Int. j. adv. multidisc. res. stud. 2023; 3(5):492-498

Received: 05-08-2023
Accepted: 15-09-2023

International Journal of Advanced Multidisciplinary Research and Studies

ISSN: 2583-049X

Influence of Institutional Theory on Application Environmental Cost Management Accounting: Research in Vietnam Manufacturing Enterprises

[1] Thi Thu Hà Tran, [2] Thi Thu Giang Ngo
[1, 2] University of Labour and Social Affairs, Hanoi, Vietnam

Corresponding Author: **Thi Thu Hà Tran**

Abstract
This study explores the impact of institutional theory factors such as coercive pressure, normative pressure, and mimetic pressure on the application of environmental cost management accounting in Vietnamese manufacturing companies. The research surveyed 323 manufacturing companies in Vietnam using quantitative research methods through questionnaires and regression models. The results indicate that the application of environmental cost management accounting in these companies is only at a moderate level, with businesses not yet placing much emphasis on identifying and analyzing environmental costs; the use of environmental cost information in management decisions is still low. Moreover, the influence of institutional theory factors on the application of environmental cost management accounting is statistically significant.

Keywords: Institutional Theory, Environmental Cost Management Accounting, Coercive Pressure, Normative Pressure, Mimetic Pressure

1. Introduction
Sustainable development is becoming a goal for businesses worldwide. Beyond profit-making, companies need to integrate harmoniously and tightly with society and the environment. With natural resources depleting, there's an urgent need for businesses to find alternative raw materials, use them efficiently, and reduce harmful emissions, aiming for cleaner, modern, and more efficient production processes. The business environment is constantly changing due to globalization, rapid IT development, and advancements in regulations and legal policies. These changes significantly impact management accounting in general and environmental cost accounting in particular (Bahramfar *et al*, 2007). Environmental cost accounting helps businesses identify environmental costs more fully and allocate them reasonably into product costs (Burrit *et al*, 2002), using useful environmental information for decision-making processes (Gale, 2006) [4]. Many organizations' business strategies are gradually shifting towards green production and sustainable development due to increased awareness of the benefits of environmental cost accounting (Clark & O'Neill, 2005).
Currently, in Vietnam, there aren't many studies on environmental cost management accounting. Some research has used institutional theory, uncertainty theory, precautionary theory, and diffusion of innovation theory to explain the influences of various factors on the application and implementation of environmental accounting and environmental cost management accounting. However, there hasn't been an independent study that solely uses institutional theory to examine the impact of factors on environmental cost management accounting.
This article focuses on analyzing the impact of fluctuations in institutional theory factors (coercive pressure, normative pressure, mimetic pressure) on environmental cost management accounting in manufacturing enterprises in Vietnam. From there, it discusses and offers some recommendations for state management agencies, administrators, and other related parties.

2. Literature Review and Theoretical Basis
2.1 Literature Review
The term environmental cost management accounting was officially introduced in the 1990s (Chang, 2007). When studying environmental management accounting and especially environmental cost management accounting, institutional theory is most widely used to explain the practice of environmental management accounting and environmental cost management accounting (Schaltegger *et al*, 2011; Qian, Burritt & Monroe, 2011). Many studies also highlight the important role of institutional theory in environmental management (Delmas & Toffel, 2004a) and environmental cost management accounting (Chang, 2007). According to Qian & Burritt (2009) *et al* (2015), they have established a relationship between the application of environmental

cost management accounting and institutions, specifically government coercive pressure, normative pressure and mimetic pressure. However, the influence of these factors on the application of environmental cost management accounting in previous studies still has many different views and is not yet unified. This study explores the extent to which coercive pressure, normative pressure and mimetic pressure affect the application of environmental cost management accounting in manufacturing enterprises.

The Coercive Pressure (CP)

Coercive pressure is a key factor in institutional theory to explain the implementation of regulations in an organization (DiMaggio and Powell, 1983; Hoffman, 2001; Delmas (2002), Delmas and Toffel, 2008).

Some studies suggest that law is a significant factor for many organizations to address environmental issues (for example; Delmas and Toffel, 2004; IFAC, 2004). The strengthening of environmental law in many countries has encouraged organizations to adopt environmental initiatives and programs to reduce environmental impact, save costs, and achieve sustainable development (UNDSD, 2000).

