

Strategic Accounting Information Quality and Firm Survival: An Empirical Evidence Investigation of Auto Parts Businesses in Thailand

Papapit Srisawangwong* Sutana Boonlua² and Saranya Raksong³

Abstract

The purpose of this research was to investigate the relationships among the dimensions of the strategic accounting information quality and firm survival. The population and sample were 165 auto parts businesses in Thailand. The data were collected from June to July 2016 and questionnaires by a mail survey were sent directly to accounting executive of the firms, as a key informant. The effect response rate was 27.68 percent approximately. The Ordinary Least Squares (OLS) regression analysis is a method for testing the hypotheses. The results revealed that dimension of strategic accounting information quality (SAIQ) the consist of accounting information value orientation, accounting information objectivity capability, accounting information usefulness focus, and accounting information reliability emphasis positively impacts sustainable firm success. Moreover, sustainability firm success has a strong and positive effect on firm survival. Finally, this research generates theoretical and managerial contributions, conclusion, limitation, and suggestions for future research are specified in details.

Keyword: Strategic Accounting Information Quality, Sustainable Firm Success, Firm Survival

1. Introduction

Currently, the business environment has been changed rapidly. In order to be competitive, organizational information must be prepared to facilitate practice planning in different circumstances. Therefore, information becomes more important. Especially, accounting information quality has different characteristic and accounting information comes from vary sources, which can be used for financial operation. The executives are aware of the importance of accounting information quality. It is useful for operation administration support to achieve organizational strategic goals. The goals are established to focus on the long-term success (Rapina, 2014).

* Ph.D. Student in Accounting, Mahasarakham Business School, Mahasarakham University

² Lecturer, Mahasarakham Business School, Mahasarakham University

³ Associate Pofessor, Mahasarakham Business School, Mahasarakham University

Financial crisis in 1997 caused an enormous business breakdown in Asia including Thailand. Business failure stemmed from various reasons. Poor accounting information quality has an effect on employee's work moral, lessen trust in organizations and affect organizational management with more difficulty (Redman, 2008). In addition, the industrial confidence index revealed there was more than 60 percent of 500 medium-sized businesses possessed annual sales over 20 million USD experiencing information problems (Neammanee & Atthirawong, 2011). Thus, many enterprises need to adjust an organizational structure, a management style and an operational strategy. However, accounting information quality does not report profits and loss figures but also significantly indicates firm survival. Moreover, quality and ability are needed and are important factors, which lead to business of success. For that reason, the SAIQ it is become a key device for organizations administration to make advantages in any competitions and in long run of firms.

Strategic accounting information quality (SAIQ) defined as the ability to determine the data characteristics with the decision without bias, completely, comprehensive, timely and accordance with the goals for the decision to support the operation to create competitive advantages and operational goal achievement. The concept of the SAIQ is a crucial tool for business operations and organizational management to be able to survive. It is a strategy to achieve organizational goal accomplishment. Research in the past about the issues the SAIQ found in a diversity of issues. Nevertheless, it's see that there is little the research on issues related to the SAIQ that affects the survival of the firms, particularly in auto parts businesses in Thailand. The mainly previous studies have found that there were only accounting information system and information technology. This is a gap for this research for examining the SAIQ and to fill the gap. This research accounting information quality will be defined based on the SAIQ. Therefore, there are five dimensions applied in a conceptual framework for examining the SAIQ (Alexander & Tate, 1999; Leung, 2001; Waroonkun & Ussahawanitchakit, 2011). There are five elements of SAIQ as follows (1) accounting information value orientation, (2) accounting information objectivity capability, (3) accounting information usefulness focus, (4) accounting information reliability emphasis, and (5) accounting information function implementation.

This research was conducted by using auto parts businesses in Thailand as a population and a sample for many reasons. Auto parts manufacturing plants in Thailand plays as vital industrial sector, which influence country's economic system. Moreover, an auto parts manufacturing industry indicates high competition and consists of complex processes. According to job characteristics for production of auto parts, an order format is specified. The production process is complex. It is necessary to use high-accounting information quality for planning and costs production analysis for decision-making to operate precisely. Standards are set and followed to establish quality of auto parts production. Thirdly, auto parts industry has potential to grow constantly because internal demand in Thailand is increasing. The population and a sample were collected from 619 Thai auto part businesses in Thailand, was accessed on March 14, 2016, stemming from the excellent, completed and reliable database of Thai Auto Parts Manufacturer

Association (www.thaiautoparts.or.th). For the reasons as above, a researcher is interested in examining the effect of the SAIQ on firm survival. In the case of auto parts businesses in Thailand of this research has determined the research question is how does SAIQ have an influence on firm survival? The purpose for this paper is to examine the effects of SAIQ on firm survival.

