

The Influence of Traditional Cultural Factors on the Professional Ethics in Accounting and Auditing in Vietnam

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Abstract—In many countries, especially Asian countries, the influence of traditional cultural factors on professional ethics is clearly shown, especially in the accounting and auditing industry. This relationship has been present in previous studies with different spaces and times. This paper aims to reaffirm the influence of traditional cultural factors on the professional ethics in accounting and auditing in Vietnam. This study surveyed enterprises operating within Hanoi from October 2021 to January 2022. The study analyzed the degree of influence of these factors on the professional ethics in accounting and auditing in the enterprise and from that some solutions were proposed to improve the problem of professional ethics in accounting and auditing.

Index Terms—Professional ethics of accounting and auditing; cultural and traditional factors; affect.

I. INTRODUCTION

In society, we need to work ethically, conscientiously and the code of conduct of the profession. Professional ethics are standards and principles governing the behavior of practitioners in a specific career field, to ensure practitioners perform their tasks with good quality, comply with the provisions of law, and create a trust for the community about the quality of services provided. This is a difficult thing to do. It is also no exception for the accounting and auditing profession, especially in the current digital age. In many countries, especially Asian countries, the influence of traditional cultural factors on professional ethics is clearly shown, affecting the rise of socioeconomic status in general and in businesses in particular. This relationship has been present in previous studies with many different spaces and times; however, it is necessary to reaffirm this relationship by quantitative method to match the current trend in Vietnam.

This paper aims to identify cultural and traditional factors that affect the professional ethics of accounting and auditing. Analyze the impact of such factors on the professional ethics of accounting and auditing and state several solutions to raise the issue of professional ethics accounting and auditing. This study investigated enterprises operating within Hanoi, accounting and auditing professions, and tax authorities from October 2021 to January 2022 to determine the influence of traditional cultural factors on accounting and auditing professional ethics in enterprises in Hanoi.

II. LITERATURE REVIEW

A. International researchs

Jeffrey R. Cohen et al. (1992) researched the cultural and socioeconomic factors that may hinder the acceptance and implementation of an occupation's international code of conduct. The research has applied the set of "Guidelines on Ethics for Professional Accountants" issued by the International Federation of Accountants (1990). The authors used four values related to Hofstede's work: Power distance, uncertainty avoidance, individualism, and masculinity. Socio-economic factors are The level of development of the profession and The availability of economic resources. The authors assessed the applicability and relevance of the accounting guidelines and discussed the implications for accounting and other professions.

Rebecca LeFebvre (2011) studied the codes of conduct of 50 leading U.S. and Indian public companies to see how cultural differences have influenced the business ethics of corporations. Cultural differences have created enormous contrasts in work ethic in both countries such as the strict rules that apply to all employees in the business in the United States but in India, it only applies to senior management. Or in the United States, employees can anonymously denounce the violations of their colleagues, but in India, they can't... However, the common goal of both is strong expectations to protect the common interests of the business and bring the highest trust to the public when it comes to working there.

Olga Volkova (2016) points out the interdependence of accounting practices that ensure transparency in society, with the development of visual culture (objects that suggest their visual perception and the technologies that support them). The synchronicity between accounting revolutions and significant visual culture and technology changes is manifested in the 2nd millennium. General periodization is given to accounting practices and visual culture, based on changes in the mechanism of transparency in society.

B. Researchs in Vietnam.

Nguyen Thi Bich Tram, Le Thi Thanh Xuan (2015) shown that there are three factors affecting the professional ethics of employees, including An absolute view of personal ethical values, Organizational policies for ethical behavior, and Awareness of ethical behavior of colleagues. In addition, 7 factors affect the formation of a new workforce's perception of professional ethics. Finally, the authors conclude

that: there are differences in the perception of professional ethics among the different groups of surveyed people in terms of the professional field, profession, type of organization, and work experience.

Le Anh Linh et al. (2020) studied 225 samples together with 6 factors: Equality, fairness; Honour; Stability and development; Solidarity, collective; Harmonization in relations, and Personal ethics affecting professional ethics. However, apart from these 6 factors, some other factors affect this issue.

Le Anh Tuan et al. (2021) evaluated the factors affecting the perception of professional ethics of accounting students at universities in Da Nang city, Vietnam. Through the use of mixed studies, the authors found that there are 3 factors affecting the perception of professional ethics of accounting students, respectively: Specialized law, Curriculum education, and Personalization. The results of this study aim to propose solutions to raise awareness of professional ethics of accounting students of universities in Da Nang city.

