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**SUSTAINABILITY ACCOUNTING – THE BASIS
FOR IMPLEMENTATION OF INTEGRATED REPORTING
WITHIN MICRO AND SMALL ENTERPRISES**

Abstract

The purpose of this research is to analyze the perception of small and micro enterprise managers in the Republic of Moldova regarding the need for sustainability accounting and reporting. Based on the synthesis of the literature, it has been hypothesized that to recognize and acknowledge the social and environmental efforts of micro and small enterprises, it is necessary to review the accounting models and policies thereof, with the introduction of social and environmental cost and benefit assessment methods as well as sustainable managerial accounting implementation tools.

In order to achieve the objective, a sample of 88 micro and small enterprises, operating in the accommodation and food service sector in the Republic of Moldova, was subject to a survey questionnaire. The data accumulated were processed using statistical methods of data grouping into distribution series, as well as data analysis, synthesis, abstraction, comparison. The research carried out has revealed reluctance on the part of the managers, regarding the need for accounting and disaggregated reporting of economic, social and environmental costs, but also shown the relevance of sustainable performance reporting in integrated reporting systems. In this study, the Author finds that managers, including chief accountants, are not familiar with the EMA Methodology, Sustainability Accounting, yet are willing to gain knowledge in this field, if provided with thematic trainings, webinars, publication of case studies, assimilation of good practices. By applying the questionnaire method, it has been found that about 3/4 of micro and small 'accommodation and food service sector' enterprise managers would opt to implement a sustainability accounting system, if the state guaranteed certain tax incentives or other measures to mitigate the high costs of sustainable practices, in order to become more competitive in relation to large companies.

Keywords: sustainability accounting, integrated reporting, micro and small enterprises, accommodation and food service activities.



RACHUNKOWOŚĆ ZRÓWNOWAŻONEGO ROZWOJU – PODSTAWY WDRAŻANIA ZINTEGROWANEJ SPRAWOZDAWCZOŚCI W MIKRO I MAŁYCH PRZEDSIĘBIORSTWACH

Streszczenie

Celem niniejszego badania jest analiza percepcji menedżerów małych i mikro przedsiębiorstw w Republice Mołdawii na temat potrzeby prowadzenia rachunkowości i sprawozdawczości w zakresie zrównoważonego rozwoju. Na podstawie syntezy literatury postawiono hipotezę, że w celu rozpoznania i potwierdzenia społecznych i środowiskowych wysiłków mikro i małych przedsiębiorstw, konieczny jest przegląd ich modeli rachunkowości i polityki, wraz z wprowadzeniem metod oceny społecznych i środowiskowych kosztów, a także korzyści czy narzędzi wdrażania zrównoważonej rachunkowości zarządczej.

Aby zrealizować cel, poddano badaniu ankietowemu 88 mikro i małych przedsiębiorstw, działających w sektorze zakwaterowania i usług gastronomicznych w Republice Mołdawii. Zgromadzone dane zostały przetworzone z wykorzystaniem metod statystycznych grupowania danych w szeregi rozdzielcze, a także analizy danych, syntezy, abstrakcji, porównania. Przeprowadzone badanie ujawniło niechęć menedżerów, względem potrzeby rozliczania i zdezagregowanego raportowania kosztów ekonomicznych, społecznych i środowiskowych, ale także wykazało zasadność raportowania zrównoważonych wyników w systemach zintegrowanej sprawozdawczości. W niniejszym badaniu Autorka stwierdza, że menedżerowie, w tym głównie księgowi, nie posiadają wiedzy na temat metodologii EMA, Sustainability Accounting, jednak są skłonni zdobyć wiedzę w tym zakresie, jeśli zapewni się im szkolenia tematyczne czy webinaria.

Słowa kluczowe: rachunkowość zrównoważonego rozwoju, sprawozdawczość zintegrowana, mikro i małe przedsiębiorstwa, działalność usługowa w zakresie zakwaterowania i gastronomii.

