# GREEN ACCOUNTING AND ITS ROLE IN IMPROVING THE QUALITY AND ACHIEVING THE SUSTAINABLE IN INDUSTRIAL COMPANIES

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# ABSTRACT:



The research aims to identify the role of "green accounting in industrial companies" and the extent to which they achieve sustainability, test hypotheses and reach results. "The researcher used literature and previous studies to obtain theoretical information related to the subject of the research and in order to know the role of green accounting in improving quality, which affects products through exploitation". "Optimization of resources, which reduces environmental pollution and environmental risks that are generated as a result of the production of polluting industrial products, and adding information useful in reducing the cost of manufactured products through cost accounting information that helps in reducing the cost and exploiting resources optimally to reach clean, sustainable, environmentally friendly products". "The researcher reached results, including that identifying environmental activities in industrial companies contributes to improving the quality of information, and reflects positively on financial reports, achieving product quality, and achieving sustainable economic, social, and environmental development". "The researcher recommended conducting a practical application and paying more attention to applying green environmental accounting in industrial companies to contribute". "Clearly in the field of protecting the environment and society to achieve sustainability".

**RESEARCH PROBLEM:**

**"THE RESEARCH PROBLEM" LIES IN EXPLAINING THE ROLE OF {GREEN ACCOUNTING} IN {IMPROVING THE QUALITY} OF {INFORMATION AND PRODUCTS IN INDUSTRIAL COMPANIES} TO "IMPROVE ENVIRONMENTAL PERFORMANCE" AND "PREVENT POLLUTION" FOR THE PURPOSE OF "ACHIEVING SUSTAINABILITY FOR THESE PRODUCTS, TAKING INTO "ACCOUNT ENVIRONMENTAL REQUIREMENTS."**

**THE RESEARCH PROBLEM CAN BE FORMULATED IN THE FOLLOWING MAIN QUESTION:**

**"IS THERE A ROLE FOR ENVIRONMENTAL (GREEN) ACCOUNTING IN IMPROVING PRODUCT QUALITY AND ACHIEVING SUSTAINABILITY IN INDUSTRIAL COMPANIES?"**

**THE FOLLOWING SUB-QUESTIONS BRANCH OUT FROM THE MAIN QUESTION:**

- **"IS THERE A ROLE FOR GREEN ACCOUNTING IN IMPROVING THE QUALITY OF PRODUCTS IN INDUSTRIAL COMPANIES"?**
- **"DOES IMPROVING PRODUCT QUALITY LEAD TO ACHIEVING SUSTAINABILITY FOR PRODUCTS IN INDUSTRIAL COMPANIES"?**

**RESEARCH AIMS:**

**"THE MAIN RESEARCH OBJECTIVE IS TO IDENTIFY THE ROLE OF GREEN ACCOUNTING IN IMPROVING THE QUALITY OF PRODUCTS, WHICH IN TURN LEADS TO ACHIEVING SUSTAINABILITY IN INDUSTRIAL COMPANIES. THIS OBJECTIVE MAY BE ACHIEVED THROUGH THE FOLLOWING SUB-OBJECTIVES":**

**1-ACCURATE SCIENTIFIC FOUNDATION OF THE CONCEPT OF GREEN ACCOUNTING TO CLARIFY ITS EFFECTIVENESS IN IMPROVING THE QUALITY OF ACCOUNTING INFORMATION NECESSARY AND APPROPRIATE TO RATIONALIZE FINANCIAL DECISIONS THAT HELP IMPROVE PRODUCTS.**

**2-IDENTIFY THE ROLE OF GREEN ACCOUNTING IN IMPROVING THE QUALITY OF GREEN PRODUCTS IN INDUSTRIAL COMPANIES.**

- Research Importance:
- "Because of the role that the accounting profession plays in providing useful information to management that helps in making the necessary decisions to green products and improve their quality, the importance of research lies in the following":
- 1-Helping industrial companies to activate the environmental, social and economic dimension in a way that helps achieve their goals and the goals of society in producing green, environmentally friendly products.
- 2-Identify the role of industrial companies in protecting the environment through the good information the system provides that reflects their performance
- 3-Identify the role of green accounting in improving the quality of accounting information for industrial companies with the aim of helping information users make planning, control and performance evaluation decisions.
- 4-Increasing the environmental awareness of industrial companies by recognizing the importance of environmental activities and linking them to manufactured products that help prevent pollution and waste of resources and achieve sustainability.

**RESEARCH ASSUMES:**

**"THE RESEARCH IS BASED ON THE MAIN HYPOTHESIS THAT THERE IS A ROLE FOR GREEN ACCOUNTING IN IMPROVING THE QUALITY OF GREEN PRODUCTS BY HELPING DECISION MAKERS IN INDUSTRIAL COMPANIES PRODUCE HIGH-QUALITY, ENVIRONMENTALLY FRIENDLY PRODUCTS BASED ON ACCOUNTING INFORMATION RELATED TO ENVIRONMENTAL COSTS THAT ACHIEVE OPTIMAL USE OF RESOURCES AND ACHIEVE SUSTAINABILITY".**

CONCLUSIONS:

1.IT WAS CONCLUDED THAT THERE IS A MAJOR ROLE FOR GREEN ACCOUNTING IN IMPROVING BOTH THE QUALITY OF INFORMATION AND THE QUALITY OF PRODUCTS, SINCE GREEN MANAGEMENT ACCOUNTING IS LINKED TO ECONOMIC, SOCIAL AND ENVIRONMENTAL CONCEPTS".

