

Research and Countermeasures of Media Accounting Information Disclosure of Listed Companies

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Abstract: The disclosure of accounting information of listed companies is the key to the company's long-term stable development and the orderly development of the securities market. The disclosure of accounting information of listed companies is the basis and guarantee for the effective operation of the economic market. However, there are still many problems in the accounting information disclosure of listed companies that need to be resolved urgently. This article will combine the status quo of the accounting information disclosure of listed companies, discuss the existing problems and analyze the reasons, and put forward relevant normative suggestions.

1. Introduction

Effective accounting information disclosure is the cornerstone of the survival and development of the capital market, the basic guarantee for protecting the interests of investors, and an important foundation for helping investors make the most rational equity investment decisions. Although my country has made great progress in the construction of accounting information disclosure of listed companies, there are still many problems that need to be solved urgently. Therefore, it is necessary to conduct in-depth investigation and analysis on the disclosure of accounting information on this basis.

2. The Status Quo and Existing Problems of Accounting Information Disclosure of Listed Companies

Untimely disclosure of accounting information: In the event of a serious situation or event that affects stock trading prices, the company will disclose relevant accounting information within the prescribed information disclosure period to reduce the impact of stock fluctuations on the company. As a result, the disclosure of accounting information will not be timely, and the externally visible information will also change over time. , The lagging of accounting information leads to a decline in the utility value of accounting information.

Accounting information is not true: At present, false accounting information is a serious problem in accounting information disclosure. In order to continue operating and stable development, some listed companies needlessly distort or disclose false accounting information, underestimate company costs, overestimate profits, false or disclose undisclosed accounting information due to poor performance. Hide the real accounting information. Information about mismanagement by the company. For better and faster development, some good companies may avoid taxes or disclose false

accounting information. The disclosure is the actual situation of the company, not the situation. In addition, in order to reduce the impact of accounting information on the company after the accounting information is disclosed, the company may conceal the disclosed information, excessively disclose positive news, or partially disclose negative effects. The company shall not fully disclose the relationship between the companies, the actual solvency of the company, and the accounts that the company intends to disclose. Due to company secrets, companies often hide information and disclose incompletely.

3. The purpose and significance of standardizing the accounting information disclosure of listed companies

(A). Standardizing the information disclosure of listed companies is the guarantee for the long-term sound development of listed companies

At present, the market competition is fierce, and the false accounting information of listed companies may achieve certain results in the short term, but the long-term accounting information disclosure problem will inevitably lead to the failure of the development of the enterprise. If an enterprise wants to achieve long-term stable and good development and obtain greater profits, it must standardize the disclosure of accounting information from a long-term perspective.

(B). Standardizing the disclosure of accounting information of listed companies is beneficial to the development of my country's capital market

Information disclosure of listed companies is the basis of capital market management. Therefore, the standardization of information disclosure of listed companies is the basis for ensuring market management. The false and premature disclosure of accounting information by listed companies undermines the basis of market operation, undermines fair competition, and disrupts market order. Therefore, the standardization of information disclosure by listed companies is the guarantee for the operation and development of the capital market. Accounting information is an important part of the securities market, and it is also very important for the allocation of market resources.

4. The Causes of the Current Status of Accounting Information Disclosure of Listed Companies

(A). Insufficient supervision

Inadequate supervision of accounting information disclosure is an important reason for the problems. The supervision of accounting information disclosure is mainly the internal supervision of the company and the external supervision of the company, that is, the supervision of the relevant departments of listed companies. The relevant internal supervision system of listed companies is not sound, and the structure of company auditing and accounting management systems is unreasonable. All of these have led to imperfect internal supervision of the company, decline in auditing capabilities, and many problems related to accounting information disclosure. There are also many problems in the supervision of relevant departments. The relevant departments did not have a timely and comprehensive understanding of the actual situation of the accounting information disclosure of listed companies, and did not pay enough attention to the process of accounting information disclosure of listed companies. Listed companies only emphasize the results of disclosure and cannot immediately understand the actual situation of the company's accounting information disclosure, and the problems have been corrected.