Therefore, coercive pressure is a significant factor influencing the application of environmental cost management accounting. Notably, governments in several countries (USA, UK, Japan, Germany, Czech Republic, Canada, Austria, Australia, Spain, Philippines, South Africa and Argentina) have recognized the importance of environmental cost management accounting. They have announced numerous policies, pilot projects and conducted national case studies to guide organizations in accepting and implementing environmental management accounting (UNDSD, 2000; IFAC, 2004; Burritt and Saka, 2006).

In Vietnam, some studies have also found a direct correlation between the pressure to comply and the implementation of environmental cost management accounting. This is evident in the research conducted by Nguyen Thi Nga (2016), Pham Thi Bich Chi, *et al* (2016). This aligns with theoretical foundations and previous studies indicating that compliance pressure can play a significant role in encouraging organizations to adopt and implement environmental cost management accounting (UNDSD, 2000). However, Jalaludin *et al* (2011) [6] discovered that compliance pressure didn't have a strong influence on the application of environmental cost management accounting in Australian universities. The findings of Jalaludin and colleagues (2011) [6] were not consistent with expectations and the results provided by previous studies. This research continues to explore the impact of compliance pressure on the application of environmental cost management accounting in manufacturing businesses in Vietnam.

Normative Pressure (NP)

Along with coercive pressure, normative pressure of associations is a factor in the institutional context, highly valued in previous studies (IFAC, 2005; Chang and Deegan, 2010) [2]. According to Chang and Deegan (2010) [2], professional associations contribute to encouraging businesses to make changes, including accounting innovations. With growing environmental concerns in various countries, some specialized agencies like ISO (International Standards Organization) and GRI (Global Reporting Initiative) have developed standards and guidelines related to environmental information management (Li, 2004).

In the context of environmental cost management accounting, several professional accounting associations like the Association of Chartered Certified Accountants (ACCA), the International Federation of Accountants (IFAC), and United Nations Division for Sustainable Development (UNDSD) have played a significant role in promoting environmental cost management accounting. These organizations have issued guidelines on environmental management accounting and dedicated substantial resources to encourage the application of environmental cost management accounting.

However, despite the significance of normative pressure, there's still a lack of extensive research examining its impact on the application of environmental cost management accounting. The results so far have been inconsistent. Chang and Deegan (2010) [2] used a case study approach, conducting face-to-face interviews to explore the influence of normative pressure and mimetic pressure on the application of environmental cost management accounting. Given the contradictions in previous studies, in this research, the author continues to delve into the impact of normative pressure on the application of environmental cost management accounting in manufacturing businesses in Vietnam.

Mimetic Pressure (MP)

According to Scott (1995), the mechanisms established in each social context constrain the actions of organizations, ensuring their activities align with a set of rules and legitimate customs defined by society. To avoid being seen as an outsider, an organization may choose to "mimic" as a safe, effective strategy. Mimicry is more likely to occur when there are no clear criteria in the implementation process or when organizations do not understand the methods, procedures, and technologies used (DiMaggio and Powell, 1983). As the development of environmental accounting is still very new, not many organizations have a clear understanding of the criteria and methods of environmental accounting. Information flows facilitate organizations comparing themselves with other organizations, thereby potentially applying environmental cost management accounting in a unified direction. Nguyen Thi Hang Nga (2018) research also found a positive influence of mimetic pressure on the implementation of environmental cost management accounting in manufacturing enterprises in Vietnam.

However, contrary to expectations, recent studies have shown that the increasing mimetic pressure to conform doesn't significantly contribute to organizations' motivation to focus on and implement Research results from Chang and Deegan (2010) [2] indicate that coercive pressure, normative pressure, and mimetic pressure don't strongly influence the application of environmental cost management accounting. Additionally, research findings from Jalaludin *et al* (2011) [6], Jamil *et al* (2015) all suggest that mimetic pressure doesn't significantly contribute to the application of environmental cost management accounting; while Le Thi Tam (2017) study shows that mimetic pressure doesn't impact the degree of application of environmental cost management accounting.

Despite these contradictions in previous research findings, this study continues to explore the influence of mimetic pressure on the application of environmental cost

management accounting by manufacturing companies in Vietnam.

2.2 Theoretical Basis

Environmental cost management accounting (ECMA)

According to FEM & FEA (2003), environmental cost is a term used to refer to various costs related to environmental management, environmental protection measures, and environmental impacts.

