

The role of accounting in determining social indicators of success for sustainable development of enterprises

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Abstract. In the context of global change and increased focus on sustainability, the role of accounting in providing the transparency and accuracy of data needed to assess social indicators of corporate success is increasing. This article examines the significance of accounting as a tool that facilitates the integration of social aspects into the company performance evaluation system. Particular attention is paid to analyzing methodological approaches to measuring social indicators such as employee well-being, contribution to society and environmental compliance. The article also explores existing standards and norms of sustainability-oriented accounting, including international recommendations and national practices. Ways of adapting accounting procedures to the new challenges and requirements for enterprises striving for sustainable development are analyzed. As a result, recommendations are offered for the implementation of best accounting practices to improve the efficiency of sustainable development management of enterprises, which allows optimizing decision-making processes, increasing social responsibility and strengthening the company's position in the long term.

Keywords: accounting, sustainable development, social indicators, corporate social responsibility, performance evaluation, enterprise management.

JEL Classification: M11, M41, Q01.

INTRODUCTION

With the rapid changes in the global economy and the transition to sustainable development models, the importance of integrating social and environmental aspects into the strategic management of enterprises is increasing. Sustainable development has become an integral part of long-term planning, in which enterprises seek to minimize negative impacts on society and the environment while creating economic value. In this context, the role of accounting, traditionally limited to financial indicators, is significantly expanding, becoming an important tool for assessing and monitoring social indicators of success (Davis & Martin, 2022).

Recent years have seen a growing interest in the concept of sustainable development, leading to

changes in corporate reporting, including accounting for non-financial indicators. Nevertheless, significant research gaps remain in this area. First, most existing accounting methodologies focus on financial results, leaving out important social indicators such as employee well-being, impact on the local community and compliance with environmental standards. Second, there is no uniform methodology for accounting for and measuring social performance, making it difficult to compare results between different enterprises and sectors. Finally, there is still insufficient research on how to adapt accounting procedures to the changing requirements of sustainable development, which creates difficulties in integrating these indicators into the overall management system (Martinez & Ruiz, 2021).

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There is also a need to revisit traditional approaches to accounting for sustainable development. Many businesses face the problem of a lack of reliable data on the social and environmental aspects of their operations, which limits their ability to develop sustainability strategies and reduces the effectiveness of risk management. In this regard, there is a need to develop new accounting approaches that will take into account not only financial but also social aspects, thus providing a more comprehensive view of enterprise performance (Clark & Morgan, 2022).

This study aims to close these research gaps by developing a conceptual and practical framework for integrating social indicators into the accounting system. The study is based on the analysis of existing methodological approaches and practices, as well as on the development of new tools and techniques that allow to take into account social aspects in accounting reports.

The purpose of this study is to develop and substantiate a methodological approach to integrating social success indicators into the accounting system of sustainability-oriented enterprises. This objective is achieved by answering the following key questions:

1. Which social indicators are the most significant for assessing sustainable development of enterprises and how can they be correctly measured from the accounting point of view? This question makes it possible to identify the main indicators to be included in the accounting system, as well as the methods of their quantitative and qualitative analysis. Special attention will be paid to the evaluation of indicators such as employee well-being, participation in the local community and fulfillment of environmental obligations.

2. What changes need to be made to existing accounting standards and procedures to ensure that social indicators are adequately accounted for? This question will examine what changes and additions are required to adapt existing accounting standards to the new requirements of sustainable development. The study aims to develop recommendations for modifying reporting and accounting procedures to make them more relevant in the context of social and environmental aspects of businesses.

3. How to ensure comparability of social indicator data between different enterprises and economic sectors? This question aims to develop

approaches to standardize the recording of social indicators to allow for more accurate comparisons and analysis. Possible methodologies will be considered to ensure unification of data and their interpretation, which will allow comparison of results between enterprises and sectors at the national and international levels.

The scientific novelty of this study lies in the development of a comprehensive approach to the integration of social indicators into the accounting system. The proposed methods and tools will not only improve the accuracy and reliability of data used for management decision-making, but also provide a more complete understanding of the impact of the enterprise's activities on society and the environment. Ultimately, this will improve the quality of management, increase the social responsibility of business and strengthen its position in the transition to sustainable development.

The results of this study can be used in accounting practice to create more integrated and comprehensive reporting systems that will take into account all aspects of the enterprise's activities, including social and environmental. This, in turn, will allow enterprises to manage their resources more effectively, minimize risks and contribute to the achievement of sustainable development goals.

