

Analyzing Accounting Knowledge and Entrepreneurial Intention on Social and Environmental Responsibility: The Perception of Undergraduate Business Students

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Abstract— This study explores the role of accounting knowledge and entrepreneurial intention in social and environmental responsibility. The growing research on CSR focuses on financial performance or firm value as the consequence of social performance, but personality traits have received little attention as an antecedent of social responsibility. Based on the theory of planned behavior, this study argues that the options in several CSR levels, namely economic, legal, ethical, and philanthropic perspectives, could not omit personal judgment based on ability, knowledge, norm, or value. The researchers sent questionnaires randomly through the Google form platform, and 92 respondents who responded to the questionnaires were undergraduate students of business programs at state or private universities. Respondents with accounting knowledge tend to choose an economic perspective on social and environmental activity because accounting teaches them about the importance of shareholders' interest in business operations. However, respondents with entrepreneurial intentions, besides accounting knowledge, are more concerned about social and environmental activities because their business operation should have a good relationship with other stakeholders.

Index Terms— Entrepreneurial Intention; Accounting Knowledge; Social and Environmental Responsibility; Theory of Planned Behavior.

I. INTRODUCTION

Corporate social responsibility (CSR) refers to activities that imply policies and strategic efforts of business people (management) to protect society or stakeholder's interests more than shareholders' interests (business owners) according to its operation of business (Carroll, 2016). The growing research on CSR focuses on financial performance or firm value as the consequence of social performance. Other research emphasizes the motivation behind management's social activities. For example, empirical evidence proves that corporate social responsibility performance becomes a management strategy to impress society, especially customers. Consequently, higher social performance affects the higher corporate reputation, customer loyalty, and trust

(Islam et al., 2021). A good relationship between corporate and customer through social performance will enhance customer loyalty and trust (Islam et al., 2021). Other research that includes voluntary social responsibility environment stated that the motivation for CSR disclosure is to get impressions and maintain impressions from the public ((Neu et al., 1998; Basalamah & Jermias, 2005; Archel et al., 2008). Nurim & Asmara (2019) also stated that industry characteristics affect company orientation in making CSR reports as a manifestation of the company's primary stakeholder.

The study that explores the qualification of management, such as knowledge, education, ability, or intention regarding something, such as entrepreneurship, has little concern as an antecedent of CSR activities (Lata & Gupta, 2021). Research uses education as the control variable in corporate social responsibility (Islam et al., 2021). It is not questionable that social activities should be supported by stable financial performance because they contribute to higher costs, and management cannot ignore the shareholders' interest in delegating funding to be managed (Nurim et al., 2022). However, Carroll (2016) categorizes social activities into economic, legal, ethical, and philanthropic responsibilities that have different motivations for society. For example, according to economic responsibility, management responds to society's expectations in profitability for creditors or shareholders 'return or gives welfare to employees.' For the following activities that fulfill legal, ethical, and philanthropic responsibilities, seek legitimacy from the stakeholders. Legitimacy refers to an effort to reconcile with the norms or values of stakeholders, such as legal responsibility that responds to obeying government recommendations, ethical responsibility that fulfills society's interest more than code or law requirements, and philanthropic responsibility that behaves ethically for sustainability contribution (Lata & Kumar, 2021).

The categorization of social activities shows any orientation of social activities from economic to philanthropic, which requires the individual's specific knowledge, ability, or intention of someone in charge of management or as executor or decision maker in corporate policy. For example, Nanziri & Leibbrandt (2018) stated that a person's intention to financial products encourages her or him to learn about investment. Swadi & Al-dalaïen (2021) show that proactiveness is one of a person's characteristics who has an entrepreneurial orientation. CSR activities, especially from economic to philanthropic perspectives, require individuals to seek basic social and environmental responsibility standards actively, understand stakeholders' interests, and behave appropriately to balance them. Managers concerned with philanthropic orientation should be supported by the whole management level or become of organizational value. Buller & McEvoy (2017) stated that an organization has ethical capability refers to the ability of member organizations to identify ethical issues and respond to them effectively. Moreover, management should be concerned with the overall stakeholder's interest (Islam et al., 2021).

