Managers' Moral Awareness, Corporate Social Responsibility, Stakeholder Satisfaction and Profitability

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Abstract: In recent years, China's securities market has been developed quickly, and investors entering the securities market are also growing. But China's listed companies that control the operation of the bubble have occurred consequently. It has seriously damaged the interest of stockholders and other related stakeholders. In order to protect the interests of the stakeholders and maintain the stability of the securities market, this paper explores the relationship between managers' moral cognition, corporate social responsibility, stakeholders' satisfaction and profitability through the analysis of listed companies in China, which not only benefits shareholders and stakeholders to obtain the fairness of interests, but also conducive to regulators to regulate corporate social responsibility, so as to implement the corporate governance programs specifically and improve the openness and transparency of the disclosure of enterprise information. This paper examines and draws on domestic and foreign scholars' literature on managerial ethical cognition, corporate social responsibility, stakeholder satisfaction and profit quality. At the same time, it draws the definition and quantification from the domestic and foreign scholars on managers' moral cognition, corporate social responsibility, stakeholder satisfaction and profitability, and selects the appropriate financial indicators. According to the hypothesis, this paper has built the corresponding linear regression model, using SPSS19.0 software for data analysis. According to the empirical analysis, it is concluded that the quality of profit is positively related to the manager's moral cognition, the better the moral cognition of the manager and the higher the profitability of the enterprise. Second, the corporate social responsibility has positive influence on the profit quality. Third, the satisfaction of stakeholders has a positive impact on the quality of earnings, that is, the higher the level of awareness of stakeholders, the higher the profitability of the enterprise, the higher the level of corporate profitability.

1. Introduction

The concept of profit quality first appeared in the US securities industry in the 1930s. However, until this century, the concept of earnings quality was widely concerned. China's capital market started late, but it has developed very rapidly. It has played a vital role in expanding corporate financing channels and increasing investor investment choices to promote economic development. But later, along with a series of accounting fraud incidents in the capital market, listed companies' near-perfect ROE, profit growth rate, and earnings per share were broken like soap bubbles, and investors' hopes and dreams shattered. The authenticity and reliability of the earnings data began to be questioned by the public.

Therefore, the unrealistic disclosure of information by listed companies has also aroused widespread concern in the society, and has provided a new research direction for the accounting theory community - the research on the profit quality of listed companies. Research on the quality of earnings has been in foreign countries for more than 100 years. Scholars have conducted extensive and in-depth research on the motives of profit management, the measurement of profit quality and the factors affecting the quality of earnings, making research in this field quite mature. However, the

history of China's capital market development is not long. The research on the quality of earnings is still in its infancy. Scholars draw on the proven quantitative models of Western countries to study the profit quality of Chinese listed companies. The theoretical results are mostly focused on the motives of profit management. (Such as allotment of shares, etc.) And factors affecting the quality of earnings (such as equity structure, corporate governance, etc.), and research on the external market environment changes and profit quality of the company is rarely involved. This paper will study the quality of earnings from the three aspects of managerial ethics, corporate social responsibility and stakeholder satisfaction.

2. Theoretical analysis and research hypothesis

2.1 Managers' moral cognition and profit quality

Moral cognition is the positive awareness, judgment and reasoning of moral knowledge, moral issues and moral situations. In essence, it should be the subject's understanding, perception and experience of social moral phenomena. Understanding and grasping. Although the Western literature does not have a consistent conclusion on the relationship between managerial ethics and profit quality, but unlike the fact that Western companies have highly dispersed equity and professional managers have the right to operate, Chinese listed companies have always been equity. Concentration, managers are usually the big shareholders of the company or the spokespersons of the major shareholders. Other shareholders have less (almost no) voice on the strategic decisions of the company. Managers are less constrained by other shareholders when making strategic decisions. Decision-making is highly authoritative, so it is more capable of following the ethical cognition when considering the profit quality of the company.

