

Factors Affecting Digital Transformation in Accounting: The Case of Vietnamese Enterprises

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ABSTRACT

This study aims to measure the factors affecting digital transformation in the field of accounting in Vietnamese enterprises. The research was conducted through survey forms sent to Vietnamese businesses. With 265 valid votes, the data after being cleaned was used for reliability assessment, exploratory factor analysis, and correlation analysis between factors from SPSS 22 software. Research results show that there are 6 factors affecting the use of real estate in the accounting work of Vietnamese enterprises with the degree of correlation arranged in descending order including technological infrastructure (0.492), strategic goals of the enterprise (0.427), policy of business leaders (0.413), employees' ability to use technology (0.405), corporate culture (0.396) and corporate pressure to implement digital transformation (0.269). This result can be a useful reference for promoting the process of digital transformation in the operations of businesses in general and in the accounting field in particular.

Keywords: Digital transformation, digital transformation in accounting, factors affecting digital transformation.

1. INTRODUCTION

The 4.0 industrial revolution is posing huge challenges for businesses in innovation and changing business models. Digital technology transformation has created dramatic changes in the decision-making process and enterprise information management. Digital technology is a tool to attract the participation of stakeholders and increase transparency in providing information for businesses (Lombardi, R., & Secundo, G., 2021; Buvat, J. et al., 2017). In addition, digital transformation is also useful for long-term sustainable development (Salman, D., & Ismael, D. (2023). Digital technology is one of the top concerns of technology enterprises in Vietnam. The Vietnamese Government also pays special attention to the issue of digital transformation in the 4.0 industrial revolution. One of the strategic breakthroughs stated in the Document The 13th National Party Congress (2021) is to "focus on developing information and telecommunications infrastructure, creating a national digital transformation platform, gradually developing the digital economy and digital society". The Prime Minister signed Decision No. 749/QĐ-TTg dated on 03 June 2020, approving the National Digital Transformation Program to 2025, with a vision to 2030, striving for Vietnam to become a digital country, Digital digitalization for businesses plays an extremely important role. With the Government's policy and the challenges being posed, Vietnamese businesses need to create their development momentum, with the core being the digitalization of businesses in every aspect.

Currently, in Vietnam, digital transformation has taken place in most types of businesses at many different levels, especially in fields such as education, finance, transportation, tourism. However, Vietnamese businesses in general, especially small and medium-sized enterprises, are still not properly aware of the role of real estate in the 4.0 Industrial Revolution, specifically, according to the Vietnam Confederation of Commerce and Industry (VCCI), Vietnamese small and medium-sized enterprises The South accounts for about 97% of the total number of enterprises, the level of science, technology and innovation is still low, 80% to 90% of machinery used in Vietnamese enterprises is imported, nearly 80% is old technology from the 1980s - 1990s (Le, C. T., 2022; Nguyen, T. K. A., 2022). Therefore, innovation is a matter of survival for these enterprises.

In the field of accounting, businesses digitize data both voluntarily due to the development trend of information technology (IT) and mandatory due to pressure from State regulations. The superiority of data management, storage, and access has motivated businesses to apply accounting software and digitize documents

and books in digital form. Compelling agencies, organizations, and individuals to use electronic invoices from July 1, 2022, has facilitated and saved costs of online tax declaration and payment, and the development of Non-cash payment methods have contributed to promoting digital transformation increasingly stronger in the field of accounting at businesses. Digital transformation has been interested in and applied by most large-scale enterprises very early. However, many businesses just stopped applying accounting software to replace manual accounting and recording. Many businesses have not yet thoroughly implemented digital transformation, especially small and medium-sized businesses.

Research on digital transformation in the field of accounting is of interest to scholars. Aguiar, G., and Gouveia, L. (2020) conducted a comprehensive study with 88 articles collected from Scopus and Web of Science data from 1974 to 2019. The results of 2019 were the year with the highest number of studies. The largest study of the Digital Transformation in accounting. Feghali, K. et al. (2022) examined the impact of the level of digitalization and changes caused by COVID-19 on accountants' behavior. From surveys collected from 568 accountants working in private companies, the study shows that the level of digitalization has a positive impact on accountants' behavior. Tiron-Tudor, A. et al. (2022) examined how emerging technologies such as blockchain, cloud computing, and Big data influence the digital transformation of accounting firms...

