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THE ROLE OF MANAGEMENT ACCOUNTING REPORTING IN ADVANCING CORPORATE INNOVATION FOR SDGS: EMPIRICAL INSIGHTS FROM GUANGDONG, CHINA

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ABSTRACT

Objective: This study investigates the role of Management Accounting Reporting (MAR) in advancing corporate innovation to support Sustainable Development Goals (SDGs), focusing on empirical evidence from Guangdong Province, China.

Theoretical Framework: The research integrates the Global Management Accounting Principles (GMAPs) with theories on corporate innovation and SDGs. It examines five dimensions of MAR: strategic analysis and planning, decision support, risk management, information sharing and communication, and business execution and monitoring.

Method: Data were collected via a questionnaire survey of 500 enterprises, resulting in 308 valid responses. Hierarchical regression analysis and structural equation modeling (SEM) were used to analyze the relationship between MAR application and innovation performance across three dimensions: new product launches, new technology adoption, and market response.

Results and Discussion: The findings indicate a significant positive correlation between MAR application and innovation performance. Strategic analysis and planning, decision support, risk management, and business execution and monitoring positively influence innovation performance. Information sharing and communication positively impacted market response but had a less direct effect on new product launches and technology use.

Research Implications: This study offers practical insights for enterprises to optimize MAR systems, enhancing innovation capabilities to support SDGs. It underscores the importance of integrating MAR with strategic management and cross-departmental collaboration.

Originality/Value: By providing empirical evidence on MAR's role in advancing corporate innovation for SDGs in China, this study contributes unique insights to the literature, highlighting MAR's multifaceted impact on innovation performance.

Keywords: management accounting reporting (MAR), innovation performance, strategic analysis and planning, risk management, information sharing and communication, Sustainable Development Goals (SDG).

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1 INTRODUCTION

Since its emergence in the 1950s, management accounting has evolved significantly, driven by increasing market demand for its role in decision-making and value creation. To standardize global best practices and enhance the professional standing of the field, the Chartered Institute of Management Accountants (CIMA) and the American Institute of Certified Public Accountants (AICPA) jointly released the Global Principles of Management Accounting in October 2014 under the Chartered Global Management Accountants (CGMA) framework. These principles offer a comprehensive, global perspective on the core concepts, competency framework, and functional areas of management accounting, emphasizing its role in organizational value creation. The Global Management Accounting Principles (GMAPs) serve as fundamental guidelines for both practical implementation and the professionalization of management accounting.

Technological innovation is a key driver of macroeconomic growth and a fundamental source of sustainable competitive advantage. According to Porter (1985), innovation lies at the core of all business activities and is increasingly recognized as essential for corporate survival and development (Yang Xiongsheng, 2018). However, firms often encounter substantial challenges in managing technological innovation (Bertrand & Mullainathan, 2003), making it crucial to adopt structured approaches that support innovation management.

MARs serve as a vital tool for financial analysis, providing enterprises with essential information to support business decision-making. Traditionally associated with cost control and budgeting, management accounting has evolved to encompass strategic management, performance evaluation, and risk control (Li Xiangling *et al.*, 2021). In the context of corporate innovation, MARs enable evidence-based decision-making by analyzing R&D investment patterns, project progress, and market feedback (Wang Yue *et al.*, 2013). Empirical research suggests that the quality and timeliness of MARs directly influence a firm's ability to assess and regulate innovation performance (Chenhall & Langfield, 1998). Additionally, advanced management accounting techniques, such as the Balanced Scorecard (BSC) and Activity-Based Costing (ABC), enhance

innovation-related decision-making and resource allocation (Sha Xiujuan & Wang Man, 2017).

Despite the growing recognition of MARs in corporate decision-making, research on their direct impact on innovation performance remains limited. Existing studies often focus on specific industries or firm types, providing insufficient empirical evidence on the broader applicability of MARs in fostering corporate innovation. Moreover, the mechanisms through which MARs influence innovation performance remain underexplored (Ao Xiaobo *et al.*, 2016).