In addition, studies have shown that corporate social responsibility and profit quality can reflect the level of managers' moral cognition to a certain extent, and ultimately reflect the fulfillment of managers' moral cognition. Yusoff [1] and Eiadat [2] have shown that executive commitment and support is conducive to stimulating employees' creativity and mobilizing the enthusiasm of employees, which will help improve the profitability of the entire enterprise. Gadenn [3] also believes that the stronger the level of managerial ethics, the more likely it is to promote the development of the company with a sense of responsibility.

Based on the above theoretical basis, this paper proposes the following assumptions:

H1: The profit quality is positively related to the manager's moral cognition. The better the manager's moral cognition, the higher the profit quality of the company.

2.2 Corporate Social Responsibility and Profit Quality

In recent years, China's listed companies have adjusted their operating profits, which has seriously damaged shareholders and other relevant stakeholders. Thorough relationship between corporate social responsibility and profit quality is not only beneficial to the fairness of interests between shareholders and stakeholders, but also to regulate the corporate social responsibility of the regulatory level and implement corporate governance solutions in a targeted manner. To improve the transparency of corporate information disclosure.

Some scholars believe that the self-interested motivation of management based on the agency theory framework, the management's performance of social responsibility will help to increase personal reputation, enhance social status, and will also be strong for their personal future development (Galaskiewicz[4]), and even It is believed that management will cover up or divert public attention to other misconducts of enterprises by fulfilling social responsibilities and reduce the reputation loss of enterprises (Koehn D.Ueng [5]).

In the case of rapid growth of the modern economy, a series of social problems such as ecological destruction, environmental pollution, over-exploitation of resources, and lack of social morality are often hidden, which makes more and more Chinese companies begin to pay attention to social responsibility issues. Enterprises try to seek greater development space and further performance

improvement by fulfilling relevant social responsibility behaviors in order to achieve the financial goals of maximizing stakeholder value.

Based on the above theoretical basis, this paper proposes the following assumptions:

H2: Corporate social responsibility has a positive impact on the quality of earnings, that is, the higher the level of corporate social responsibility, the higher the profit quality of the company.

2.3 Stakeholders' satisfaction and profit quality

Ansoff proposed that the rights and contradictions among stakeholders are the first to be considered in the overall goal of the company, such as the government, investors, partners, employees, communities, etc.; Freeman proposed the stakeholders Definition, and he believes that individuals or groups that influence and reflect their corporate goals are stakeholders. Satisfaction is a state of pleasure or disappointment that can be measured by numbers, and is reflected in the relative relationship between the prior expectations and actual effects of the product or service. In general, stakeholder satisfaction refers to the difference between the expected value and the actual value of the core performance of different stakeholders.

Since the enterprise is a collection of different stakeholders according to the contract collection, they respectively invest different resources into the enterprise, its essence determines that it is profit-seeking, so the ultimate mission of enterprise survival and development is to create more value for stakeholders. When stakeholder satisfaction is high, it will encourage them to pay more for the company, thus improving the quality of the company's earnings.

Based on the above theoretical basis, this paper proposes the following assumptions:

H3: Stakeholder satisfaction has a positive impact on the quality of earnings, that is, the higher the level of awareness of stakeholders, the higher the profit quality of the company.

3. Research design

3.1 Sample selection and data source

This article selects all listed companies in Shanghai and Shenzhen A-shares and screens them according to the following criteria:

(1) Excluding companies listed after December 31, 2008 to avoid the impact of new shares.

(2) Excluding ST and PT listed companies, because such listed companies are facing the risk of delisting, in order to eliminate the impact, they are screened out.

(3) Excluding companies with abnormal financial indicators, such as listed companies with asset-liability ratio greater than 1.

(4) Excluding listed companies in the financial industry. Because financial listed companies and non-financial companies have large differences in accounting treatment and operating structure, some financial data are not comparable, so they are excluded.

(5) Excluding sample data with incomplete data.

(6) Excluding the extreme value according to the proportion of 0.5% of the sample size, and removing the influence of the abnormal value.