Environmental cost management accounting is a part of environmental management accounting, responsible for processing and providing information about environmental costs to support business management functions. Environmental cost management accounting includes aspects such as environmental cost information, methods of determining environmental costs, estimating environmental costs, reporting environmental costs, evaluating environmental effectiveness, and using environmental cost information in decision-making (Jalaladin *et al*, 2011).

Institutional Theory

Concepts and factors of Institutional Theory

According to Scapens (1994), institutions are forms of imposition and social attachment to human activities. They include formal constraints (constitution, laws) and informal ones (customs, behavioral rules). The Institutional Theory refers to changes in organizational behavior (changes in models, strategies, processes, methods, techniques, etc.) due to pressures from stakeholders and how organizations can survive and develop legitimately (Ninh Thi Kim Thoa, 2015). Initially, the Institutional Theory suggested that changes in individual behavior could stem from government regulations, organizations (coercive nature), and also from an individual's perception of what one should do (normative nature) (Burns and Scapens, 2000). Later on, the Institutional Theory added the influence of cognition in explaining individual behaviors, where individuals comply with institutions simply because non-compliance would make them different from others (Scott, 1995). Therefore, the current Institutional Theory suggests that organizations influence each other through a process of imitation. Scott (1995) pointed out that the Institutional Theory is divided into three factors: coercive pressure, normative pressure, and mimetic pressure.

Coercive Pressure

According to Scott (1995), the adjustment pillar relates to how power institutions establish rules, check the compliance of subjects, and if necessary, apply forms of sanctions (rewards or punishments) to influence organizations and individuals.

In this study, the coercive pressure originates from the legal regulations of state agencies (pressure from the government and regulatory bodies).

Normative Pressure

Normative pressure refers to common social norms, including unwritten principles and values, that have been "morally controlled" by social activists (Scott, 1995). By adhering to these common norms, an organization's behavior will be socially accepted and hence these behaviors will become the rules of conduct in thought and action (Covaleski and Dirsmith, 1988).

In this study, the concept of normative pressure is explored. It represents the need for organizations to comply with professional standards, regulations, principles, and ethics. This is achieved through education and professional associations.

Mimetic Pressure

When a behavior or rule is adopted and accepted within an organizational group, member organizations tend to act according to these common standards to avoid standing out or drawing attention from other members.

In this study, mimetic pressure reflects the stress organizations face in seeking out societal role models to learn the activities, models, processes, methods, and techniques of those successful organizations.

Research Hypothesis

Coercive Pressure

Numerous studies have found a statistically significant relationship between coercive pressure and the implementation of environmental cost management accounting in organizations (Chang and Deegan, 2010 [2]; Qian *et al*., 2011; Jamil *et al*., 2015; Nguyen Thi Nga, 2016). In the context of Vietnam, if the government and relevant authorities strictly enforce environmental regulations or have policies that encourage and support businesses to fulfill their environmental commitments, it's likely to spur companies to adopt environmental cost management accounting in their operations.

Given the reasons above, we can anticipate that the coercive pressures from related parties may influence the implementation of environmental cost management accounting in Vietnamese manufacturing enterprises. Therefore, the relationship between coercive pressure and the application of environmental cost management accounting is proposed in the following hypothesis:

H1: Coercive pressure is positively related to the application of environmental cost management accounting.

Normative Pressure

According to institutional theory, normative pressure influences the application of environmental cost management accounting. However, the impact of normative pressure can vary among organizations in different countries. In Vietnam, if we ramp up professional ethics education in educational institutions and professional associations, it's likely to encourage businesses to implement environmental cost management accounting.

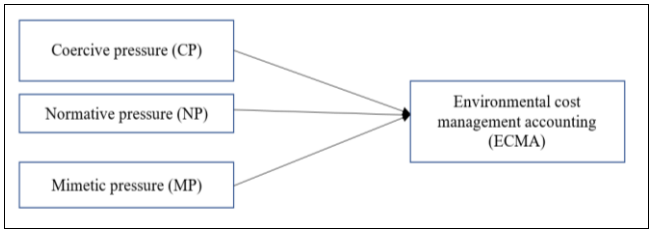
So, it's expected that the implementation of environmental cost management accounting in manufacturing businesses will be influenced by pressure from professional bodies or educational institutions. The following hypothesis illustrates the relationship between normative pressure and the application of environmental cost management accounting:

H2: Normative pressure is positively related to the application of environmental cost management accounting.