This research is organized into five sections. The first section provides an overview of the research and the role of the SAIQ, the purpose and research questions. The second section is reviews the relevant literature and develops the related hypotheses for testing. The third section is the research methods. The four sections are the results and discussion. The final sections are the conclusion, theoretical and practical contributions, limitations, and suggestions for future research directions.

2. Literature review and hypotheses development

This research the SAIQ is a key variable and an important to firm survival. Figure 1 show the relationships between the SAIQ and firm survival.

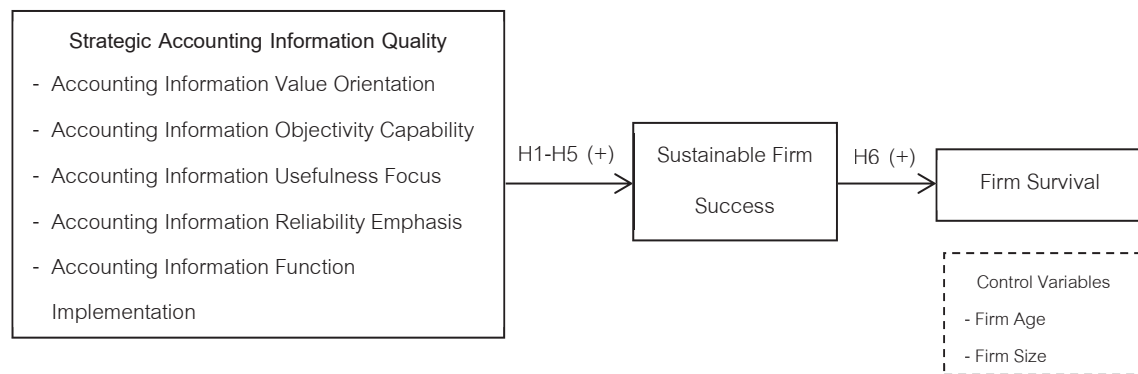


Figure 1: Conceptual model of strategic accounting information quality and firm survival:

An empirical evidence investigation of auto parts businesses in Thailand

2.1 Strategic Accounting Information Quality (SAIQ)

The concept of strategic accounting information quality (SAIQ) the presentation of accounting information characteristics leads to value added of accounting information and meet users' needs (Williams et al., 2011). It is consistent to objectives and beneficial to users (Gelinas & Dull, 2012). Moreover, the SAIQ is a tool an important to support decision-making of user relates to planning, control, and activity analysis (Susanto, 2015). Similarly, the integrated in order to respond users' needs rapidly, timely and correctly. Furthermore, including financial report must be adequate, appropriate, and unique of objective and can be response of user consistency. Therefore, the SAIQ is an important tool to learn about firms to gain advantages over other competitors and to attain operational achievement. In summary, literature review indicates five dimension of the SAIQ comprising accounting information value orientation, accounting information objectivity capability, accounting information usefulness focus, accounting information reliability emphasis, and accounting information function implementation (Alexander & Tate,

1999; Leung, 2001; Waroonkun & Ussahawanitchakit, 2011).

2.1.1 Accounting Information Value Orientation (AIV)

AIV is a crucial attribute very interesting to the application for organization's performances and it is efficient information and it is able to respond to users' needs (Bickel, 2008). Therefore, the firms that have AIV tend to increase accounting performances and success in long term of firm (Bushee et al., 2010). In this research, AIV refers to organization's ability to create data involves with judgment and corresponds with organizational objectives.

From literature reviews, Whittington and Cailluet (2008) stated that analyzing financial reporting about AIV is significantly and positively related to firm success in terms of increase profitability and return on investment continuous. In addition, AIV is able to help improve and enhancing financial performance including profitability, return on asset and return on equity in accordance with organizations' defined goals and leads to ongoing firm success (Agung, 2015). Especially, AIV is likely to show a positive relationship with sustainable firm success. Therefore, the hypothesis is provided as follows:

Hypothesis 1: Accounting information value orientation has a positive impact on sustainable firm success.

2.1.2 Accounting Information Objectivity Capability (AIO)

In general, AIO plays a key role for organizations' operations; for this reason, it is important for them so as to possess AIO because it can help report accounting information neutrally, disclose the facts, demonstrate transparentness and be useful to considering firm success in long run of firms. Therefore, accounting information objectivity capability is defined as independent, unbiased, and disclosed accounting information (Al-Zwyalif, 2013). Moreover, Knight and Burn (2005) addressed that AIO is the organizations' potential to present accounting information without personal biases. In this research, AIO refers to the ability of organizations to data production without bias, concealing or element alteration, which is constantly important to users receive information equally.