Building on prior research, this study examines the relationship between MAR application and corporate innovation performance, focusing on MARs' role in organizational decision-making and strategic management. Specifically, this study aims to:

1. Establish a theoretical link between MAR application and enterprise innovation performance.
2. Assess the direct impact of MAR application across five key dimensions on three core aspects of innovation performance.
3. Provide empirical evidence from a large-scale dataset of 308 enterprises in Guangdong Province, China.

Through this research, we seek to identify general patterns in MAR usage, enhance the theoretical understanding of management accounting's role in innovation, and offer practical insights for firms aiming to optimize MAR application in innovation-driven environments.

2 LITERATURE REVIEW AND RESEARCH HYPOTHESIS

2.1 STUDIES RELATED TO THE APPLICATION OF MANAGEMENT ACCOUNTING REPORTS

In recent years, scholars have increasingly recognized the importance of MARs in enterprise development. While theoretical research on MARs has advanced significantly, relatively few studies have examined their practical application in enterprises, limiting their implementation in Chinese firms.

Given the construction industry's complex project structures and extended timelines, it requires a specialized management accounting system distinct from other sectors. Zhang Chen (2013), using China Erzhong as a case study, explored the constraints of information interaction in MARs and proposed a horizontal management accounting reporting system to enhance financial statement timeliness. Zhang also incorporated Michael E. Porter's (1985) Value Chain Theory to analyze value activities across different operational stages, improving interdepartmental communication and managerial decision-making.

Haier Group has been at the forefront of MAR implementation in China. According to Ao Xiang (2021), Haier has pioneered several management accounting innovations, including the "Win-Win Value-Added Table," a unique MAR reflecting the company's "people-oriented" value creation philosophy and commitment to a shared business ecosystem.

In alignment with these insights, Management Accounting Application Guideline No. 801—Management Accounting Reporting for Enterprises classifies MARs into three organizational levels based on management needs:

1. Strategic-level MARs;
2. Management-level MARs;
3. Business-level MARs.

Building upon these guidelines and the work of Ao Xiaobo (2016), this study further refines MAR application into five dimensions: Strategic analysis and planning； Decision-making support； Risk management； Information sharing and communication；Business execution and monitoring.

To assess overall MAR application across enterprises, this study employs the mean score of these five dimensions. This measure will serve as a key variable in subsequent empirical analyses and model testing, examining the impact of MAR application on corporate innovation performance and the mechanisms through which it influences innovation outcomes.

2.2 RESEARCH RELATED TO THE APPLICATION OF MAR AND THE INNOVATIVE PERFORMANCE OF ENTERPRISES

A growing body of research has examined the role of management accounting in business operations and its economic impact on enterprises. Kaplan and Norton (2001) introduced the Balanced Scorecard (BSC) framework as a tool for performance and innovation management, incorporating analytical instruments such as budgets and market capitalization indicators.

Similarly, Revellino & Mouritsen (2015) argued that management accounting facilitates innovation by enabling firms to process and integrate internal and external data, fostering new ideas and solutions. Their findings suggest that accounting information not only aids in problem identification during corporate transformation but also enhances managerial decision-making and accounting practices.

Building on these insights, Yang Xiongsheng (2019) introduced the concept of innovative management accounting, proposing that firms adopting innovative approaches to management accounting can better address challenges related to information support and management control in the innovation process.

Corporate innovation is inherently high-risk and uncertain, requiring effective coordination of business activities and decision-making (Bertrand & Mullainathan, 2003). Bin Wang & Huizhong Gu (2014) suggested that analyzing business processes to reduce innovation uncertainty enables decision-makers to leverage relevant information for maximizing innovation benefits. Additionally, management accounting tools facilitate cost control and resource allocation (Wang, 2004), contributing to more efficient and strategic innovation management.

Despite these advancements, limited research has systematically examined the relationship between the application of management accounting reports (MAR) and corporate innovation activities within a comprehensive analytical framework. This study proposes that the extent of MAR application within an organization directly influences enterprise innovation performance. Specifically, as MAR provide critical cost management and decision-support

information, they enable managers to optimize resource integration and allocation, thereby enhancing innovation performance.