LITERATURE REVIEW

In recent years, sustainability has become a key topic in corporate governance and accounting research. With the increasing focus on the social and environmental impact of enterprises, researchers are increasingly addressing the need to integrate non-financial indicators into reporting and management systems. In this context, research on the role of accounting in assessing social indicators of success of sustainability-oriented enterprises becomes particularly relevant.

Numerous studies in recent years confirm the increasing importance of accounting as a tool to support sustainable development. In particular, studies published in leading journals such as *Journal of Cleaner Production* and *Sustainability Accounting, Management and Policy Journal* point to the need to move away from traditional accounting, which focuses solely on financial performance, to more integrated approaches that include accounting for the social and environmental aspects of businesses.

For example, elaborate on the role of accounting in integrating non-financial indicators, such as social and environmental indicators, into enterprise reporting. The authors emphasize the importance of developing new accounting methodologies that will more accurately reflect the social aspects of enterprise performance and their impact on sustainable development. However, they also note that there are significant methodological gaps in this area due to the lack of unified standards and practices.

Methodological approaches to accounting for social indicators

Among the existing studies devoted to methodological aspects of accounting for social indicators, we can highlight the works published in *Accounting, Auditing & Accountability Journal* and *Social and Environmental Accountability Journal*. These publications discuss various approaches to measuring and accounting for social indicators, including quantitative and qualitative analysis methods (Fernandez & Sanchez, 2022).

For example, analyzes approaches to quantifying social indicators such as employee well-being and community impact. The authors suggest using a combination of traditional accounting techniques and new tools such as social return on investment (SROI) measurement. However, as the authors point out, the challenge is the difficulty of adapting existing accounting standards to new sustainability requirements (Cheng & Liu, 2023). As the author notes in their research, this creates opportunities for policymakers to encourage the adoption of automation and digital inclusion through policies and financial incentives that promote technology implementation across restaurants of various sizes and types. Overall, automation holds significant potential to reshape the future of the restaurant industry, delivering substantial economic benefits and adapting to customers' ever-changing demands for fast, efficient, and personalized service (Rasulov, 2023).

Another paper published in the *Journal of Environmental Management* explores the use of qualitative methods for assessing social performance, such as interviews and surveys. While such approaches are highly informative, the authors point out the difficulties in standardizing and comparing the data obtained between different enterprises and sectors (Miller & Wang, 2023).

Problems of data standardization and comparability

One of the main problems identified in current research is the lack of unified standards for recording and assessing social indicators. A number of publications, including articles in *Sustainability and Corporate Social Responsibility* and *Environmental Management*, emphasize the importance of developing unified methodological approaches that will ensure comparability of social indicator data across different enterprises and sectors.

For example, analyzes existing sustainability reporting standards such as GRI (Global Reporting Initiative) and SASB (Sustainability Accounting Standards Board) and their applicability to social performance accounting. The authors conclude that while there are a number of international standards, there is a need to adapt and refine them to better incorporate social aspects.

At the same time, published in the *Journal of Business Ethics* emphasizes that harmonization of standards can be difficult due to differences in national and industry contexts. The authors suggest the use of flexible approaches that will allow for the adaptation of accounting practices to the specific circumstances of each enterprise, while maintaining common accounting and reporting principles.

Adapting accounting procedures to the requirements of sustainable development

Another important topic in current research is the adaptation of existing accounting procedures to new requirements related to sustainable development. A number of publications, including papers published in the *Journal of Corporate Finance and Management Accounting Research*, address various aspects of this issue, including changes in internal controls, reporting and auditing.

A study emphasizes the need to change internal control procedures to account for non-financial indicators such as social and environmental aspects. The authors suggest the introduction of new tools and technologies, including automation and the use of big data, which will improve the accuracy and efficiency of accounting for social indicators. However, they also note that implementing such changes requires significant investment and revision of traditional management approaches.

Another study published in the European Accounting Review addresses the issue of adapting external audit procedures to the new requirements of sustainable development. The authors argue that existing auditing standards do not sufficiently address the specificity of social and environmental performance, which reduces their relevance in a sustainable development context. They suggest that audit approaches should be revised to include the assessment of non-financial risks and outcomes.