Through the above screening rules, a total of 1197 listed companies' sample data were screened for empirical research. Since the indicators used in this paper are mainly based on financial indicators, the empirical data of this paper is mainly obtained through the following platforms: CSMAR, Wind, and listed company annual reports.

3.2 Main variable definition--Explained variable

Earnings quality (EQ), from the perspective of financial indicators, mainly used operating profit operating cash ratio (OCR), main business receipt rate (BP), net assets recovery cash ratio (NCR), main business profit share (BPP) , gross profit margin (GP), main business profit growth rate (PG), operating cash growth rate (OR), ROE coefficient of variation (ROEV), ROA coefficient of variation (ROAV), gross margin coefficient of change (GMV), net assets The cash recovery ratio

coefficient of variation (NCR) is measured. The corresponding weights of the eleven indicators are β_1, β_2, β_3, β_4, β_5, β_6, β_7, β_8, β_9, β_{10}, β_{11}.

3.3 Explanatory variables

Moral cognition is a variable that is difficult to measure. Early research generally used the method of questionnaire survey to design the moral dilemma story to allow the subjects to "project" their inner feelings in their own reactions, reflecting the individual's moral cognition level (Cohen et al. [6]) and thus only applied to experimental research. There is no doubt that this method cannot be used in large sample empirical studies. Early research shows that charitable donations may be based on managers' commitment to social responsibility, a means for companies to fulfill their social responsibilities (Seifer [7]), and corporate public donations can be reflected to some extent. The moral values of executives. Because previous literature studies believed that demographic characteristics such as executive age, gender, educational background and experience significantly affected their ethics and morality (Bamber [8]), we selected the above demographic characteristics as explanatory variables to determine whether the company would conduct public welfare in the current year. Sexual donation is the explanatory variable, and the discriminant analysis regression model is constructed to calculate the substitution variable MK1 of the manager's moral cognition. In addition, as research shows, executives donate company assets in order to obtain private benefits. In order to ensure the robustness of the results, this paper selects executives to participate in social welfare activities as a substitute variable MK2 for managers' moral cognition. If corporate executives have community public welfare activities such as community service, environmental protection and energy conservation, education aid, poverty alleviation, mental health, charity, and personal donations in the name of senior executives, the value is 1, otherwise 0. Because the above activities require managers to spend time, money and energy, which can reflect the manager's moral values well, it can be used as a substitute for managers' moral cognition.

Corporate social responsibility is mainly evaluated in terms of cash, sustainability, stability and structure. R1 is used to represent the liquidity, R2 is the persistence, R3 is the stability, and R4 is the structure. The corresponding weights of the four indicators are respectively β_1, β_2, β_3, β_4, CSR=β_1*A1+β_2*A2+β_3*A3+β_4*A4.

The construction of the stakeholder satisfaction indicator system: The stakeholders discussed in this paper mainly include shareholders, creditors, employees, consumers and the government. Use A1, A2, A3, A4 and A5 to represent shareholders, creditors, employees, consumers and the government respectively. The corresponding weights of the five indicators are respectively β_1, β_2, β_3, β_4, β_5, SSA=β_1*A1+β_2*A2+β_3*A3+β_4*A4+β_5* A5.

3.4 Control variable

The control variables selected in this paper mainly are company size, asset-liability ratio, return on net assets and operating income growth rate.

Table 1. Variable definitions

Variable category	Variable symbol	Variable name	Variable definitions
Dependent variable	EQ	Earnings Quality	EQ=β_1*OCR+β_2*BP+β_3*NCR+β_4*BPP+β_5*GP+β_6*PG+β_7*OR+β_8*ROEV+β_9*ROAV+β_{10}*GMV+β_{11}*NCR
Independent variable	MK	Managerial Moral Knowledge	MK= β_1*MK1+β_2*MKW
	CSR	Corporat	CSR=β_1*R1+β_2*R2+β_3*R3+β_4*R4

		e Social Responsibility	
	SSA	Stakeholder Satisfaction	$SSA=\beta_1*A1+\beta_2*A2+\beta_3*A3+\beta_4*A4+\beta_5*A5$
Control variable	SIZE	Company Size	The natural logarithm of the company's total assets
	LEV	Assets and Liabilities	LEV=GL/TA
	ROE	—	ROE=NI/BSH
	GROW	Operating Income Growth Rate	GROW=(TOR-POR)/PI