Introduction

The last three decades are marked by the reconceptualization of economic activity by adopting environmental, social and corporate governance (ESG) considerations as a basic feature of the sustainability-based business model. The financial-accounting field is no exception. In the science and practice of accounting, the integration of the principles of sustainability is explained by the desideratum that "Accounting, as a tool for representing the life of the enterprise, must give a true and fair view of reality"¹, so it must assess and provide information on the extent to which an entity supports certain social objectives

¹ Voinea M.M., *Contabilitatea – o reprezentare normative a realului economic?*, "Management Intercultural" 2013, Vol. XV, Nt.2(28), available online: https://seaopen-research.eu/Journals/articles/MI_28_14.pdf [accessed: 22.06.2022].

or assumes responsibility for the management of environmental impact, as well as ethics and transparency issues. All these activities are expressed in indicators systematized under the umbrella of the ESG – an approach to assess the extent to which an entity conducts business by pursuing non-financial objectives that go beyond an entity's role in maximizing the value created for its owners.

Sustainability aspects in accounting are also associated by researchers with the concept of "capital", better said with its forms. The capital created is considered one of the central assets and the most important indicator of the well-being of a country. However, in order to achieve sustainable growth, it is taken into account that investing in a certain form of capital does not erode the quality of other forms of capital: natural, human, financial, social or intellectual².

When developing value-added growth strategies, it must assess the positive (capital creation) or negative (capital erosion) impact. The matrix developed by Radej aptitude for developing the strategy of growth with added value of an economic entity³.

The need to transform accounting and the way of reporting is explained by the Positive Accounting Theory, which aims to explain and predict accounting phenomena, the emergence and explanation of new accounting models adopted by entities, being considered as "... one of a base of management's choices regarding accounting policies to maximizes their own best interests"⁴ and which "... seeks to explain a process, which uses the ability, understanding and knowledge of accounting and the use of accounting policies that are most suitable for dealing with certain conditions in the future"⁵.

The traditional accounting paradigm does not capture to the necessary extent the consequences of the activity of enterprises on the environment or in social terms. Financial accounting, by virtue of its regulation, cannot fully ensure the measurement, assessment and reflection of aspects of social responsibility,

² ACCA. *Intellectual property*, available online: <https://www.cfainstitute.org/en/research/esg-investing> available online: https://www.accaglobal.com/caribbean/en/technical-activities/technical-resources-search/2014/march/intellectual-property_msm_moved.html, [accessed: 22.04.2022].

³ Radej B., *The Four Capital Model, Matrix and Accounts*, "Occasional Paper", No. 7, 2007, available online: <http://www.ier.si/files/Occasional%20paper%2007.pdf>; [accessed: 16.06.2022].

⁴ Nasution S., Putri R., Muda I., Ginting S., *Positive Accounting Theory: Theoretical Perspectives on Accounting Policy Choice*, [in:] *Proceedings of the 1st Unimed International Conference on Economics Education and Social Science (UNICEES 2018)*, p 1132, available online: <https://www.scitepress.org/Papers/2018/95060/95060.pdf> [accessed: 12.04.2022].

⁵ *Ibidem*, p. 1129.

environmental impact, ethical aspects, etc. "There is thus a need for a new holistic accounting which captures corporate environmental impacts"⁶.

Among the multiple meanings and concepts given by theorists and practitioners of sustainable accounting, in the literature we encounter several associated concepts: Sustainable Accounting; Environmental Managerial Accounting (EMA); Social and Environmental Accounting (SEA); Sustainable Reporting; GRI (Global Reporting Initiative) Standards, ESG Analysis, etc.

Large companies, corporations that have adopted sustainable business models and practices, operate with sustainable asset categories, turn to sources of capital (sustainable finance), which has as financial instruments: green bonds, social bonds, sustainable bonds, Sustainability-linked Bonds or SDG-linked Bonds. According to the Institute of International Finance estimates, the issuance of sustainable financing instruments reached in 2021 the figure of USD 1.644 billion, of which the largest share belongs to green bonds (37.74%) and Sustainability-linked loan (32%). The issuance of sustainable financing instruments in 2021 compared to 2020 doubled (2.15 times), estimating by 2025 an average annual issue of about 1.25 trillion USD. These estimates are based on the following⁷:

1. Application for funding of projects with environmental benefits (sustainable infrastructure projects (green); renewable energy).
2. Ensuring that ESG financing products benefit both financiers and investors.
3. Develop the regulatory basis on the functioning of the market for sustainable financing instruments.
4. The market build-up of sustainable instruments as a result of the proactive reaction of banks (financiers) to the previous conditions (1–3).