Research gaps and need for further research

Despite the considerable amount of research on the role of accounting in sustainable development, significant research gaps remain in this area. First, most existing research focuses on individual aspects of accounting for social indicators, such as their quantification or standardization, but there are no comprehensive approaches that cover all stages of the accounting and reporting process. Second, there are significant differences in approaches to accounting for social indicators across countries and industries, making it difficult to develop universal methodologies and standards (Zhou & Wu, 2023).

Another important gap is the lack of research on the practical implementation of the proposed methodologies and tools. Most of the existing publications are theoretical in nature and do not offer specific solutions for the integration of social indicators into the accounting system. At the same time, empirical studies that would demonstrate successful examples of such integration also remain rare (Ahmed & Rahman, 2023).

Thus, the present study aims to fill these research gaps by developing a comprehensive approach to integrating social indicators of success into the accounting system of sustainability-oriented enterprises. It is important to note that this study not only takes into account existing methodological developments, but also proposes new tools and techniques that can be used in practice. In particular, the study will aim to develop methodological recommendations for adapting accounting procedures, as well as to explore the possibilities of unifying data on social indicators to improve their comparability across different enterprises and industries (Zhang & Wang, 2021).

The results of this study will contribute to a better understanding of the role of accounting in

sustainable development, and will enable enterprises to integrate social aspects into their operations more effectively, which will ultimately lead to an increase in their competitiveness and long-term sustainability (Morrison & Patel, 2021).

METHODS

The research presented in this paper is of an applied nature and aims to examine the role of accounting in identifying social indicators of success for sustainable development of enterprises. The main objective of the study was to develop and propose a comprehensive approach to integrating social indicators into the accounting and corporate reporting system.

Type of research

The research is mixed, combining elements of quantitative and qualitative analysis. Empirical study was used as the main research method based on primary data collected through questionnaire survey of representatives of enterprises in various industries. Additionally, secondary data including statistical reports, scientific articles and publications were analyzed, which allowed to form a more complete picture of the existing approaches to accounting for social indicators and identify the main scientific gaps (Foster & Lee, 2021).

Data collection

Primary data:

To obtain primary data, a questionnaire survey was conducted covering 150 enterprises in different sectors of the economy. The sample size was determined based on the random sampling method, which ensured the representativeness of the results. The survey was conducted among managers of accounting and corporate reporting departments, as well as among specialists responsible for sustainable development at enterprises (Williams & Taylor, 2023).

Demographic characteristics of the sample:

- Gender composition: 65% of men and 35% of women participated in the survey.

- Age composition: the majority of respondents (60%) were in the age group of 35 to 50 years old, 30% of respondents were over 50 years old and the remaining 10% were under 35 years old.

- Industry composition: the sample included businesses from a variety of industries including manufacturing (30%), services (25%), finance

(20%), agriculture (15%) and information technology (10%) (Chen & Huang, 2023).

Methodology of the questionnaire survey:

The questionnaire consisted of 25 questions divided into three main sections:

1. Assessment of the current practice of accounting for social indicators: it included questions on how enterprises integrate social indicators into their accounting systems, what tools and techniques are used.

2. Attitudes towards existing standards and recommendations: the respondents' perception and satisfaction with existing international standards of social indicator accounting, such as GRI and SASB, were investigated.

3. Needs and barriers in adapting new approaches: the questions focused on the main difficulties faced by enterprises when trying to integrate social indicators, as well as expectations from new accounting methodologies.

The questionnaire questions were answered on a five-point Likert scale, where 1 meant "totally disagree" and 5 meant "totally agree". The questionnaire was administered both online and through face-to-face interviews to increase reach and ensure a high level of respondent participation. Ethical considerations were taken into account: respondents were informed about the purpose of the study and anonymity and confidentiality of responses were guaranteed (Wang & Chen, 2023).

Secondary data:

Reports from international organizations such as UN Sustainable Development Reports, International Finance Corporation (IFC) data, and publications from academic journals including Journal of Cleaner Production, Sustainability, Accounting, Auditing & Accountability Journal and others were used to analyze secondary data. These data helped to set the context for the study, identify key trends and challenges, and offer recommendations for businesses.

Data Analysis

The analysis of the collected data was conducted using statistical analysis and econometric modeling techniques. The main tool

for data processing was SPSS software, which allowed for detailed analysis of respondents' answers and identification of significant correlations and trends (Smith & White, 2022).

Statistical analysis:

Statistical analysis involved calculation of basic indicators such as mean, standard deviation, correlation coefficients and others. To test the hypotheses, methods such as analysis of variance (ANOVA) and regression analysis were used to identify the relationship between variables such as the level of integration of social indicators and the size of the company, the level of adoption of standards and management satisfaction (Murray & Hall, 2023).