3.5 Model design

In order to study the relationship between managerial ethics, corporate social responsibility, stakeholder satisfaction and profit quality, this paper will establish the following regression model:

A linear relationship test model for managers' moral cognition and profit quality: Model1: EQ=b1+b2MK+b3SIZE+b4LEV+b5ROE+b6GROW

A linear relationship test model for corporate social responsibility and profit quality:

Model2: EQ=b1+b2CSR+b3SIZE+b4LEV+b5ROE+b6GROW

A linear relationship test model for stakeholder satisfaction and profit quality:

Model3: EQ=b1+b2SSA+b3SIZE+b4LEV+b5ROE+b6GROW

4. Empirical analysis and hypothesis testing

4.1 Statistical analysis of sample characteristics

This paper distinguishes between enterprises of different industries, different fields and different enterprises. The statistical analysis of sample characteristics is shown in Table2:

Table 2. Sample feature distribution

Statistical Variable		Number of Samples	Percentage
Nature of Business	State-owned enterprise	137	11.45%
	Non-state-owned enterprise	1060	88.55%
	Total	1197	100.00%
Industrial Distribution	Estate	78	6.52%
	Industry	823	68.76%
	Utilities	182	15.20%
	business	89	7.44%
	Comprehensive Business	25	2.09%
	Total	1197	100.00%
Distribution Area	East	842	70.34%
	Central	197	16.46%
	West	137	11.45%
	Other	21	1.75%
	Total	1197	100.00%

As can be seen from the data in Table2, in terms of the nature of the enterprise, state-owned enterprises accounted for 11.45%, while non-state-owned enterprises accounted for 88.55%. It can be seen that non-state-owned enterprises account for a large part of the data analyzed. In terms of industry distribution, it is mainly concentrated in the industrial sector, accounting for 68.76%. Others are distributed in real estate, public utilities, commerce and comprehensive businesses. From the perspective of distribution area, it is mainly concentrated in the eastern region, accounting for 70.34%, while the central and western regions are relatively small. This is mainly because the economy in the eastern region is more developed than in the west and central regions, so there are more enterprises distributed.

4.2 Descriptive statistical analysis

Descriptive statistical analysis of profit quality: If the quality of earnings is measured from financial indicators, it is mainly based on operating profit operating cash ratio (OCR), main business yield (BP), accounts receivable turnover (ART), net assets recovery cash ratio (NCR), main Business profit share (BPP), gross profit margin (GP), main business profit growth rate (PG), operating cash growth rate (OR), ROE coefficient of variation (ROEV), ROA coefficient of variation (ROAV), gross profit coefficient of variation (GMV), net asset cash recovery ratio coefficient of variation (NCR), return on equity (ROE), total net profit margin (TAP), as shown in Table 3:

Table 3. Descriptive statistical analysis of profit quality

Variable	n	Minimum value	Maximum value	Average value	Standard deviation
OCR	1197	-69.33	95.43	1.50	6.17
BP	1197	0.52	1.47	1.00	0.16
ART	1197	0.69	18205.24	72.24	656.72
NCR	1197	-0.27	0.40	0.09	0.10
BPP	1197	-54.75	168.46	4.18	7.49
GP	1197	0.02	0.63	0.28	0.13
GP	1197	-19.76	30.63	0.16	2.16
OR	1197	-39.64	39.85	-0.23	4.91
ROEV	1197	0.01	0.88	0.34	0.19
ROAV	1197	0.01	0.89	0.33	0.20
GMV	1197	0.01	0.39	0.11	0.08
NCR	1197	-69.69	49.13	0.62	5.37
ROE	1197	0.00	0.46	0.09	0.06
ROA	1197	0.00	0.32	0.05	0.04