Le Thi Thu Ha (2021) has systematized the theoretical basis and research overview of factors affecting professional ethics of accounting and auditing based on the synthesis of some studies that have been carried out in the

world. The results show that there are many different factors, including factors belonging to individuals such as age, gender, work experience, as well as work environments such as professional ethics standards, corporate ethical values or national cultural environment can affect the ethical behavior of individuals. Each country that wants to develop socio-economic needs to have resources including natural resources, capital, science, technology, and people; in which human resources are the most important factor. For countries in Asia, national culture and professional ethics in human resources are one of the capital sources of business organizations, a resource for the development of enterprises in the global integration economy. In particular, experience in many countries shows that the impact of ethnic cultural factors affects the professional ethics of employees in enterprises, especially for accountants and auditors. This relationship directly impacts the development of the accounting and auditing industry in particular and all industries in general.

Doan Thanh Nga et al. (2021) considered the exact direction and importance of cultural factors such as education, gender, power distance, and risk-taking propensity. Data were collected from 194 interviewees in three groups: general business students, accounting students, professional auditors in Vietnam. Pathway analysis is used to examine the impact of cultural factors on cognitive ethics, ethical judgment, and moral intent in various questionable situations at the individual level such as independent variables, mediating variables, and moderating variables. This indicator is the percentage of respondents who believe that a particular behavior is unethical based on a set of ethical principles. The results show the differences between the two groups of students and experts on measures, suggesting that all four factors influence ethical decision-making. Based on the research results, some recommendations are proposed related to 4 factors to improve the ethics of the future generation of auditors in Vietnam. This research also contributes to the theory of culture in particular and the cultural intersection in

general in the field of accounting and auditing in Vietnam in the process of international integration.

In conclusion, it can be seen that these studies have only stopped in a small number of parts, have not expanded into many components related to these two fields, the research subjects on the geographical location are too wide, so the opinions are only general but not deeply focused on specific research. Therefore, the new point of this article is that we want to research more deeply about cultural and traditional factors affecting professional ethics of accounting and auditing at enterprises in Hanoi.

III. THEORETICAL

A. Overview of professional ethics of accounting and auditing

Professional ethics are "standards and qualities of an individual in the process of working, work, a certain activity, ethical qualities, principles, and behavioral measures of professional ethics that depend on each possible industry and field" (Nguyen Van Phi, 2021). Moral qualities in the process of working and working are recognized and promoted by the state and society. Professional ethics also has a strong relationship with personal ethics, which is expressed partly through personal ethics. At any stage of history or any profession, professional ethics is an invaluable asset to everyone and is recognized and respected by society. In a state organization, social organization, or even in enterprises, professional ethics is extremely important because it expresses the cultural level and prestige of the organization or enterprise.

Professional ethics in accounting and auditing is the system of ethical principles applicable to individuals and organizations practicing in the field of accounting and auditing. It is one of the most important requirements for practitioners in the field of accounting and auditing stemming from the importance of accounting and financial information of enterprises. Therefore, the responsibility of professional accountants and auditors must not only stop at meeting the needs of single customers or enterprises where professional accountants and auditors work but must also grasp and comply with specific standards (Ministry of Finance, 2015). In addition, professional accountants must ensure compliance with five basic ethical principles: Integrity; Impartiality; Professional competence and discretion; Confidentiality; Professional standing.

B. Overview of national culture and traditions

National culture and traditions are a concept made up of three concepts, culture, tradition, and ethnicity.

- + Culture is the product (physical and mental) that people create.

- + Traditions are not modern things or things from the past.

- + Ethnicity is said here to be different ethnicities converging in a territory.

National culture and traditions are the whole material and spiritual products of 54 Vietnamese ethnics who create or acquire essences from other peoples formed from the past and passed on from generation to generation. Therefore,

Vietnamese culture in general and Vietnamese culture in enterprises, in particular, are very clearly expressed through the following characteristics: Community and autonomy; Spirit of solidarity, collectivity; Equality, fairness; Harmony in relations; Stability and development; Fusion; Personal ethics; Honourability.

IV. RESEARCH METHODS AND MODELS

A. Research methods

The authors used two research methods:

- Qualitative method: Through the collection, information, analysis, synthesis to the theoretical basis system related to the topic's content, the authors has raised some preliminary questions. The authors conducted the editing by (interviewing) online four experts in accountants and auditors to calibrate the questionnaire and from there can come up with an accurate and appropriate questionnaire. The authors had a complete and widely available questionnaire, collecting answers from survey participants.

- Quantitative method: The authors analyzed data collected on the following software: SPSS, Stata, Eview to evaluate the scale using Cronbach's Alpha reliability coefficient; EPA discovery factor analysis; correlation analysis, and regression analysis.

The following, the authors will describe in detail each specific stage:

- Phase 1: Set up a questionnaire

- Based on the theoretical premises, the concepts of ethics, accounting and auditing professional ethics, characteristics of traditional national culture, and the relationship between traditional national culture and professional ethics, the authors developed a questionnaire on the influence of cultural factors, traditional to professional ethics of accounting, auditing.

