

# Editorial Notes

Welcome to the June 2026 issue of the Asian Journal of Business and Accounting (AJBA). This issue presents a diverse collection of research that spans multiple countries, methodologies, and business domains. Geographically, the studies examine critical developed and emerging markets across Asia—including South Korea, Vietnam, Indonesia, Thailand, Malaysia, and Japan—as well as comprehensive global panels covering the Americas and Europe. Additionally, the papers cover a variety of methodological approaches including qualitative and quantitative methods. In terms of scope, the articles cover contemporary and essential topics in corporate governance, digital accounting information systems, financial statement fraud, and sustainable consumer behavior. Together, these papers provide multifaceted insights that offer valuable advancements to academics, industry practitioners, and policymakers alike.

## **Kyoungwon Mo, YoungJin Kim, Kyunbeom Jeong, and Kyung Jin Park**

*Analyst Coverage, Group Affiliation, and Cost Stickiness: Evidence from South Korea*

The first paper in this issue investigates the impact of affiliated financial analysts' coverage on the cost stickiness of firms operating within the same corporate group in South Korea. Utilizing an empirical model adapted from baseline cost stickiness frameworks, the study explores the ongoing tension between an analyst's monitoring capacity and potential agency costs. The findings enhance understanding of the complex relationships among analysts' monitoring role, short-term orientation, and conflicts of interest, providing valuable insights for market participants.

## **Tran Khanh Lam**

*How Auditor Professional Mood Affects ESG Reporting Quality in Vietnamese Firms: The Moderating Role of CEO Duality and Audit Committee Independence*

This study explores the unique impact mechanism of auditor professional burnout (AUPB) on the quality of ESG reporting among corporate firms in Vietnam. Utilizing a system-generalized

method of moments regression on a sample of 164 firms from 2020 to 2024, the author unveils a surprising positive relationship between professional burnout and the resulting ESG reporting quality. The study contributes to agency theory by enhancing our understanding of how the interaction between external and internal monitoring mechanisms influences ESG reporting quality.

### **Adeel Nasir, Kanwal Iqbal Khan, Umar Farooq**

*Unveiling the Core Dimensions of Financial Statement Fraud: An In-depth Bibliometric Review*

This paper conducts a comprehensive bibliometric review to filter and map out the core dimensions, theories, determinants, measurements, and attributes (TDMA) of Financial Statement Fraud (FSF) literature. Analyzing 521 Scopus-indexed journal articles via bibliometric coupling and systematic mapping, the authors identify four distinct research clusters evolving from foundational theory to advanced technological solutions. The findings contribute to the accounting, auditing, and finance literature. Their novelty stems from the dynamic framework employed to explain multiple clusters of FSFs by linking them to the TDMA literature.

### **Feby Astrid Kesaulya, Elizabeth Tiur Manurung, Sylvia Fettry Elvira Maratno**

*Does Founder Domination Influence Earnings Management Decisions in Family Businesses?*

Focusing on Indonesia's manufacturing sector, this study examines the influence of founder domination on Real Earnings Management (REM) in family firms. Using Moderated Regression Analysis on data collected from 2022 to 2024, the research reveals that family businesses led by founders or founder-CEOs exhibit higher levels of REM. The findings provide valuable insights for regulators, auditors, and investors by emphasizing the importance of monitoring real earnings management and recognizing the governance benefits of founder commitment.

## **Herlambang Ramadhan Kusno , Wiwiek Dianawati, Hendra Sanjaya Kusno**

*Re-examining the Moderating Role of Business Ethics on the Corruption Risk-ESG Nexus: A Global Perspective*

This study provides a global evaluation of the corporate corruption-ESG nexus and tests whether business ethics functions as a universal moderating mechanism. Through a fixed-effects panel regression analyzing over 7,252 firm-year observations from 2021-2023 across the Americas, Europe, and the Asia-Pacific, the results confirm that corporate corruption risk significantly degrades ESG ratings. The study challenges the notion that ethics universally serves as a protective mechanism and provides empirical evidence of policy-practice decoupling in global governance.

