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The Role of Green Accounting in Corporate Social Responsibility Reporting in Vietnam

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Abstract
This research addresses the question of how green accounting is being integrated into Corporate Social Responsibility (CSR) reporting among Vietnamese enterprises, filling a gap in previous studies that have overlooked the role of green accounting in enhancing CSR practices in the country. The purpose of the research is to explore the level of adoption, the challenges, and the opportunities associated with integrating green accounting into CSR reporting, particularly in industries like manufacturing, energy, and agriculture. The study employed a qualitative methodology, including semi-structured interviews with 20 key stakeholders from 10 companies and document analysis of CSR reports to gather insights on current practices. The findings reveal that while larger firms are starting to incorporate specific environmental metrics like carbon emissions and water usage into their CSR reports, smaller companies face challenges due to financial constraints, technical difficulties, and a lack of regulatory guidance. The results are significant because they highlight both the barriers and the potential for improving green accounting practices. These insights can inform policy development and capacity-building programs, encouraging wider adoption of green accounting, which could enhance transparency, compliance, and sustainability in Vietnam's rapidly growing economy.

Keywords: Green Accounting, Social Responsibility, Vietnam

1. Introduction

In recent years, environmental sustainability has become a major focus of global discussions on economic development. As nations face growing environmental challenges such as climate change, pollution, and biodiversity loss, there has been an increasing emphasis on the need for sustainable business practices that balance economic growth with environmental protection. One of the key frameworks that encourages companies to adopt sustainable practices is Corporate Social Responsibility. CSR refers to the voluntary actions that businesses take to address their social, environmental, and economic impacts, often going beyond legal requirements. According to Carroll (1999) [3], CSR encompasses a range of activities, from ethical labor practices to community engagement and environmental responsibility. As environmental concerns have intensified, the environmental dimension of CSR has gained significant attention, and stakeholders now expect businesses to actively reduce their environmental footprint and disclose their sustainability efforts.

Vietnam, a rapidly developing economy in Southeast Asia, exemplifies the challenges of balancing economic growth with environmental sustainability. Over the past few decades, Vietnam has experienced remarkable economic growth, transforming from an agrarian economy into one driven by manufacturing and services (Hung, 2022) [8]. This growth, however, has come at a cost. The country faces numerous environmental challenges, including deforestation, air and water pollution, and increasing greenhouse gas emissions. The need for sustainable business practices has become more urgent as Vietnam continues to industrialize and integrate into global supply chains. In response, many Vietnamese enterprises have started to adopt CSR practices, recognizing that addressing environmental issues is not only a moral obligation but also a strategic necessity for long-term success.

One critical tool that supports environmental sustainability in business is green accounting. Green accounting, also known as environmental accounting, refers to the process of incorporating environmental costs and benefits into traditional financial accounting systems (Schaltegger & Burritt, 2000) [13]. It allows businesses to track the environmental impacts of their operations, such as resource consumption, waste generation, and emissions, and to include these metrics in their financial decision-making and reporting. Green accounting is essential for promoting sustainable development because it provides businesses with a clearer understanding of the trade-offs between economic activities and environmental impacts. By integrating environmental costs into financial reports, companies can make more informed decisions, reduce their environmental footprint, and enhance their transparency with stakeholders.

In Vietnam, the importance of CSR reporting has grown significantly in recent years as stakeholders - including investors, consumers, and regulators - demand greater transparency about how businesses are managing their environmental and social responsibilities. CSR reports provide a platform for companies to communicate their sustainability goals, achievements, and challenges, helping to build trust with stakeholders and improve corporate reputation. However, the integration of green accounting into CSR reporting remains a relatively new and underdeveloped practice in Vietnam. While some large corporations, especially those with international operations, have begun incorporating environmental metrics into their CSR reports, many local enterprises have yet to fully embrace green accounting as a tool for enhancing their CSR initiatives. This gap presents a significant opportunity for further research and development.