Mimetic Pressure

According to the new theory by DiMaggio and Powell (1983), organizations tend to mimic or copy other organizations in society. When a practice is recognized or considered the new industry standard, organizations simply follow suit without questioning the value of this practice. In the context of Vietnam, with its tradition of valuing education, manufacturing businesses also tend to emulate

successful models for continuous growth.
So, it's reasonable to expect that mimetic pressure can influence the application of the hypothesis below illustrates the relationship between imitation pressure and the application of environmental cost management accounting.
H3: Mimetic pressure is positively related to the application of environmental cost management accounting.
Based on the theoretical foundation and arguments presented, the proposed research model is as shown in Figure 1.



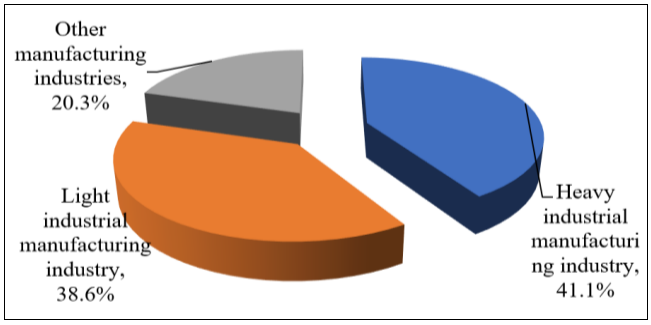
3. Research Method

The research method used in this article is quantitative, utilizing SPSS software to measure the relationship between coercive pressure, normative pressure, and mimetic pressure with environmental cost management accounting in Vietnamese manufacturing enterprises. The sample includes 323 Vietnamese manufacturing enterprises. Primary data was collected through a survey questionnaire. A 5-point Likert scale was used, with levels ranging from 1 to 5 corresponding from 1- not applied at all to 5- fully applied. The scale for applying environmental cost management accounting was inherited and adjusted from the research of Jalaludin *et al* (2011) [6].
We're using a 5-point Likert scale, where 1 means you strongly disagree and 5 means you strongly agree. The coercive pressure scale (CP) includes 5 observable variables, the normative pressure scale (NP) has 3 observable variables, and the mimetic pressure scale (MP) also has 3 observable variables. These scales are adapted and modified from the research of Jalaludin *et al* (2011) [6], Qian *et al* (2011), and Jamil *et al* (2015).
The survey results are analyzed using the Cronbach's Alpha coefficient to measure the reliability of the scale. Exploratory factor analysis (EFA) is used to validate the scale's value, allowing us to draw weights for observed variables for comparison, deciding whether to eliminate or retain them in the study. Regression analysis is conducted to prove the proposed hypotheses.

4. Research Results

4.1 Descriptive Statistics

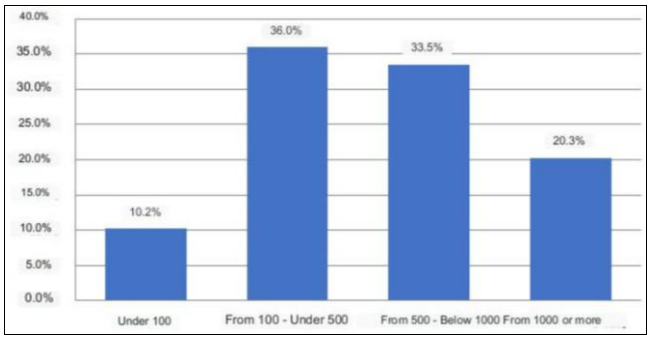
The businesses surveyed include 41.1% heavy industrial manufacturers (mining, thermal power, cement production, steel production, etc.), 38.6% light industrial manufacturers (textiles, paper production, etc.) and 20.3% other manufacturers (consumer goods, waste treatment, recycling, etc.) (Figure 2).



Source: Data processed using SPSS software

Fig 2: Production Sectors

In terms of scale, large-scale businesses (with an average revenue of $500 billion or more) account for 53.8%. Medium and small-scale businesses (with an average revenue below $500 billion) make up 46.2% as shown in Figure 3.



Source: Data processed using SPSS software

Fig 3: Business scale (billion VND/year)

In terms of ownership (Table 1), businesses with state-owned capital make up 33%, foreign-invested businesses account for 28%, and the remaining 40% are businesses with other sources of capital.