2.THE INCREASING ENVIRONMENTAL AWARENESS AND THE EFFORTS OF INTERNATIONAL ENVIRONMENTAL AGENCIES AND ORGANIZATIONS IN MANY COUNTRIES OF THE WORLD HAVE HAD AN IMPACT ON THE INCREASING INTEREST IN ACCOUNTING FOR THE ENVIRONMENT AND ITS ISSUES", AND WITH THE RISE IN ENVIRONMENTAL SENSITIVITY AMONG MANY ESTABLISHMENTS AT THE PRESENT TIME (AS A RESULT OF INDUSTRIAL INTRODUCTION), THE IMPORTANCE AND NEED FOR APPLYING ENVIRONMENTAL MANAGEMENT ACCOUNTING HAS EMERGED".

3.MANAGEMENT’S COMMITMENT TO ENVIRONMENTAL ISSUES ENABLES THESE ISSUES TO BE SUPPORTED BY TAKING THE ENVIRONMENTAL DIMENSION INTO ACCOUNT WITHIN THE FACILITY’S STRATEGY".

4.THE GREEN ACCOUNTING SYSTEM WORKS TO EXTEND BRIDGES OF COOPERATION BETWEEN ENVIRONMENTAL MANAGEMENT (ENVIRONMENTAL MANAGEMENT SYSTEM) AND FINANCIAL MANAGEMENT (OTHER ACCOUNTING SYSTEMS) IN THE FACILITY, IN ORDER TO ACHIEVE THE OBJECTIVES OF ECONOMIC, SOCIAL AND ENVIRONMENTAL MANAGEMENT ACCOUNTING, INCLUDING SEPARATING ENVIRONMENTAL COSTS FROM OTHER PRODUCTION COSTS, AND ACHIEVING COMPATIBILITY BETWEEN THE FACILITY’S ACTIVITIES AND THE ENVIRONMENT". "THIS HAS POSITIVE REPERCUSSIONS ON THE ENVIRONMENTAL AND ECONOMIC PERFORMANCE OF BUSINESS ESTABLISHMENTS".

5.GREEN MANAGEMENT ACCOUNTING IS A FUSION BETWEEN FINANCIAL ACCOUNTING SYSTEMS, TRADITIONAL MANAGEMENT ACCOUNTING AND ENVIRONMENTAL INFORMATION SYSTEMS, AS IT RELIES MAINLY ON INFORMATION FROM THE FINANCIAL ACCOUNTING SYSTEM IN GENERAL AND ENVIRONMENTAL FINANCIAL ACCOUNTING IN PARTICULAR. IT USES TRADITIONAL MANAGEMENT ACCOUNTING TOOLS, METHODS AND RULES, BUT FROM AN ENVIRONMENTAL PERSPECTIVE AND REPRESENTS ONE OF THE BASIC PILLARS. FOR THE ENVIRONMENTAL MANAGEMENT SYSTEM, GREEN MANAGEMENT ACCOUNTING IS CONSIDERED A BROADER CONCEPT THAN ENVIRONMENTAL ACCOUNTING".

RECOMMENDATIONS:

IN LIGHT OF THE ABOVE, THE RESEARCHER RECOMMENDS THE FOLLOWING:

1.GREEN ACCOUNTING MUST BE GIVEN ATTENTION BECAUSE OF ITS IMPORTANCE IN IMPROVING THE QUALITY OF INFORMATION AND PRODUCTS IN ORDER TO CREATE CLEANER, ENVIRONMENTALLY FRIENDLY PRODUCTION THROUGH OPTIMAL EXPLOITATION OF RESOURCES, PREVENTING POLLUTION, TOXINS, AND WASTE THAT AFFECT THE ENVIRONMENT AND SOCIETY, AND ACHIEVING SUSTAINABILITY".

2.ALL INDUSTRIAL COMPANIES MUST APPLY GREEN ACCOUNTING TECHNIQUES, WHICH HELP MANAGEMENT IN MAKING APPROPRIATE DECISIONS THAT LEAD TO IMPROVING PRODUCT QUALITY, ACHIEVING SUSTAINABILITY, AND HELPING TO REDUCE COSTS".

3.EDUCATING ALL WORKERS IN THE INDUSTRIAL AND PRODUCTION SECTOR ABOUT THE ADVANTAGES OF ENVIRONMENTALLY FRIENDLY GREEN PRODUCTS AND ENROLLING THEM IN INTENSIVE COURSES TO PROVIDE THEM WITH SUFFICIENT INFORMATION ABOUT GREEN (ENVIRONMENTAL) ACCOUNTING".

4.FINANCIAL REPORTS PREPARED BY INDUSTRIAL COMPANIES MUST INCLUDE INFORMATION ABOUT ENVIRONMENTAL COSTS, WHICH CAN BE USED TO DETERMINE THE COSTS OF ENVIRONMENTALLY FRIENDLY PRODUCTS AND TO REDUCE THE COSTS OF POLLUTING PRODUCTS THAT DO NOT ACHIEVE SUSTAINABILITY".

5.OPTIMAL EXPLOITATION OF THE RESOURCES OF ECONOMIC UNITS IN A MANNER CONSISTENT WITH THE REQUIREMENTS OF THE ENVIRONMENT AND SOCIETY, THE DESIRES OF CUSTOMERS, AND ACHIEVING ECONOMIC BENEFITS IN THE FUTURE".

# THANK YOU

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