knowledge of information technology, knowledge of the control system, knowledge as the use of information technology, knowledge of the technology and knowledge of the use of information technology is critical to the ability of accountants.

The findings are consistent with Pranee Kujarenpaisan and team (2543) [5] that the performance of the computer feature that establishments must provide the strongest. Solve problem by the information system to process information. Modern management accounting is required to develop their own skills in the use of information technology. In order to enhance the preparation of the financial report.

- **Professional Skills (the second priority)**

This study found that intellectual skills akey feature of the accountants. Consisting of the ability to query, analyze, research, logical thinking, the ability to identify and resolve the issue as never before, and the ability to communicate, intellectual skills are critical to the ability of the accountants in AEC.

The results were consistent with Penthida Pongtani (2005) [6] indicated that the performance of cognitive skills can be considered as one element of the performance of the accountant manager. The accountant manager who have performance of one of skill in the field of intelligence analysis can be considered to resolve the problems.

- **Knowledge Development Continued Indefinitely. (the third priority)**

Knowledge of other Related to the accountants process. Understanding of the organization and decision making skills, the ability to make strategic planning, corporate

management and personnel with leadership, administration and human resources to effectively manage the accounts of the development of knowledge continues endlessly that a part of increasing the level of expertise of accountants in Thailand.

The results were consistent with Penthida Pongtani (2005) [7] says that organizational skills is particularly important Due to the understanding of the organization Will make the administration of accounts can make decisions on matters relating to the organization effectively.

• Professional Capabilities and Competence and Professional Value, Ethic and Attitudes (the fourth and fifth priority respectively)

The results showed that the Professional Capabilities and Competence attitude in practice with values close to scores Professional Value, Ethic and Attitudes have factor loading are 0.583 and 0.581 respectively, then the accountant manager who have a positive attitude in practice is a moral and ethical include transparency, independence, transparency in operations confidentiality of the organization Compliance with regulations Eagerness to learn all time.

These findings differ from Verschoor (2009) [8] with a focus on morality and ethics come first over than attitude to work and the Baker et al. (2000) [9] found that the conduct and attitude of the accounting profession are important to the worker less. The different from the findings loading scores more than 0.5 of both factors.

• Content of Professional Accounting Education (the sixth priority)

The results showed that knowledge of professional skills is a unique property of accountants consists of the ability to monitor and provide reliable, professional, business law, commercial law, knowledge of accounting and professional values, knowledge of accounting and finance. Which

are critical to the ability of the management accounting.

The findings are consistent with Johnson (1995) [10] indicated that the performance of knowledge in accounting and finance are considered as one element of the performance of the accounting profession's knowledge of accounting, taxation and business audit accounting.

**TABLE III
SHOWS THE COMPARISON OF FULL MODEL FIT RESULTS WITH RECOMMENDED VALUE BASED ON AFTER ADJUSTED MODEL**

Index Referred to as	Recommended	Free Model	
	Value	Value	Results
(x^2/df)	< 3	2.58	Fit
P – value	> 0.05	0.00	Not-Fit
GFI	>0.90	0.91	Fit
AGFI	>0.90	0.90	Fit
NFI	>0.90	0.99	Fit
CFI	>0.90	0.99	Fit
RMSEA	<0.07	0.06	Fit
RMR	<0.05	0.01	Fit

Table III indicated that the full model was met criteria for evaluation model. Seven types assessment indicators were fit standard with recommended value. These are Chi-square (CMIN (x^2)) is 461.51, @MIN/DF (x^2/df) is 2.58, GFI is 0.91, AGFI is 0.90 NFI is 0.99, CFI is 0.99, RMSEA is 0.06, and RMR is 0.01. However p-value > .05 is not significant. Due to x^2 based on sample size. The greater sample size the higher x^2 that leading to incorrect result adjusted Imdes was made by applying CMIN/DF (x^2/df) is less than 3 (bollen 1989) [11].

More importantly, this study examined the Relationship Model of Factors influencing Competencies of Accountants in Thailand on Economic Liberalization, and found that a firm performance improves directly to the extent to which the firm engages an Accountants in Thailand as advisor. Our finding is consistent with prior studies that indicated the usage of advisory services from an external accountant had a significant positive influence on firm performance (Berry et al., 2006) [12], but this

result conflicts with the research conducted in the UK by Robson and Bennett (2000) [13] which indicated external accountants' business advice is not associated with Co.,Ltd performance. Therefore, we can speculate that this may due to the context of the developed economy where the Co.,Ltd entrepreneurs could be sufficiently literate on financial and management issues. For instance, in emerging economy, most Co.,Ltd face difficulty in attracting and retaining skilled employee (Kamyabi and Devi, 2011 [14]; Devi and Samujh, 2010) [15]. This is as a result of fewer experts and insufficient knowledgeable accounting support to carry out accounting tasks (Jayabalan et al. 2009 [16]; Kamyabi and Devi, 2011) [14]. Thus, Co.,Ltd in the emerging economy may experience greater need to utilise external accountants relative to more developed economy to get benefit from their services (Kamyabi and Devi, 2011 [14]; Devi and Samujh, 2010 [15]; Jayabalan et al., 2009 [16]). Furthermore, the link between the utilisation of advisory services and performance remained significant after including control variables in our regression equation.

VI. SUGGESTIONS

The recommendations from research to guide the development.

The accountants should have a key role urgently to increase the level of knowledge in the field of intellectual skills, organizational and management skills. should be developed knowledge of information technology, knowledge of organizations and businesses and including knowledge of accounting and finance, and Thailand Accounting Institutions should be adopted to improve the ability of the management accounting courses to improve teaching and learning in all education institutions to accordance with the requirements of the labor market. The course focuses on the knowledge of information technology, knowledge of organizations and businesses, awareness of professional ethics and knowledge in accounting and finance to date.

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(Arranged in the order of citation in the same fashion as the case of Footnotes.)

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