Balancing act: how corporate accounting disclosures and social learning shape corporate image in Taiwan

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ABSTRACT

This research explores how Corporate Accounting Disclosure (CAD) affects the corporate reputation (CR) of publicly traded Taiwan companies, with special emphasis on the moderating influence of social learning (SL). While Corporate Accounting Disclosure and social learning serve as the independent and moderating variables, respectively, corporate reputation is the study's dependent variable. A sample of 125 companies, listed on the Taiwan Stock Exchange Corporation (TWSE), was selected for this study. Our findings suggest that Corporate Accounting Disclosure positively correlates with corporate reputation, as does social learning. Interestingly, the anticipated moderating effect of Social Learning on the association between Corporate Accounting Disclosure and Corporate Reputation was not observed. Future research endeavors may delve deeper into underlying reasons for this phenomenon by adopting a multifaceted approach of longitudinal studies and cross-cultural analysis.

The study also offers in-depth discussions of its findings and clearly outlines its theoretical and practical implications. It concludes by offering recommendations and charting potential avenues for subsequent research.

Keywords: Social Learning Theory, Corporate Reputation, Corporate Accounting Disclosure, Social Learning, Taiwan Stock Exchange Corporation (TWSE)

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Introduction

In recent times, transparency has emerged as a pivotal aspect for businesses navigating volatile and unpredictable markets. Stakeholders increasingly expect companies to unveil various aspects of their operations, encompassing facets like accounting and informational disclosures (Rashid et al., 2023), to offer insights pivotal for decision-making processes related to investment and participation. Delving into accounting literature, corporate accounting disclosure (Singh et al., 2021) embodies a company's commitment to transparency, ensuring stakeholders have access to lucid financial data. Furthermore, it mandates stringent financial reporting standards, emphasizes the necessity for independent annual audits, underscores the importance of efficient communication channels for timely corporate updates, and demands the contribution of external experts for analysis and recommendations (Al-Akra et al., 2010). Notably, such disclosures can bolster market liquidity by bridging the information gap among market players (Balakrishnan, et al., 2014). Companies with comprehensive Corporate accounting disclosures tend to offer superior financial insights, ensuring stakeholders are well-informed. As a result, these companies often bask in enhanced recognition and reputation. As a result, this study intends to demystify the intricate dynamics between Corporate Accounting Disclosure and corporate reputation in depth.

Notably, corporate reputation is increasingly viewed as an outcome derived from Corporate Accounting Disclosure. This reputation represents a comprehensive assessment of whether companies are perceived favorably or unfavorably (Wei et al., 2017). Factors influencing this include the caliber of resources, as productivity, media standings, acknowledged accomplishments, and affiliations.

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with esteemed institutions. In this context, social learning emerges not just as a precursor to corporate reputation, but also as a potential moderator in the relationship between corporate accounting disclosure and corporate reputation. At its core, social learning involves intricate negotiations, often entangled in conflicts stemming from varying stakeholder capabilities (Mishina et al., 2012), allegiances, cultures, and backgrounds (Hyysalo et al., 2009). Moreover, it encapsulates the shifts in behavior informed by the collective influence of societal actors. This process entails pooling information from diverse sources to foresee outcomes before deciding on a course of action (Onyemah et al., 2010). Therefore, the aim of this study is to examine the effects of both corporate accounting disclosure and social learning on corporate reputation, while also rigorously assessing the moderating role of social learning in the nexus between corporate accounting disclosure and corporate reputation.

In this research, we delve deeply into the interrelationships among corporate accounting disclosure, social learning, and corporate reputation. The primary objective is to assess how corporate accounting disclosure impacts the corporate reputation of Taiwan listed companies, with a specific focus on the moderating role of social learning. Drawing data from 125 Taiwan listed companies as our sample, this study seeks to answer several pressing questions:

1. In what ways does corporate accounting disclosure profoundly influence corporate reputation?
2. To what extent does social learning critically affect corporate reputation?
3. Does social learning serve as a moderating force in the link between corporate accounting disclosure and corporate reputation?