From literature review, accounting information integrity can create quality of work as well which focuses on financial performance which leads to business success in the long-run (Duggar, 2011). Emphasize of firm of preparing and presenting accounting information with neutrality and no distortion impact on potential operations and firm success as well (Silviu-Virgil, 2014). However, reporting accounting information with prejudice from both users' choosing and presenting information may cause damages or mistakes and lead to decreasing organizations' defined of success operational (Rusu, 2013). In particular, AIO is likely to show a positive relationship with sustainable firm success. Therefore, the hypothesis is provided as follows:

Hypothesis 2: Accounting information objectivity capability has a positive impact on sustainable firm success.

2.1.3 Accounting Information Usefulness Focus (AIU)

AIU is an important element and plays a key role as well for organization accomplishment. In addition, AIU is defined as information which helps users more understandable, obvious, and on time for executives' decisions (Leung, 2001). Moreover, AIU defined as accounting operations will be easy in keeping with presenting financial reports categorized to be each section to be easier and more understandable within organizations' operations (Bonson et al., 2009). In this research, AIU refers to the organization's ability to produce data fundamental under regulations and user demand in term of qualitative and quantitative data.

From literature review concerning previous AIU; it was found that accounting information usefulness had a positive influence on the degree of increase in financial performances (Bukanya, 2014). Thus, accounting information usefulness will help executives support evaluate organizations' performances success rather well (Horn gren et al., 2012). If accounting information usefulness cannot be applied to make a decision on time, it will become useless information. Nonetheless, if the executives own accounting information usefulness correctly and suitably, accounting information for making a decision will be managed most effectively for organizations and will be beneficial to success of operations (Knight and Burn, 2005). Especially, AIU is likely to show a positive relationship with sustainable firm success. Therefore, the hypothesis is provided as follows:

Hypothesis 3: Accounting information usefulness focus has a positive impact on sustainable firm success.

2.1.4 Accounting Information Reliability Emphasis (AIR)

AIR is crucial for the executives to realize the financial situations of the firms. As long as information is wrong, the users will also use it mistakenly. At last, they will make a mistake on making a decision and operational success more difficultly (Bukanya, 2014). Thus, AIR is refers to accounting information without any mistake, covers, and suits sufficiently (Knight, 2011). In this research, AIR is defined as ability to prepare data must be accurate and comprehensive without misidentifies, consistent with standards, and examined resource and procedures sufficiently and appropriately.

The previous research, AIR is information which was correct and without any mistake; thereby, the executives can create competitive advantages, which bring about achieving more organizations' operational success (Marshall & Harpe, 2009). In company with AIR is under changing circumstances, the executives are required to considering making a decision by means of an analysis due to the best alternative and the impacts of their success of performance (Rusu, 2013). According to Suttachai (2008) found that the firm focus on accounting information reliability the effect on profitability of the firm. Especially, AIR is likely to show a positive relationship with sustainable firm success. Therefore, the hypothesis is provided as follows:

Hypothesis 4: Accounting information reliability emphasis has a positive impact on sustainable firm success.

2.1.5 Accounting Information Function Implementation (AIF)

AIF is very important to businesses because it can help them adapt and integrate accounting information to be existent with tasks or operational scopes which are able to increase the efficiency for operations and the chance to attain achievement. In addition, accounting information function means a divide scope of work as needed to get used to the style of management (Cojocaru & Starparu, 2013). In this research, AIF refers to the organization's ability to analyzing and data integrating associated with the mission and the scope of operations efficiency to make it successful.

The prior research, cooperation and coordination between employees is a key of leads to the success of a firm in term of profitability and increasing investment constantly (Gervais & Goldtein, 2007). In addition, accounting information integrated leads to financial performance efficiency and increase opportunity accomplishment of organization (Sacer & Oluic, 2013). Moreover, the application of accounting information function can help improve better operations of business as well as success financial performance in long term in term of profitability and increasing market sales or sales (Fitriati & Mulyani, 2015). As mentioned above, AIF is likely to show a positive relationship with sustainable firm success. Therefore, the hypothesis is provided as follows:

Hypothesis 5: Accounting information function implementation has a positive impact on sustainable firm success.

2.2 Strategic Accounting Information Quality, Its Consequences, and Firm Survival

2.2.1 Sustainable Firm Success (SFS)

Firm success is accomplished with organizational goals and objectives, particularly in marketing (increasing market sales or sales) and financial success (expected profit goals) (Eccles et al., 2014). In addition, reaching business growth in terms of profits of firm's performance (Santarelli and Vivarelli, 2007). Expectations of firm profits must be maximizing continuously (Tamasy, 2006). In this research, sustainable firm success refers to performance results according targets are increasing steadily of organization.