In Vietnam, research on equity in businesses has attracted the attention of many scholars, especially after the COVID-19 pandemic. Regarding equity in the field of accounting, Pham, T. H. (2023) pointed out difficulties and challenges. Business knowledge in the field of accounting and auditing in the context of the impact of digital technology such as lack of IT infrastructure, unsatisfactory human resource quality, unsecured security, and outdated thinking. keep up with innovation under digital transformation. Hoang, K. O. (2023) points out the current situation and proposes some solutions for digital transformation in the accounting field of Vietnamese enterprises and issues of legal corridors, technological infrastructure, and awareness of enterprises, IT level of accountants, confidentiality. Nguyen, D. D. and Nguyen, T. T. (2022) also believe that digital transformation in the accounting industry is an inevitable trend because it brings many benefits such as increasing efficiency, reducing costs, and improving the information processing capacity of businesses.

From the above analysis, it shows that studying the factors affecting digital transformation in accounting work in Vietnamese enterprises is necessary, as a basis for promoting digital transformation to meet information requirements. Therefore, the goal of this study is to find factors affecting digital transformation in the field of accounting in Vietnamese enterprises. Besides the introduction, the remaining parts of this article are organized as follows: Part 2 is the theoretical basis and develops hypotheses. Part 3 presents research methods, sampling procedures, data collection, and measurement of observed variables. Part 4 is the analysis results. Section 5 is a summary of the findings and conclusions.

2. LITERATURE AND RESEARCH HYPOTHESIS

When looking at an overview of research on the topic of innovation, many factors affect innovation in enterprises mentioned. Although the number of studies on factors affecting stock exchange in accounting work is not much, research on factors affecting stock exchange in enterprises can be generalized into 3 groups of factors: (1) group of factors belonging to the enterprise; (2) group of factors belonging to technology and (3) group of factors belonging to the business environment.

The factors belong to the enterprise

Many factors belong to this group. These are subjective factors, which are the premise for the implementation of equity in businesses in general and in the field of accounting in particular. Factors belonging to businesses mentioned by studies include:

The human factor is the most basic factor that many scholars and managers are interested in. Digital transformation must first focus on human factors and when talking about digital transformation, we are talking about people, not simply technology (Le. Q. M., 2023). Many people think that innovation is only related to technology without knowing that the focus of innovation is not technology but people. This has been affirmed by many experts and leaders of large businesses and corporations in the world. Digital transformation is the transformation of people, the transformation of habits from the real environment to the digital environment, therefore, building a "digital person" is the most important factor. Human factors are also considered by many studies under different angles and names such as enterprise human resources (Clark, D., 2019; Chu, B. Q., 2021); employee capacity (Nguyen T. K. A., 2022); staff's level of use of science and technology (Nguyen, T. M. H & Bui, T. S., 2021). Human factors play a decisive role in implementing changes in general and digital transformation in particular such as leadership (Nguyen T. K. A., 2022); leadership team knowledge about digital

transformation (McKinsey, 2020); intentions of business leaders (Morgan, B., 2020); supportive leadership (Yoon & George., 2013).

Corporate culture is also one of the factors within businesses mentioned by many managers and scholars. Corporate culture often changes when there are changes in corporate organization. Consulting firm Capgemini assessed the influence of corporate culture in the innovation process with a survey of executives and employees from around the world. The results showed that 62% of respondents emphasized corporate culture as the main difficulty that companies encounter in the transformation process. Some studies in Vietnam have also confirmed that corporate cultural factors have an impact on innovation such as Nguyen, T. M. H. & Bui. T. S. (2021); Nguyen T. K. A. (2022).

In addition to human factors and corporate culture, the strategic goal of corporate governance is also a factor that shows determination and concretized actions in implementing corporate governance in enterprises. Colonization is a process, therefore, to carry out that process, businesses must determine a specific path, which requires each enterprise to build its digital transformation strategy. In academic research, the strategic goal of an enterprise is one of the factors belonging to the enterprise that is considered by some scholars with different names such as the corporate strategy of the enterprise (Chu, B. Q., 2021); business goals (Nguyen, T. M. H. & Bui, T. S., 2021); digital transformation goals (McKinsey, 2020); digital business strategy (Nguyen, T. K. A., 2022).