- The authors conducted in-depth interviews with two accounting experts, one tax expert, one audit specialist to assess the reasonable and objective level of the appropriateness of the variables included in the questionnaire. Thereby calibrating the questionnaire, adding the necessary questions, and removing the questions that were not in the proper focus, the team came up with an official questionnaire. The questionnaire is designed using the Likert scale with five levels: 1- Completely disagree; 2- Disagree; 3- Neutral; 4- Agree; 5- Completely agree.

- Phase 2: Survey questionnaires and collect data

- Secondary data: The authors has identified the information necessary for the research tool, including the theoretical premises, concepts, characteristics, and expressions presented in the above section.

- Primary data: The authors collected data mainly through questionnaires. This is a necessary and feasible method, consisting of 3 demographic questions: Gender, Workplace, Job Placement and 27 questions with seven independent variables: Equality and Fairness; Stability and development; Honors; Solidarity and collective; Harmony in relations; Personal ethics; Learn to advance. The authors conducted through ways to collect data, including sending questionnaires on Google docs to accounting and auditing groups on

social networking sites; Direct surveys through questionnaires that have been printed on paper.

- Phase 3: Sample design

- Based on research by Hair et al. (1998) for reference to the expected sample size. Accordingly, the minimum sample size is five times the total number of observed variables. This is the appropriate sample size for research that uses factor analysis (Comrey, 1973; Roger et al., 2006).

- $n=5*m$, where: m is the number of questions in the article.

- In the article, there are 27 observed variables, so the minimum sample size number is: $5*27=135$.

- With 135 minimum sample size above, but to ensure the smallest accuracy and error, the team took 213 survey samples. The authors will also select surveys on a variety of characteristic factors according to different ages, positions, and genders so that the data is generalized. The group was surveyed between October 2021 and January 2022.

- Phase 4: Processing and analyzing data

Based on the collected data, the authors processed the data:

- Remove substandard surveys such as: Not filling in enough information ...

- The collected data will be presented in an Excel file to be easily looked up and calculated data.

And after processing the data, the authors conducted data analysis through SPSS software.

B. Building research models and hypotheses

1) Research framework

Based on the theory of professional ethics of accounting and auditing, traditional Vietnamese cultures, along with the discussion of the expert group, the authors have come up with the research model as follows

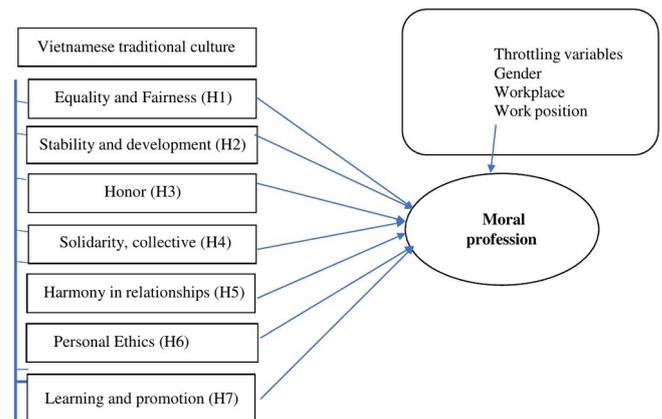


Fig 1. Research Model

2) The content describes the variables, measurement methods, and research hypotheses

- Independent variables

- **Equality and Equity Factor (VCB)**

In the history of Vietnam, this attribute of individuals often develops into the collective resilience of the whole nation to gain fairness and equality of government. Hofstede

(1991), Phan Dinh Quyen (2008) have the same comments: Vietnamese people belong to neutral culture (hide, suppress emotions). For the accounting and auditing profession, gender equality, positions, and powers of accountants and auditors are also put first.

H1: Equality and fairness are Vietnamese cultural factors that affect the professional ethics of accounting and auditing.

• **Stability and Development Factor (VOD)**

Phan Ngoc Minh (2006) said that Vietnamese people, stemming from their own needs and interests, are never satisfied with the objective conditions they already have but always create new objective conditions. Drucker (2008) also argues that employees working in the business should share long-term goal values, missions, or philosophies to ensure the stability of work and family life of employees. For Vietnamese accountants and auditors, being assured of peace at work and family makes them focused and put in their best efforts.

H2: Stability and development of Vietnamese cultural factors affect the professional ethics of accounting and auditing.

• **Honor factor (VVD)**

According to Nguyen Hong Phong (2000), respect and the desire to be respected is the mental entity that exists independently. Consideration is one of the main elements of the Vietnamese value system. Nguyen Hai San (2007) analyzed honor in an organization: The reward of employee contributions, reflecting the behavior, needs, and endurance of people in the organization. For Vietnamese accountants and auditors, the desire to be promoted is inevitable.