Despite global trends that emphasize the integration of environmental sustainability into business practices, the adoption of green accounting within CSR reporting in Vietnam remains limited and underexplored. While there is increasing awareness of the need for sustainable business practices, many Vietnamese enterprises struggle to incorporate green accounting into their CSR frameworks. This may be due to several factors, including a lack of regulatory pressure, insufficient knowledge and expertise, or the perception that green accounting is too costly or complex for implementation. As a result, the potential for green accounting to improve CSR reporting and enhance corporate transparency and accountability is not fully realized.

Moreover, there is a limited understanding of how green accounting can inform CSR practices and reporting in Vietnamese enterprises. While some studies have examined CSR practices in Vietnam (Nguyen & Slaper, 2020; Hung, 2023) [12, 9], few have specifically focused on the role of green accounting in shaping CSR reporting. This presents a research gap that needs to be addressed, particularly as Vietnam continues to industrialize and faces growing pressure to adopt more sustainable business practices. Understanding how green accounting can be integrated into CSR reporting is crucial for promoting more environmentally responsible business practices in Vietnam and for meeting the expectations of global stakeholders.

The primary aim of this research is to investigate the role of green accounting in shaping and enhancing CSR reporting among Vietnamese enterprises. Specifically, the study seeks to explore how green accounting is being implemented in CSR reports, the challenges and opportunities associated with its adoption, and its potential impact on improving the transparency and credibility of CSR reporting. By addressing these questions, the study aims to contribute to a deeper understanding of the intersection between green accounting and CSR in Vietnam, providing insights that can inform both business practices and policy development.

This research is particularly timely as Vietnam continues to integrate into the global economy and faces increasing pressure from international stakeholders to adopt more sustainable business practices. As businesses in Vietnam seek to improve their environmental performance and enhance their CSR reporting, green accounting can play a crucial role in providing the tools and frameworks necessary to achieve these goals. By exploring the current state of green accounting in CSR reporting and identifying best practices and barriers, this research will offer practical recommendations for Vietnamese enterprises and policymakers aiming to promote sustainability and transparency in business operations.

2. Literature Review

2.1 Overview of Green Accounting

2.1.1 Definition and Evolution of Green Accounting

Green accounting, also known as environmental accounting, is a field within accounting that seeks to incorporate environmental costs and benefits into traditional financial systems. The primary goal of green accounting is to provide a more comprehensive view of the economic activities of an organization by factoring in the environmental impact of its operations. This includes the measurement, analysis, and reporting of environmental costs such as pollution, resource depletion, and waste generation, which are typically external to conventional financial accounting systems (Schaltegger & Burritt, 2000) [13]. The concept of green accounting emerged in the 1970s in response to growing concerns about the environmental consequences of industrialization and economic growth. Early approaches were largely theoretical, focusing on how to assign monetary value to environmental degradation and resource depletion.

Over time, green accounting has evolved into a more practical tool for businesses to manage their environmental responsibilities. In the 1990s, the development of environmental management accounting (EMA) frameworks allowed companies to integrate environmental costs into their operational decision-making processes. According to Burritt, Schaltegger, and Zvezdov (2011) [2], EMA provides both physical and monetary information on the use of energy, water, and materials, helping companies to optimize resource efficiency and reduce environmental impacts. More recently, green accounting has been linked to broader sustainability accounting practices, which aim to measure and report on social, environmental, and economic performance in an integrated manner (Elkington, 1997) [5].

2.1.2 Theoretical Frameworks and Approaches to Green Accounting

Several theoretical frameworks underpin green accounting, including the Triple Bottom Line (TBL) approach, Natural Capital Accounting, and Environmental Management Accounting. The Triple Bottom Line, introduced by Elkington (1997) [5], emphasizes the need for businesses to measure performance not only in terms of financial profit but also in terms of environmental and social outcomes. This approach aligns closely with the principles of green accounting, as it seeks to balance financial and environmental objectives.