The development of the market for sustainable instruments, in turn, will influence the structure of the investment portfolios, in which they will undoubtedly find themselves. Respectively, it will be necessary to account and evaluate their performance. Accounting for the harnessing of natural resources, the costs of sustainable products, of processes and activities is also an area of concern to both practitioners and researchers. The cost of natural resources is not included in national accounts until they are included in the economic system. Be-

⁶ Jones M., *Accounting for the environment: Towards a theoretical perspective for environmental accounting and reporting*, "Accounting Forum" 2010, Volume 34, Issue 2, pp. 123-138, available online: <https://doi.org/10.1016/j.accfor.2010.03.001> [accessed: 02.06.2022].

⁷ Delteil B., Chandhok S., Deffarges J., Nguyen A., *Can Vietnamese banks seize the green-bond opportunity?*, 2022, available online: <https://www.mckinsey.com/industries/financial-services/our-insights/can-vietnamese-banks-seize-the-green-bond>, [accessed: 20.05.2022].

tween the accounts of Environmental-Economic Accounting and the national accounts is a relationship of interdependence⁸. Within this system of record keeping, land, water, mineral and energy resources, soil, underwater space are considered assets. Their services – ecosystem services – are accounted for as natural inputs.

1. The way of providing environmental information and environmental performance is important

An important interest for our research, but also for the decision-making is the way of presenting the information regarding ESG's actions. The way in which information is provided influences the way information is perceived, respectively, influences decision making.

Sustainability accounting is based on theoretical foundations, which explain its role as an information system for adopting managerial decisions or informing other categories of interested parties. „Sustainability accounting is the contribution of accounting to sustainable development”⁹.

Accounting information plays an important role in the managerial process¹⁰. The relationship "accounting information – decision-making process" is explained through the prism of the "cause-effect" link, by the quality and degree of detail of which depends the managerial efficiency. In the stated context, the agent theory explains the accounting reasoning for the record keeping and reporting of social and environmental costs as well as the benefits of the sustainability accounting model¹¹. It also explains the need for companies to combine decisions to create value for interested parties with decisions of responsible (ethical) behavior.

Agent theory, in terms of the concept of information asymmetry, explains the perception of information and the impact on decision-making by different categories of interested parties. Thus, consumers, society, as interested parties, through the sustainable reporting system, have access to information on the ethical, social responsibility and environmental attitude of the company.

The motivation for accepting a sustainable accounting and reporting model is the serious environmental problems faced by society at the moment, social

⁸ *United Nations. System of Environmental-Economic Accounting 2012 Central Framework*, New York 2014, available online: https://unstats.un.org/unsd/envaccounting/seearev/seea_cf_final_en.pdf [accessed: 22.06.2022].

⁹ Ozili Peterson K., *Sustainability accounting*, 2021. Available at SSRN: <https://ssrn.com/abstract=3803384> or <http://dx.doi.org/10.2139/ssrn.3803384> [accessed: 12.04.2022].

¹⁰Bhimani A., Horngren C. T., Datar S. M., Foster G., *Management and cost accounting*, 6th Edition, Prentice Hall, Hoboken 2015.

¹¹ Baboukardos D., Beddewela E., Soobaroyen T., *Editorial*, "Sustainability Accounting, Management and Policy Journal" 2021, Vol. 12, No. 4, pp. 719–73.

inequity, scandals related to fraudulent reporting, etc., and managers and accountants, having primary access to information, can act promptly to prevent or mitigate these threats.

In-depth studies on the given problem have been carried out on the example of environmental accounting.