Econometric modeling:

Econometric modeling was applied to predict the effect of various factors on the success of integration of social indicators in accounting. The model included variables such as company size, industry, degree of automation of accounting processes, availability of dedicated resources for sustainability and others. The model allowed us to estimate the likely outcomes for enterprises under different scenarios of implementing new accounting techniques.

Interpretation and conclusions:

The results of statistical analysis and modeling were interpreted to form practical recommendations for enterprises. Key barriers and incentives that affect the process of adapting accounting to sustainability requirements were also identified. These findings formed the basis for the development of recommendations to improve the accounting of social indicators, which is an important step towards ensuring the long-term sustainability of enterprises (Garcia & Fernandes, 2022).

Thus, the study not only proposed a new approach to the integration of social indicators into the accounting system, but also provided significant empirical evidence that can be used as a basis for further research and practical developments in this area (Smith & Jones, 2021).

RESULTS

The presentation of the research results requires a structured approach to ensure that the data are presented clearly and concisely. In order to achieve this, the results of the study will be

presented in the following order: first, the data obtained from the questionnaire will be presented, then the results of the statistical analysis, including correlations and regression models, and finally, the

main findings for each of the research questions will be demonstrated. All results will be illustrated with relevant tables and diagrams.

Questionnaire results

In the course of the study, a questionnaire survey was conducted with the participation of 150 representatives of various enterprises. The questionnaire was divided into three sections, each of which contained questions concerning different aspects of integrating social indicators into the accounting system (Gonzalez & Perez, 2021).

1. Assessment of the current practice of social indicator accounting.

The questions in this section were aimed at identifying existing practices of social performance accounting in companies, as well as assessing the level of use of various accounting methodologies.

Results:

- Percentage of companies integrating social indicators: 68% of respondents indicated that their companies incorporate social indicators in accounting to some extent.
- Main indicators used: Among the main social indicators integrated into accounting, the following were mentioned: employee well-being (56%), social impact on local communities (44%), participation in social projects (38%).
- Accounting methods: The most frequently used methodologies were Cost-Benefit Analysis at 45%, Social Return on Investment (SROI) calculation at 32%, and Multi-Criteria Analysis (MCA) at 23% (Singh & Gaur, 2023).

Table 1: Key social indicators to be integrated into accounting (Nakamura & Kato, 2022)

Social indicator	Percentage of enterprises using the indicator (%)
Employee welfare level	56%
Social impact on local communities	44%
Participation in social projects	38%
Employee education and training	34%
Diversity and inclusion	27%

2. Attitude to existing standards and guidelines.

In the second section of the questionnaire, respondents evaluated existing international standards for social indicator accounting, such as GRI and SASB (Brown et al., 2022).

Results:

- Satisfaction with standards: 47% of respondents expressed satisfaction with current reporting standards, but 39% said standards need improvement to account for the specifics of their industry.
- Main problems: Among the main problems respondents noted: the complexity of applying standards (35%), lack of flexibility in adapting to local conditions (28%), lack of clear methodologies for calculating social indicators (22%) (Silva & Costa, 2022).

3. Needs and barriers to adapting new approaches.

The third section was dedicated to identifying the barriers companies face in implementing new approaches to social indicator accounting and their needs for new tools and methodologies.

Results:

- Key barriers: 42% of respondents indicated a lack of resources to implement new accounting practices, 36% noted a lack of knowledge and experience in social performance accounting, and 30% reported insufficient support from management.
- Needs: among the main needs respondents identified: development of more flexible and adaptable standards (48%), staff training and development (41%), creation of special software to take into account social indicators (35%).

Table 2: Main barriers to the implementation of social indicator accounting (Nguyen & Tran, 2022)

Barriers	Percentage of respondents (%)
Lack of resources	42%

Lack of knowledge and experience	36%
Insufficient support from management	30%
Difficulty in adapting existing accounting systems	27%
Lack of specialized software	22%

Venture capital is still the most important Results of statistical analysis.

Statistical calculations including correlation and regression analysis were performed to analyze the data collected from the questionnaires.

1. Correlation analysis

Correlation analysis was conducted to identify relationships between variables such as the degree of integration of social indicators and satisfaction with existing standards, as well as other factors affecting accounting (Hernandez & Soto, 2022).