Natural Capital Accounting (NCA) is another key framework that focuses on assessing and valuing the stock of natural resources that businesses depend on, such as clean air, water, and biodiversity (Costanza *et al*., 1997) [4]. NCA aims to internalize environmental externalities by assigning economic value to natural resources, thereby encouraging businesses to manage these resources more sustainably. Environmental Management Accounting (EMA) is a more operational framework that focuses on tracking and managing environmental costs within an organization's decision-making processes. EMA includes both monetary environmental accounting (tracking financial costs related to environmental activities) and physical environmental accounting (tracking the use of natural resources in physical units like tons or liters).

2.1.3 Benefits of Green Accounting

The integration of green accounting offers several benefits to businesses. First, it can lead to significant cost savings by identifying inefficiencies in resource use, energy consumption, and waste management. For example, companies that track their water and energy usage can implement strategies to reduce consumption, subsequently lowering utility costs (Bartolomeo *et al*., 2000) [1]. Second, green accounting helps businesses ensure compliance with environmental regulations by providing transparent data on their environmental impact, which can be critical for avoiding fines or legal penalties. Third, green accounting can enhance a company's corporate reputation. As consumers and investors become more environmentally conscious, businesses that demonstrate a commitment to sustainability through green accounting practices can differentiate themselves in the marketplace and attract environmentally conscious stakeholders (Ha & Hung, 2024) [7]. Finally, green accounting contributes to long-term sustainability by helping businesses understand the environmental impacts of their operations and encouraging them to adopt more sustainable practices.

2.2 Corporate Social Responsibility Reporting

2.2.1 Definition and Scope of CSR Reporting

Corporate Social Responsibility reporting refers to the practice of publicly disclosing the social, environmental, and economic impacts of an organization's operations. CSR reports typically include information on how companies manage their relationships with stakeholders, such as employees, communities, and the environment, and how they contribute to sustainable development. CSR reporting enables companies to demonstrate accountability and transparency in their business practices, making it a crucial tool for building trust with stakeholders (Carroll, 1999) [3]. The scope of CSR reporting has expanded significantly in recent years, with many companies now voluntarily disclosing information on a wide range of issues, including labor practices, human rights, environmental impacts, and corporate governance.

2.2.2 Global Standards of CSR Reporting

Several global standards and frameworks have been developed to guide companies in producing CSR reports. The Global Reporting Initiative (GRI) is one of the most widely used frameworks for CSR reporting. The GRI standards provide guidelines for reporting on a wide range of sustainability issues, including environmental impacts, labor practices, and human rights (GRI, 2020) [6]. The International Organization for Standardization (ISO) 26000 standard offers guidance on social responsibility, although it is more focused on principles and strategies than on reporting itself (ISO, 2010) [10]. Another important framework is the Sustainability Accounting Standards Board (SASB), which provides industry-specific standards for reporting on sustainability issues that are financially material to investors.

2.2.3 The Role of Environmental Sustainability in CSR Reporting

Environmental sustainability has become a central focus of CSR reporting, driven by growing global awareness of climate change, resource depletion, and other environmental challenges. Companies are increasingly expected to disclose their environmental performance, including metrics on greenhouse gas emissions, energy use, water consumption, and waste management (Kolk, 2004) [11]. Environmental sustainability reporting not only helps companies demonstrate their commitment to responsible business practices but also provides stakeholders with the information needed to assess a company's environmental risks and opportunities. As a result, companies that integrate environmental data into their CSR reports can improve their transparency and accountability, which are key factors in building long-term trust with stakeholders.

2.3 Intersection of Green Accounting and CSR Reporting

2.3.1 How Green Accounting Contributes to CSR

Green accounting plays a crucial role in enhancing the quality and credibility of CSR reporting by providing accurate and comprehensive data on a company's environmental performance. By tracking and reporting environmental costs and impacts, green accounting allows companies to quantify their environmental footprint and demonstrate their commitment to sustainability in a transparent way. This data can be integrated into CSR reports, helping businesses to meet stakeholder expectations for greater environmental accountability. Furthermore, green accounting helps companies identify areas where they can reduce their environmental impact, which can be highlighted in CSR reports as evidence of continuous improvement in sustainability performance (Schaltegger & Burritt, 2000) [13].