From previous research, continuous growth on net profit indicates a positive impact on firm survival in the long term business management (Yoo & Kim, 2015). Moreover, the continuation of checking and attaining goals is constantly accepted by customers through organizational quality and reputation (Chang et al., 2008) to make firm success and survival in a long period of time. However, the business will survive not only the business to achieve the organizational objectives, but also the organization must maintain overall profit increasing in a period of creating firm survival in the future (Labuschagne et al., 2005). In particularly, firm survival is likely to show a positive relationship with sustainable firm success. Therefore, the hypothesis is provided as follows:

Hypothesis 6: Sustainable firm success has a positive impact on firm survival.

2.1.7 Firm Survival (FMS)

Firms survival refers to performance acceptance about the image, reputation, and enhance new customer and old customer retention incessantly as well as ability of the organization to be ensured that it can administration well under the fierce emulation stable both at present and future.

3. Research methods

3.1 Sample selection and data collection procedure

The population and sample are the auto parts businesses in Thailand, totaling 619 firms from database Thai Auto Manufacturers Association (www.thaiautoparts.or.th) was accessed on March 14, 2016. The data were collected by a mail survey, and questionnaires were sent directly to accounting managers and accounting directors of the firms is a key informant. The units of analysis are used were firms. Twenty-three questionnaires were undeliverable because some of these firms had moved to changed addresses. Finally, only, 165 mailings were completed usable for further analysis. The response rate was 27.68 percent. The response rate for a mail survey, without an appropriate follow-up procedure, if greater than 20 percent, is considered acceptable Aaker, Kumar and Day (2001).

Testing of non-response bias of all 165 received questionnaires was divided into two groups. There are 83 responses in the first group and 82 responses in the second group are treated by employing t-test statistic, the differences of organizational demographics terms of business entity, business location, operational capital, business operating period and total business asset. These results provide evidence that there were no statistically significant differences between the two groups at a 95% confidence level. Moreover, it can be surely mentioned that Non-response bias is not a serious problem (Armstrong & Overton, 1977; Rogelberg & Stanton, 2007). Therefore, the results of the Non-response bias test.

3.2 Variable measurements

For all on developed constructions were pull up from the literatures review; moreover, the greater models were tested by multi-item scales. The measuring of dependent variables, independent variables, mediating variables, and control variables by used Five-point Likert scale in explained as follows:

3.2.1 Dependent variables

Firm survival (FMS) is measured by using a four-item scale adapted from the measurement of Ha (2013). It is measured by firm total outcome in long term and the confident that management firm which stable both at now and in the future.

3.2.2 Independent variables

Accounting information value orientation (AIV) by using a four-item scale and develop as a new scale about its definition. It is measured by according data according the purpose and destination of the organization.

Accounting information objectivity capability (AIO) by using a four-item scale and develop as a new scale about its definition. It is measured by the data which without prejudice, bias, equally with persons.

Accounting information usefulness focus (AIU) by using a four-item scale and develop as a new scale about its definition. It is measured by data which the reflect organization's situation, under law and regulations, and respond requirements of the user.

Accounting information reliability emphasis (AIR) by using a four-item scale and develop as a new scale about its definition. It is measured by data which correct, faultless, complete and monitoring the source of evidence.

Accounting information function implementation (AIF) by using a four-item scale and develop as a new scale about its definition. It is measured by data integration in accordance with working role of firms operational.

3.2.3 Consequence variables

Sustainable firm success (SFS) is measured by using a five-item scale adapted from the measurement of Ninlaphay et al. (2012). It is measured by firm the attain the target of operations always through the activity accomplishment the ongoing in terms of creating profits and sales, market share, and increasing investment steadily.

3.2.4 Control variables

The control variable are firm age, firm size in this paper consists of firm age is measured by the number of years since the firm established Thus, firm age was represented by a dummy variable, including 0 (less than or equal to 10 years) and 1 (more than 10 years) (Rothaermel & Deeds 2006). Firm size is measured by the operational capital. Thus, firm size is represented by dummy variable (0 = operational capital of 50,000,000 Baht or less and 1 = operational capital more than 50,000,000 Baht) (Delomotte & Sels, 2008).

3.3 Reliability and validity

In this paper, the pre-test use the first 30 returned questionnaires. The construct validity of this research is showed the convergent validity. Thus, the factor loading is between 0.536-0.950. The values are greater than the cut-off score of 0.40 which indicates acceptable construct validity (Hair et al., 2010). The result of Cronbach alpha coefficients were between 0.727-0.947, which more than the acceptable cut-off scores. It can be summarized that the internal consistency of the entire scale exists. Thus, Cronbach alpha coefficients were more than 0.70 (Hair et al., 2010). Besides, Table 5 this paper stated the results of both used factor loadings and Cronbach alpha coefficient of multiple-item scales.