Drawing on existing literature, this study measures corporate innovation performance using three dimensions: Frequency of new product launches; Adoption of new technologies; Market response. (Gu Yuandong & Peng Jisheng, 2010; Ricart, R.C., 2011; Hu Baoliang & Shuo Tingting, 2019; Cao Xiaoyu, 2021).

Based on this framework, the following research hypotheses are proposed:

H1: Strategic Analysis and Planning and Innovation Performance

H1a: Strategic analysis and planning positively contribute to new product launches.

H1b: Strategic analysis and planning positively influence the adoption of new technologies.

H1c: Strategic analysis and planning positively impact market response.

H2: Decision Support and Innovation Performance

H2a: Decision support positively contributes to new product launches.

H2b: Decision support positively influences the adoption of new technologies.

H2c: Decision support positively impacts market response.

H3: Risk Management and Innovation Performance

H3a: Risk management positively contributes to new product launches.

H3b: Risk management positively influences the adoption of new technologies.

H3c: Risk management positively impacts market response.

H4: Information Sharing and Communication and Innovation Performance

H4a: Information sharing and communication positively contribute to new product launches.

H4b: Information sharing and communication positively influence the adoption of new technologies.

H4c: Information sharing and communication positively impact market response.

H5: Business Execution and Monitoring and Innovation Performance

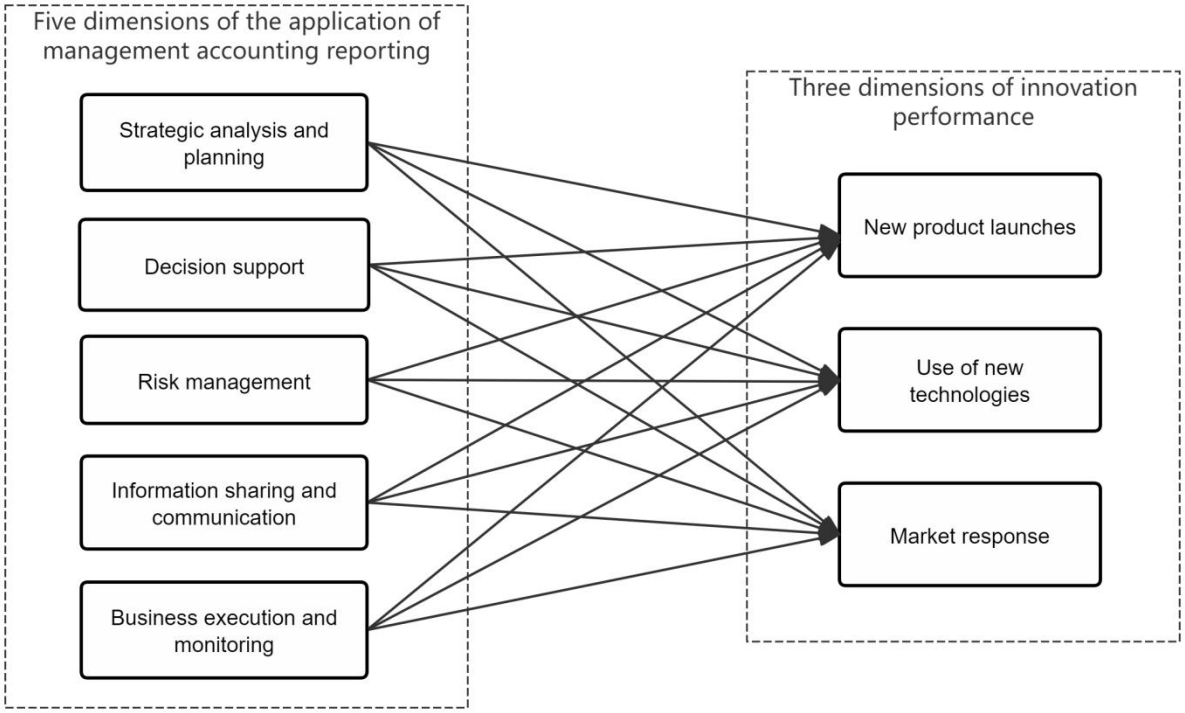
H5a: Business execution and monitoring positively contribute to new product launches.