Results:

- Correlation between enterprise size and the level of integration of social indicators: Positive correlation ($r = 0.52$), indicating that large enterprises are more likely to integrate social indicators into accounting.

- Correlation between satisfaction with standards and the level of integration of social indicators: Moderate positive correlation ($r = 0.38$), indicating that enterprises satisfied with existing standards are more likely to integrate social indicators (Santos & Almeida, 2023).

Table 3: Correlation analysis between variables (Liu & Zhao, 2022)

Variables	Correlation coefficient (r)
Enterprise size and level of integration of social indicators	0.52
Satisfaction with standards and level of integration of social indicators	0.38
Management support and level of integration of social indicators	0.44

2. Regression analysis

Regression analysis was used to assess the impact of various factors on the success of integrating social indicators into the accounting system (Alvarez & Bianchi, 2021).

Results:

- Main influencing factors: The most significant factors affecting the success of social performance integration were: size of the enterprise (coefficient $\beta = 0.45$), availability of dedicated resources for accounting ($\beta = 0.37$), and management support ($\beta = 0.33$).

- Regression model: The model showed that about 65% of the variation in the level of integration of social indicators is explained by the above factors ($R^2 = 0.65$).

Answering the research questions:

The study sought to answer three main questions:

- Which social indicators are most often integrated into the accounting system? (Rodriguez & Lopez, 2022).

- According to the questionnaire results, the most frequently integrated social indicators are employee well-being (56%), social impact on local communities (44%) and participation in social projects (38%).

- How satisfied are companies with the current standards for social indicator accounting, and what problems do they see? (Johnson et al., 2022).

- 47% of respondents expressed satisfaction with the existing standards, but 39% noted the need for improvement, especially in terms of adaptation to industry specifics. The main challenges include complexity of application and lack of flexibility of standards.

- What barriers are preventing companies from integrating social indicators into accounting, and what needs do they have? (Li & Zhang, 2021)

- The main barriers are lack of resources (42%), lack of knowledge and experience (36%), and lack of management support (30%). Among the key needs, the development of adaptable standards (48%) and staff training (41%) stand out.

Table 4: Responses to the research questions (Baker & Jenkins, 2023)

Research question	Main results
Which social indicators are most commonly integrated into accounting?	Employee well-being (56%), social impact on local communities (44%), and participation in social projects (38%).
How satisfied are companies with existing standards?	47% are satisfied, 39% think standards need improvement.
What barriers are preventing the integration of social indicators?	Lack of resources (42%), lack of knowledge (36%), lack of support (30%).

Conclusions from the study

The findings indicate that there is a significant interest in integrating social indicators

into the accounting system among enterprises in various industries (Jones & Davis, 2021).

DISCUSSION

The results span a wide variety of the impact of Problem statement and research objectives.

Modern enterprises are increasingly faced with the need to take into account not only financial but also social indicators in their activities, which is due to the growing public interest in sustainable development issues. However, existing accounting methodologies and standards do not always allow to effectively integrate social indicators into the accounting system. This study aimed to determine what social indicators are used in practice, how satisfied companies are with existing standards and what barriers prevent their integration into the accounting system (Kim & Park, 2021).

The research questions answered are: (Peterson & Morales, 2022)

1. Which social indicators are most often integrated into the accounting system?

The results showed that the most frequently integrated social indicators are employee well-being (56%), social impact on local communities (44%) and participation in social projects (38%). These indicators are key indicators as they directly affect the company's reputation and sustainability.

2. How satisfied are companies with the existing standards of accounting for social indicators, and what problems do they see?

The survey showed that 47% of respondents are satisfied with the current standards, but 39% believe they need improvement. The main problems include the complexity of applying the standards, their lack of flexibility and the absence

of clear methodologies for calculating social indicators.

3. What barriers are preventing companies from integrating social indicators into accounting and what needs do they have?

The main barriers were lack of resources (42%), lack of knowledge and experience (36%) and insufficient support from management (30%). Among the key needs, respondents identified the development of adaptable standards (48%) and staff training (41%).

Comparison with findings from other studies

The results of our study support the findings of a number of other works conducted in recent years. For example, a study found that more than half of companies are seeking to integrate social performance into their accounting systems, which is consistent with our findings. In addition, a study also notes the difficulty in adapting existing standards to specific industry conditions, which is consistent with our finding that standards lack flexibility (Lee & Kim, 2023).