In addition to the factors mentioned above, some other factors belonging to businesses have also been studied by some studies such as: improving work processes and flexibility (Clark, D., 2019); appropriate approach and implementation (McKinsey, 2020); enterprise organizational structure; change management in businesses (Morgan, B., 2020); organizational structure and business processes (Chu, B. Q., 2021); financial capacity of enterprises (Nguyen, T. M. H. & Bui, T. S., 2021).

The factors belong to technology

Technological factors partly intersect with business factors and business environment factors. Many studies consider information technology (IT) factors as one of the important factors that determine the implementation of digital transformation in enterprises and are separated by enterprise factors and business environment. It is the use of computers and computer software to collect, store, protect, process, transmit information and digitize data. Data digitization is the conversion of information from physical or analog form to digital format and is a stepping stone towards digitizing the process. Process digitization is the use of data that has been converted into a digital format to improve operational processes. According to Rachinger et al. (2018), organizations/enterprises need to undergo data digitization and process digitization for digital transformation to be successful.

Technological factors are considered by many studies under different aspects and names such as IT technical infrastructure (Rachinger et al., 2018); systematically store data information (Nguyen, T. K. A., 2022); data security and readiness technology (Morgan B., 2020); information security of businesses (Chu, B. Q., 2021); technological infrastructure (Nguyen, T. M. H. & Bui, T. S., 2021); technology platform (Nguyen, T. K. A., 2022).

The factors belonging to the business environment

The business environment is an objective factor that has a great impact and pressure on innovation in enterprises. Business environment factors are also considered by many studies from different aspects. Factors belonging to the business environment such as logistics and customer supply chain (Morgan, B., 2020); customer choices and government support policies (Chu, B. Q., 2021), e-commerce competitive pressure, Internet competitive pressure (Oliveira, T., & Martins, M. O., 2009); Competitive pressure and partner pressure (Low et al., 2011). According to recent research by Nguyen, T. K. A., (2022), the factor "business pressure" is explained by the author by competitive pressure to better meet customer needs, the prolonged epidemic situation, With new regulations from the Government, businesses are increasingly fully identifying the problems they are facing, forcing them to improve and optimize management, implementation processes and use of resources.

Through an overview of research on factors affecting the implementation of innovation in enterprises, the study selects 6 factors to study their impact on the implementation of innovation in accounting work. 4 factors belong to businesses: (1) Leadership's policy; (2) Capacity to use technology; (3) Corporate culture and (4) Corporate goals; One factor belonging to technology is "technology infrastructure" and one factor belonging to the business environment is "pressure of businesses". The proposed research model is presented as Fig.1:

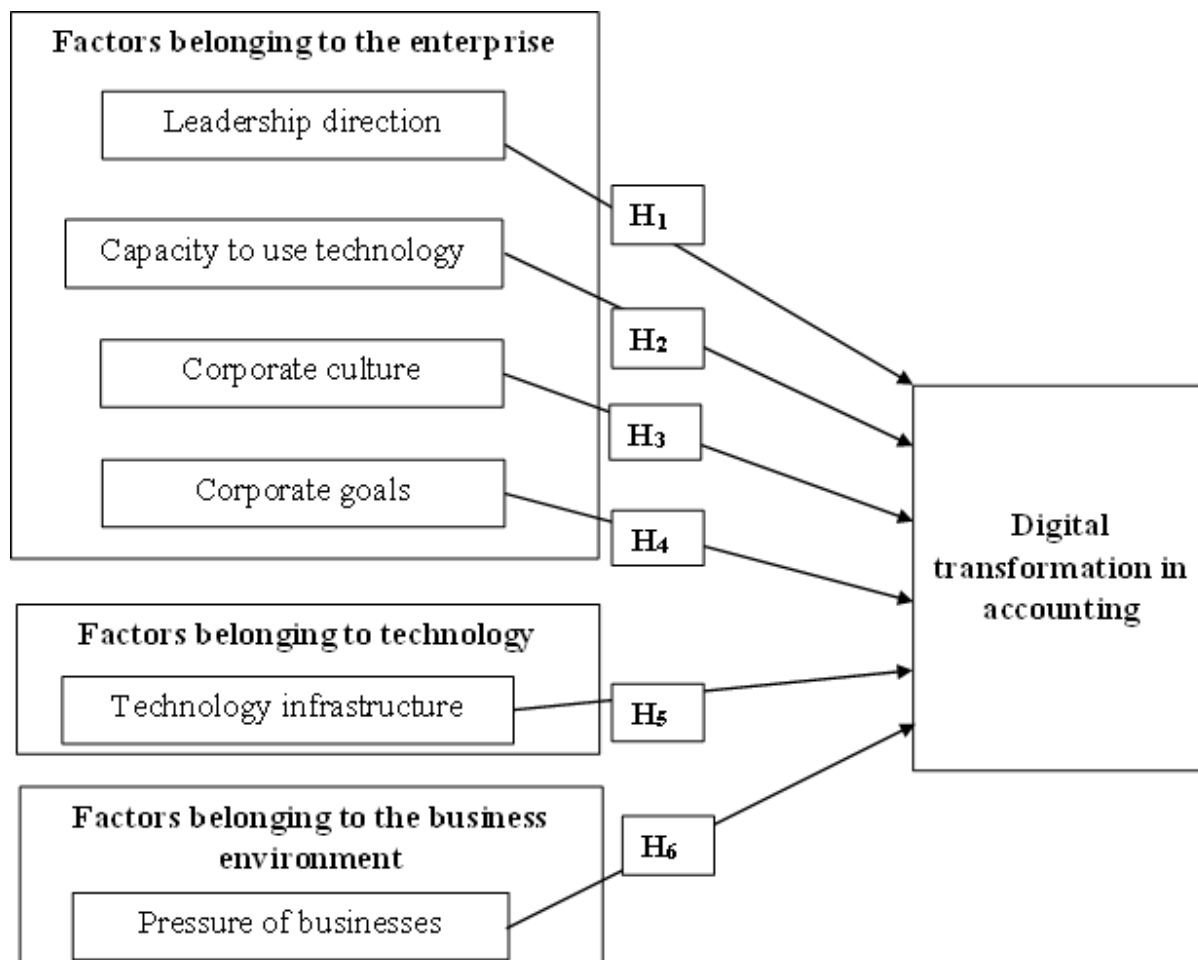


Fig. 1. Proposed research model

From the proposed research model, the author proposes 6 research hypotheses as follows:

H1: Leadership direction has an impact on the implementation of digital transformation in accounting

H2: The ability of accountants to use technology has an impact on digital transformation in accounting.

H3: Corporate culture has an impact on digital transformation in accounting

H4: Enterprise goals have an impact on digital transformation in accounting

H5: Technology infrastructure has an impact on digital transformation in accounting

H6: Business pressure has an impact on digital transformation in accounting.

3. RESEARCH METHODS

This study combines both qualitative and quantitative research. Qualitative research aims to identify models, research hypotheses and establish measurement scales to serve the construction of survey questionnaires. Quantitative research was analyzed using SPSS 22.0 software with a survey sample of 265 observed variables.

3.1. Qualitative research

The first step of qualitative research is based on general research, the author builds a preliminary scale. To evaluate the suitability and understandability of these scales, the author asked for comments from 05 scientists at the University of Labor and Social Affairs and 05 accountants at businesses, who are Based on the comments received, the author analyzed, compared, and selectively absorbed comments to adjust the meaning of the

questions. As for the research model and the factors included in the model, they all received consensus. The scale after adjustment is coded in Table 1.