H3: Honorability belongs to the cultural factor of Vietnam affecting the professional ethics of accounting and auditing.

• **Element of solidarity, collective (VDK)**

According to Tran Ngoc Them (1999), the spirit of community, personal cohesion - Family - Village - Organization are the advantages in the traditional spiritual values of the Vietnamese people. Explaining the synergy resonance from the element of solidarity, Hofstede (1991) determined that in a culture that values collectivism, the

organization takes care of the interests of its members, and members must operate and behave according to organizational interests. Vietnamese accountants and auditors are teamwork, regular solidarity, and always highly appreciated.

H4: Solidarity and collective Vietnamese cultural factors affect the professional ethics of accounting and auditing.

• **Harmonization factor in relationships (VQD)**

According to Tran Ngoc Them (1999), the village's autonomy is a fundamental feature of traditional Vietnamese culture that creates a patriarchal and religious mind. Tran Dinh Huou (1996) said that for the historical process, the Vietnamese mind influenced by Confucius thought deeper the path of humanism, loving rule, and respect for democracy. Vietnam's traditional culture unites values of respect and democracy; patriarchy and respect always accompany and develop. Characteristics: "Harmonization in relationships" is essential in business management, is the harmony between superiors and subordinates, each relationship between decision-making and decision enforcement. There-

fore, peace in the relationship affects the general professional ethics in general and the professional ethics of accounting and auditing in particular.

H5: Harmony in relations belonging to Vietnamese cultural factors affects the professional ethics of accounting and auditing.

• **Personal Ethics (DDCN)**

Some studies have shown that ethical decisions are influenced by factors that belong to each individual. Individual factors are defined as personal values (including knowledge, attitudes, and intentions) that are personal experiences, and these values have an important influence on the attitudes and decision-making behaviors of individuals in the profession (Le Thi Thanh Xuan et al. 2015). Contact with the accounting and auditing profession, personal ethics expressed through honesty, objectivity, prudence, confidentiality, and professional status of accountants and auditors. From there, it can be seen that personal ethics and work ethic are closely related.

H6: Personal ethics are cultural factors that affect the professional ethics of accounting and auditing.

• **Learning and promotion factors (VHH)**

Tran Ngoc Them (1999) said that in the heart of traditional Vietnamese society, educated people are valued and topped the list of professions. Cultural researcher Lewis (1999) has commented that the value of the Vietnamese mind is to learn and be highly qualified. For

the profession of accountants and auditors, accountants, and auditors must always cultivate professional knowledge, learn knowledge from colleagues, domestic and foreign research materials to improve their qualifications as well as improve their positions.

H7: Learning and promotion belong to cultural factors that affect the professional ethics of accounting and auditing.

The above independent variables are measured through the application of the Likert scale, the surveyor will answer the questions with 5 levels: (1) Completely disagree, (2) Disagree, (3) Neutral, (4) Agree, (5) Completely agree. The above independent variables are measured by the following criteria

3) *Dependent variables*

Professional Ethic (DDNN). The dependent variable is built on five requirements for accountants and auditors in the Accounting and Auditing Professional Ethics Standards. This factor is measured through the following scales:

The quantitative research model is defined as:

$$DDNN = \beta_0 + \beta_1 * VCB + \beta_2 * VOD + \beta_3 * VVD + \beta_4 * VDK + \beta_5 * VQD + \beta_6 * DDCN + \beta_7 * VHH + e_i$$

V. ANALYSIS AND DISCUSSION OF RESEARCH RESULTS

A. *Statistical analysis describing variables*

According to the results of the study sample:

In terms of gender, there is a disparity between men and women, of which 49 are men, 164 are females, respectively, with 23% and 77%.