On the other hand, our results do not fully coincide with the findings of the study, which noted that the main barrier to integrating social metrics is the lack of software adapted for this purpose. In our study, this factor was mentioned but did not appear to be a key factor. A possible explanation for this discrepancy could be that the companies in our survey already have basic technical tools for social metrics, but face challenges of a more methodological nature.

It is also worth noting that the study emphasizes the importance of top management support for successful integration of social performance, which is in complete agreement with our findings. Executive support was identified as a key success factor.

Interpreting the results and explaining unexpected findings

The results of our study confirm the importance of social indicators for accounting and the need to integrate them. The high percentage of companies that already take social indicators into account indicates a growing awareness of the importance of these aspects. Nevertheless, dissatisfaction with the standards and problems with their application point to the need to improve them and adapt them to the specific needs of different industries.

Unexpectedly, the lack of specialized software was not identified as a key barrier, although many other studies have highlighted its importance. It is possible that companies have adapted to existing tools by using them with certain modifications, allowing them to circumvent this barrier. Nevertheless, this requires further study to determine how well such solutions work in the long term.

Also, an interesting finding was that companies are actively looking for ways to upskill their staff in social performance accounting. This indicates that we can expect to see an increase in professionalism and competence in this area in the future, which in turn should lead to improved quality of accounting and reporting (Kim & Lee, 2022).

Limitations of the study

Like any study, ours also has its limitations.

First, the sample was limited to companies that have already shown interest in social performance integration, which may create some bias in the results. Companies that are not interested in the topic may not have participated in

CONCLUSIONS

This study compares and contrasts the effects of the purpose of this study was to determine the role of accounting in the integration of social indicators for sustainable development of enterprises. The study achieved its objective, which allows us to draw several key conclusions and suggest directions for further research.

the survey, which could give a different picture (Rodriguez & Smith, 2022).

Second, the study was conducted on a questionnaire basis, which always carries the risk of subjectivity in responses. Respondents may have overstated or, conversely, understated the importance of social indicators in their reports. Finally, the study covered only certain industries, which limits the possibility of generalizing the results to all sectors of the economy.

Scientific novelty and contribution to the research field

Our study has made an important contribution to the understanding of the integration of social indicators in the accounting system. The scientific novelty lies in the fact that we not only confirmed the importance of accounting for social indicators, but also identified the key barriers and needs that companies face in integrating them. In addition, our study showed that companies are aware of the need to improve existing standards and are willing to invest in training and development of their employees in this area.

Our findings can be useful for both the academic community and practitioners developing accounting standards and application methodologies. In particular, the barriers and needs of companies that we identified can provide a basis for developing more adaptable and flexible standards that take into account the specificities of different industries and company resources (Anderson & King, 2021).

Thus, this study confirms the importance of accounting for social performance for the sustainable development of companies and identifies areas for improvement in accounting standards and methodologies. This opens new opportunities for further research and development of practical recommendations for businesses (Kumar & Singh, 2023).

First, we found that the most attention among social indicators is paid to indicators of employee well-being, social impact on local communities and participation in social projects. These indicators appear to be the most sought-after, as they are directly linked to a company's reputation and long-term sustainability.

Secondly, the survey showed that the majority of companies consider the existing standards of social indicator accounting to be satisfactory, but a significant number of respondents see the need to improve them. The main problems are related to the lack of flexibility in the standards and the absence of clear methods for calculating social indicators.

Third, the key barriers preventing companies from effectively integrating social indicators into the accounting system were identified. These include lack of resources, lack of expertise, and limited management support. These barriers point to the need to improve both organizational and educational processes in companies.

Thus, the study answered all the questions posed and confirmed the importance of social performance accounting for sustainable enterprise development. However, further research and the development of new adaptable standards, as well as more attention to training and development of employees' competencies in this area are needed to maximize effectiveness.

Prospects for further research

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Our study revealed several unresolved issues that need to be explored in more depth.

First, more research is needed to identify the most effective methodologies for calculating social indicators adaptable for different industries. This will allow for the creation of more universal standards that can be applied in different contexts.

Second, attention should be paid to the development of specialized software that will take into account all the peculiarities of social indicator accounting. This will help companies integrate social indicators into their accounting systems more efficiently and cost-effectively.

Finally, it is important to further explore the impact of management support on the successful integration of social indicators. This may include developing recommendations for company managers to create effective strategies to support and develop social indicator accounting.

Thus, the prospects for further research are aimed at improving the methodological framework and developing practical tools to help companies better integrate social indicators into their operations and contribute to their sustainable development.

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