Table 1. Calibrated and coded scale table

Scale	Code	Sources
Leadership direction	LD	Nguyen, T. K. A., (2022); Yoon & George, (2013).
1 Leaders are interested in <i>digital transformation in accounting</i>	LD1	
2 Leaders have a positive attitude toward <i>digital transformation in accounting</i>	LD2	
3 Leaders can use technology at work	LD3	
4 Leaders support proposals to apply technology for <i>digital transformation in accounting</i>	LD4	
Capacity to use technology	SD	Nguyen, T. K. A., (2022); Clark, D., (2019).
1 Accountants know how to use technology	SD1	
2 Accountants can use accounting software	SD2	
3 Accountants have a positive attitude toward technology applications	SD3	
4 Accountants can update new technologies for their work	SD4	
Corporate culture	VH	Nguyen, T. K. A., (2022); Nguyen, T. M. H. & Bui, T. S., (2021).
1 Everyone is willing to share experiences	VH1	
2 The spirit of learning from each other is always emphasized	VH2	
3 Encourage and recognize initiatives	VH3	
4 Enterprise data is always verified before being stored and shared	VH4	
5 The stored information is the common property of the enterprise	VH5	
Corporate goals	MT	Nguyen, T. K. A., (2022); Chu, B. Q., (2021).
1 Digitize invoices, documents, and accounting books	MT1	
2 Build and implement digital transformation processes	MT2	
3 Deploy and use the database system	MT3	
4 Increase production and business efficiency	MT4	
5 Pay attention and respond to customer comments	MT5	
6 Streamlined and effective management apparatus	MT6	
Technology infrastructure	CN	Nguyen, T. K. A., (2022); Chu, B. Q., (2021).
1 Facilities suitable for digital transformation	CN1	
2 Enterprises have used software in accounting	CN2	
3 Internet speed and connectivity meet the requirements for digital transformation	CN3	
4 Enterprises use cloud computing technology in internal administration	CN4	
5 Enterprises have created a digital workspace in the working environment	CN5	
Pressure of businesses	AL	Nguyen, T. K. A., (2022); Yoon & George, (2013); Low, Chen, & Wu, (2011).
1 Comply with State regulations in the field of accounting	AL1	
2 Businesses need to use digital technology to interact with customers better	AL2	
3 Enterprises need to optimize management business processes	AL3	
4 Pressure to use resources effectively and cut costs	AL4	
5 The need for accurate, timely, and transparent information	AL5	
6 Businesses need to innovate in creating products/services for customers	AL6	
Digital transformation in accounting	CDS	Nguyen, T. K. A., (2022); Chu, B. Q., (2021); Nguyen, T. M. H. & Bui, T. S., (2021).
1 Accounting can complete the digitalization and digital transformation process	CDS1	
2 Accountants can provide timely and accurate information according to management requirements	CDS2	
3 Accountants can proficiently use accounting-related software	CDS3	
4 Accounting efficiency is higher after implementing the digital transformation process	CDS4	
5 Accountants can optimize the mobilization, distribution, and use of resources on digital technology platforms	CDS5	
6 Enterprises have used internal interaction systems to reduce direct work assignments such as email; OTT tools (Zalo, Viber, Facebook,...); electronic office software	CDS6	

(Source: Adjusted from the Authors preliminary scale)

The above scale is the basis for building a survey questionnaire for quantitative research in the next step.

3.2. Quantitative research

To serve quantitative analysis, the survey questionnaire was built based on the scale that was calibrated and coded in the qualitative research step. The form of information collection is through Google form and sent to businesses via email and social networking applications (Zalo, Viber). Through screening answer sheets that do not meet the requirements, the number of questionnaires used for this study is 265.

The survey questionnaire is designed in two parts, the first part collects business information for descriptive statistical analysis of the research sample, and the second part collects information for quantitative analysis. The question about the type of business has 7 options for 7 types of businesses, the question about the production and business field has 5 options corresponding to 5 production and business fields, and the question about labor size and scale. There are 4 options corresponding to 4 different levels. The statistical results of the study sample are presented in Table 2.

Table 2. Descriptive statistics of the study sample

Classification criteria	Type of business	No.	%
Type of business	Private enterprise	32	12.1
	Limited Company	67	25.3
	Joint Stock Company	123	46.4
	State enterprises	9	3.4
	Enterprises with foreign investment capital	15	5.7
	Cooperative	12	4.5
	Other	7	2.6
Total		265	100%
Business Section	Manufacture	57	21.5
	Construction	40	15.1
	Commerce	94	35.5
	Service	65	24.5
	Other	9	3.4
Total		265	100.0%
Labor scale	< 50 people	127	47.9
	50 -100 people	68	25.7
	100 -500 people	39	14.7
	> 500 people	19	7.2
Total		253*	95.5%
Capital size	<5 billion VND	93	35.1
	5 - 10 billion VND	56	21.1
	10 - 50 billion VND	68	25.7
	> 50 billion VND	34	12.8

Total	251**	94.7%
(*)In the sample of 265 enterprises, 253 enterprises responded about their labor size		
(**)In the sample of 265 enterprises, 251 enterprises responded about capital size		
(Source: Prepared by Authors, 2023)		

Quantitative analyses were performed on SPSS 22 software to measure factors affecting the implementation of equity in the accounting field of Vietnamese enterprises, including (1) Assessing the reliability of the scale; (2) Exploratory factor analysis, and (3) Testing research hypotheses.