H5b: Business execution and monitoring positively influence the adoption of new technologies.

H5c: Business execution and monitoring positively impact market response.

Figure 1

Conceptual model



3 METHODOLOGY

In this study, we collected data and statistical samples through questionnaire surveys, drawing on established measurement scales from previous domestic and international research. To ensure the reliability and validity of the variables, we conducted a reliability analysis and confirmatory factor analysis (CFA) using SPSS 27.0 and AMOS 24.0. The relationship between management accounting report application and enterprise innovation performance was then examined via hierarchical regression analysis and structural equation modeling (SEM).

3.1 DATA SOURCES AND SAMPLE SELECTION

The data collection process follows a structured approach. First, the questionnaire was designed based on the theoretical framework, selecting appropriate variable indicators and related survey questions. To ensure quality and content validity, consultations with business managers and relevant experts were conducted multiple times, leading to several revisions and pre-tests on small sample groups. Following these refinements, the questionnaire was distributed through multiple channels, including on-site distribution, email, telephone interviews, and online platforms such as Questionnaire Star. The target respondents included business managers, financial managers, and frontline accounting professionals across various industries and organizational levels.

During the research period, a total of 500 questionnaires were distributed, yielding 322 responses. After screening for completeness and accuracy, 308 valid questionnaires were retained, resulting in a valid response rate of 61.6%. To further ensure the scientific rigor of the collected data, additional statistical tests—including reliability and validity tests, one-way ANOVA, and other assessments—were performed.

The sample distribution is as follows:

From the perspective of company ownership, private enterprises accounted for 56.17%, state-owned enterprises for 36.39%, Chinese-foreign joint ventures for 2.92%, wholly foreign-owned enterprises for 3.57%, and other companies for 1.95%. By industry, the majority of surveyed companies operate in the manufacturing sector, accounting for 44.16%, followed by the information technology industry at 25.97%. In terms of regional distribution, companies in the southern region of Guangdong accounted for the largest share at 42.53%, followed by the central region at 38.31%, while the western region had the fewest companies, accounting for only 25.97%; from the region where the company is located, the company in the southern region of Guangdong accounts for 42.53%, followed by the central region of Guangdong, accounting for 38.31%, and the company in the western region of Guangdong is the least, accounting for only 19.16%. Regarding enterprise scale, large enterprises

accounted for 22.08%, medium-sized enterprises for 34.42%, and small enterprises represented the largest proportion at 43.51%. With respect to company age, 14.94% of companies have been established for more than 40 years, 16.23% have been in operation for 31 to 40 years, 24.35% have been established for 21 to 30 years, 25.32% have been operating for 11 to 20 years, and 19.16% have been established for less than 10 years. Among the respondents, top management (non-financial) accounted for 5.19% of the effective sample size, middle management (non-financial) made up 41.56%, financial executives—including corporate finance directors, chief accountants, and finance manager; the grassroots managers accounted for 15.58% of the effective sample size; and the grassroots financial staff accounted for 11.04% of the effective sample size.

3.2 DEFINITION OF VARIABLES

3.2.1 Explained variable: Innovation Performance (IP) of firms

Enterprise innovation performance is the result of evaluating the efficiency and effectiveness of enterprise innovation activities. The measurement method proposed by Ritter and Geminden (2004) provides the foundation for assessing enterprise innovation performance, categorizing it into product innovation and process innovation. Subsequent scholars have refined and improved this method to better align with the internal and external environments of enterprises. Based on existing studies, this study evaluated the innovation performance of enterprises from three dimensions: the frequency of new product introduction, the use of new technology, and market response.