In general, Lan & Hung, (2018) state that a leader must possess regional context competence (knowledge about the internal organization), professional competence (knowledge about the mission and strategy of the organization), human resource management competence (knowledge about internal and external relationship), and self-development competence (knowledge about strategic orientation) for being competent leadership. Behave ethically, which is an orientation of philanthropic responsibility; Buller & McEvoy (2017) stated that ethical abilities require specific knowledge and skills of leaders, such as understanding cross-cultural ethical frameworks, leadership supported by ethical policies and standards, and human resource management that can identify and respond to ethical issues. Al-tarawneh (2020) also supports Buller & McEvoy (2017) in discussing specific knowledge and skill requirements of ethical abilities. Al-tarawneh (2020) stated that ethical behavior is an implicit knowledge of human resources that is a part of intellectual capital for competitive advantages. Therefore, ethical behavior at operational and managerial levels should be created through human resources management, namely recruitment, selection, training, and performance appraisal, which affect business performance because a person who behaves ethically maintains her or his integrity in achieving organization goals.

This study examines accounting knowledge and entrepreneurial intention in social and environmental responsibility. Ramalho & Forte (2019) suggested that knowledge that represents information ownership enables a diagnosis of the person's capability and can influence a person's behavior, such as students changing their behavior on spending money after they receive lessons about practical economics for daily life (Chaiphath, 2019). Entrepreneurship refers to a person's ability and passion to generate her or his own new business, self-employed carer, or create a job (Henrekson, 2014; Hvide & Panos, 2014; Efrata et al., 2021; Soni & Bakhru, 2021), so the decision requires personality traits, such as creativity, self-efficacy, innovativeness, or risk-taking (Henrekson, 2014; Soni & Bakhru, 2021; Efrata et al., 2021).

However, Dewi et al. (2020) stated that financial knowledge does not correlate with financial behavior, although financial knowledge represents a person's understanding of basic financial literacy and is the basis of an individual's good financial behavior. This study implies that individuals who have accounting knowledge reflect

the individual's understanding of basic accounting knowledge, such as accounting processes, transaction processes, relation accounting information systems and accounting processes, the implication of financial reports to shareholders, debt management, and financial analysis. It encourages this person's awareness of the stakeholders' interest in accounting products. Specifically on financial literacy, research proves that the higher demand for financial products increases financial literacy (Nanziri & Leibbrandt, 2018) because the decision in financial products needs knowledge about investment, interest, managing budget, or bad debt and it encourages a person to seek this knowledge for appropriate financial decisions actively. Therefore, a person with accounting knowledge has the basis to be an excellent manager, maintain good financial performance, and maintain balance to fulfill the stakeholders' interest. Based on this argument, a person with higher accounting knowledge will be more concerned about social and environmental performance. This study argues that the person concerned about entrepreneurship will tend to maintain a reputation. It implies that the reputation can be enhanced through stakeholders' interest. Consequently, the higher management's attention to stakeholders' interests encourages a higher understanding of social responsibility.

In consequence, this study hypothesizes that:

H1: Higher accounting knowledge correlates with higher social and environmental responsibility.

H2: Higher entrepreneurial intention correlates with higher social and environmental responsibility.

This study enriches the theory of planned behavior (TPB), which predicts a person's norm or attitude in feeling particular behavior through the intention to behave ethically in social and environmental responsibility. This study also contributes to the entrepreneurship curriculum that enlarges accounting competency in undergraduate business schools.

II. METHOD

This study examines the positive effect of accounting knowledge and entrepreneurial intention on undergraduate business students' social and environmental responsibility. The undergraduate business students as respondents seek motivation for CSR activities in two dichotomies – economic view versus philanthropy view. Respondents should understand financial reporting and its implications to shareholders. However, respondents with entrepreneurial intentions have different perspectives about social and environmental activities. This study emphasizes accounting knowledge created by accounting software (such as Accurate, MYOB, or Zahir) and entrepreneurial intention on undergraduate business students' social and environmental responsibility. Therefore, this study has two independent variables, namely accounting knowledge that is proxied by perceived accounting software advantages (POSA) and entrepreneurial intention (ENT), and one dependent variable, namely social and environmental responsibility that is proxied by perceived social and environmental responsibility (PER).