Table 1: Details of validity and reliability testing (n=30)

Variables	n	Factor Loadings	Cronbach's Alpha
Firm Survival (FMS)	30	0.663-0.837	0.776
Accounting Information Value Orientation (AIV)	30	0.536-0.920	0.727
Accounting Information Objectivity Capability (AIO)	30	0.650-0.830	0.741
Accounting Information Usefulness Focus (AIU)	30	0.717-0.811	0.733
Accounting Information Reliability Emphasis (AIR)	30	0.731-0.903	0.842
Accounting Information Function Implementation (AIF)	30	0.823-0.917	0.894
Sustainable Firm Success (SFS)	30	0.552-0.866	0.732

3.3.2 The ordinary least squares regression analysis

This paper use the ordinary least squares (OLS) regression analysis was used to examination the hypothesized relationships among the SAIQ, sustainable firm success, and firm survival. Moreover, testing the hypothesized relationships the researcher presents in regression equations as following:

$$\text{Equation 1: SFS} = \alpha_1 + \beta_1 \text{AIV} + \beta_2 \text{AIO} + \beta_3 \text{AIU} + \beta_4 \text{AIR} + \beta_5 \text{AIF} + \beta_6 \text{AGE} + \beta_7 \text{SIZE} + \epsilon_1$$

$$\text{Equation 2: FMS} = \alpha_2 + \beta_8 \text{SFS} + \beta_9 \text{AGE} + \beta_{10} \text{SIZE} + \epsilon_2$$

Where;	AIV	= Accounting Information Value Orientation
	AIO	= Accounting Information Objectivity Capability
	AIU	= Accounting Information Usefulness Focus
	AIR	= Accounting Information Reliability Emphasis
	AIF	= Accounting Information Function Implementation
	SFS	= Sustainable Firm Success
	FMS	= Firm Survival
	AGE	= Firm Age
	SIZE	= Firm Size
	ϵ	= Error Term
	α	= Constant
	β	= Coefficient

4. Results and discussion

Table 2, shows the descriptive statistics and correlation matrix of all variables were presented. With regard to the potential problems relating to Multicollinearity, variance inflation factors (VIFs) were used to give information on the scope to which non-orthogonality among independent variables dilates standard errors. The VIFs range from 1.009 to 3.025, the VIF value was lower than the cut-off 10 as recommended from Hair et al. (2010), this meaning that the independent variables are not correlated with each other. Therefore, VIF is not multicollinearity problem in this research.

Table 2: Descriptive Statistics and Correlation Matrix

variable	AIV	AIO	AIU	AIR	AIF	SFS	FMS	FA	FS
Mean	4.18	4.04	4.27	4.39	4.16	4.15	3.95	n/a	n/a
S.D.	0.61	0.68	0.56	0.52	0.58	0.59	0.62	n/a	n/a
AIV	1								
AIO	.443**	1							
AIU	.333**	.349**	1						
AIR	.349**	.473**	.688**	1					
AIF	.342**	.456**	.752**	.604**	1				
SFS	.512**	.865**	.493**	.571**	.517**	1			
FMS	.303**	.449**	.553**	.550**	.603**	.494**	1		
FA	-.120	.033	-.064	-.031	.038	-.009	-.008	1	
FS	.068	.115	.129	.045	.091	.084	.158*	.047	1

*p < 0.10, **p < 0.05, ***p < 0.01

Table 3 hypotheses 1 to 6 demonstrate that the effects of each dimension of strategic accounting information quality, sustainable firm success, influence on firm survival. The results of OLS regression analysis present that the first dimension, accounting information value orientation for hypotheses 1 is significantly related to sustainable firm success ($\beta_1 = 0.114$, $p < 0.01$). It is clear that analyzing financial reporting about accounting information value is significantly and positively related to firm success in terms of increase profitability and return on investment continuous (Whittington & Cailluet, 2008). In addition, the value influences on the wealth of the firm in long run which indicates that the firm have greater business accomplishment (Petchjul et al., 2014; Toulson & Dewe, 2004). Also, accounting information value is able to help improve and enhancing financial performance including profitability, return on asset (ROA), and return on equity (ROE) in accordance with organizations' defined goals and leads to ongoing firm success (Agung, 2015). **Therefore, hypothesis 1 is supported.**

The second dimension is accounting information objectivity capability. It shows significant and positive related to sustainable firm success ($\beta_2 = 0.732$, $p < 0.01$). The significant relationship between accounting information objectivity capability and sustainable firm success confirms the idea that firms

emphasize in preparing and presenting accounting information with neutrality and no distortion impact on potential operations and firm success as well (Silviu-Virgil, 2014). Moreover, accounting information integrity can improve quality of operational which increases financial performance in the long-run (Duggar, 2011). **Therefore, hypothesis 2 is supported.**