2.3.2 Integration of Environmental Accounting Metrics in Financial and Non-Financial Reporting

The integration of environmental accounting metrics into both financial and non-financial reporting is a key aspect of green accounting. Financial reporting traditionally focuses on economic performance, but green accounting expands this scope by including environmental costs, such as the costs of pollution control, waste management, and resource depletion. These environmental costs can be reported alongside traditional financial metrics, providing a more holistic view of a company's performance. Non-financial reporting, such as CSR reports, can also benefit from the inclusion of environmental metrics, such as greenhouse gas emissions, water usage, and energy consumption. By including these metrics in their reports, companies can demonstrate their progress in reducing environmental impacts and improving resource efficiency.

2.3.3 Case Studies of Successful Implementation

Several countries and regions have successfully implemented green accounting practices in CSR reporting, providing valuable case studies for Vietnam and other developing economies. For example, in Sweden, companies like IKEA have integrated environmental accounting into their CSR reports, focusing on resource efficiency and renewable energy use to enhance their environmental performance. Similarly, Unilever in the United Kingdom has adopted green accounting practices to track its environmental footprint, particularly in terms of water and energy usage, which is detailed in its annual sustainability reports (Unilever, 2021) [14]. In Japan, companies such as Toyota have used green accounting to manage resource consumption and reduce emissions, which are then incorporated into their CSR disclosures. These case studies illustrate the potential of green accounting to improve the transparency and effectiveness of CSR reporting, while also demonstrating the business benefits of adopting more sustainable practices.

3. Research Methodology

Research Design: This study adopts a qualitative approach to explore the integration of green accounting into CSR reporting among Vietnamese enterprises. The focus is on gathering in-depth insights from key stakeholders involved in sustainability and financial reporting within various sectors. By engaging directly with professionals responsible for CSR and green accounting, the study aims to uncover both the perceptions and practices related to environmental accounting in a diverse range of companies.

Data Collection Methods: Semi-structured interviews and document analysis are the chosen methods for data collection. The semi-structured interviews will be conducted with 20 individuals across 10 companies. These interviews will target key stakeholders, including: CSR Managers; Financial Officers responsible for green accounting; Sustainability Officers; Senior Management involved in decision-making regarding CSR and sustainability initiatives. Each interview will last approximately 45 to 60 minutes and will be conducted over a period of 3 months (from January to March 2024). The interviews will be held either in person or via video conferencing, depending on the availability and preference of the participants. In addition to interviews, document analysis will be performed on the CSR and sustainability reports of the selected companies. These documents will be analyzed to assess how green accounting is reflected in official corporate disclosures. Furthermore, relevant internal policies and external guidelines (such as those from the Vietnamese government or international reporting standards) will be reviewed to provide a broader context for how companies approach green accounting within their CSR frameworks.

Sampling: The study employs a purposive sampling technique to select a diverse range of companies from different industries, ensuring a comprehensive understanding of green accounting practices across sectors. The sample includes 10 companies from the following fields: Manufacturing (3 companies); Agriculture (2 companies); Energy (2 companies); Retail (1 company); Telecommunications (1 company); Hospitality (1 company). The companies selected include a mix of state-owned, private, and multinational enterprises operating in Vietnam. The diversity of industries and ownership types provides a broad perspective on how green accounting is applied in different business contexts.

Data Analysis: The data collected through interviews and document analysis will undergo thematic analysis to identify patterns, themes, and key insights related to the role of green accounting in CSR reporting. NVivo software will be used to help organize and categorize the data, allowing for systematic analysis across the different companies and industries. Key themes will be identified based on recurring topics such as the challenges of implementing green accounting, the benefits perceived by companies, and the impact on CSR transparency.