Table 1: Ownership Form

		Frequency	Percent
Valid	Enterprises with State capital	105	33
	Enterprises with foreign investment capital	89	28
	Enterprises have other sources of capital	129	40
	Total	323	100.0

Source: Data processed using SPSS software

The results from Table 2 indicate that the application of environmental cost management accounting in businesses is moderate. The average value of the ECMA scale is 3.918 out of 5 points, with the highest average value being the ECMA1 variable (identifying environmental cost information) at 4.0217 and the lowest average ECMA5 variable (evaluating environmental effectiveness) at 3.8142.
The assessment results of the government's coercive pressure on the application of environmental cost

management accounting show an average rating of 4.3430 (SD = 0.67803). This is a fairly high rating for the government's coercive pressure factor when it comes to applying environmental cost management accounting. The highest-rated criteria by accountants and managers are "Regulations on waste management, efficient use of materials" with a Mean = 4.4149 and SD = 0.63149; the lowest-rated criteria by accountants and managers are "Government's environmental reporting regulations" with an average rating of 4.641 (SD = 0.78871).

The normative pressure factor is rated quite highly, with an average score of 4.3055 and a standard deviation (SD) of 0.74687. Accountants and managers rate the influence from the "Education and Development" scale highest (Mean= 4.3406; SD= 0.74463) and the influence from the "Members of Professional Associations (Accounting Associations, Professional Associations, Building Materials, etc.)" scale lowest (Mean = 4.2755; SD =.74031).

The mimetic pressure factor is rated highly with an average score of 4.0402 and a standard deviation (SD) of 0.68308. Accountants and managers gave the highest ratings for the influence from the scale "Competing businesses have good environmental management activities" (Mean = 4.1238; SD = 0.65713) and rated the lowest for the influence from the scale "Other organizations, businesses have good environmental management activities" (Mean = 3, 9690; SD = 0, 72165).

Table 2: Average values of the scales

Code	Variables	Mean	Standard Deviation STD
ECMA1	Environmental cost information	4.0217	.65666
ECMA 2	Method for determining environmental costs	4.0155	.77002
ECMA3	Prepare environmental cost estimates	3.8638	.75182
ECMA4	Environmental cost report	3.9009	.69789
ECMA5	Evaluate environmental performance	3.8142	.71985
ECMA6	Use environmental cost information in decision making	3.8916	.70316
	Medium	**3.918**	**0.71657**
	I. Coercive pressure		
CP1	Regulations on waste management and effective use of materials	4.4149	.63149
CP2	Tighten environmental licensing	4.3994	.65342
CP3	Government regulations on environmental reporting	4.1641	.78871
CP4	Regulations on environmental fines	4.4087	.64040
CP5	Environmental standards for products and production processes	4.3282	.67615
	Medium	**4.3430**	**.67803**
	II. Normative pressure		
NP1	Achieve leadership in sustainable environmental management	4.3406	.74463
NP2	Achieve the goal of reducing environmental impact	4.3003	.75566
NP3	Requirements for action plans to develop effective environmental management measures	4.2755	.74031
	Medium	**4.3055**	**.74687**
	III. Mimetic pressure		
MP1	Enterprises in the same industry have good environmental management activities	4.0279	.67047
MP2	Competing businesses have good environmental management practices	4.1238	.65713
MP3	Other organizations and businesses with good environmental management activities	3.9690	.72165
	Medium	**4.0402**	**.68308**

Source: Results processed using SPSS software

4.2 The Results of the Reliability Test for the Measurement Scale, and the Exploratory Factor Analysis EFA

If the Cronbach's Alpha coefficient is greater than 0.6, then the scale is considered usable, and a total variable correlation coefficient of each variable >0.3 is good (Nguyen Dinh Tho, 2011). The results show that all four ECMA, CP, NP and MP scales have a Cronbach's Alpha coefficient > 0.871 (>0.6) and the total variable correlation coefficients of each observed variable in each scale reach from 0.609 upwards (satisfying >0.3), so the scales are reliable. Specifically in Table 3.