Table 3: Results of regression analysis for the effects of each dimension of strategic accounting information quality, sustainable firm success and firm survival

Independent Variables		Dependent Variables	
		SFS	FMS
		Equation1	Equation 2
Accounting Information Value Orientation (AIV)	H1	.114*** (.040)	
Accounting Information Objectivity Capability (AIO)	H2	.732*** (.044)	
Accounting Information Usefulness Focus (AIU)	H3	.164*** (.061)	
Accounting Information Reliability Emphasis (AIR)	H4	.092** (.052)	
Accounting Information Function Implementation (AIF)	H5	-.032 (.057)	
Sustainable Firm Success (SFS)	H6		.484*** (.068)
Firm Age (FA)		-.062 (.072)	-.020 (.143)
Firm Size (FS)		-.008 (.075)	.238* (.138)
Adjusted R ²		.797	.244
Maximum VIF		3.025	1.009

*p < 0.10, **p < 0.05, ***p < 0.01

The third dimension is accounting information usefulness focus. It is non-significantly and positively related to sustainable firm success ($\beta_3 = 0.164$, $p < 0.01$). It can be claimed that accounting information usefulness has a positive impact on increases financial performances continuously (Bukanya, 2014). Thus, accounting information usefulness will help executives support evaluate organizations' performances success rather well (Bharati & Chaudhury, 2015). **Therefore, hypothesis 3 is supported.**

Fourthly, the finding demonstrates that accounting information reliability emphasis is significantly and positively related to sustainable firm success ($\beta_4 = 0.92, p < 0.05$). The finding confirms that for business focus on accounting information reliability emphasis which under changing circumstances, the executives are required to considering making a decision by means of an analysis due to the best alternative and the impacts of their success of performance (Rusu, 2013). Also, the firms focus on present to accounting information reliability influence on success in terms of the wealth of the business in the long term (Suttachai, 2008). **Therefore, hypothesis 4 is supported.**

Finally, the research reveals that accounting information function implementation is not significantly and negative associated with sustainable firm success ($\beta_5 = -0.32, p > 0.05$). Previous research shows that accounting information integrate may do not understand information potential, scopes or missions of work clarity impact on success more difficult (Sonnenwald, 2006). Furthermore, in context of auto businesses in Thailand the possible explanation might be that it is large firm have specific roles and complexity structure may cause versatility slow and time limit of operational because according to job characteristics for production of auto parts, an order format is specified impact on accounting information integrate inappropriate leads to fail of administration according roadmap and firm success. **Therefore, hypothesis 5 is not supported.**

The control variables are firm age ($\beta_6 = -0.062, p > 0.10$) and firm size ($\beta_7 = -0.008, p > 0.10$) have no significant relationship with sustainable firm success. Thus, the relationship among the SAIQ's dimensions such as accounting information value orientation, accounting information objectivity capability, accounting information usefulness focus, accounting information reliability emphasis and accounting information function implementation are not influenced by firm age and firm size.

Next, the results of regression analysis for sustainable firm success and firm survival finding state that sustainable firm success is significantly and positively related to firm survival ($\beta_8 = 0.484, p < 0.01$). It is confirms that sustainability of firm success effect on firm survival in a long time business management. Moreover, continuation with target effect on the customers' recognition from the past work quality and organizational reputation (Chang et al., 2008). In addition, Yoo and Kim (2015) suggest that continuous growth on net profit indicates a positive impact on firm survival in the long term business management. Furthermore, if business performances generate more profits than the past years, it indicates high potential of firm survival in the long-term (Niresh & Thirunavukkarasu, 2014). **Therefore, hypothesis 6 is supported.**

The control variables is firm age ($\beta_9 = -0.120, p > 0.10$) have no significant relationship with sustainable firm success. Thus, the relationship among the sustainable firm success and firm survival is not influenced by firm age. In constantly, firm size is significantly and positively related to firm survival ($\beta_{10} = 0.238, p > 0.10$). It can be interpreted that a large firm has sophisticated accounting information and strategic planning activities for a small company. Thus, size difference will be applied to different strategic accounting information quality (Kenyon & Meixell, 2011).