4. Findings and Discussion

4.1 Integration of Green Accounting in CSR Reporting

The findings from the interviews and document analysis reveal that the integration of green accounting into CSR reporting among Vietnamese enterprises is still in its early stages, with varying levels of adoption across industries. Larger, multinational companies operating in Vietnam, particularly in the manufacturing and energy sectors, are leading the way in incorporating environmental metrics into their CSR reports. These enterprises are beginning to recognize the value of green accounting not just for compliance, but as a tool to strengthen their sustainability strategies. One CSR manager from a multinational manufacturing company noted, "We've integrated environmental data into our CSR reports for the past three years, focusing on metrics like energy consumption and carbon emissions. It's becoming a key part of our sustainability narrative."

The analysis of company reports shows that specific environmental metrics such as carbon footprint, water usage, and waste management are the most commonly reported areas. For example, in the energy sector, companies are increasingly tracking their greenhouse gas (GHG) emissions and energy efficiency improvements. One sustainability officer from an energy company explained, "We have been reporting our GHG emissions annually, and this has helped us set more concrete targets for reduction."

In the agriculture sector, water consumption and waste management are prominent metrics. A financial officer from an agricultural enterprise stated, "Water usage is a critical environmental aspect for us, and we've started accounting for it in both our operational and financial reports. This helps us monitor resource efficiency and respond to investor queries on sustainability." These environmental metrics are not only included in standalone sustainability reports but are also increasingly integrated into broader CSR disclosures, reflecting a growing trend of convergence between financial and non-financial reporting.

4.2 Impact on CSR Reporting Quality

The inclusion of green accounting has had a noticeable impact on the quality of CSR reporting in Vietnamese enterprises, particularly in terms of transparency, accuracy, and relevance. Many stakeholders interviewed highlighted how green accounting has improved the depth of their environmental disclosures. By quantifying environmental impacts in measurable terms, companies can provide more concrete data, which enhances the transparency of their CSR reports. One senior manager at a telecommunications company remarked, "Before green accounting, our CSR reports were more about broad commitments to sustainability. Now, we can back those claims with data on our environmental performance, which makes our reports more credible."

The accuracy of CSR reports has also improved due to the detailed tracking of environmental metrics. Accountants and financial officers emphasized that green accounting provides a structured framework for calculating environmental costs and benefits, which leads to more reliable data. An accountant from a state-owned manufacturing company shared, “Earlier, our environmental initiatives were reported in qualitative terms, but now we have precise numbers on, for example, how much we’ve reduced our energy consumption. This makes our reports more accurate and comparable year-on-year.”

Moreover, green accounting has increased the relevance of CSR reports for various stakeholders. External auditors and investors, in particular, appreciate the added layers of detail that green accounting brings. One external auditor commented, “When companies start reporting on their environmental impacts in financial terms, it becomes easier for us to assess their overall sustainability performance. It’s not just about compliance anymore; it’s about how well they’re managing risks and opportunities from an environmental perspective.” This shift towards more data-driven reporting aligns with global trends, where stakeholders increasingly demand verifiable information on how businesses are managing their environmental risks and contributing to sustainability.

Perceptions of Stakeholders on the Role of Green Accounting

The interviews revealed a generally positive perception among stakeholders regarding the role of green accounting in enhancing CSR reporting, although there are still challenges to full integration. Senior management in several companies acknowledged that green accounting strengthens their environmental responsibility narrative and helps build trust with stakeholders. One senior manager from a hospitality company stated, “Our stakeholders expect us to be transparent about our environmental impacts, and green accounting allows us to show that we are not just making promises but actively measuring and managing those impacts.”

However, some financial officers and sustainability managers pointed out that implementing green accounting is still a resource-intensive process, particularly for smaller enterprises. A financial officer from a mid-sized agricultural company explained, “We see the value of green accounting, but it requires investment in new systems and training, which can be a challenge for smaller companies like ours.” Despite this, there is a consensus that, once adopted, the long-term benefits of green accounting, such as improved regulatory compliance and stronger investor relations, outweigh the initial costs.

