

Corporate Social Responsibility, Real Activities Manipulation, and Signaling for Future Performance: Evidence from Meeting Earnings Benchmarks

Chii-Shyan Kuo*

Department of Business Administration,
National Taiwan University of Science and Technology

Shih-Ti Yu

Department of Quantitative Finance, National Tsing Hua University

Tzu-Ning Peng

Deloitte, Taiwan

This study examines two research questions. First, whether high CSR firms (i.e., firms with CSR performance higher than the sample median) will engage in real activity management (RM) to meet the earnings benchmark (i.e., meeting zero or last year's earnings target). Second, if high CSR firms choose to do so, then what are the incentives underlying such managerial behavior. We find that sample firms as a whole tend to employ RM, in particular, through over-production, to meet earnings target, consistent with both the multiple objectives and signaling hypotheses. Further, we find low CSR firms employing RM to meet earnings expectation are more likely attributable to opportunism. By contrast, using RM to meet earnings target for high CSR firms is more likely driven by reputation or credibility building motive. Our inferences survive a battery of additional tests.

Key Words: Corporate Social Responsibility; Accrual Earnings Management; Real Activities Manipulation; Meeting Earnings Benchmark.

「政策與管理意涵」

本研究發現，透過觀察公司參與企業社會責任活動之程度，可協助我們判斷當公司為達成盈餘目標而從事實質盈餘管理係為傳遞與公司未來營運攸關之訊息或者僅屬窗飾行為。此議題及結論具相當之政策及管理意涵，因為本研究提供了主管機關及投資大眾一個方法，來了解驅使公司採用實質盈餘管理來達成盈餘目標背後的可能動機。

* Corresponding author: Chii-Shyan Kuo: Department of Business Administration, National Taiwan University of Science and Technology. No. 43, Sec.4, Keelung Road, Taipei 106, Taiwan. Tel: 886-2-2737-6728. Fax: 886-2-2737-6360. E-mail: cooper@mail.ntust.edu.tw. Shih-Ti Yu: Department of Quantitative Finance, National Tsing Hua University. Tzu-Ning Peng: Deloitte, Taiwan. We greatly appreciate very helpful comments from two anonymous reviewers. Chii-Shyan Kuo greatly acknowledges financial support from the Ministry of Science and Technology, R.O.C. (MOST 104-2410-H-011-001-)

企業社會責任，實質盈餘管理 及傳遞未來績效資訊：以達成 公司盈餘目標為例

郭啟賢* 余士迪 彭紫寧

本研究探討兩問題：第一、積極參與企業社會責任公司(亦即 CSR 績效高於樣本中位數者，以下稱「高 CSR 公司」)是否透過實質盈餘管理(RM)來達成盈餘目標(亦即達成零淨利或去年淨利水準)。第二、若高 CSR 公司採 RM 來達成盈餘目標，可能的動機為何？研究結果發現，就樣本整體而言，公司會透過過度生產存貨的作法來達成盈餘目標。此結果符合「多重目的」及「訊息傳遞」假說。進一步分析發現，低 CSR 公司透過 RM 來達成盈餘目標可能肇因於投機因素。相反地，高 CSR 公司較可能為了維護公司信譽。

關鍵詞：企業社會責任、會計應計數盈餘管理、實質盈餘管理、達成公司盈餘目標。

* 通訊作者：郭啟賢，國立台灣科技大學企管系，電話：02-27376728，郵箱：cooper@mail.ntust.edu.tw。
余士迪，國立清華大學計量財務金融學系。彭紫寧，眾信聯合會計師事務所。
我們感謝兩位匿名評審所提供的寶貴意見。本研究獲科技部計畫經費補助（MOST 104-2410-H-011-001-），在此一併感謝。