The research team distributed questionnaires randomly to undergraduate students of business programs through the Google form platform. The 92 respondents who responded to the questionnaires were from a state or private university. The questionnaires contained questions: student demography (such as program, academic index, year of study, and gender), the perceived advantages of accounting software for increasing accounting knowledge, entrepreneurial interest, and perceived social and environmental responsibility. Respondents' answers captured their opinions using a 5 Likert scale: strongly agree to disagree strongly.

The survey had seven questions about perceived accounting software advantages (POSA), five questions to capture entrepreneurial intention (ENT), and four questions for social and environmental responsibility perception (PER). The perception of accounting software advantages focused on the perception of respondents about the advantages of accounting software to upgrade undergraduate business students in the financial reporting process and its implications. The questions on entrepreneurial intention captured the enthusiasm of respondents being entrepreneurs after graduation. The perceived social and environmental responsibility encompassed the case of SMEs' practice in social and environmental, so respondents provided their opinion on whether the SMEs are against social and environmental norms.

The result of the validity test (Pearson Correlation) shows the correlation value for each question higher than the r table is 0.3375 (at 0.01 level – $n = 92$) (see table 1a-c), and it has enough high correlation between each question. The reliability test also shows that the Cronbach Alpha value is more than 0.6, so the construct is in acceptable criteria (see Table 2a - c).

TABLE IA. VALIDITY TEST OF THE PERCEIVED ACCOUNTING SOFTWARE ADVANTAGES (POSA)

Code	Items	Pearson Correlation	Significance.
POSA 1	Accounting Cycle Understanding	0.710	0.00
POSA 2	Accounting Information System Understanding	0.719	0.00
POSA 3	Recording Transaction Understanding	0.672	0.00
POSA 4	Accounting Reporting Understanding	0.804	0.00
POSA 5	Financial Performance Understanding	0.615	0.00
POSA 6	Debt Management Understanding	0.660	0.00
POSA 7	Stakeholder Interest Understanding	0.640	0.00

Note: own work

TABLE IB. THE VALIDITY TEST OF THE ENTREPRENEURIAL INTENTION (ENT)

Code	Items	Pearson Correlation	Significance
ENT 1	Work at a Reputable Company after Graduation	0.686	0.00
ENT 2	Expect to Enrich Knowledge at a Reputable Company after Graduation	0.571	0.00
ENT 3	Back Tuition Fee from Work at Reputable Company after Graduation	0.658	0.00
ENT 4	Do Not Have Enough Skills to Be an Entrepreneur	0.708	0.00
ENT 5	Do Not Have Enough Creativity to Be an Entrepreneur	0.601	0.00

Source: own work

TABLE IC. THE VALIDITY TEST OF THE PERCEIVED SOCIAL AND ENVIRONMENTAL RESPONSIBILITY (PER)

Code	Items	Pearson Correlation	Significance
PER 1	Perceptions of Adequacy of Waste Infrastructure	0.851	0.00
PER 2	Perceived Adequacy of Customer's Rights Protection	0.776	0.00
PER 3	Perceived Adequacy of Workers' Rights Protection	0.857	0.00
PER 4	Perception Adequacy of Safety in Work	0.762	0.00

Source: own work

This study predicts that a higher perception of respondents about the advantage of accounting software in enriching the understanding of accounting and reporting cycle implication encourages a higher perception of the importance of social and environmental responsibility. For the hypothesis testing, we model the relationship between variables as follows:

$$PER = \alpha + \beta_1 POSA + \epsilon \quad (1)$$

Note:

PER: The Perceived Social and Environmental Responsibility

POSA: The Perceived Accounting Software Advantages

TABLE IIA. THE RELIABILITY TEST OF PERCEIVED ACCOUNTING SOFTWARE ADVANTAGES

Code	Variable	Cronbach Alpha	Items
POSA	Perceived Accounting Software Advantages	0.815	7
POSA 1		0.784	
POSA 2		0.783	
POSA 3		0.792	
POSA 4		0.764	
POSA 5		0.807	
POSA 6		0.795	
POSA 7		0.804	

Source: own work

TABLE IIB. THE RELIABILITY TEST OF ENTREPRENEURIAL INTENTION (ENT)

Code	Variable	Cronbach Alpha	Items
ENT	Interprenuerial Intention	0.651	5
ENT 1		0.926	
ENT 2		0.776	
ENT 3		0.876	
ENT 4		0.977	
ENT 5		0.929	