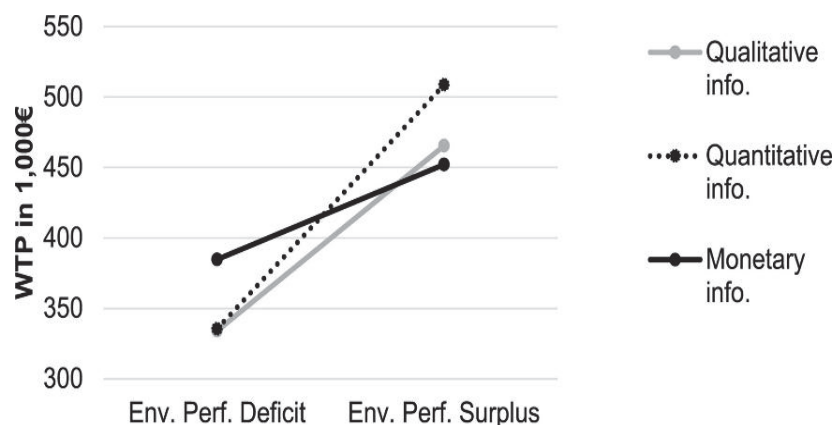
Most opinions converge in support of the expression of information provided by environmental management accounting¹² in physical and monetary units. Thanh Nguyet Phan, Kevin Baird & Sophia Su (2017), conducting a study on a sample of 208 companies in Australia, found that preference is given to managerial accounting with the expression of indicators in physical units, an insignificant weight preferring to keep environmental managerial accounting in monetary units. In the same study the authors deduced that there is a close link between the level of EMA use and environmental performance. These findings confirm once again its usefulness to be applied in practice, including by small business enterprises. A similar conclusion was reached by Philipp Hummel and Jacob Hörisch, who, researching the way of presenting information on environmental problems, consider it relevant to systematize them into 3 forms of expression¹³:

- a) qualitative;
- b) quantitative physical;
- c) monetary quantitative.

¹² Phan T. N., Baird K., Su S., *The use and effectiveness of environmental management accounting*, "Australasian Journal of Environmental Management" 2017, 24:4; T. N., Baird K., Su S., *The use and effectiveness of environmental management accounting*, "Australasian Journal of Environmental Management" 2017, 24:4, pp. 355-374.; Hummel P., Hörisch J., *It's not what you say, but how you say it*, "Journal of Cleaner Production" 2020, volume 268, available online: <https://doi.org/10.1016/j.jclepro.2020.122247>, <https://www.sciencedirect.com/science/article/abs/pii/S0959652620322940> [accessed: 02.06.2022].

¹³ Hummel, op.cit.

Figure 1. Mean willingness to pay (WTP) differentiated by type of providing environmental information and environmental performance.



Source: Hummel P., Hörischb J., *It's not what you say, but how you say it*, "Journal of Cleaner Production" 2020, volume 268, available online: <https://doi.org/10.1016/j.jclepro.2020.122247>
<https://www.sciencedirect.com/science/article/abs/pii/S0959652620322940> [accessed: 02.06.2022].

The results of this study show that the information communicated must be understandable to all categories of stakeholders, so it must be expressed not only in monetary units (in value), but also in non-monetary expression. One argument in support of this is that ESG factors are measurable, but difficult to assess in units of value, for example, staff turnover. facilitates the perception of information, hence the quality of the decision-making process. From the graphic representation (see figure 1) of the correlation between the form of expression of information with reference to sustainable activities and sustainable performance, it follows that the surplus of information expressed in monetary units erodes the performance (effect) of information on the company's actions for the benefit of the environment on the consumer's decision to pay for it. information provided to the consumer in indicators expressed in physical units has a greater favorable impact on the decision to buy non-polluting products, services. So, the way of presenting information on the ESG aspects of a company "as you say it" influences the way of communication with interested parties (decision-makers), as well as the performance of a company.

The concept of "Corporate Social Responsibility" management also explains the need for sustainability accounting and reporting. In the report "Edelman Trust Barometer 2022"¹⁴, conducted by questioning over 36 thousand respondents