TABLE 1: SPECIFIC CRITERIA FOR MEASURING DEPENDENT VARIABLES

Element	Symbol	Criteria	Source
Equality and Equity	VCB1	The income of accountants and auditors is suitable for their work.	Dinh Phi Ho, Hoang Trong Tan (2012); Le Anh Linh et al (2020)
	VCB2	The policy of promotion and reward for accountants and auditors is fair.	
	VCB3	There is no bias in considering salary increases, promotions for accountants and auditors.	
	VCB4	Superiors always consistently enforce policies related to accountants and auditors	
Stability and Development	VOD1	Accountants and auditors are invested by the company, encouraging learning and skill development.	Drucker (2008); Dinh Phi Ho, Hoang Trong Tan (2012); Le Anh Linh et al (2020)
	VOD2	Accountants and auditors are allowed to share and understand the company's objectives.	
	VOD3	The company of accountants and auditors has a clear development strategy.	
Honor	VVD1	Accountants and auditors always receive praise and recognition from superiors when performing good work.	Nguyen Hai San (2007); Dinh Phi Ho, Hoang Trong Tan (2012); Le Anh Linh et al (2020)
	VVD2	Accountants and auditors receive rewards corresponding to the results of contributions.	
	VVD3	Accountants and auditors always know the bonus levels and benefits of the company.	
	VVD4	Accountants and auditors are involved in decision-making.	
Unite, collective	VDK1	Accountants and auditors prefer teamwork (team, department) rather than individual work.	Hofstede (1991); Dinh Phi Ho, Hoang Trong Tan (2012); Le Anh Linh et al (2020)
	VDK2	Accountants and auditors are willing to work together to get the job done most efficiently.	
	VDK3	Accountants and auditors always receive the help and cooperation of other departments in the company.	
	VDK4	The company always encourages accountants and auditors to cooperate to carry out the work.	
Harmony in relationship	VQD1	Decisions from superiors are always supported by accountants and auditors.	Dinh Phi Ho, Hoang Trong Tan (2012); Le Anh Linh et al (2020)
	VQD2	Accountants and auditors are involved in business decision-making.	
	VQD3	Accountants and auditors are fully informed and thoroughly analyzed before making a decision.	
Moral individual	DDCN1	For the benefit of individuals, accountants and auditors should not violate the company's regulations.	Le Thi Thanh Xuan et al (2017)
	DDCN2	Accountants and auditors should not harm the dignity and honor of others.	
	DDCN3	Accountants and auditors should not harm the welfare of others.	
	DDCN4	Accountants and auditors should not harm the physical well-being of others.	
	DDCN5	Accountants and auditors should not adversely affect the psychology of others.	
Learn, promotion	VHH1	The company always organizes training programs for accountants and auditors to improve their knowledge.	Dinh Phi Ho, Hoang Trong Tan (2012)
	VHH2	Accountants and auditors are always trained in working skills as well as improving their qualifications through discussions with experts.	
	VHH3	Accountants and auditors always take advantage of the opportunity to advance in the job.	
	VHH4	Accountants and auditors always have the opportunity to develop all their skills at work.	

TABLE 2: SPECIFIC CRITERIA FOR DEMONSTRATING PROFESSIONAL ETHIC

Element	Criteria	Source
DDNN1	Accountants and auditors are frank, honest in all professional and business relationships.	Dinh Phi Ho, Hoang Trong Tan (2012)
DDNN 2	Accountants and auditors do not let bias, conflicts of interest, or any unreasonable influence dominate professional and business judgments.	
DDNN 3	Accountants and auditors always maintain professional competence and prudence in their work.	
DDNN 4	Accountants and auditors always comply with the company's information security regulations and do not use the information for personal purposes.	
DDNN 5	Accountants and auditors always comply with relevant laws and regulations, avoiding actions that undermine professional reputation.	

Regarding the place of work, state-owned enterprises had 54 participants in the survey, corresponding to 25.4%; private enterprises had 26 participants in the survey, corresponding to 12.2%; Co., Ltd. has 12 people, corresponding to 5.6%; 1 member limited liability company has 7 people corresponding to 3.3%; the joint-stock company has 24 applicants with 11.3%; the joint venture enterprise has 4 people corresponding to 1.9%; 100% foreign-owned companies accounted for 6 people with 2.8%, the rest were other types of enterprises with 80 people, corresponding to 37.6%.

B. Analysis of regression model

1) Correlation analysis between variables

The correlation coefficient of VCB, VVD, VDK, VQD, DDCN, and VHH variables with DDNN variables of 0.617, 0.589, 0.539, 0.608 at a meaningful level of 1% indicates a highly close variable correlation between these independent variables and the DDNN variable. The VOD variable has a slightly lower correlation coefficient of 0.440, but this is also a number that represents a very close homomorphic correlation with the dependent variable.

2) Rate scale by Cronbach's Alpha reliability coefficient

In this study, there were a total of 8 scales (1 dependent variable and 7 independent variables), and each scale had a measurement of >3 variables, so the scales all assessed the reliability of Cronbach's Alpha

Table 4 results show that the general Cronbach's Alpha coefficient of independent variables is good (from the lowest VCB is 0.751 to the highest DDCN is 0.83) and is larger than the standard (0.6), so the scales of independent variables are acceptable in terms of reliability. All specific scales of variables have a coefficient of correlation of total correction variables reaching a value of 0.646 or higher, indicating that the measurement level of variables is excellent.

3) Discovery Factor Analysis

The authors included seven factors in the EFA analysis, which analyzed these factors' convergence value and differential value. In addition, the authors also used matrix rotation to identify the extractor and thereby find new factors.