4. RESEARCH RESULTS

4.1. The reliability analysis

To evaluate the reliability of the scales, research must be based on simultaneously satisfying conditions including total variable correlation coefficient ≥ 0.3 ; Total variable Cronbach's Alpha coefficient ≥ 0.6 , and Cronbach's Alpha coefficient if Item Deleted is less than the total variable Cronbach's Alpha coefficient (Hair et al., 2022). Based on that basis, the analysis results are summarized in Table 3.

Table 3. Results of scale reliability analysis of observed variables

No	Variables	Code	Cronbach's Alpha
1	Leadership direction	LD	0.857
2	Capacity to use technology	SD	0.796
3	Corporate culture	VH	0.748
4	Corporate goals	MT	0.824
5	Technology infrastructure	CN	0.817
6	Pressure of businesses	AL	0.767
7	Digital transformation in accounting	CDS	0.836

(Source: Prepared by Authors, 2023)

The results of scale reliability analysis of 6 independent variables (LD, SD, Culture, MT, CN, AL) and 1 dependent variable (CDS) show that all Cronbach coefficients are greater than 0.6 and the total correlation coefficient of observed variables is greater than 0.3. This can be confirmed that all scales of the research model are highly reliable and can be used well for research.

4.2. Exploratory factor analysis (EFA)

To check whether the data is eligible for EFA factor analysis, the study conducted the KMO test and Bartlett's test. The number of observed variables included in the analysis was 30. The results showed that the KMO test value was 0.861 and the significance level of Bartlett's test was $0.000 < 0.05$, showing that the factor analysis method was used in this study. is suitable (Table 4).

Table 4. KMO and Bartlett's Test results table

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.861
Bartlett's Test of Sphericity	Approx. Chi-Square	3600.975
	Df	263
	Sig.	0.000

(Source: Prepared by Authors, 2023)

Implementing the PCA (Principal Component Analysis) factor extraction method with independent variables according to the Eigenvalue standard greater than 1, the analysis results for 6 factors were created from the original data with a total variance extracted of 59,713. , this number reflects 6 extracted factors that explain 59.713% of the variation in the dependent variable. Performing Varimax factor rotation, the factors extracted from this method include 6 factors shown in Table 5.

Table 5. Rotation factor matrix

Cod	Component					
	LD	SD	VH	MT	CN	AL
LD1	.835					
LD4	.801					
LD2	.752					
LD3	.710					
SD2		.821				
SD3		.808				
SD1		.786				
SD4		.693				
VH2			.811			
VH4			.798			
VH1			.765			
VH3			.693			
VH5			.640			
MT2				.792		
MT5				.771		
MT4				.742		
MT6				.686		
MT1				.645		
MT3				.578		
CN1					.734	
CN2					.725	
CN3					.701	
CN5					.692	
CN4					.665	
AL1						.803
AL3						.764
AL5						.736
AL6						.675
AL4						.609
AL2						.557

(Source: Prepared by Authors, 2023)

Thus, compared to the 6 factors included in the proposed research model, the EFA factor analysis method does not detect any new factors formed from observed variables in the original research model. All variables satisfy convergent validity (with factor loadings greater than 0.5) and at the same time satisfy discriminant validity. All observed variables ensure the same explanation for the factors given in the initial research model. Therefore, the model and proposed research hypotheses do not need to be adjusted and the scales do not need to be re-evaluated for reliability.

4.3. Testing research hypotheses

The authors performed Pearson correlation coefficient analysis to test the relationship between the dependent variable and the independent variables in the research model. The analysis results are summarized in Table 6.

Table 6. Results of correlation analysis

		Correlations					
		Leadership direction (LD)	Capacity to use technology (SD)	Corporate culture (VH)	Corporate goals (MT)	Technology infrastructure (CN)	Pressure of businesses (AL)
Digital transformation in accounting (CDS)	Pearson Correlation	.413**	.405**	.396**	.427**	.492**	.269**
	Sig. (2-tailed)	.000	.000	.000	.000	.001	.000
	N	263	262	264	261	263	264

***. Correlation is significant at the 0.01 level (2-tailed).*

(Source: Prepared by Authors, 2023)

Hypothesis H1: *Leadership direction (LD) has an impact on the implementation of digital transformation in accounting (CDS)*

The correlation coefficient between "Leadership policy" and "Implementation of public policy in accounting work" is 0.413, reflecting a similar but not tight relationship. The significance level of the test is less than 0.05 (sig = 0.000), reflecting that this relationship is statistically significant. Thus, hypothesis H1 is accepted in this study.