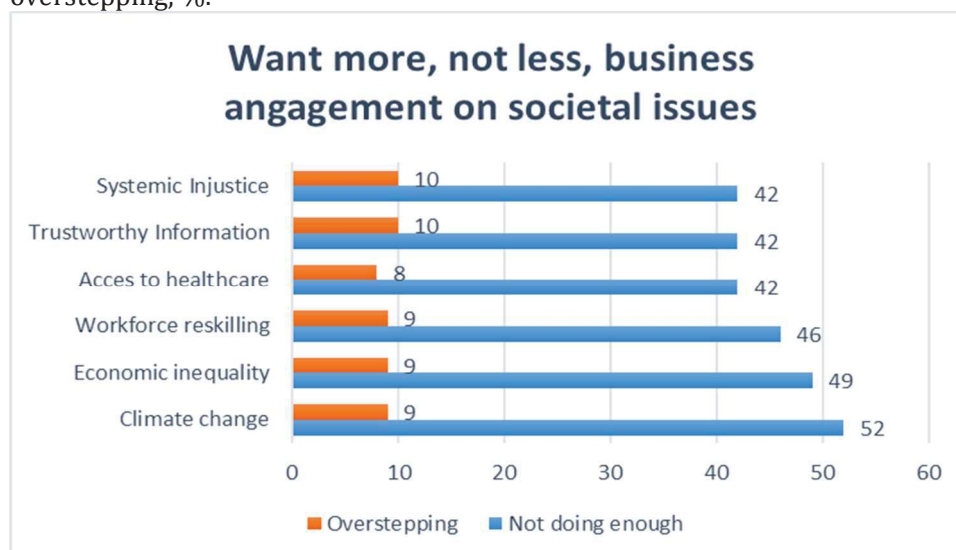
¹⁴ *Edelman Trust Barometer*, 2022, available online: https://www.edelman.com/sites/g/files/aatuss191/files/2022-01/2022%20Edelman%20Trust%20Barometer%20FINAL_Jan25.pdf, p. 33, [accessed: 20.05.2022].

from 27 countries to the statement "All stakeholders hold business accountable" (p. 26), about 60 percent of respondents said that they act based on their beliefs and values when:

- a) buy or support certain brands (58%);
- b) choose a job (60%);
- c) invest (64%).

Institutional investors in the G7 countries are more concerned about ESG issues, with 80 per cent of those surveyed in the Edelman Trust Barometer 2022 report stating that they are subjecting the ESG to the same scrutiny as operational and financial performance. In connection with this, the ESG analysis has become an important part of the investment process¹⁵. This research brought to the fore another important aspect, namely: better information can reduce social division, so low-income respondents said they have greater confidence if they are better informed than high-income respondents who are not informed¹⁶. So, informing stakeholders is important, including on ESG issues.

Figure 2. On addressing each societal issue, business is... not doing enough vs. overstepping, %.



Source: *Edelman Trust Barometer, 2022*, available online: https://www.edelman.com/sites/g/files/aatuss191/files/2022-01/2022%20Edelman%20Trust%20Barometer%20FINAL_Jan25.pdf, p. 33, [accessed: 20.05.2022].

¹⁵ *CFA Institute, ESG Investing and Analysis*, available online: <https://www.cfainstitute.org/en/research/esg-investing>, [accessed: 12.04.2022].

¹⁶ *Edelman...* op. cit.

Summarizing the findings set out above, we can consider that the research was carried out largely at the corporate level. Environmental policies, along with social responsibility and ethical constraints, are adopted by large companies, creating an image of corporate responsibility. Aware of their responsibility in achieving Sustainable Development Goals 2030 (SDG 2030), large companies, groups of companies develop and publish sustainability or integrated reports¹⁷.

The introduction of sustainability accounting and integrated reporting is actively developing internationally, but there are several *problems*:

- The low level of awareness by managers and chief accountants of small business entities about the benefits of sustainability accounting and the role of reporting ESG indicators for business competitiveness and performance.
- Lack of a clear theoretical and methodological framework for sustainability accounting and reporting.
- Difficulties in measuring the sustainable use of the environment and attributing environmental costs to the unit cost of a product or service.
- Creating reserves for environmental or social risks (COVID-19 pandemic). According to some analysts, the formation of such reserves creates prerequisites for the manipulation of profit indicators.
- Damage to human health due to noise pollution is difficult to assess and report. such as construction, air transport, rail, etc. are responsible for noise pollution. According to estimates by the European Environment Agency, environmental noise affects human health and the well-being of around 20% of Europe's population to a different extent. exposure to noise can produce various negative health effects, from discomfort and sleep disorders to cases of ischemic heart disease and premature deaths¹⁸.
- The opportunity costs arising from the missed possibility of rehabilitating the biosphere are also impossible to estimate and account for. For example, trees could be planted on asphalt-covered land allocated to car parks, which would help purify the air from gases and harmful substances emitted into the atmosphere by an industrial enterprise located in the vicinity. Missed opportunities, in this case, are extremely difficult to estimate.