3.2.2 Explanatory Variable: Management Accounting Reporting Application (MARA)

This paper employs a 7-point Likert scale to measure the extent of management accounting report usage in each organization (1 = not used; 4 = normal use; 7 = widely used). The questionnaire provides core definitions for

the five levels of management accounting reports, and respondents are asked to assess the actual situation within their enterprise to rate the degree of MAR application.

In this study, we utilized the measurement variables of the application of management accounting reports at each level to develop variable indicators of the degree of application of MARs. The specific measurement method is described as follows: respondents scored the application of management accounting reports at the five levels defined in the paper according to the actual situation. We calculated the average of the scores of the management accounting tools at each level and then obtained a sum of the averages of the scores at the five levels to derive the average of the application scores of enterprises. The value represented the overall degree of the application of MARA.

This paper refers to the definition of management accounting reporting outlined in the Basic Guidelines for Management Accounting and Zhao Unity's (2019) framework for MAR implementation in enterprises. Adjustments have been made based on the specific characteristics and needs of this study, ultimately identifying five dimensions of MAR application, namely, strategic analysis and planning, decision-making support, risk management, information sharing and communication, and business execution and monitoring.

3.2.3 Control variables

Referring to existing literature and considering the research objectives of this paper, the following control variables are introduced: Governance (GOV), enterprise size (Size), enterprise age (Age), enterprise nature (SOE), enterprise region (Loc), and industry type (Ind). Among them, corporate governance was measured using the total score of the seven questions in the corporate governance measurement scale.

For the enterprise ownership type, a value of 1 is assigned if the company is state-owned, and 0 otherwise. For the enterprise region, a value of 1 is assigned if the company is located in southern Guangdong,

and 0 otherwise. For industry type, a value of 1 is assigned if the company belongs to the high-tech industry, and 0 otherwise.

3.3 RELIABILITY AND VALIDITY TESTS

3.3.1 Reliability test

The reliability of a scale is a tool used to measure the degree of consistency, stability, and reliability of research data. A higher reliability value indicates greater data consistency. In this paper, Cronbach's Alpha (Cronbach's coefficient) is used to assess the reliability of the research questionnaire. A higher Cronbach's Alpha value signifies better reliability.

Based on a review of previous research, Wu Minglong (2009) provided criteria for interpreting Cronbach's Alpha coefficients: when the coefficient is above 0.7, the reliability is considered acceptable, and the higher it is, the better. In this study, SPSS27.0 was used to analyze the reliability of the variables in the scales, and Cronbach's alpha coefficients were obtained for the two subscales (Five Dimensions of Management Accounting Reporting Application Scale and Corporate Innovation Performance Scale). The results show that the Cronbach's Alpha coefficients of the scales fall within the standard range, indicating high internal consistency. Additionally, the Cronbach's Alpha coefficients for both scales exceed 0.8, confirming that the scales used in this study have passed the reliability test and are highly reliable.

3.3.2 Validity tests (Validated actor analysis)

Validation factor analysis was performed to confirm the existing theoretical modeling and numerical fit under the premise that the researcher has a certain understanding of the research problem and a clear expectation of the scale structure, which indicates that a specific variable is only affected by a specific common factor and the relationship between the common factors. In this study, AMOS 24.0 will be used to conduct a validation factor analysis of

each variable, and the model validity will be analyzed by comparing the indicators to measure the model fit indicators as follows.

Table 1

Summary table of overall fitness

test statistic	Adaptation criteria (thresholds)	Management accounting reporting applications	Enterprise innovation performance
absolute fitness (of a device)			
X^2	P>0.05	303.637 (p<0.05)	26.437 (p>0.05)
X^2/df	<2 (good), <3 (fair)	2.138	1.102
RMR	<0.05	0.105	0.064
RMSEA	<0.05 (good), <0.08 (fair)	0.061	0.018
GFI	>0.9	0.913	0.982
AGFI	>0.9	0.884	0.965
CN	>200	173	423

X^2 = chi-square; df = degree of freedom.

The purpose of this table is to provide a valuable reference for research in related fields by analyzing the data in depth through the overall fitness summary table. The data are derived from the results of the overall fitness test of a particular study and include several fitness indicators, such as absolute fitness, value-added fitness, and parsimony fitness.