		Correlations					
		DDNN	VCB	VOD	VVD	VDK	VQD
DDNN	Pearson Correlation	1	.617**	.440**	.589**	.539**	.608**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	213	213	213	213	213	213
VCB	Pearson Correlation	.617**	1	.411**	.387**	.376**	.410**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	213	213	213	213	213	213
VOD	Pearson Correlation	.440**	.411**	1	.361**	.355**	.383**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	213	213	213	213	213	213
VVD	Pearson Correlation	.589**	.387**	.361**	1	.389**	.402**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	213	213	213	213	213	213
VDK	Pearson Correlation	.539**	.376**	.355**	.389**	1	.433**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	213	213	213	213	213	213
VQD	Pearson Correlation	.608**	.410**	.383**	.402**	.433**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	213	213	213	213	213	213
DDCN	Pearson Correlation	.556**	.395**	.383**	.339**	.373**	.401**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	213	213	213	213	213	213
VHH	Pearson Correlation	.591**	.427**	.362**	.395**	.352**	.388**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	213	213	213	213	213	213

(Source: SPSS running results)

TABLE 4: ASSESSMENT OF SCALE RELIABILITY

Item	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Cronbach's Alpha of the Equal and Fair Scale: 0.79				
VCB1	11.83	5.613	.615	.731
VCB2	11.76	5.636	.579	.749
VCB3	11.79	5.262	.619	.729
VCB4	11.77	5.666	.585	.746
Cronbach's Alpha of the Stability and Development Scale: 0.751				
VOD1	8.03	2.721	.598	.646
VOD2	7.99	2.769	.563	.686
VOD3	7.92	2.776	.576	.671
Cronbach's Alpha of the Honor Scale: 0.81				
VVD1	11.68	5.965	.675	.739
VVD2	11.63	6.263	.693	.735
VVD3	11.70	6.277	.546	.801
VVD4	11.81	5.927	.611	.771
Cronbach's Alpha of the Collective Solidarity scale:0.82				
VDK1	12.15	4.999	.644	.772
VDK2	12.04	5.310	.582	.800
VDK3	12.20	5.152	.633	.777
VDK4	12.13	4.932	.710	.741
Cronbach's Alpha of the Harmony in Relation scale: 0.754				
VQD1	7.62	3.001	.584	.670
VQD2	7.69	2.685	.586	.672
VQD3	7.45	3.031	.583	.672
Cronbach's Alpha of Personal moral scale: 0. 83				
DDCN1	16.85	8.100	.705	.772
DDCN2	16.66	8.594	.628	.795
DDCN3	16.67	8.799	.602	.803
DDCN4	16.64	8.834	.582	.808
DDCN5	16.68	8.786	.618	.798
Cronbach's Alpha of the Advanced learning Scale: 0.814				
VHH1	11.92	5.578	.657	.756
VHH2	11.99	5.641	.558	.805
VHH3	11.89	5.723	.621	.773
VHH4	11.91	5.450	.708	.732

(Source: SPSS running results)

According to Meyers (2006), the most common method combines Principal Components Analysis and Varimax rota-

tion. So the authors applied this method to analyze the factors.

• **KMO and Bartlerrs inspection**

Table 5: KMO and Bartlett's Test of the original 7 factors

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.862
Approx. Chi-Square		1733.865
Bartlett's Test of Sphericity	Df	253
	Sig.	.000

(Source: SPSS running results)

TABLE 6: ROTATIONAL MATRIX OF FACTORS

Rotated Component Matrix

	Component						
	1	2	3	4	5	6	7
VCB4	.747						
VCB3	.731						
VCB1	.711						
VCB2	.706						
DDCN2		.754					
DDCN4		.720					
DDCN5		.712					
DDCN3		.676					
VQD1			.788				
VQD3			.747				
VQD2			.716				
VDK1				.756			
VDK2				.743			
VDK3				.736			
VHH1					.808		
VHH3					.734		
VHH2					.660		
VVD3						.768	
VVD4						.753	
VVD1						.689	
VOD1							.811
VOD2							.758
VOD3							.691

(Source: SPSS running results)

According to the data of the table above, the KMO (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) value of the scale of factors affecting the Professional ethics of accounting and auditing in Vietnam is 0.862 (meeting condition $0.5 < \text{KMO} < 1$). The new model demonstrates that the variables included in the analysis are meaningful and consistent with the set factors. In addition, Bartlett's Test of Sphericity has $\text{Sig} = 0.000 < 0.05$ demonstrating the scales of 7 factors eligible for EFA analysis.

The sample size is 213, so the factor loading factor is 0.5. From the result table, the factor load factor coefficients are more significant than 0.5, and there are no cases where both elements are uploaded simultaneously with a close load factor. Thus, the expressions that satisfy the above condition, and after analyzing the aspect, these independent factors are maintained, not increased or decreased.