The problems mentioned make it difficult to account for patrimonial elements, costs and generate sustainable reporting.

¹⁷ *Sustainability Reporting*, available online: <https://www.sustainability-reports.com/annual-reports/> [accessed: 22.06.2022].

¹⁸ Peris E., *What are the main conclusions of the second report on environmental noise published by the EEA?*, 2021, available online: <https://www.eea.europa.eu/articles/noise-pollution-is-a-major>, [accessed: 28.05.2022].

2. Premises for the implementation of sustainable accounting and reporting in SMEs: empirical research on entities from the Republic of Moldova

However, more and more small business enterprises are adopting sustainable business models, focusing on the responsible consumer. This justifies the need to research the management's perception of the benefits and necessity of sustainability accounting and reporting within small business entities.

Considering the contribution of small businesses to economic development, as well as the growing tendency to adopt sustainable practices in this sector, we have set ourselves the objective of researching the given problem on a sample of small business entities in the Republic of Moldova with public food services or touristic reception activity. to the data of the National Bureau of Statistics of the Republic of Moldova, the share of SMEs is about 98.6% in the total number of enterprises. They secure jobs for about 317 thousand people, which is 60% of the total number of employees. According to the Law on accounting and financial reporting no. 287 of 15.12.2017, the entity must meet at least 2 of the 3 criteria to be assigned to a particular category (Figure 3). At the same time, the defining criterion is the number of employees.

Figure 3. Criteria for delimitation of entities into micro and small enterprises, according to the Law on accounting and financial reporting of the Republic of Moldova.



Source: elaborated by the author based on art. 4 of Law No. 287/2017.

In order to carry out the research, questionnaires were applied to the managers (general managers and managers of the departments with financial-accounting function) of 88 small and micro-enterprises, which carry out activity in the field

of "Accommodation activities and public food services", such as touristic and agro-touristic pensions, restaurants, other categories of entities with food services (Table 1).

Table 1. Number and structure of enterprises by size and type of activity – participants in the questionnaires.

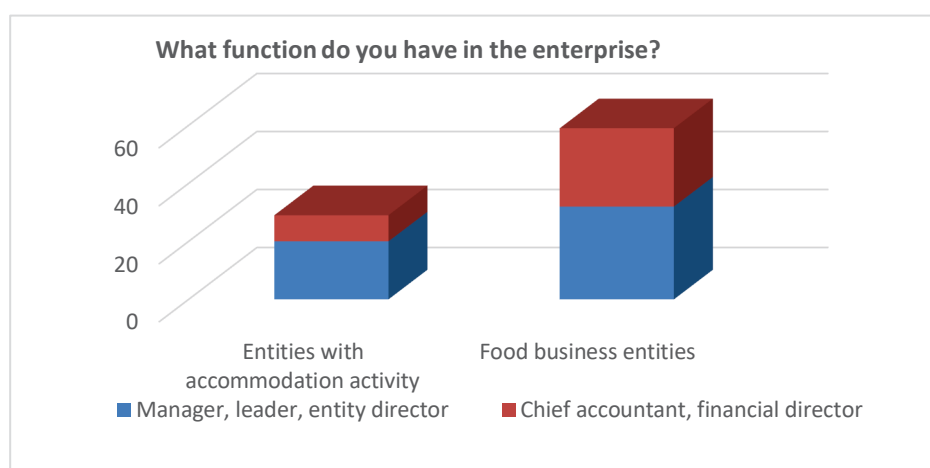
Indicators	Entities with accommodation activity		Food business entities		Total
	units	shares in total, %	units	shares in total, %	
Total enterprises	29	32,95	59	37,05	88
including: micro-enterprises	22	31,90	47	68,10	69
small enterprises	7	36,80	12	63,20	19

Source: developed by the author based on the collected data.

The research was attended by 29 entities with accommodation activity, mostly represented by touristic pensions (micro-enterprises) and 59 entities with food services.

Therefore, 59% of the respondents hold the position of manager, leader, entity director, respectively 41% - head of the financial-accounting department (chief accountant, financial director) etc. The small number of chief accountants is explained by the fact that 78.4 percent are micro-enterprises, which outsource accounting services, respectively the responsibility and initiative for the adoption of sustainability accounting policies and practices lies with the manager.