In terms of absolute fitness, the X^2/df values were 2.138 and 1.102 for the two scales, both less than 3, indicating a fair fit between the model and the data. However, the X^2 value of the first scale was significant (p<0.05), suggesting that the scale may require further optimization. The RMSEA values were 0.061 and 0.018, respectively, with the first scale close to the critical value of 0.08, indicating some room for improvement. In contrast, the second scale showed a good fit. The GFI and AGFI values for the first scale were slightly below the recommended 0.9 threshold, whereas both exceeded 0.9 in the second scale, suggesting a better fit for the latter model.

In summary, the second scale performed better in terms of overall fit. However, for the first scale, researchers may need to further adjust the model to enhance its fit and explanatory power. These findings provide important references for research and practical applications in related fields.

3.4 MODELING

Based on the hypothesis of this study, hierarchical regression analysis and structural equation modeling were selected as the method of empirical research, and SPSS27.0 and AMOS24.0 were used for data processing and model testing. The specific models are described as follows.

$$IP = \alpha 0 + \alpha 1\ MARA + \alpha i\ Controls + \varepsilon$$

$$IP\_p = \alpha 0 + \alpha 1\ MARA + \alpha i\ Controls + \varepsilon$$

$$IP\_t = \alpha 0 + \alpha 1\ MARA + \alpha i\ Controls + \varepsilon$$

$$IP\_m = \alpha 0 + \alpha 1\ MARA + \alpha i\ Controls + \varepsilon$$

4 RESEARCH FINDINGS

4.1 CORRELATION ANALYSIS

In this study, Pearson correlation analysis was conducted to examine the relationships between variables and to preliminarily assess the potential for multicollinearity among them. This analysis serves as a foundation for the multiple regression analysis and structural equation modeling performed later in the study. The correlation levels among the variables in the sample are presented in Table 2.

Table 2

Correlation analysis:Pearson correlation

	New Product Launch	Use new technologies	of market reaction	Innovation performance	Strategic analysis and planning	Decision support	risk management	Information Sharing and Communication	Business execution controls	Management accounting reporting applications	GOV	SIZE	IND	LOC	SOE	AGE
New Product Launch	1															
Use of new technologies	.528**	1														
market reaction	.406**	.331**	1													
Innovation performance	.809**	.790**	.751**	1												

Strategic analysis and planning	.263**	.280**	.028	.239**	1										
Decision support	.253**	.349**	.086	.290**	.067	1									
risk management	.363**	.231**	.378**	.414**	.113*	.089	1								
Information Sharing and Communication	.211**	.173**	.266**	.278**	.041	.156**	.160**	1							
Business execution and control	.417**	.415**	.393**	.522**	.162**	.281**	.246**	.271**	1						
Management accounting reporting applications	.522**	.500**	.396**	.601**	.483**	.569**	.582**	.578**	.641**	1					
GOV	.049	.025	-.014	.024	.014	.019	-.045	.114*	.058	.054	1				
SIZE	.041	.014	-.087	-.016	.105	-.057	.082	-.008	-.101	.015	-.006	1			
IND	.039	.007	.033	.033	-.035	-.071	-.041	.028	-.022	-.051	-.031	.070	1		
LOC	.013	.036	-.020	.011	.138*	.019	-.061	.070	.099	.087	-.023	-.047	-.030	1	
SOE	-.072	-.071	-.047	-.080	.075	-.053	-.078	.036	.011	-.006	.061	-.065	-.098	-.005	1
AGE	.070	.057	.021	.062	-.008	-.064	-.004	-.009	-.036	-.042	-.014	.019	.074	-.072	-.030	1

**. The correlation was significant at a confidence level (two-test) of 0.01.
*. The correlation was significant at a confidence level (two-test) of 0.05.

As shown in the table above, based on a sample of 308, this study utilizes Pearson correlation analysis to examine the relationship between the dimensions of management accounting report application and innovation performance indicators.