The seven factors extracted after performing the matrix rotation have shown a high convergent and distinguishing value (the factor weights of all variables are more significant than 0.5). The KMO system reaching 0.862 has proved that the variables included in the factor analysis are meaningful, and the analysis model is in line with the specified Factor. On the other hand, Bartlett's Test of Sphericity has $\text{Sig} = 0.000 < 0.05$. This proves that the H_0 hypothesis: "Variables are not correlated with each other" is refused, i.e., variables are linearly correlated with the representative Factor. In addition, the total variance of the seven extracted factors is

worth $1.16 > 1$. It reaches 65.915%, which means that 65.915% of the changes of the Factor explained by the observed variables (components of the Factor) and the number of determinants are entirely satisfactory.

With the above values, we can conclude that the EFA model of the elements of traditional culture affecting the professional ethics of accounting and auditing in Vietnam is appropriate.

4) Regression Analysis

Analysis of the multiple regression model with 7 independent variables introduced using the Entered method, the regression model with $R^2 = 0.694$; R^2 correction = 0.684. We notice that R^2 correction is more minor than R^2 , so we use it to assess the model's suitability will be safer because it does not inflate the appropriateness of the multivariate regression model (Hoang Trong & Chu Nguyen Mong Ngoc, 2008).

R^2 correction = 0.684 indicates about 68.4% of the variability of cultural and traditional factors affecting the professional ethics of accounting - auditing is explanatory, and independent variables in the Durbin-Watson statistical quantity model ($d = 1.879 < 2$) show no correlation between the residuals. This means that the model does not violate the assumption of the independence of the error.

In the table 9, the value $F = 66.520$ makes sense to $\text{Sig} = 0.000 < (0.05)$ means that the linear regression model is consistent with the actual data collected, and the variables included are statistically significant at a meaningful level

TABLE 7: SUMMARY OF VARIANCES CITING DISCOVERY FACTORS

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.057	30.682	30.682	7.057	30.682	30.682
2	1.581	6.873	37.555	1.581	6.873	37.555
3	1.501	6.527	44.082	1.501	6.527	44.082
4	1.357	5.899	49.982	1.357	5.899	49.982
5	1.314	5.712	55.694	1.314	5.712	55.694
6	1.191	5.178	60.872	1.191	5.178	60.872
7	1.160	5.043	65.915	1.160	5.043	65.915
8	.795	3.458	69.373			
9	.776	3.376	72.749			
10	.641	2.785	75.534			
11	.589	2.562	78.096			
12	.574	2.494	80.590			
13	.552	2.399	82.989			
14	.518	2.251	85.240			
15	.504	2.191	87.431			
16	.472	2.051	89.482			
17	.436	1.895	91.377			
18	.394	1.714	93.091			
19	.372	1.618	94.709			
20	.342	1.486	96.195			
21	.333	1.447	97.642			
22	.289	1.256	98.898			
23	.253	1.102	100.000			

(Source: SPSS running results)

of 5%. Thus, the linear regression model for this sample can be expanded and applied to the whole.

The consideration of what factors impact professional ethics directly will be done using a multivariate linear regression equation.

Table 10 indicates that Sig. of the 5 variables explaining VCB, VVD, VQD, DDCN, VHH is 0.000 and the VDK

interpretation variable is 0.003 is less than 0.05; that is, these 6 variables have statistical significance with a reliability of 95%, so they are suitable and meaningful to the model. Void variable type because Sig. = 0.86 > 0.05, so the dependent variable has no statistical significance.

TABLE 8: ASSESSMENT OF THE SUITABILITY OF THE REGRESSION MODEL
MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.833 ^a	.694	.684	.47181	1.879

- a. Predictors: (Constant), VHH, VDK, VOD, VVD, DDCN, VCB, VQD
- b. Dependent Variable: DDNN

(Source: SPSS running results)

TABLE 9: TEST THE HYPOTHESIS OF SUITABILITY FOR THE OVERALL MODEL ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	103.656	7			
1 Residual	45.635	205	14.808	66.520	.000 ^b
Total	149.291	212	.223		

- a. Dependent Variable: DDNN
- b. Predictors: (Constant), VHH, VDK, VOD, VVD, DDCN, VCB, VQD

(Source: SPSS running results)

TABLE 10: HYPOTHESIS TEST

The consideration of what factors impact professional ethics directly will be done using a multivariate linear regression equation.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
(Constant)	-.974	.249		-3.908	.000		
VCB	.268	.052	.243	5.124	.000	.666	1.502
VOD	-.009	.049	-.008	-.176	.860	.711	1.406
VVD	.223	.046	.222	4.822	.000	.704	1.420
VDK	.156	.052	.137	2.974	.003	.700	1.428
VQD	.227	.050	.218	4.591	.000	.662	1.512
DDCN	.195	.055	.166	3.573	.000	.694	1.441
VHH	.217	.050	.201	4.304	.000	.682	1.465

