

The June 2025 issue of the Asian Journal of Business and Accounting presents ten empirically rich and theoretically grounded articles that address a range of emerging challenges and research frontiers across multiple domains, including marketing, accounting, finance, corporate governance, sustainability, and digital transformation. Each contribution reflects methodological rigor, theoretical innovation, and practical relevance, particularly within emerging market contexts. These studies not only address pressing contemporary issues but also open new avenues for future research.

**Md. Anamul Hoque, Salma Akter, Reaz Hafiz, and Imranul Hoque**

*Food Marketing through Social Media Influencers: The Impact on Millennial Consumers' Purchase Intentions*

This study investigates how three influencer characteristics—familiarity, attractiveness, and credibility—affect millennials' purchase intentions toward food products in Bangladesh. Using Partial Least Squares Structural Equation Modeling (PLS-SEM) and fuzzy-set Qualitative Comparative Analysis (fsQCA), the authors reveal complex causal relationships and demonstrate that credibility is the most dominant factor. The integration of fsQCA adds configurational insight into consumer psychology, marking a methodological advancement in influencer marketing research.

**Suhaiza Ismail, Nurin Athilah Masron, and Zaini Zainol**

*Benefits of Government Green Procurement Involvement Among SMEs Government Suppliers*

Focusing on SMEs registered under Malaysia's MyHIJAU initiative, this paper explores the environmental, reputational, and strategic benefits derived from involvement in Government Green Procurement (GGP). Through a survey-based quantitative design, the authors find that SMEs perceive clear advantages in environmental impact and market competitiveness. The study contributes to the green supply chain literature and offers actionable insights for policymakers aiming to strengthen sustainable procurement frameworks among smaller enterprises.

**Benjamin Lee, Clarence Goh, Gary Pan, and Poh-Sun Seow**

*Understanding Gender Differences in Digital Readiness During Digital Transformation in Accounting Functions*

Drawing on responses from nearly 300 accounting professionals in Singapore, this paper highlights significant gender differences in digital readiness, with female respondents showing greater adaptability and willingness to embrace digital tools. The research applies regression analysis and bridges gaps in gender-based digital transformation literature, challenging stereotypes and promoting gender-inclusive strategies in accounting education and workforce planning.

**Pituwan Poramapojn and Paitoon Wiboonchutikula**

*Do Size and Age of Acquisition Goodwill Matter for Value Relevance? Evidence from Thai Listed Firms*

This article investigates the relevance of acquisition-related goodwill in firm valuation on the Thai stock exchange. Using panel data regression, the authors distinguish between different sizes and ages of goodwill, finding that larger goodwill balances are more likely to be value-relevant. This nuanced view contributes to the valuation and financial reporting literature, particularly within the under-researched ASEAN capital markets.

**Indrayani, Eko Ganis Sukoharsono, Ali Djamhuri, and Roekhudin**

*Technological Disruption in Digital Transformation: How Should the Accounting Profession Adapt?*

Utilizing a qualitative phenomenological approach, this research captures the lived experiences of Indonesian accountants navigating digital disruptions caused by AI,

blockchain, and data analytics. The study reveals cognitive, emotional, and behavioral shifts required for professional adaptation. It calls for transformation in accounting curricula and continuous professional development, highlighting the human dimensions of digital transformation in the accounting profession.

**Aysegul Ciger, Gizem Copur Vardar, and Bulent Kinay**

*The Effect of Financial Ratios on Stock Prices of BIST-Listed Football Clubs*

Through regression analysis of listed Turkish football clubs, the authors show that current ratios and debt-to-asset ratios significantly affect stock prices, linking corporate finance with sports performance. This pioneering study in sports finance offers valuable insights for investors, regulators, and club managers aiming to enhance financial transparency and market appeal in professional sports.

**Kok-Leong Lin, Aye-Aye Khin, Siew-Peng Lee, Peck-Ling Tee, and Tai-Wai Khoong**

*Consumer Attitude Towards Intention to Invest in Private Retirement Scheme (PRS)*

Integrating the Theory of Planned Behavior (TPB), Life Cycle Theory (LCT), and Symbolic Interaction Theory (SIT), this paper examines how personal, social, and marketing-related factors influence Malaysians' intention to invest in PRS. Using structural equation modeling, it confirms the mediating role of attitudes and highlights the importance of financial literacy, advertising, and social influence. The study adds theoretical depth to behavioral finance and retirement planning literature in developing economies.

**Wonlop Writthym Buachoom and Muttanachai Suttipun**

*Gender Diversity in Top Management and Its Influence on Stakeholder Lawsuits in Thailand*

Based on data from the Top 100 Thai-listed firms between 2020–2022, this paper examines whether female CEOs impact the frequency of stakeholder lawsuits. Surprisingly, the study finds a positive association, suggesting that female leaders may attract increased scrutiny or face heightened accountability pressures. The research adds nuance to agency and stakeholder theory discourse and raises important questions about gender dynamics in corporate governance in Asia.

**Ngo Dinh Tam, Phuoc Minh Hiep, and Lam Thi My Lan**

*A Bibliometric Analysis of Electronic Word-of-Mouth in Tourism: A Review and Identification of Future Research Themes*

Through a comprehensive bibliometric analysis of 331 tourism-related eWOM articles from Scopus, the authors map intellectual structures and emerging themes such as algorithmic WOM (aWOM), visual eWOM cues, and applications in medical tourism. This study not only advances knowledge in digital tourism marketing but also serves as a valuable resource for future researchers in navigating this rapidly evolving field.

**Afroja Akter and Oli Ahad Thakur**

*Impact of Corporate Governance Attributes on Earnings Management Practices – Evidence from Bangladeshi Commercial Banks*

Utilizing 493 firm-year observations, this study assesses the relationship between board characteristics and earnings management in Bangladeshi banks. Employing the modified Jones model and panel regression, the authors find that board size negatively correlates with discretionary accruals, indicating stronger governance reduces earnings manipulation. This study offers fresh empirical evidence from the banking sector of a developing economy and supports regulatory reforms in corporate governance practices.

The articles featured in this volume collectively reflect the Asian Journal of Business and Accounting's continued dedication to publishing impactful and regionally relevant scholarship. Through a diverse range of topics and methodological approaches, the contributions enrich academic discourse and provide practical recommendations for policymakers, practitioners, and researchers navigating the complex global business landscape.

Norbani Che Ha  
Elaine Yen Nee Oon  
Rozaimah Zainudin

Asian Journal of Business and Accounting