This result is consistent with the qualitative research results of Nguyen, T. K. A., (2022) stating that changes in leadership thinking and actions greatly affect the ability of businesses to digitally transform. Leaders need to be knowledgeable about technology, focus on building capacity for staff, as well as developing talents and skills for all employees to promote innovation (Yoon & George, 2013).

Hypothesis H2: *The ability of accountants to use technology (SD) has an impact on digital transformation in accounting (CDS).*

The correlation coefficient between "Accountant's ability to use technology" and "Implementation of digital technology in accounting work" is 0.405, reflecting a similar but not tight relationship. The significance level of the test is less than 0.05 (sig = 0.000), reflecting that this relationship is statistically significant. Thus, hypothesis H2 is accepted in this study.

The ability to use technology refers to the human factor in the organization that directly affects the implementation of innovation. In the study exploring the factors affecting the success of digital transformation in Vietnamese enterprises by Chu, B. Q., (2021), quantitative research results show that the human resource factor of enterprises has an impact on the implementation of digital transformation is currently successful in businesses. This result is also consistent with the qualitative research of Nguyen, T. K. A., (2022) on building models and

research scales on factors affecting innovation in enterprises. According to Nguyen, T. K. A., (2022), employees must be competent and ready to access, develop, and use new technologies in improving and performing work.

Hypothesis H3: *Corporate culture (CH) has an impact on digital transformation in accounting (CDS).*

The correlation coefficient between "Corporate culture" and "Implementation of corporate governance in accounting work" is 0.396, reflecting a relationship in the same direction but not tight. The significance level of the test is less than 0.05 (sig. = 0.000), reflecting that this relationship is statistically significant. Thus, hypothesis H3 is accepted in this study.

Qualitatively, innovation in businesses will change behavior and work processes, forming new rules and habits for all employees of a company. In the opposite direction, the ability of personnel to adapt and change will promote the organizational change process as well as the implementation of innovation. According to Nguyen, T. K. A., (2022), digital transformation requires a business culture that always verifies data and shares verified data. Corporate culture is an important foundation for community businesses to succeed. Building corporate culture is not only brought up in seminars on digital transformation but is also promoted by many scholars and managers for the sustainable development of businesses (Nguyen, T. M. H. & Bui, T. S., 2021).

Hypothesis H4: *Enterprise goals have an impact on digital transformation in accounting (CDS).*

The correlation coefficient between "Enterprise goals" and "Implementation of equity in accounting work" is 0.427, reflecting a similar but not tight relationship. The significance level of the test is less than 0.05, reflecting that this relationship is statistically significant. Thus, hypothesis H4 is accepted in this study.

Strategic goals represent the policies and actions of an enterprise. Digital transformation in enterprises can only be implemented when enterprises take specific steps. This research result is consistent with the research results of Chu, B. Q., (2021). The research results of Chu, B. Q., (2021) show that the enterprise's innovation strategy has an impact on the enterprise's success in innovation. The results of testing this hypothesis are also consistent with the qualitative research of Nguyen, T. K. A., (2022) stating that digital business strategy has an impact on the digital innovation capabilities of enterprises.

Hypothesis H5: *Technology infrastructure has an impact on digital transformation in accounting (CDS).*

The correlation coefficient between "Technological infrastructure" and "Implementation of real estate in accounting work" is 0.492, reflecting a similar but not tight relationship. The significance level of the test is less than 0.05, reflecting that this relationship is statistically significant. Thus, hypothesis H5 is accepted in this study.

Many managers and scholars have affirmed the role of technology in implementing digital transformation in all fields in general and in businesses in particular. Deploying a working environment based on digital technology in the era of Industry 4.0 is becoming popular. What kind of technology application platform an enterprise has will greatly affect the ability of the enterprise to be successful in real estate in the future (Nguyen, T. K. A., 2022; Chu, B. Q., 2021). Reality also shows that innovation must be carried out based on technology platforms, especially IT. Therefore, the results of testing this hypothesis confirm that the technology platform factor is an important factor that affects the implementation of digital transformation in accounting.