External auditors also highlighted the need for clearer guidelines and standards for green accounting to be more widely adopted in Vietnam. One auditor noted, “There’s still a lack of standardization in how environmental metrics are reported. If we had clearer guidelines that aligned with international standards, more companies would probably integrate green accounting into their CSR practices.” This indicates that further regulatory support and standardization could accelerate the adoption of green accounting across Vietnamese enterprises.

4.3 Challenges in Implementing Green Accounting for CSR Reporting

The findings from interviews revealed that Vietnamese enterprises face several challenges when trying to integrate green accounting into their CSR reporting. These challenges are primarily financial, technical, and knowledge-based, hindering the widespread adoption of green accounting practices, especially among small and medium-sized enterprises (SMEs).

One of the most significant barriers is the financial cost associated with adopting green accounting systems. Implementing comprehensive environmental tracking and reporting tools often requires substantial investment in technology, data management systems, and specialized personnel. As one financial officer from a mid-sized manufacturing firm explained, “We understand the importance of green accounting, but the costs of setting up the necessary systems and hiring experts are quite high for a business of our size. It’s a major financial commitment.” This sentiment was echoed by several SMEs, which often lack the resources to develop detailed environmental accounting frameworks.

In addition to financial constraints, many companies struggle with technical challenges. Setting up green accounting systems requires sophisticated data collection tools and the ability to accurately measure and report on environmental impacts. For instance, tracking carbon emissions, water usage, or waste management in a standardized way often requires advanced technical knowledge and the integration of new technologies into existing financial systems. A sustainability officer from an agriculture enterprise noted, “We don’t have the technical expertise in-house to accurately measure and report on our environmental performance. It’s a complex process, and we’ve had to rely on external consultants, which adds to the cost.”

Another significant challenge is the lack of knowledge and awareness among management and staff about green accounting practices. While larger, multinational companies often have specialized teams or departments dedicated to sustainability, many local enterprises do not. Several interviewees highlighted that company leaders are not always fully aware of the importance or benefits of green accounting. One accountant from a state-owned enterprise mentioned, “There’s still a mindset that environmental accounting is optional or a burden. Many in management don’t see how it can benefit the company financially or reputationally in the long run.” This lack of awareness can lead to resistance from management, particularly in industries where environmental impacts are not immediately visible or where short-term financial performance is prioritized over long-term sustainability goals.

Exacerbating these challenges is the lack of regulatory enforcement or clear guidelines from the Vietnamese government regarding the implementation of green accounting. Several stakeholders expressed frustration over the absence of standardized frameworks or mandatory reporting requirements for environmental impacts. A CSR manager from an energy company commented, “Without clear guidelines or incentives from the government, it’s difficult to justify the extra effort and costs associated with green accounting. We need more regulatory pressure to make it a priority for all companies, not just those that want to be seen as leaders in sustainability.” This lack of a regulatory framework leaves many companies uncertain about how to proceed, which has slowed the adoption of green accounting practices across industries.

4.4 Opportunities for Improvement

Despite the challenges, there are significant opportunities for improving the adoption of green accounting in Vietnam.

Many stakeholders suggested that government policies and incentives could play a crucial role in promoting green accounting practices. By introducing tax incentives or subsidies for companies that invest in environmental technologies or adopt green accounting frameworks, the government could help offset the financial burden on businesses. A senior manager from a telecommunications company proposed, “If the government provided financial incentives, such as tax breaks for businesses that report on their environmental impacts, I think we’d see a lot more companies adopting these practices.” Furthermore, mandatory regulations on environmental reporting, similar to those in other countries, could push more enterprises to integrate green accounting into their CSR efforts.

Another key opportunity highlighted by the interviewees is the potential for capacity-building programs to educate businesses on the importance and implementation of green accounting. Training programs aimed at financial officers, accountants, and CSR managers could provide the necessary skills and knowledge to overcome technical challenges. A sustainability officer from a retail company remarked, “The government or industry associations could develop workshops or training sessions on green accounting. Many smaller companies just don’t know where to start, and educating them could make a huge difference.” Such programs could focus on both the technical aspects of environmental accounting and the long-term financial and reputational benefits of adopting sustainable practices.