Source: own work

TABLE IIC. THE RELIABILITY TEST OF PERCEIVED SOCIAL AND ENVIRONMENTAL RESPONSIBILITY

Code	Variable	Cronbach Alpha	Items
PER	Perceived Social and Environmental Responsibility	0.827	4
PER 1		0.754	
PER 2		0.803	
PER 3		0.76	
PER 4		0.804	

Source: own work

This study also predicts that the higher entrepreneurial intention of respondents correlates with the higher perception of respondents about the importance of social and environmental responsibility. For the hypothesis testing, we model the relationship between variables as follows:

$$PER = \alpha + \beta_1 ENT + \epsilon \quad (2)$$

Note:

PER: The Perceived Social and Environmental Responsibility

ENT: The Entrepreneurial Intention

III. RESULT AND IMPLICATION

The first step of this study identifies the respondents' demography data for sample selection. According to demography data, 36% of respondents are male, and 64% are female (see Table 3a). This study identifies the characteristics of respondents' skills because this questionnaire was sent randomly and aims to generalize the result (see Table 3b). The respondents have an academic index that indicates academic achievement of 3.6 (scale 4) that comes from business school (88% or 81 respondents) and others, such as veterinary, medicine, or education (12% or 11 respondents). Of the respondents, 47% (43 respondents) have part-time job experience, and 54% (49 respondents) have not yet had job experience. This study identifies respondents who come from non-business programs (11 or 0.12), do not have job experience (6 or 0.55), never learned accounting software (4 or 0.36), and never learned accounting subjects (3 or 0.27). The study eliminated three respondents from the whole respondents (92), so the total number of respondents was 89 (see Table 3a).

TABLE III A, THE GENDER DATA OF RESPONDENTS

Gender	Frequency	Percent
Male	33	36
Female	59	64
Respondent	92	100
N	89	97
Part-Time Job Experience	43	47
No Job Experience	49	54

Source: own work

TABLE III B, THE SKILL OF RESPONDENTS

Skill Characteristics	Frequency	No Acc. Software	No Acc. Subject	No Job Experience
Business Program	81 (0.88)	1 (0.01)	0	39 (0.48)
Non-Business Program	11 (0.12)	4 (0.36)	3 (0.27)	6 (0.55)
Academic Index	3.6 (Scale 4)			

Source: own work

In the second step, this study identifies the descriptive statistics of variables. Ninety-two respondents randomly answer questionnaires, but 89 of the respondents match the criteria (see Table 3a and 3b). The detail of descriptive statistics in Table 3c shows that the mean and standard deviation of perceived accounting software advantages (POSA) are 27.98 and 3.662, respectively. The variable entrepreneurial intention (ENT) has a mean (of 11.1) and a standard deviation (of 2.876), and the variable perceived social and environmental responsibility (PER) has a mean (of 9.96) and a standard deviation (of 3.662). It implies that respondents realize that accounting software has enough to improve their accounting knowledge. However, respondents achieve low entrepreneurial interest (ENT) and perceived social and environmental responsibility (PER).

TABLE III C, DESCRIPTIVE STATISTIC OF VARIABLES

Variables	Mean	Standard Deviation
Perceived Accounting Software Advantages (POSA)	27.97	3.662
Entrepreneurial Interest (ENT)	11.1	2.876
Perceived Social and Environmental Responsibility (PER)	9.96	3.662
N = 89		

Source: own work

The first model examination shows that the model is fit and that the F test significance is less than 0.05 with R-square = 0.064 (see table 3d). Independent variable – perceived accounting software advantages (POSA) has a significant negative effect on perceived social and environmental responsibility (PER) (see table 3d – minus coefficient -0.249 and significance level 0.017). The second model examination shows that the model is fit and that the F test significance is less than 0.01 with R-square = 0.25 (see table 3e). Independent variable – entrepreneurial intention (ENT) has a significant positive effect on perceived social and environmental responsibility (PER) (see Table 3e – positive coefficient 0.624 and significance level 0.000). Both examinations support both predictions about the hypothesis.