Hypothesis H6: *Business pressure has an impact on digital transformation in accounting (CDS).*

The correlation coefficient between "Enterprise pressure" and "Implementation of equity in accounting work" is 0.269, reflecting a relationship in the same direction but not tight. The significance level of the test is less than 0.05, reflecting that this relationship is statistically significant. Thus, hypothesis H6 is accepted in this study.

The testing results of this hypothesis confirm that enterprises' implementation of digital transformation is influenced by the pressure of the business environment and the trends of the times. This result is consistent with the research of Nguyen, T. K. A., (2022); Yoon & George, (2013); Low, Chen, & Wu, (2011). Vietnamese businesses are under competitive pressure to better meet customer needs, mandatory regulations on online tax declaration and payment, use of electronic invoices, and especially the Government's policy. Vietnam Government on implementing reform in all areas of social life.

5. CONCLUSION AND RECOMMENDATIONS

The study measures the factors affecting the implementation of accounting policies in Vietnamese enterprises from 265 votes representing the accountants of enterprises. With 6 factors according to the proposed model (LD, SD, VH, MT, CN, AL), the results of correlation coefficient analysis show that all 6 factors have a positive impact on equity in the field of accounting. of Vietnamese enterprises at different levels. The factor of technological infrastructure (CN) has the largest impact coefficient (0.492), followed by the enterprise's goals (MT, 0.427), leadership policies (LD, 0.413), and technology application (SD, 0.405), corporate culture (VH, 0.396), and finally corporate pressure (AL, 0.269). This result is a reference basis for Vietnamese businesses and the Vietnamese Government in promoting digital transformation in the field of accounting to reduce pressure on accountants, reduce costs for businesses, and provide effective information, thereby improving efficiency, competing capability. Based on the research results, the opinions exchanged only focus on promoting innovation in accounting work at enterprises, specifically as follows:

Firstly, it is necessary to change the perception of business managers about the impact of digital technology in general and the 4.0 Industrial Revolution in particular on the accounting field. When managers are aware of the benefits of public policy, they will have a positive attitude toward implementing public policy in the enterprise. Research results have shown that the policies of business leaders have a positive influence on the implementation of equity in accounting work. This further shows that if business managers understand the importance and general trend of the 4.0 Industrial Revolution, the implementation of digital transformation in businesses will be carried out. For business leaders who can use IT in their work, the ability to implement digital transformation in the business is advantageous. Some studies on administrator behavior also suggest that perceived usefulness and perceived ease of application of new technology have a positive impact on administrator attitudes.

Second, develop high-quality human resources who can proficiently use IT at work and respond to changes in the accounting field. Research results show that the ability of accountants to use technology has a positive impact on the implementation of digital transformation in accounting work. This poses a requirement for training institutions to change their human resource training programs in the field of accounting towards enhancing practice on technology platforms. Businesses can organize training for employees on practical skills on technology application platforms, thereby motivating and encouraging employees to know how to exploit and apply technology in their work.

Third, build a corporate culture based on civilized and effective behavior and working processes. Research results have shown that corporate cultural factors have an impact on the implementation of equity in accounting work. Changing the traditional way of working mainly based on direct interaction needs to change towards the effective use of digital technology to store, exploit, and use accounting information.

Fourth, the strategic goals of enterprises affect the implementation of equity in accounting work. This suggests that business leaders need to research and proactively learn to build a digital transformation strategy suitable to the conditions and circumstances of their businesses.

Fifth, businesses need to invest in information technology equipment and high-speed Internet connections to ensure that the digital transformation process is implemented smoothly. The research results also show that technological infrastructure has an impact on the implementation of equity in accounting work. Enterprises need to build a digital database; Applying Blockchain technology to analyze and process data, ensuring security and safety. To meet this requirement, businesses need to update data regularly and store data, including financial and non-financial data; integrate accounting software with the management system in the common information technology system; Build working processes and use supporting software.

Sixth, the business environment is increasingly changing, requiring businesses to change their business models, sales, and payment methods. Digital transformation in all areas of social life is becoming an inevitable trend that has greatly impacted the production and business activities of businesses. This has been tested with the hypothesis that business pressure affects the implementation of equity in accounting work. The Government's policy and scientific conferences on the topic of digital transformation that have been taking place at many levels and in many different fields are great motivation and pressure for businesses to comprehensively conduct digital transformation, including the accounting field.

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