Table 3: Cronbach's Alpha reliability of the measurement scale

Observed variables	Average scale	Variance	Total variable correlation	Cronbach's Alpha
1. Coercive pressure from the Government: Cronbach's Alpha= 0.871				
CP1	16.9040	6.528	.618	.864
CP2	16.7709	6.277	.725	.837
CP3	16.7771	6.348	.721	.838
CP4	16.8266	6.398	.708	.842
CP5	16.7833	6.400	.719	.839
2. Normative pressure: Cronbach's Alpha= 0.918				
NP1	8.6409	2.020	.829	.885
NP2	8.5759	1.947	.872	.850
NP3	8.6161	2.020	.802	.908
3. Mimetic pressure: Cronbach's Alpha= 0.866				
MP1	8.1517	1.539	.703	.855
MP2	8.0929	1.519	.816	.746
MP3	7.9969	1.661	.723	.832
8. Environmental cost management accounting: Cronbach's Alpha= 0.877				
ECMA1	19.6935	8.344	.630	.865
ECMA2	19.6161	8.070	.730	.848
ECMA3	19.6068	8.010	.755	.844
ECMA4	19.4861	8.474	.674	.858
ECMA5	19.6440	7.913	.710	.851
ECMA6	19.4923	8.201	.609	.870

Source: Data processed using SPSS software

The factor "Coercive pressure" was established from five observed variables from CP1 to CP5. Statistical analysis results show that the Cronbach's Alpha coefficient = 0.871, which is greater than 0.6, and the correlation coefficients of the total variables of the five observed variables are all greater than 0.3. This indicates that the observed variables set up to measure the "Coercive pressure" factor achieve internal consistency.

The factor "Normative Pressure" is established from three observed variables from NP1 to NP3. Preliminary evaluation results show a Cronbach's Alpha coefficient greater than 0.6 (0.918), and the correlation coefficients of the total variables of the three observed variables are all greater than 0.3. This indicates that the observed variables set up to measure the "Normative Pressure" factor achieve internal consistency. No variable has a Cronbach's Alpha coefficient if the variable type is greater than the Cronbach's Alpha coefficient, so all three variables meet the conditions to carry out further analyses.

The evaluation results using Cronbach's Alpha coefficient show that the factor "Mimetic Pressure" achieves internal consistency and no variables are excluded from the scale because the Cronbach's Alpha coefficient = 0.866 (greater than 0.6) and the Cronbach's Alpha coefficient if excluding variables of three observed variables are all less than the Cronbach's Alpha coefficient, the correlation coefficients of the total variables of three observed variables are all greater than 0.3. Therefore, the observed variables meet the conditions to proceed with further analysis.

The EFA analysis results are presented in Table 4. The KMO coefficient is 0.886, with a statistical significance level of 0.000, indicating that the exploratory factor analysis of the independent components is appropriate. The total variance extracted from the variables is 74.481%>50%, and the loading coefficients of all observed variables are >0.5. Thus, the exploratory factor analysis for the variables is suitable, and the model explains 74.481% of the data variation.

Table 4: Exploratory Factor Analysis (EFA)

Observed variables	Factor						
	1	2	3	4	5	6	7
CP4		.809					
CP3		.799					
CP5		.790					
CP2		.786					
CP1		.565					
NP1				.948			
NP2				.907			
NP3				.754			
MP2					.956		
MP3					.733		
MP1					.712		
Extraction method: Principle Axis Factoring. Rotation method: Promax with Kaiser Normalization. KMO = 0,886, Bartlett's Test of Sphericity = 0,000 Total variance extracted: 74,481							

Source: Data processed using SPSS software

4.3 Regression Analysis Results

Table 5: Correlation coefficients

Nhân tố	CP	NP	MP
CP	1.000		
NP	.434	1.000	
MP	.489	.468	1.000
Extraction Method: Principle Axis Factoring. Rotation Method: Promax with Kaiser Normalization.			

Source: Survey data analysis results by the author's team using software

Table 6: Results of the analysis on factors influencing environmental cost management accounting

Variable			Beta coefficient is not standardized	Beta coefficient is standardized	S,E,	C,R,	P	The model's level of interpretation	Impact ranking
ECMA	<---	CP	,217	,234	,053	4,110	***	77.6%	1
ECMA	<---	NP	,118	,136	,047	2,528	,011		3
ECMA	<---	MP	,141	,152	,051	2,746	,006		2

Source: Analysis results of the survey data by the author using software

(CMIN=889.388; df=531; p=0.000; CMIN/df=1.694; GFI=0.886, TLI=0.943, CFI=0.949 and RMSEA=0.046)

The analysis shows that all factors significantly influence environmental cost accounting. The results of the linear structure analysis indicate that the model is very suitable for the survey data, achieving the required values (CMIN=889.388; df=531; p=0,000; CMIN/df=1,694; GFI=0,886, TLI=0,943, CFI=0,949 and RMSEA=0.046) (Table 6). The coefficients in the model are consistent with real-world data. The results in the analysis model show that all factors significantly influence each other in a statistically meaningful way.