TABLE III D, THE 1ST MODEL TESTING

Variables	Coefficient	Significance	R Square	F test
Constanta	16.91	0.000		
Perceived Accounting Software Advantages (POSA)	-0.249	0.017**	0.064	5.918**

Note: **: significance level at $\alpha < 0.05$

Dependent Variable: Perceived Social and Environmental Responsibility (PER)

Source: own work

TABLE III E, THE 2ND MODEL TESTING

Variables	Coefficient	Significance	R Square	F test
Constanta	3.027	0.029		
Entrepreneurial Intention (ENT)	0.624	0.000***	0.24	27.53***

Note: ***: significance level at $\alpha < 0.01$

Dependent Variable: Perceived Social and Environmental Responsibility (PER)

Source: own work

The statistical result contradicts the first hypothesis; respondents with higher accounting knowledge have lower social and environmental responsibility. This study uses respondents who have finished their accounting and understand how to operate accounting software for accounting reporting, so they have enough capability to understand the relationship between financial reporting and shareholders. Therefore, the respondents understand that CSR involves a cost and decreases shareholders' welfare, so their opinion about CSR influences their opinions about the relationship between social and environmental practices and shareholder interests. Carol's perspective on CSR as economic responsibility is that business has a responsibility to society, namely the owner or shareholder, and profit is the ultimate goal for management (Carroll, 2016). Moreover, management has fulfilled society's requirement for economic responsibility through returns that reward investors or owners (Carroll, 2016). Therefore, management should manage the business efficiently, which is implied in financial effectiveness, such as by selecting charities or donations for society. El Ghouli et al. (2016) stated that the CSR performance of family firms is lower than the CSR performance of non-family firms and also a significant decrease in CSR performance for ownership changing from non-family firms to family firms. It is not a bad perspective because businesses need stable finances in donations or charity, and investors or owners are also part of society (Carroll, 2016; Nurim et al., 2022).

However, the second hypothesis is supported by statistical examination that higher entrepreneurial intention correlates with higher social and environmental responsibility. Rusch et al. (2019) suggested that people who have entrepreneurial orientation tend to be proactive in seeking opportunity, initiative, and negotiation positions with other institutions. Cai et al. (2014) stated that a higher entrepreneurial orientation level pursues new opportunities in technology development because of the higher innovativeness, proactiveness, and risk-taking level. It implies that people with entrepreneurial intentions are inclined to avoid problems with regulators and society because they have a future orientation. Therefore, these people tend to at least have the orientation of social and environmental responsibility as a legal responsibility. Regarding Carroll (2016), this study predicts that management who have legal views will adopt and compromise new ethical norms for maximizing business goal achievement. Being entrepreneurial is a decision to generate her or his own new business, self-employed carer, or create a job (Henrekson, 2014; Hvide & Panos, 2014; Efrata et al., 2021; Soni & Bakhru, 2021), so the decision involves understanding about stakeholders' interest, namely society, shareholder, and regulator, and fulfill the interest in balance.

Students who learn accounting perceive shareholders' significant role compared to other stakeholders. For example, shareholders delegate funds, and management has an obligation to fulfill the shareholders' interests, such as high return or optimum profit. Therefore, respondents who have accounting knowledge tend to choose economic perspectives on social and environmental activity. However, students who intend to be entrepreneurs understand the stakeholders' interest because they have their businesses and should maintain good relationships with others. Consequently, respondents with entrepreneurial intentions, besides accounting knowledge, are more concerned about social and environmental activities because business operations should fulfill social norms and avoid harming the environment.

IV. CONCLUSION

This study examines the effect of accounting knowledge and entrepreneurial intention on undergraduate business students' social and environmental responsibility. Based on the theory of planned behavior, this study argues that personality traits, such as ability, knowledge, norm, or value, need to be explored as an antecedent of social responsibility. This study provides empirical evidence that accounting knowledge has a negative significant effect on social and environmental responsibility, but entrepreneurial intention has a positive significant effect on social and environmental responsibility. This examination is based on the perception of undergraduate business students, who are respondents to the survey, about social and environmental responsibility practice. This study is based on the theory of planned behavior, so social and environmental activities should be explored from a personal traits perspective. The research sent visionaries randomly to respondents, so the result is not to measure

the entrepreneurial intention of the respondents that may influence social and environmental responsibility. Future research needs to involve it in an experimental study.

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