(B). Huge profit temptation

Due to market supervision and non-payment of stocks, the company has almost no burden after listing, but the benefits brought to the company after listing are huge, and non-payment of stock issuance has benefited many listed companies. Therefore, in order to obtain more funds and profits in the market, in order to gain an advantage in the market and obtain more and more profits, many

companies are forging, concealing or incompletely disclosing accounting information. In addition, some listed companies are in poor operating conditions and hope to obtain huge profits as soon as possible. Therefore, we have changed the company's accounting information disclosure method, falsely reporting the increase in published data reports, and company losses are often underreported. Real accounting information can maintain the company's development and stability to win investment.

(C). The situation for listed companies is grim

At present, the information disclosure of listed companies and their markets is still under development and needs to be continuously improved. On the other hand, in terms of the overall environment, the high cost of accounting information disclosure is also one of the reasons for the problem of accounting information disclosure. Considering the utility value of accounting information, true information disclosure is very important, and information disclosure means that when the company's situation cannot be disclosed to meet the needs and expectations of shareholders, the company's management will be exposed to great pressure. You may even face the risk of being deleted. Faced with such high disclosures, management usually requires the reduction of negative accounting disclosures. Therefore, the company will change the disclosure of accounting information.

5. Regulatory Suggestions on Information Disclosure of Listed Companies

(A). Strengthen internal governance of listed companies

The root of the issue of information disclosure of listed companies lies in the listed companies themselves. Only by fundamentally improving this issue can the disclosure of accounting information be regulated. Establish the company's internal control system, establish and improve the internal control system of listed companies. To establish a standardized listed company, we must first establish a reasonable management system, and adjust the company's internal capital structure and reform the management system based on the common problems existing in the current listed company. Speed up the establishment of a sound company management system. It is of great significance to adjust the company's management structure. To this end, we will actively seek an independent equity structure, eliminate hegemony and unfair transactions, clarify the responsibilities of the board of directors and departments, and enable each department to perform its duties. At the same time, each department needs to strengthen communication and standardize the structure and process of the board of directors.

(B). Strengthen relevant departments to supervise the information disclosure of listed companies

At present, my country has penalties for related accounting information, but the penalties are relatively light. Listed companies attach great importance to the system and act recklessly. Increase penalties to ensure that violations of laws and regulations are investigated and dealt with, and raise the company's awareness of relevant laws. In addition, the establishment of a sound salary system and credit system is of great significance for improving the problem of accounting information leakage. In order to make the information disclosure of listed companies transparent, it is necessary to establish a sound accounting information disclosure supervision system. For companies, it is necessary to strengthen the company's internal supervision system, establish a sound supervision system, and strengthen the mutual supervision and supervision of various departments. This can effectively reduce information disclosure violations. The establishment of a standardized accounting information disclosure system must focus on accounting standards.

(C). Give full play to the positive role of industry self-regulation

There are two main considerations for giving full play to the positive role of industry self-discipline. One is to strengthen the real-time supervision of stock exchanges. My country's securities trading all have corresponding rules and regulations, but there is no early warning system to detect and stop violations in time, and the ability to quickly and automatically respond to emergencies is still lacking. Therefore, there is an urgent need to establish an effective real-time monitoring risk management

system, strengthen real-time monitoring, strengthen legal monitoring, and prevent fraud, insiders and other illegal activities. It is necessary to review transactions and market operations to minimize the damage to the market caused by violations. The second is to strengthen the self-discipline management of the securities industry by the Securities Industry Association. The Securities Dealers Association is a self-regulatory organization in the securities industry. Its main purpose is to strengthen the self-regulatory control of securities companies, protect the legitimate rights and interests of members, and play a role as a bridge between governments. Securities companies and securities dealers associations must give full play to the self-discipline role of stock exchanges, and at the same time, they should also give full play to the self-regulation role of the securities industry.

6. Conclusion

The accounting information disclosure of listed companies is also the basis and guarantee for the effective operation of the economic market. In view of the current accounting information disclosure problems of listed companies, this article analyzes the following five aspects: internal governance of listed companies, supervision of relevant departments, and industry self-discipline, CPA auditing and accounting, media guidance and so on. It is hoped that these suggestions can make a certain reference value for the timeliness and authenticity of the accounting information disclosure of listed companies, and contribute to the regulation of the information disclosure standards of listed companies in my country.

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