(Source: SPSS running results)

5) Discussion of research results

After analyzing the regression, we obtained the following model:

$$\begin{aligned} \text{DDNN} = & -0.974 + 0.268*VCB + 0.223*VVD \\ & + 0.156*VDK + 0.227*VQD + 0.195*DDCN \\ & + 0.217*VHH. \end{aligned}$$

Table 10 indicates that Sig. of the 5 variables explaining VCB, VVD, VQD, DDCN, VHH is 0.000 and the VDK interpretation variable is 0.003 problems less than 0.05, that is, these 6 variables have statistical significance with a reliability of 95%, so they are suitable and meaningful to the model. In contrast, the VOD variable with Sig. is 0.860 > 0.05, but there is no relationship between the VOD independent variable and the dependency variable. In addition, the Beta coefficient of 6 variables VCB, VVD, VDK, VQD, DDCN, VHH is 0.243, respectively; 0.222; 0.137; 0.218; 0.166; 0.201 is greater than 0 indicating the positive effect of these 6 variables on the professional ethics of accounting and auditing. In particular, the VCB variable has the largest regression factor of 0.268, so the VCB (reliability) variable has the greatest impact on accounting and auditing professional ethics, followed by VQD, VVD, VHH, DDCN, VDK, and finally VOD.

Based on the development of the research model of Dinh Phi Ho, Hoang Trong Tan (2012) in combination with previous studies, the team has built a model of the influence of traditional cultural factors on the professional ethics of accounting and auditing in Vietnam, use a combination of methods of comparing and synthesizing secondary information from available documents and quantitative research methods. The results are as follows:

Accepting the H1, H3, H4, H5, H6, H7 hypotheses but H2 hypothesis: "Stability and development of Vietnamese cultural factors have an impact on the professional ethics of accounting and auditing," with sig= 0.86>0.05 rejected.

In summary, there are 6 factors belonging to Vietnamese cultural and traditional factors that affect the professional ethics of accounting and auditing at Vietnamese enterprises: (1) Equality- fairness, (2) Honor,

(3) Solidarity, collective; (4) Harmony in relations; (5) Personal ethics; (6) Learning and promotion. All factors are consistent with market data.

The level of impact of the factors is different, but all have a favorable effect on the dependent variable. In which the aspect of "Equality and fairness" has the most substantial impact, followed by the factor "Harmony in relations," followed by "Honor," and finally the factor with the most negligible effect is the factor "Collective solidarity."

VI. DISCUSSION AND CONCLUSION

Based on the research results of the topic, the authors propose several recommendations to improve the professional ethics of accountants and auditors at Vietnamese enterprises as follows:

A. For accountants and auditors:

- Independence: accountants and auditors should have honesty and objectivity, not to perform audits for clients who have family ties, relatives, or economic interests, need to draw the line between auditing and consulting for accountants, the auditor is not involved in conflicts of interest.

- In-depth level of industry and future advancement: In the process of working at companies, accountants and auditors must always learn constantly, regularly exchange and communicate experiences with people working in the same field.

- Audit time: To reduce the pressure on audit time, especially at the end of the fiscal year, accountants and auditors can conduct preliminary audits during the year.

- Professional skills: accountants and auditors need to strictly implement ethical standards for accountants and auditors, in which it is necessary to understand and implement the following basic ethical principles: Integrity, Objectivity, Professional competence and Prudence, Confidentiality, Professional Status.

B. For businesses:

- Equality: Businesses should apply equality policies to employees, whose rewards are adapted to employee expression.

◦ Honors: There are systems to evaluate the performance of employees thereby promoting work progress as well as rewarding when employees complete tasks well.

◦ Solidarity, collective: It is necessary to build a cooperation mechanism between departments and units in the company, encourage employees to work in groups to complete the work better, regularly organize parties, company gatherings.

◦ Harmony in relationships: The decisions of the company's leaders need the support of employees, as well as the leadership, should create conditions for employees to participate in expressing opinions and objections.

◦ Learning and promotion: It is necessary to regularly organize training programs, skills training with experts.

The study provided a realistic perspective on the professional ethics of accounting and auditing in Vietnam and pointed out what factors can affect the professional ethics of people working in this sector. Combining practical information with results, the authors have proposed several solutions and recommendations to improve professional ethics in the business. Although there are many limitations, this is also a space for future studies to go deeper, expanding the scope to be able to re-examine the conclusions; at the same time, it also discovered that other factors were included in the research model to more fully and accurately reflect the relationship between traditional Vietnamese cultural elements and the professional ethics of accountants and auditors in Vietnam.

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