Table 3 is mainly a descriptive statistical analysis of the quality of the dependent variable's profit, from operating profit operating cash ratio (OCR), main business yield (BP), accounts receivable turnover (ART), net assets recovery cash ratio (NCR)), main business profit share (BPP), operating cash growth rate (OR), ROE coefficient of variation (ROEV), ROA coefficient of variation (ROAV), gross profit coefficient variation coefficient (GMV), net asset cash recovery ratio coefficient of variation (Descriptive statistical analysis was carried out for 14 indicators such as NCR), return on equity (ROE) and total net profit margin (TAP), and the corresponding profit quality of the enterprise was analyzed.

4.3 Descriptive Statistical Analysis of Managers' Moral Cognition

A descriptive statistical analysis of managerial ethical cognition is shown in Table 4:

Table 4. Descriptive statistical analysis of managers' moral cognition:

Variable	N	Average value	Standard deviation	Minimum value	Maximum value
MK1	1197	36.18	5.74	9.85	52.06
MK2	1197	0.22	0.41	0	1

This paper selects whether the enterprise conducts public welfare donation as the explanatory variable in the current year, calculates the substitution variable MK1 of the manager's moral cognition of each enterprise, and selects the executives to participate in social welfare activities as the substitute variable MK2 of manager's moral cognition. As can be seen from Table 4, the mean value of MK1 is 36.18, the minimum value is 9.85, the maximum value is 52.06, the standard deviation is 5.74, and the mean value of MK2 is 0.22, the minimum value is 0, the maximum value is 1, and the standard deviation is 0.41. Explain that the difference between variables is small.

4.4 Descriptive statistical analysis of corporate social responsibility

Descriptive statistical analysis of the four indicators of corporate social responsibility: cash, structure, sustainability and stability

Table 5. Analysis of Evaluation Indexes of Corporate Social Responsibility

	N	Minimum value	Maximum value	Average value	Standard deviation
R1	1197	65.84	84.1	74.7986	2.59966
R2	1197	63.97	88.28	73.9946	4.25467
R3	1197	64.6	90.97	77.8228	1.52738
R4	1197	65.34	93.06	83.9281	5.24711

Table 5 analyzes the maximum, minimum, average and standard deviation of each indicator. From the results, the difference between the indicators is not very large.

4.5 Regression analysis

Regression Analysis of Managers' Moral Cognition and Profit Quality:

Table 6. Regression Analysis of Managers' Moral Cognition and Profit Quality

Variable	MK=MK1	MK=MK2
MK	0.20** (1.98)	0.45** (2.20)
SIZE	0.95*** (19.77)	0.96*** (21.84)
LEV	0.26* (1.77)	0.25** (2.03)
ROE	control	control
GROW	control	control
N	1197	1197

Note: ***, **, * indicate significant (bilateral test) at 1%, 5%, and 10%, respectively.

According to the regression analysis results in Table 6, the regression coefficients of the detection variables MK1 and MK2 were 0.20 and 0.45, respectively, and were statistically significant at the 5% level. This indicates that the higher the level of managerial ethics and the higher the profitability of the company, the hypothesis that H1 is verified.

4.6 Regression analysis of corporate social responsibility and profit quality

First, Table 7 gives a correlation analysis of the four dimensions of corporate social responsibility. Correlations Analysis is used to describe the strength of the linear correlation between variables, and the relationship between the variables is expressed by the size of the correlation coefficient. The correlation coefficient ranges from -1 to 1. When the correlation coefficient is between 0 and 1, it indicates that there is a positive correlation between the two variables. When the correlation coefficient is between -1 and 0, the description is there is a negative correlation between the two variables, and the absolute value of the correlation coefficient is proportional to the degree of correlation. Correlation analysis is the basis of regression analysis.