The results indicate a significant positive correlation between management accounting report application and innovation performance. Specifically, the correlation coefficients between management accounting report application and new product launch, new technology use, market response, and overall innovation performance are 0.522, 0.500, 0.396, and 0.601, respectively, all of which are significant at the 0.01 confidence level. This suggests that the effective application of management accounting reports can significantly promote enterprise innovation activities and enhance innovation performance.

Further analysis reveals that management accounting report application is also positively correlated with key management activities, such as strategic analysis and planning, information sharing and communication, and business execution and control, all with high correlation coefficients. These management activities, as integral components of management accounting report application, work together in the innovation process to drive improvements in innovation performance.

4.2 REGRESSION ANALYSIS

Table 3

Regression analysis of the impact of three dimensions

sports event	Dependent variable: new product launches		Dependent variable: use of new technologies		Dependent variable: market reaction	
	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6
(Constant)	4.725***	.490	4.691***	.331	5.452***	1.800**
	13.599	.997	12.464	.610	14.022	3.043
GOV	.046	.022	.028	.003	-.010	-.031
	.972	.550	.538	.068	-.192	-.633
SIZE	.013	.008	.004	.000	-.038	-.041
	.610	.475	.184	-.014	-1.634	-1.959
IND	.082	.156	-.008	.068	.109	.173
	.473	1.060	-.045	.419	.564	.978
LOC	.055	-.064	.116	-.006	-.068	-.171
	.364	-.491	.706	-.044	-.400	-1.093
SOE	-.186	-.167	-.210	-.191	-.150	-.133
	-1.176	-1.240	-1.228	-1.285	-.846	-.822
AGE	.007	.008	.006	.008	.002	.003
	1.168	1.723	1.010	1.492	.297	.575
Management accounting reporting applications	\windshield	0.891***	\windshield	0.917***	\windshield	0.768***
		10.789		10.067		7.726
R	.123	.539	.104a	.510	.112a	.420
R-square	.015	.290	.011	.261	.013	.176
Adjusted R-squared	-.005	.274	-.009	.243	-.007	.157
F	.766	17.537***	.545	15.100***	.638	9.180***
Durbin-Watson (U)	1.942	1.949	2.022	1.907	1.992	2.000
VIF Max.	1.020	1.022	1.020	1.022	1.020	1.022

Note: *, **, and *** indicate significance at the 10%, 5%, and 1% levels, respectively.

As shown in Table 3, this table presents a regression analysis exploring the impact of management accounting report application on three dimensions

of innovation performance: new product launch, new technology use, and market response. Based on 308 valid samples, the study employed multiple linear regression analysis to construct separate regression models for each innovation performance dimension. The results indicate that when the management accounting report application variable was not included, the explanatory power of the models was weak, with low adjusted R-squared values. However, after incorporating management accounting report application as an independent variable, the explanatory strength of the models increased significantly. Specifically, management accounting report application showed a significant positive impact on new product launch, new technology use, and market response, with impact coefficients ranging from 0.768 to 0.891. This suggests that a higher level of management accounting report application can substantially enhance these three dimensions of innovation performance.

In summary, the application of management accounting reports has a significant positive impact on different dimensions of innovation performance. Enterprises should focus on strengthening their use of management accounting reports to enhance innovation capabilities and market competitiveness. Furthermore, government bodies, industry associations, and other external organizations should provide appropriate support and guidance to collectively foster enterprise innovation and development.