In addition to local initiatives, aligning with international standards and partnerships could further improve CSR reporting practices in Vietnam. As businesses increasingly operate in global markets, there is growing pressure to meet internationally recognized sustainability standards, such as the Global Reporting Initiative (GRI) or the Sustainability Accounting Standards Board (SASB). These frameworks provide clear guidelines on how to measure and report environmental impacts, which could help Vietnamese enterprises standardize their reporting and make it more relevant to international investors and stakeholders. A financial officer from a multinational corporation noted, “We follow GRI standards in our CSR reporting, and it has helped us tremendously in gaining credibility with international investors. If more Vietnamese companies aligned with these frameworks, it would elevate the overall quality of sustainability reporting in the country.”

Moreover, partnerships with international organizations could provide Vietnamese enterprises with the resources and expertise they need to implement green accounting practices. Collaborating with global sustainability initiatives or seeking guidance from international consultants could help local companies overcome both technical and knowledge gaps. Several interviewees expressed optimism about the potential for such partnerships to bring global best practices into Vietnam. One external auditor commented, “There’s a lot to learn from countries that are ahead of us in this area. Partnering with international firms or NGOs could accelerate the adoption of green accounting here.”

5. Conclusion and recommendations

This study highlights the growing integration of green accounting into CSR reporting among Vietnamese enterprises, particularly in industries such as manufacturing, energy, and agriculture. Green accounting has shown significant potential to enhance the quality of CSR reports by providing measurable and transparent data on environmental impacts, such as carbon emissions, water usage, and waste management. This integration not only improves the credibility and accuracy of CSR disclosures but also helps businesses better align with global sustainability standards. Stakeholders, including sustainability officers and accountants, recognize the value of green accounting in demonstrating a company’s commitment to environmental responsibility, which in turn strengthens stakeholder trust and corporate reputation.

However, several challenges continue to hinder the widespread adoption of green accounting in Vietnam. Financial constraints, technical difficulties, and a lack of knowledge or awareness, particularly among smaller enterprises, pose significant barriers. Additionally, the absence of clear regulatory guidelines from the government limits the motivation for companies to invest in these practices. Despite these challenges, there are promising opportunities for improvement. Government incentives, capacity-building programs, and partnerships with international organizations could help overcome these barriers and promote the broader adoption of green accounting. If these opportunities are realized, green accounting could become a central element of CSR reporting, helping Vietnamese enterprises to meet both domestic and international expectations for sustainability and transparency.

Based on the interview results and the analysis of the above documents, the study proposes a number of recommendations for company managers, specifically as follows:

First, companies must invest in capacity building by providing training programs for their accountants, CSR managers, and other relevant staff. Developing internal expertise in green accounting practices will empower teams to track and report environmental metrics more effectively, ultimately improving the quality of CSR reports. Partnering with external consultants or participating in industry workshops can also help bridge knowledge gaps, particularly for small and medium-sized enterprises.

Second, businesses should adopt international sustainability reporting standards, such as the Global Reporting Initiative (GRI) or the Sustainability Accounting Standards Board (SASB) frameworks. These standards offer clear guidelines for measuring and disclosing environmental impacts, helping companies align their CSR reports with global best practices. Not only will this increase transparency, but it will also enhance corporate reputation and attract environmentally conscious investors and customers.

Third, to overcome the financial challenges of adopting green accounting, enterprises should explore government incentives or seek collaborations with industry associations. By advocating for tax breaks or subsidies for businesses that invest in green technologies and environmental reporting, companies can offset the initial costs of integrating green accounting into their operations.

Finally, Vietnamese enterprises should prioritize cross-functional collaboration within their organizations. By involving departments such as finance, operations, and sustainability in the green accounting process, companies can ensure that environmental data is collected and analyzed comprehensively, leading to more accurate and holistic CSR reporting. Fostering a culture of sustainability across all levels of the business will lead to more effective integration of green accounting into both strategic decision-making and external reporting.

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