Figure 4. The structure of the investigated entities according to the position of the interviewed persons.



Source: elaborated by the author.

The answers to the questions raised in the questionnaire were systematized in Table 2.

Table 2. Respondents' responses to sustainability accounting and integrated/sustainable reporting.

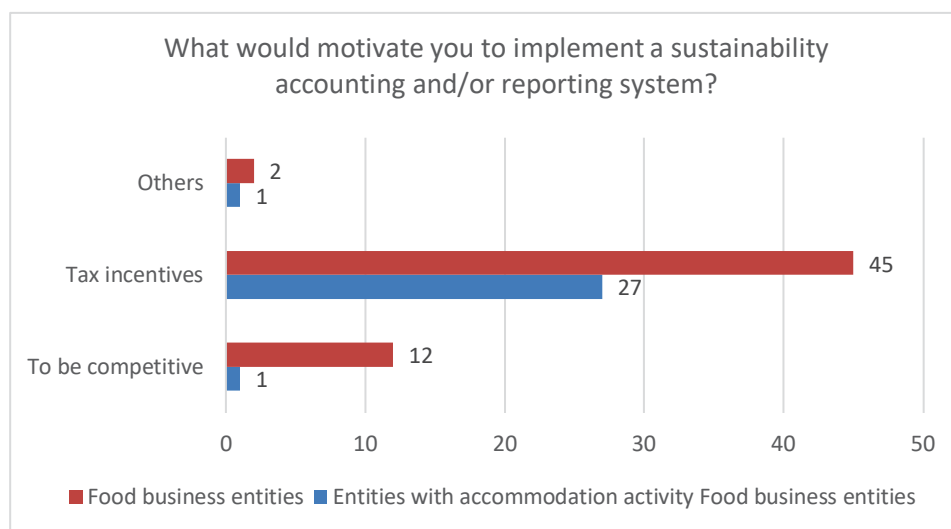
Questions raised	Variants of answer		
	Yes	No	I don't know
<i>Does the entity, which you represent, implement environmentally responsible, social and ethical practices?</i>			
Entities with accommodation activity	19	4	6
Food business entities	31	10	18
<i>Do you consider sustainability accounting relevant as an integral part of your company's accounting practices?</i>			
Entities with accommodation activity	7	20	2
Food business entities	10	40	9
<i>Would you like social and environmental costs to be clearly delineated and appropriately attributed by products, activities, centers of responsibility, etc.?</i>			
Entities with accommodation activity	7	18	4
Food business entities	12	32	15
<i>Do you consider it necessary to report indicators that reflect non-financial performance: environmental, social indicators, etc.?</i>			
Entities with accommodation activity	10	10	9
Food business entities	5	38	16
<i>If your response to the previous query was YES, then should the reporting of sustainable performance be mandatory as a component of an integrated reporting system?</i>			
Entities with accommodation activity	5	5	0
Food business entities	2	3	0

Source: elaborated by the author.

The analysis of the data collected with the help of the questionnaire and systematized allowed us to find a weak spread of responsible practices in the entities with public food services. Also, there is a reluctance on the part of the management of the interviewed enterprises regarding the implementation of sustainability accounting and/or reporting, although environmentally friendly activities are widely spread in the field of tourism, responsibly capitalizing on natural resources and promoting multiple projects of a social character (development of rural businesses, support of female entrepreneurship, etc.). This fact

is explained by the poor information on these issues in the Republic of Moldova, a greater attention being paid to the development of sustainable businesses, without realizing the necessity and benefits of accounting and reporting the performance of sustainable activities. Interviewing some respondents, it was found that they were not aware of the United Nations EMA Methodology initiative or sustainable accounting, stating that they would comply with some decisions of the Ministry of Finance or regulations.