5. Conclusion

This research the purpose for this paper is to examine the effects of strategic accounting information quality on firm survival. The results of the OLS regression analysis shows that the results reveal that dimension of strategic accounting information quality (SAIQ) in term of accounting information value orientation, accounting information objectivity capability, accounting information usefulness focus, and accounting information reliability emphasis had positive impact on sustainability firm success. Moreover, sustainability firm success has a strong and positive effect on firm survival. A suggestion for the construction of this research is developed as a new scale construction. It can help to clarify and understand underneath the SAIQ from proposing five newly-dominants. Although it was developed from literature review and a definition of each construct. There is no research support accounting information. Interpretation and implementation should be taken into account in order to gain better understanding. Besides, accounting executives should pay attention to the direction in developing the quality accounting information in term of the SAIQ dimensions. Particularly, the providing credible information is useful for decision-making of business which result in goal achievement as well as competitive advantage and lead to firm survival under intensity competition. However, this research can be used as basic information for auto parts businesses as it can gain trust and transparency through the SAIQ. In the context of auto parts businesses are not depended on accounting information quality only but accounting executives also realize marketing factor changing concerning with product life cycle of a rapidly changing industry. Furthermore, researchers consider re-investigation of other businesses to compare the findings and gains for greater generalizability in future research. Moreover, further should research select data to collect for another population of reliable results by considering respecting in-depth interview with accounting executive, and should applied other method of different measurements such as focus group or in-depth interview with new scale for confirm valid of variables and all relativity show in conceptual model in this research.

References

- Aaker, D. A., Kumar, V., & Day, G. S. (2001). *Marketing research* (7thed.). New York: John Wiley and Son.
- Agung, M. (2015). Accounting information system and improvement on financial reporting. *International Journal of Recent Advances in Multidisciplinary Research*, 2(11), 0950-0957.
- Alexander, J. E., & Tate, M. A. (1999). *Web wisdom: How to evaluate and create information quality on the web*. Mahwah. NJ: Erlbaum.
- Al-Zwyalif, M. I. (2013). IT governance and its impact on the usefulness of accounting information reported in financial statements. *International Journal of Business and Social Science*, 4(2), 83-94.
- Armstrong, J. S., & Overton, T. S. (1977). Estimating non-response bias in mail surveys. *Journal of Marketing Research*, 14(3), 396-402.

- Bharati, P., & Chaudhury, A. (2015). Production customization on the web: an empirical study of factors impacting choiceboard user satisfaction. *Information Resource Management Journal*, 19(2), 69-81.
- Bickel, J. E. (2008). The relationship between perfect and imperfect information in a two-action risk-sensitive problem, *Decision Analysis*, 5(3), 116-128.
- Bonson, E., Cortijo, V., & Escobar, T. (2009). Towards the global adoption of XBRL using international financial reporting standards (IFRS). *International Journal of Accounting Information Systems*, 10(1), 46-60.
- Bukenya, M. (2014). Quality of accounting information and financial performance of Uganda's public sector. *American Journal of Research Communication*, 2(5), 183-203.
- Bushee, B., J. Core, W. Guay., & S. Hamm. (2010). The role of the business press as an information intermediary. *Journal of Accounting Research*, 48, 1-19.
- Chang, M. K., Cheung, W., Cheng, C. H., & Yeung, J. H. Y. (2008). Understanding ERP system adoption from the user's perspective. *International Journal of Production Economics*, 113(2), 928-942.
- Cojocar, C., & Starpar, L. (2013). Business management information sizing in the administration of credit institutions. *Economy Transdisciplinarity Cognition*, 16(2), 71-74.
- Duggar, J. W. (2011). The role of integrity in individual and effective corporate leadership. *Journal of Academic and Business Ethics*, 3(1), 1-7.
- Delmotte, J., & Sels, L. (2008). HR outsourcing: threat or opportunity? *Personnel Review*, 37(5), 543-563.
- Duggar, J. W. (2011). The role of integrity in individual and effective corporate leadership. *Journal of Academic and Business Ethics*, 3(1), 1-7.
- Eccles, R. G., Ioannou, I., & Serafeim, G. (2014). The impact of corporate sustainability on organizational processes and performance. *Management Science*, 60(11), 2835-2857.
- Fitriati, A., & Mulyani, S. (2015). Factors that affect accounting information system success and its implication on accounting information quality. *Asian Journal of Information Technology*, 14(5), 154-161.
- Gelinas, U., & Dull, B. Richard. (2012). *Accounting Information Systems* (9th ed.). South Western Cengage Learning. 5191 Natorp Boulevard Mason, USA.
- Gervais, S., & Goldstein, I. (2007). The positive effects of biased self-perceptions in firms. *Review of Finance*, 11(3), 453-496.
- Ha, N. M. (2013). The effect of firm's growth on firm survival in Vietnam. *International Business Research*, 6(5), 142-157.
- Hair, J. F. Jr., Black, W. C., Babin B. J., Anderson, R. E., & Tatham, R.L. (2010). *Multivariate data analysis*. (6th ed.). New Jersey: Pearson Education International.
- Horngren C. T., Datar, S. M., & Rajan, M. (2012). *Cost accounting: A managerial emphasis* (14th ed.). Prentice Hall.