4.3 HYPOTHESIS TESTING

Table 4

Hypothesis testing

	research hypothesis	Verification of the situation
H1a:	Strategic analysis and planning has a positive contribution to new product launches.	validate (a theory)
H1b:	Strategic analysis and planning positively contributes to the use of new products.	validate (a theory)
H1c:	Strategic analysis and planning contribute positively to market response.	unverified
H2a:	Decision support positively contributes to new product launches.	validate (a theory)
H2b:	Decision support positively contributes to the use of new products.	validate (a theory)

H2c:	Decision support positively contributes to market response.	unverified
H3a:	Risk management has a positive contribution to new product launches.	validate (a theory)
H3b:	Risk management has a positive contribution to the use of new products.	validate (a theory)
H3c:	Risk management contributes positively to market reaction.	validate (a theory)
H4a:	Information sharing and communication has a positive contribution to new product launches.	unverified
H4b:	Information sharing and communication has a positive contribution to the use of new products.	unverified
H4c:	Information sharing and communication has a positive contribution to market response.	validate (a theory)
H5a:	Business execution and monitoring positively contribute to new product launches.	validate (a theory)
H5b:	Business execution and monitoring positively contributes to the use of new products.	validate (a theory)
H5c:	Business execution and monitoring contribute positively to market response.	validate (a theory)

The results of the data analysis confirm the hypotheses related to strategic analysis and planning (H1a, H1b), decision support (H2a, H2b), risk management (H3a, H3b, H3c), information sharing and communication (H4c), and business execution and monitoring (H5a, H5b, H5c). These practices contribute significantly to new product launches, the adoption of new technologies, and market response.

Specifically, strategic analysis and planning, along with decision support, positively influence new product launches and the use of new technologies, highlighting the importance of clear strategies and effective decision-making in product development and marketing. Additionally, risk management and business execution and monitoring practices were found to enhance market response, indicating that firms' ability to control risks and ensure smooth business operations is crucial for market acceptance.

However, the hypotheses regarding information sharing and communication (H4a, H4b) were not validated for new product launch and technology use but were supported for market response. This suggests that while information sharing and communication positively influence overall market response, their direct impact in the early stages of product development and promotion may not be significant.

5 CONCLUSIONS

This study delves into the intricate relationship between management accounting reports and enterprise innovation performance, drawing on an empirical examination of survey data collected from 308 enterprises across Guangdong Province. By integrating the lens of the Sustainable Development Goals (SDGs), this research underscores the pivotal contribution of management accounting reports in not only enhancing innovation performance but also in aligning business strategies with broader societal and environmental objectives. The findings illuminate the critical role these reports play in fostering innovation, thereby providing enterprises with actionable insights to optimize their reporting frameworks. Such optimizations are instrumental in strengthening innovation capabilities, which in turn enhance market competitiveness while simultaneously advancing progress towards relevant SDGs.

The research empirically validates a substantial positive correlation between the utilization of management accounting reports and enterprise innovation performance. Notably, firms that leverage these reports extensively in strategic analysis and planning, information dissemination and communication, as well as in business execution and monitoring, exhibit superior innovation performance. This strategic alignment with management accounting practices not only drives innovation but also supports enterprises in contributing to the global agenda for sustainable development, particularly in areas related to technological advancement and economic resilience, thus reinforcing the interconnectedness of corporate innovation and the achievement of SDGs.

Beyond aiding decision-making, management accounting reports also enhance cross-departmental collaboration. Through well-structured information-sharing mechanisms, these reports create a centralized platform for data exchange, allowing departments to track progress, communicate effectively, and address challenges collectively. This improved coordination enhances a firm's ability to innovate by ensuring that key information flows seamlessly across all levels of the organization.

Additionally, management accounting reports play a crucial role in risk management. By analyzing internal and external business environments, these reports help identify potential risks, such as market fluctuations, credit risks, and operational uncertainties. The use of risk assessment tools, such as risk matrices and value-at-risk models, enables businesses to quantitatively evaluate risks, allowing management to anticipate and proactively address potential challenges. Furthermore, establishing regular risk reporting and early warning systems supports a long-term, sustainable risk management framework, ensuring stability and resilience in the face of uncertainties.

Given the substantial benefits of management accounting reports, enterprises should focus on optimizing their reporting systems to improve the accuracy and comprehensiveness of the information available to management. It is also essential to integrate these reports with other core management activities, such as strategic planning, performance evaluation, and risk management, to maximize overall corporate performance. Additionally, fostering internal communication and collaboration through cross-departmental information-sharing mechanisms can further enhance innovation efforts and organizational efficiency.

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