In order to understand the relationship between the factors of corporate social responsibility and the level of profitability, this paper first calculates the mean of each dimension item, and then uses the Pearson correlation coefficient to test the linear correlation between variables.

Table 7. Correlation analysis

		Acceptability	Structural	Persistent	Stability	Profit level
R1	Pearson correlation	1	-.004	.044	.072*	.133**
	Significant (two-tailed)		.895	.124	.013	.000
	Number of cases	1197	1197	1197	1197	1197
R2	Pearson correlation	-.004	1	.059*	.119**	.250**
	Significant (two-tailed)	.895		.043	.000	.000
	Number of cases	1197	1197	1197	1197	1197
R3	Pearson correlation	.044	.059*	1	-.024	.091**
	Significant (two-tailed)	.124	.043		.402	.002
	Number of cases	1197	1197	1197	1197	1197
R4	Pearson correlation	.072*	.119**	-.024	1	.373**
	Significant (two-tailed)	.013	.000	.402		.000
	Number of cases	1197	1197	1197	1197	1197
Profit level	Pearson correlation	.133**	.250**	.091**	.373**	1
	Significant (two-tailed)	.000	.000	.002	.000	
	Number of cases	1197	1197	1197	1197	1197

Note: *. At the 0.05 level (two-tailed), the correlation is significant; **. At the 0.01 level (two-tailed), the correlation is significant.

As can be seen from the analysis in Table 7, the variables remained positively correlated at a level of significance of 1%. The correlation coefficients of liquidity, institutionality, sustainability, stability and profitability are 0.133, 0.250, 0.091, 0.373, respectively, and the corresponding significance level is less than 0.1, indicating the liquidity, institutionality, sustainability, there is a significant positive correlation between stability and profitability. This provides support for the next step of conducting regression analysis.

On the basis of relevant analysis, regression analysis is carried out to further reveal the relationship between variables. The regression analysis of corporate social responsibility and profit quality is shown in Table 8, Table 9, and Table 10:

Table 8. Corporate Social Responsibility and Profit Quality

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F change	df1	df2	Sig. F Change
1	.448a	0.201	0.198	4.30142	0.201	74.741	4	1192	0.000
a Predictor: (constant), stability, persistence, cashability, structural									

Table 9. Regression Analysis of CSR and EQ

Model		Sum of Square	df	Mean square	F	Significant
1	Return	5531.529	4	1382.882	74.741	.000[b]
	Residual	22054.643	1192	18.502		
	Total	27586.172	1196			
a. Dependent variable: profit level						
b. Predictors: (constant), stability, persistence, cashability, structural						

From the results shown in Table 9, the P value of the F test is 0.000, which is significant at the level of 0.05, so the interpretation of this regression model is better.

Table 10. Regression Analysis of Corporate Social Responsibility and Profit Quality

Model		Normalized Coefficient		Standardization Coefficient	t	Significant	Collinear Statistics	
		B	Standard Error	Beta			Tolerance	VIF
1	(constant)	-11.330	7.567		-1.497	.135		
	Acceptability	.194	.048	.105	4.047	.000	.992	1.008
	Structural	.231	.030	.204	7.818	.000	.982	1.019
	Persistent	.259	.082	.082	3.170	.002	.993	1.007
	Stability	.314	.024	.343	13.113	.000	.979	1.021
	LEV	Control						
	ROE	Control						
	GROW	Control						
	N	1197						
a. Dependent variable: profit level								

As can be seen from Table 10, all tolerances are close to 1, and the expansion factor is less than 10, indicating that there is no multicollinearity problem between variables. From the results of regression analysis, it can be seen that there is a positive correlation between the quality of earnings and corporate social responsibility. The correlation coefficient of cashability is 0.194, t=4.047, which has a significant positive impact relationship. The structural correlation coefficient is 0.231. t=7.818, with a significant positive influence relationship, the correlation coefficient of persistence is 0.259, t=3.170, which has a significant positive influence relationship. The correlation coefficient of stability is 0.314, t=13.113, which has a significant positive influence. Relationship. Assuming that H2 is verified, corporate social responsibility has a positive impact on the quality of earnings, that is, the higher the level of corporate social responsibility, the higher the profit quality of the enterprise.