## **Kanyakit Keerati-angkoon**

*Technology-Driven Transformation in AIS: The Role of Mindset Transformation in Accounting Professions' Perceptions and Adaptation*

Adopting a qualitative, interpretivist approach, this paper investigates how senior accounting professionals in Thailand perceive emerging technologies and adapt to modern Accounting Information Systems (AIS). Based on data collected from semi-structured interviews and analyzed via reflexive thematic analysis, the study outlines how automation shifts roles away from transactional tasks toward strategic advisory work. It identifies individual "mindset transformation" as the core mediating mechanism linking technology perception to constructive adaptation behaviors. The findings suggest that organizations and universities must redesign competency frameworks to deeply integrate data analytics and systems thinking.

## **Ni Made Suindari, Made Sudarma, Wuryan Andayani, Zaki Baridwan**

*Manusa Yadnya and Ngayah in Audit Practice: A Heuristic Study of Professional Identity Construction Among Balinese Hindu Public Accountants*

This paper employs a heuristic case study methodology to examine how indigenous spiritual traditions can be integrated into modern auditing to tackle persistent quality challenges. By analyzing the lived experiences of six Balinese Hindu public accountants, the study explores how the cultural principles of *Manusa Yadnya* and *Ngayah*

shape professional identity. The findings reveal that these spiritual frameworks construct professional virtue across three dimensions: spiritual consciousness, ethical practice, and relational restructuring.

### **Choon Wei Cheah, Suhana Mohezar, Mohd Zulkhairi Mustapha**

*Building Sustainable Retailers: How Supply Chain Resilience and Principles of Circular Economy Drive Matter*

This study examines the direct and indirect impacts of supply chain integration on sustainable corporate performance within the Malaysian retail sector. Collecting data from 110 large retail firms and analyzing it via PLS-SEM, the authors explore supply chain resilience and circular economy principles as parallel mediators. The study highlights the importance of resilient and circular supply chain capabilities for sustainable performance and underscores the need for supportive policy initiatives.

### **Hendy Mustiko Aji, Norbani Che-Ha Mohd Zaidi Md Zabri**

*Beyond the Self: Intergroup Prosocial Consumption and Its Impact on Well-Being*

This paper investigates the underlying drivers of intergroup prosocial consumption (IPC) and its subsequent impact on subjective well-being in a Muslim-majority marketplace. Backed by survey data from 2,982 urban consumers in Indonesia, the study applies PLS-SEM to test relationships rooted in self-determination and prosocial behavior theories. The findings imply that businesses can enhance consumer engagement and encourage prosocial consumption across religious groups by designing inclusive offerings and communications that resonate with shared moral and ethical values.

### **Amrul Asraf Mohd-Any, Moniruzzaman Sarker, and Sakura Kasai**

*From Sustainability Claims to Continued Patronage: Evidence from UNIQLO Consumers in Japan*

Grounded in an extended Theory of Planned Behaviour, this study investigates consumer repurchase intentions toward UNIQLO as it transitions toward sustainable practices in Japan. Data gathered from 334 consumers across Tokyo and Osaka were evaluated using

PLS-SEM to analyze environmental concern, perceived quality, and country-of-origin effects. The study advances TPB by applying it to post-adoption behaviour in sustainable fast fashion and demonstrating the critical roles of attitude, perceived quality, and country-of-origin in shaping consumer trust in Japan.

In conclusion, the ten papers featured in this issue reflect AJBA's commitment to publishing high-quality research from diverse international contexts. By showcasing research that rigorously employ both quantitative and qualitative studies, AJBA continues to contribute to the advancement of business, accounting, finance, governance, and management scholarship. We remain committed to supporting impactful research that advances theory while informing practice and policy in an increasingly dynamic business environment.

We hope readers find the articles in this issue both insightful and enriching.

**Prof. Dr. Nurul Shahnaz Mahdzan**, Editor-in-Chief