

MEIQUN YIN

China University of Political Science and Law, China

SOCIAL MEDIA, SUPPLY CHAIN CONCENTRATION AND ACCOUNTING INFORMATION TRANSPARENCY

Abstract:

Improving accounting information quality of companies in supply chain is crucial for capital market. We collect disclosed information in China's stock market to explore the relationship between supply chain concentration and accounting information transparency and apply text sentiment analysis based on SnowNLP to investigate the effect of the social media's governance role on the accounting information. The empirical results show that accounting information transparency improves as supply chain concentration increases, customer concentration has a greater effect, and greater media attention results in higher accounting information transparency. Positive and negative reports display different roles in the process. It is found that the media and supply chain's synergistic governance role to enhance accounting information transparency. Moreover, as a supply chain characteristic, bargaining power significantly moderates accounting information transparency. Enterprises with stronger supply chain bargaining power are more inclined to improve accounting information quality, which is more obvious in the enterprise-customer relationship.

Keywords:

accounting information transparency; supply chain concentration; media governance; text sentiment analysis