

Issues for enhancing the ethics of Professional Accountants in Business and in Public Practice when performing tax planning for an organization or employer.

1. Types of Threats to Compliance with Fundamentals Principles of Ethics that may arise from the provision of tax planning services.

- 1) Business executives as "employers" lack an understanding of the genuine purpose of tax planning, that "tax planning" aims to solve tax problems that occurred in the past and to prevent tax problems that will occur in the future. By prescribing future practices to follow the rules, procedures, conditions, rates, and time limits as provided by law. Focusing on paying taxes and the taxation duty is accurate and complete as it should be. The tax paid must be the least amount and is in good faith and with no tax evasion.
- 2) Most employers' executives still see "taxation" as an expense that decreases profits and does not have a direct benefit to business operations. Therefore, they desire to spend the least amount by using every method regardless of whether such a method is following the laws or not. In addition, the executives lack knowledge and understanding about the potential consequences if the methods used do not comply with legal requirements.
- 3) The employers' executives give importance to the income generation of the sales and production departments rather than the accounting and tax departments.
- 4) Employers have a negative attitude towards taxation due to corruption in the government sector. This causes a significant loss to the state, which is the amount of tax that the business operators have paid to the state.
- 5) The employers' management has the power to give you the penalty for a professional accountant.

2. Establish clear fundamental principles when a Professional Accountant gives advice or consultation on tax planning management.

- 1) Professional Accountants must have knowledge and understanding of the following issues when giving advice or consultation on tax planning management:
 - Knowledge and understanding of the accounting profession such as accounting standards, accounting system formation, and auditing.
 - Knowledge and understanding of computers.
 - Knowledge and understanding of languages, such as Thai, English, and other related languages.
 - Knowledge and understanding of taxation, i.e., taxation, tax accounting, and tax planning.
 - Knowledge and understanding of business administration.
 - Knowledge and understanding of the business or industry in which the advice or consultation on tax planning management is rendered.
- 2) Professional Accountants who provide advice or consultation on tax planning management must have ethics, especially ethics for the accounting profession.
- 3) Establish professional ethics that Professional Accountants must not advise for tax evasion. If it is found that the Professional Accountant has such an action, a trial for sanction must be conducted.

3. Consideration requirement regarding reputational impacts that may arise from the perspective of stakeholders on tax planning management.

- 1) The goals or objectives of tax planning should be clearly defined.
 - To make the entity's tax payment through tax planning management completely correct as required by law. The tax paid must be the least amount or most economical without tax evasion activities.
 - To solve tax problems that already occurred and prevent tax problems that will occur in the future.
 - To save or reduce expenses that may incur due to incorrect tax payment including fines, surcharges, and criminal fines.
 - To reduce operating costs or increase net profit by using tax privileges.

- To reduce unnecessary operational steps that do not meet the standard of operation.
 - To alleviate concerns about being called for a tax audit by the government.
 - To strengthen the effectiveness of the internal control system.
 - For business expansion, joint ventures, or fundraising
- 2) Due to one of the objectives, that are the same, for tax planning and tax avoidance is paying the least amount of tax. The only difference is the way they are executed to achieve their objectives. Therefore, the objectives of tax planning should be clearly defined.
- Tax planning aims to pay the least amount of tax in good faith. It must strictly comply with the scope of correctness according to the rules, procedures, conditions, rates, and time limits prescribed by law, in conjunction with the use of tax-allowable privileges, such as tax exemption including the use of loopholes in the law within the Ethical framework.
 - Tax evasion aims to pay the least amount of tax dishonestly by using illegal means or violating the law.
- 3) Professional Accountants should document the reputational, commercial, and economic impacts on a broader scale in their working papers or tax planning reports.

4. Determine actions to assist Professional Accountants in the uncertain situation arising from conducting tax planning.

- 1) Tax planning issues should be clearly defined in conformity with generally accepted accounting principles and tax laws related to the business such as
- Income issues
 - Cost and expenses issues
 - Assets, Liabilities, and Owner's Equity Issues
 - Taxation duty issues
- 2) Good systematic tax planning practices should be established.
- 3) Tax planning's success indicators should be clearly defined.
- 4) A tax planning manual should be prepared.

- 5) Similar to the Professional Accountant's Ethics, measures should be imposed in providing accurate tax planning knowledge and tax planning risks to Professional Accountants and employers, especially those who act as CFO,

5. Other practical matters of administration Including matters of disagreement with clients or executives or those charged with governance and documents

- 1) "Tax planning", with standards, training courses
- 2) Dissemination of articles on tax planning
- 3) Guidelines for utilizing tax privileges as required by law
- 4) Examples of interpretations relating to the use of tax privileges
- 5) Translating tax planning articles from overseas.
- 6) Instructor training for those who lecturing the tax planning subjects.