The model of independent factors explains 77.6% of the variation in environmental cost management accounting. Among these independent factors, the strongest impact on environmental cost management accounting comes from government coercion pressure (β=0.217), followed by mimetic pressure in second place (β=0.141), and normative pressure playing the third important role (β=0.118). The analysis results of independent variables show that all factors significantly influence and co-vary with the ECMA variable. This proves that as these variables increase, the ECMA in businesses also increases.

5. Discussion

The research results indicate a positive correlation between factors of regulatory theory and the application of environmental cost management accounting in Vietnamese manufacturing enterprises. However, environmental cost management accounting is not yet widely adopted and

applied in these businesses. To promote the implementation of this type of accounting, the author suggests a few recommendations as follows:

First off, for government regulatory agencies: There's a need to refine the legal document system, provide comprehensive guidelines, and stabilize regulations on environmental management. We should also encourage and reward businesses that excel in addressing environmental issues.

Hey there, for businesses: it's essential to have a proactive environmental strategy (aiming at controlling environmental costs, reducing environmental impact, and pursuing sustainable development). It's important to be mindful of conserving resources and seeking environmentally friendly substitute raw materials. Researching technical improvements, implementing modern production processes, reducing waste and emissions, and minimizing environmental impact is the way to go.

6. Conclusion

This study applies the theory of institutionalism, assessing the impact of coercive, normative, and mimetic pressures on the application of environmental cost management accounting in Vietnamese manufacturing companies. According to research from 323 Vietnamese manufacturing companies, the application of environmental cost management accounting only reaches an average level (3.918 on a 5-point Likert scale) and is primarily focused on gathering information about environmental-related costs (4.021). The use of methods to determine environmental costs, budgeting, and environmental reporting is still performed at a low level. The observed variable "environmental efficiency assessment" has the lowest average value, at 3.814 points.

The regression results show that all three pressures - coercive, normative, and mimetic-significantly influence the application of environmental cost management accounting. Indeed, institutional theory proves to be quite useful in explaining the implementation of environmental cost management accounting in Vietnamese manufacturing companies.

7. References

1. Chandler AD. Strategy and structure: Chapters in the history of the industrial enterprise, MIT Press, Cambridge, UK, 1990.
2. Chang H, Deegan C. Exploring factors in uencing environmental Management Accounting adoption at RMIT University, Sixth Asia Paci c Interdisciplinary Research in Accounting (APIRA) conference, Sydney, Australia, 2010, 11-13.
3. FEM & FEA. Guide to Corperate Environmental Cost, Federal Environment Ministry and Federal Environment Agency, Berlin, 2003.
4. Gale R. Environmental management accounting as a re exive moderni ation strategy in cleaner production, Journal of Cleaner production. 2006; 14(14):1228-1236.
5. Gosselin M. The effect of strategy and organi ational structure on the adoption and implementation of activity-based costing, Accounting, Organisations and Society. 1997; 22(2):105-122.
6. Jalaludin D, Sulaiman M, Ahmad NNN. Understanding environmental management accounting (EMA adoption: A new institutional sociology perspective, Social Responsibility Journal. 2011; 7(4):540-557.
7. Le Kim Ngoc. Environmental cost accounting in businesses', National scientific conference: Vietnam accounting and auditing 20 years of reform and integration, Kinh University Press National International, Hanoi, 2016, 237-242.
8. Le Thi Tam, Nguyen Hoan. Factors affecting environmental cost management accounting in brick manufacturing enterprises' National scientific conference: Vietnam accounting and auditing 20 years of reform and integration, National Economics University Publishing House, Hanoi, 2016, 228-236.
9. Mia L, Clarke B. Market competition, management accounting systems and business unit performance, Management Accounting Research. 1999; 10:137-158.
10. Nguyen Thi Hang Nga. Characteristics of companies and the level of implementation of environmental management accounting at manufacturing enterprises in Vietnam, Journal of Accounting and Auditing. 2017; 12(171):53-56.
11. Nguyen Thi Nga. Environmental cost management accounting in steel manufacturing enterprises in Vietnam, Doctoral thesis in economics, National Economics University, 2017.
12. Schroder R, Sohal AS. Organisational characteristics associated with AMT adoption: Towards a contingency framework, International Journal of Operations & Production Management. 1999; 19:1270-1291.