5. Summary

5.1 Conclusion analysis and policy recommendations

This paper uses 1197 samples of A-share listed companies in Shanghai and Shenzhen stock markets to empirically study the relationship between managerial moral cognition, corporate social responsibility, stakeholder satisfaction and corporate profit quality. The research results show that managers' moral recognition Knowledge and business profit quality are positively related, the better the manager's moral cognition, the higher the profit quality of the company. Corporate social responsibility has a positive impact on the quality of earnings, that is, the higher the level of corporate social responsibility, the higher the profit quality of the enterprise. Stakeholder satisfaction has a positive impact on the quality of earnings, that is, the higher the level of awareness of stakeholders, the higher the profit quality of the company.

Based on the above research conclusions, the following policy recommendations are proposed:

(1) Because the manager's moral cognition helps to improve the profit quality of the company and resist the strong monopoly power. Therefore, enterprises must not only focus on improving profits, but also on the evaluation of corporate executives and incentives to expand to the dimension of managers' ethical cognition, and regularly publish the list of award-winning enterprises or managers of donations and public welfare activities through the media. The selection of executives (especially the executives of large state-owned enterprises) must also fully consider the manager's moral cognition.

(2) To improve stakeholder satisfaction, we must start with the company. Companies should change their role in corporate social responsibility. Enterprises should respond positively, instead of

always being in a passive state, doing various measures to avoid accidents, actively coordinate the relationship among various stakeholders, balance their interests, and avoid conflicts.

(3) Improve the earnings quality of listed companies. First of all, we must improve the corporate governance structure. The corporate governance structure is an organizational structure between the company's owners, the board of directors, senior management personnel and other stakeholders. The three form a certain balance between the three. It has a significant impact on the earnings quality of listed companies, and the improvement of corporate governance structure also needs all aspects to support. For state-owned listed companies, it is possible to improve the shareholding structure; realize the absolute role of the shareholders' meeting in corporate governance; establish an independent director system, shape a three-party organization with reasonable operation; strengthen the supervisory role and functions of the board of supervisors; and the constraint mechanism to improve the earnings quality of listed companies. For private listed companies, it is possible to reduce the shareholding ratio of the largest shareholder by optimizing the shareholding structure; strengthen the role of independent directors, improve the structure of the company's board of directors; strictly implement the system of separation of chairman and general manager; and improve the management incentive mechanism; Improve the supervisory functions of the Board of Supervisors and other measures to improve the earnings quality of listed companies.

5.2 Limitations

The research in this paper still has the following shortcomings:

(1) The selected variables are not comprehensive enough. There are many factors that affect the quality of earnings, and there are many indicators. In this paper, only 14 financial indicators are used to measure the quality of earnings, which has certain one-sidedness. Some non-financial indicators and non-equity structure indicators also reflect the level of earnings quality to varying degrees, such as the size of the board of directors, the proportion of independent directors, and related parties. Indicators such as the proportion of receivables to total accounts receivable. There are also some financial ratios with specific functions that are not included in the analysis, such as the financial ratio reflecting the solvency, the ratio of the capacity, and the equity structure indicators that have an impact on the quality of earnings. Etc. This has caused the measurement system itself to be incomplete, and in the future research, more comprehensive indicators can be selected.

(2) The sample data selected in this paper is cross-sectional data, and only considers the situation of listed companies in the domestic capital market. It cannot reflect the profit quality and managerial moral cognition from the perspective of time series and the more mature normative data of foreign capital markets. Dynamic relationship between corporate social responsibility and stakeholder satisfaction. Of course, it does not reflect the impact of corporate social responsibility on the profitability of enterprises. The degree to which managers of enterprises participate in the development of corporate social responsibility and what achievements are achieved are issues that deserve further study.

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