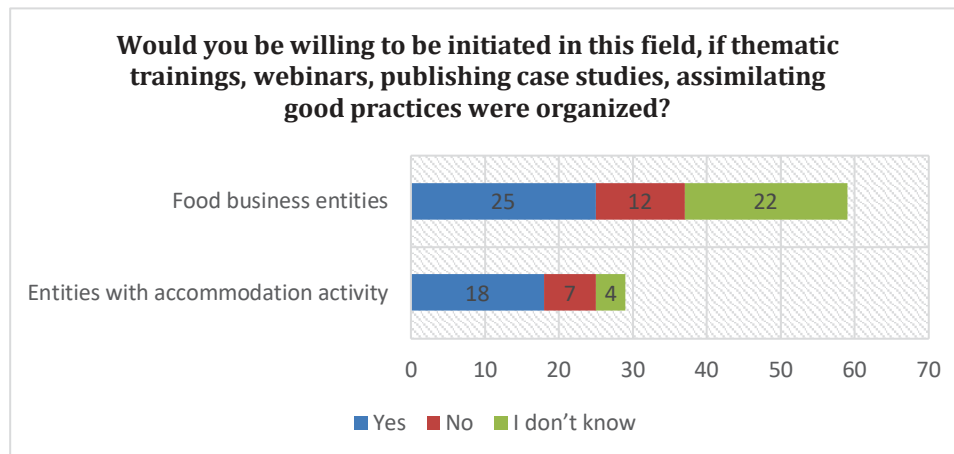
Figure 5. Respondents' responses regarding the motivation for the implementation of the sustainability accounting and reporting system.



Source: elaborated by the author.

Tax incentives would be the main factor, which would contribute to the wider implementation of sustainability accounting and reporting (see Figure 5), as well as competitiveness, which is an important factor for food businesses.

Figure 6. Respondents' responses on availability and interest in sustainability accounting and reporting training.



Source: elaborated by the author.

The data systematized in Figure 6 shows that only half of those surveyed declared themselves open to know the field of sustainability accounting and reporting. Perspectives for solving this problem opens EMA – a concept introduced by the Environmental Protection Agency in the United States of America three decades ago, being subsequently adopted by the United Nations – Nations Division for Sustainable Development (UNSD). The implementation of EMA in enterprises with food services and touristic reception activities will allow a better management of environmental problems. Since the year 2006, Christine Jasch considered EMA as the next step in the evolution of management accounting¹⁹.

This requires efforts and advocacy at the level of business associations, professional associations, as well as institutional initiatives for EMA practices to be widely implemented. “These kinds of collaborations can lead to better support for environmental management and EMA, thus instituting the required educational programs and training to enhance employees’ awareness of EMA practices that include the role of technology”²⁰. Thus, the Government could intervene on the one hand with regulations, on the other hand – professional associations

¹⁹ Jasch C., *Environmental management accounting (EMA) as the next step in the evolution of management accounting*, “Journal of Cleaner Production”, 2006 Issue 14, available online: <https://doi.org/10.1016/j.jclepro.2005.08.006>, [accessed: 07.06.2022].

²⁰ Nasser A., Tehmina K., Kend M., *Environmental management accounting in the Middle East and North Africa region: Significance of resource slack and coercive isomorphism*, “Journal of Cleaner Production” 2020, Volume 267, available online: <https://doi.org/10.1016/j.jclepro.2020.121870>, [accessed: 12.04.2022].

in the field of accounting, researchers, experts, consultants, educational institutions – with studies, trainings, research.

Conclusions

The company's growing concerns about ESG issues make sustainability accounting an important component of the business strategy and decisional process. Sustainability accounting and reporting increase the quality of the decision-making process.

Sustainability accounting is a relatively new concept for the Republic of Moldova. This conclusion was inferred both from the analysis of the perception of the management of small entities in the field of accommodation activities and food services by applying the questionnaire, as well as from the analysis of institutional documents (standards, regulatory framework), noting the lack of initiatives or documents of sectoral or national policies that address this field of accounting.

Recommendations

Institutional efforts and initiatives are needed to implement and promote extensively the principles of sustainability accounting and the need to communicate information on the efforts of companies in supporting the achievement of SDG 2030. This information is necessary to make consumers, but also tenderers, responsible for ESG issues.

Establishing measures of motivation and stimulation on the part of the state to increase the interest in the implementation of sustainability accounting and sustainable performance reporting.

The implementation of EMA in enterprises with tourist, reception activities and food services will allow a better management of environmental problems.

The elaboration of the theoretical and methodological framework of integrated reporting and the formation of professional competences for its practical application both by large entities and groups, as well as by the entities of the small business.

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