

Editorial Notes

The December 2025 issue of the *Asian Journal of Business & Accounting* brings together ten papers that collectively advance understanding of accounting, governance, finance, and management practices across diverse institutional and regional contexts in Asia and beyond. Using a range of methodological approaches—including bibliometric analysis, survey-based empirical studies, panel data techniques, event studies, and structural equation modelling—the contributions address both long-standing and emerging challenges faced by organisations, policymakers, and society.

Darmawati, Elis Mediawati, and Andi Ratna Sari Dewi

Global Trends in Internal Control and Public Sector Accounting Fraud Research: A Bibliometric Study

The issue opens with a review paper by Darmawati et al., who provide a bibliometric review of global research on internal control and public sector accounting fraud. Analysing publications from 2018–2023, the study maps dominant research themes, collaboration patterns, and knowledge gaps, highlighting the growing importance of governance reforms and international scholarly collaboration in strengthening public sector accountability.

Sikder Md. Fazlul Karim and K. M. Zahidul Islam

Understanding Entrepreneurial Aspirations Among Female Undergraduates in Bangladesh

Focusing on individual-level economic behaviour, Sikder and Islam examine entrepreneurial aspirations among female undergraduates in Bangladesh. Using PLS-SEM, they show that attitude and perceived behavioural control are the strongest drivers of entrepreneurial intention, while self-efficacy, risk-taking, and subjective norms play a limited role. Their findings offer important implications for policies aimed at nurturing female entrepreneurship in emerging economies.

Punchabhorn Srichanapun, Natnaree Thongdeeapan, and Punsu Ruannoy

The Effectiveness of Digital Accounting Practices on Goal Achievement for Thai Industrial Plants

At the organisational level, Srichanapun et al. investigate the effectiveness of digital accounting practices in Thai industrial plants. Survey evidence demonstrates that efficient digital accounting enhances organisational value and financial information usefulness, which in turn promote goal achievement. The study provides empirical support for resource-based theory and underscores the strategic importance of digital transformation in accounting functions.

Iwang Gumilar, Kekey Sakira, Roffi Grandiosa Herman, Ine Maulina, and Astridya Syahada Putri Hermawan

The Level Consumer Loyalty and Marketing Strategy of Nori Products After Covid-19 in Southeast Asia

Consumer behaviour and post-pandemic business strategy are addressed by Gumilar et al., who analyse customer loyalty and marketing strategies for nori products in Southeast Asia. By integrating Net Promoter Score analysis with SWOT, the study finds strong consumer loyalty and recommends an aggressive growth strategy, offering a structured, customer-centric framework for Micro, Small and Medium Enterprises (MSMEs) navigating post-COVID market conditions.

Fowzia Noor Mengal, Hadi Hassan Khan, Manzoor Ali and Wahab Ahmed

Influence of Self Control on Financial Behaviour and Financial Well-Being Mediated by Optimism

Financial well-being at the household level is explored by Mengal et al., who examine the influence of self-control on financial behaviour and well-being, with optimism as a mediating factor. Using PLS-SEM on survey data from Balochistan, the findings show that self-control improves financial behaviour and reduces financial anxiety, with optimism playing a partial mediating role. The study contributes to behavioural finance literature and informs financial education initiatives.

Hossein Fakhari, Amir Mohammad Askari, Hani Shirowzhan, Khadijeh Namvar Vansofla and Amirmohammad Esmailpour Eshka

The Moderating Role of Green Tax on the Relationship Between ESG Performance and Environmental Pollution

Environmental accountability and sustainability are critically examined in Fakhari et al. Using panel data from firms listed on the Tehran Stock Exchange, the authors find that higher ESG performance is associated with increased pollution, with green tax regulations amplifying this effect. The study raises important concerns about greenwashing and challenges conventional assumptions regarding ESG compliance, offering timely policy insights for environmental governance.

Jagan Arumugam, Eric H.Y. Koh, and Rubi Ahmad

Method of Payment and Shareholders Stock Returns: Evidence from Mergers

Capital market implications of corporate decisions are analysed by Arumugam et al., who investigate how mixed payment methods in mergers affect shareholder returns. Based on a U.S. event study, the findings reveal negative market reactions to mixed payment announcements, although higher cash-to-stock ratios yield higher abnormal returns. The paper provides nuanced evidence to guide managers and policymakers in structuring acquisition offers.

Burhan Rasheed, Zohair Farooq Malik, Rizwan Ali and Umer Farooq

Revisiting the Role of Women on Boards: Corporate Social Responsibility and Firm Performance

Corporate governance and social responsibility are the focus of Rasheed et al., who examine the relationship between CSR and firm performance in Pakistan, with board gender diversity as a moderating factor. Using dynamic panel data analysis, the study shows that CSR enhances firm performance and that female board representation strengthens this relationship, contributing evidence from a male-dominated institutional context.

Poppy Dian Indira Kusuma, Emir Surya Rahmajati, Eko Suyono, Icuk Rangga Bawono and Dona Primasari

How Does Corporate Social Responsibility Affect Financial Performance and Tax Avoidance in ASEAN Companies?

Extending the CSR discussion to a regional perspective, Kusuma et al. analyse the impact of CSR on financial performance and tax avoidance among ASEAN-listed firms. Their panel data results indicate that CSR improves financial performance but does not consistently reduce tax avoidance, while boards of directors play a more pronounced role in constraining tax avoidance. The study enriches CSR and governance literature with cross-country evidence.

Petrolis Nusa Perdana, Hera Khairunnisa, and David Al Khabib Ardinda

The Impact of Managerial Performance on Effective Public Governance at Higher Education Institutions in Java, Indonesia

The issue concludes with Perdana et al., who examine how managerial performance affects good public governance in higher education institutions in Java, Indonesia. Using PLS-SEM grounded in stakeholder theory, the study finds that academic services and fund allocation significantly enhance governance outcomes, whereas regulatory compliance shows no measurable effect. The findings provide actionable insights for improving governance in public higher education.

Overall, the articles featured in this issue reflect the *Asian Journal of Business & Accounting's* sustained commitment to publishing rigorous and regionally grounded research. Covering a broad range of topics, these studies employ diverse methodologies and draw on evidence from Asia and beyond. Collectively, they offer meaningful theoretical insights and practical implications for policymakers, practitioners, and scholars navigating an increasingly complex business and accounting environment.

Best wishes and happy reading!

Elaine Yen Nee Oon, Chief Editor & Deputy Editor
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