- Kenyon, G. N., & Meixell, M. J. (2011). Success factors and cost management strategies for logistics outsourcing. *Journal of Management and Marketing Research*, 7, 1-17.
- Knight, S. A., & Burn, J. M. (2005). Developing a framework for assessing information quality on the world wide web. *Informing Science: International Journal of an Emerging Transdiscipline*, 8(5), 159-172.
- Knight, S. A. (2011). The combined conceptual life cycle model of information quality in user perceptions of IQ on the web. Proceeding of the 16th *International Conference in Information Quality*, 570-590.
- Labuschagne, C. A. C., Brent, R. P. G., & Van-Erck. (2005). Assessing the sustainability performances of industries. *Journal of Cleaner Production*, 13(4), 373-385.
- Leung, H. K. N. (2001). Quality metrics for intranet applications. *Information and Management*. 38 (3), 137-152.
- Marshall, L., & Harpe, R. de la. (2009). Decision making in the context of business intelligence and data quality. *Journal of Information Management*. 11(2), 1-15.
- Neammanee, P., & Atthirawong, W. (2011). Analysis of factors affecting supply chain risk in automotive industry. Nida. *International Institute of Development Administration*, 1-165.
- Niresh, A., & Thirunavukkarasu, V. (2014). Firm size and profitability: a study of listed manufacturing firms in Sri Lanka. *International Journal of Business and Management*, 9(4), 57-64.
- Ninlaphay, S., Ussahawanitchakit, P., & Boonlua, S. (2012). Internal control system effectiveness and ongoing firm sustainability: Evidence from financial businesses in Thailand. *Journal of International Finance and Economics*, 12(3), 193-216.
- Petchjui, S., Ussahawanitchakit, P., & Muenthaisong, K. (2014). Management accounting system effectiveness and firm success: Evidence form information and communication technology business in Thailand. *AU-GSB e-Journal*, 7(2), 52-79.
- Rapina, (2014). Factors influencing the quality of accounting information system and its implications on the quality of accounting. *Research Journal of Finance and Accounting*, 5(2), 148-154.
- Redman, T. C. (2008). *Data driven: Profiting from your most important business asset*. Harvard Business Press, Boston.
- Rogelberg, S. G., & Stanton, J. M. (2007). Introduction: understanding and dealing with organizational survey nonresponse. *Organizational Research Methods*, 10(2), 195-209.
- Rothaermel, F. T., & Deeds, D. L. (2006). Alliance type, alliance experience and alliance management capability in high-technology ventures. *Journal of business Venturing*, 21(4), 429-460.
- Rusu, M. (2013). Smart specialization a possible solution to the new global challenges. *Procedia Economics and Finance*, 128-136.
- Sacer, I. M., & Oluic, A. (2013). Information technology and accounting information systems' quality in Croatian middle and large company. *Journal of Information and Organisational Sciences*, 37(2), 117-126.

- Santarelli, E., & Vivarelli, M. (2007). Entrepreneurship and the process of firms' entry, survival and growth. *Industrial and Corporate Change*, 16(3), 455-488.
- Silviu-Virgil, C. (2014). The importance of the accounting information for the decisional process. *Economic Science Series*, 23(1), 593-603.
- Sonnenwald, D. H. (2006). Challenges in sharing information effectively: examples from command and control. *Information Research*, 11(4), 1-18.
- Susanto, A. (2015). Influence the quality of accounting information on the implementation good study program governance. *International Journal of Scientific and Technology Research*, 4(12), 326-335.
- Suttachai, S. (2008). Management incentives in selecting accounting policies. *Journal of Accounting Profession*, 9(2), 68-80.
- Tamasy, C. (2006). Determinants of regional entrepreneurship dynamics in contemporary Germany: a conceptual and empirical analysis. *Regional Studies*, 40(4), 365-384.
- Thai Auto Parts Manufacturers Association, (2016). TAPMA'S Member. Retrieved March 14, 2016, from <http://www.thiautoparts.or.th/>.
- Toulson, P.K., & Dewe, P. (2004). HR accounting as a measurement tool. *Human Resource Management Journal*, 14(2), 75-90.
- Waroonkun, S., & Ussahawanitchakit, P. (2011). Accounting quality, accounting performance and firm survival: An empirical investigation of Thai-listed firms. *International Journal of Business Research*, 11(4), 118-143.
- Whittington, R., & Cailluet, L. (2008). The crafts of strategy: introduction to special issue. *Long Range Planning*, 41(3), 241-247.
- Williams, B. K., Eaton, M. J., & Breininger, D. R. (2011). Adaptive resource management and the value of information. *Ecological Modelling*, 222(18), 3429-3436.
- Yoo, S., & Kim, J. (2015). The Dynamic relationship between growth and profitability under long-term recession: the case of Korean construction companies. *Sustainability*, 7(12), 15982-15998.