This study unfolds as follows: The opening section offers an in-depth examination of the current literature, traversing the realms of corporate accounting disclosure, social learning, and corporate reputation. This segment further illuminates the interrelationships between these key areas and posits the primary hypotheses underpinning their dynamics. Proceeding to the next section, a detailed exposition of the research methodologies in play is presented, highlighting data sourcing, measurement approaches, and the applied statistical methodologies. The penultimate section unveils the outcomes of the analysis, accompanied by a comprehensive analysis of the consequences. Rounding off this study, the concluding segment synthesizes the main findings, emphasizing the study's scholarly and pragmatic implications, proposes avenues for future research, and candidly addresses the research's constraints.

**Literature Review**

**Social Learning Theory**

Rumjaun & Narod defined Social learning theory (SLT) in 2020, which posits that people acquire knowledge behaviors and acquire knowledge through the observation of others within their environment, offers a unique lens through which to examine corporate reputation. Companies, much like individuals, do not operate in isolation; they keenly observe, learn from, and even mimic behaviors of peer organizations (Rotter et al., 2021), especially those deemed successful or reputable. A company's actions, whether rooted in ethical considerations (Menguc et al., 2010), sustainability practices (Tura et al., 2019), or other areas, are often influenced by external observations and industry benchmarks (Magness et al., 2006). As these actions are communicated to the public and stakeholders, they play a role in shaping the company's reputation. Over time, as companies iteratively learn from both their own experiences and those of others, they fine-tune their behaviors in response to the evolving expectations of their stakeholders, thereby influencing and melding their reputational standing within the marketplace (London et al., 2009).

**Corporate Accounting Disclosure**

Corporate Accounting Disclosure (CAD) (Kanodia et al., 2023) involves the presentation of companies regulated financial documents, encompassing financial statements, footnotes, management discussions, analyses, and other mandatory regulatory submissions (Sulkowski et al., 2022). Fundamentally, it serves as a linchpin for the efficient operation of capital markets and acts as a pivotal medium for management to communicate the company's performance and governance to outside investors. Moreover, (Ghió et al., 2020) indicated corporate accounting disclosure mirrors the mandates of accounting protocols, the placement of disclosure components within annual reports, and the constraints on regulation accessibility (Sukhari et al., 2020). At its core, corporate accounting disclosure bolsters the effective distribution of resources within a capital market (Alabdullah et al., 2023) framework. It stands as a testament to the trustworthiness of managerial undertakings. Companies that prioritize comprehensive corporate accounting disclosure are inclined to convey financial data in alignment with accounting guidelines and other pertinent stipulations. Such companies endeavor to safeguard executive conduct, seeking to influence declared earnings to enhance their self-interest, bolster their stature, augment stock returns (McLean, 2016; Potipiti, 2022), and optimize their compensation strategies (Gomez - Mejia, 1992; Zacher, 2011). Consequently, corporate accounting disclosure plays a pivotal role in shaping corporate reputation, potentially augmenting its stature.

**Social Learning**

Social learning (SL) (Gertler et al., 2004) embodies the knowledge exchange among diverse players within a specific policy sphere. It emphasizes how government entities, businesses, and social advocates collaboratively engage and learn. Companies excelling in social learning often exhibit a keen understanding of stakeholder aspirations (Foley et al., 2016) and address them proficiently, subsequently earning stakeholders' trust (Schnackenberg et al., 2016). Such companies are also inclined to prioritize best practices in their operations. Additionally, Guirdham and Guirdham (2017) characterizes social learning as a negotiation process laden with
diverse interests, influenced by distinct backgrounds, abilities, and organizational cultures. This learning modality reflects behavioral shifts stemming from societal influences, where participants amalgamate multifarious information to foresee outcomes before actual involvement (Onyemah et al., 2010). Hence, company’s adept in social learning typically boost their stature and brand, resonating with societal expectations (Onyemah et al., 2010).

**Corporate Reputation**

Corporate reputation (CR) (Helm et al., 2011) is the culmination of a company’s business activities that align with stakeholder expectations and garner their approval. Essentially, it is a holistic assessment, determining whether a company is perceived positively or negatively (Keh et al., 2009). Such reputations are built on factors like the caliber of inputs, as productivity, media perceptions, certifications earned, and affiliations with esteemed institutions. A robust corporate reputation offers numerous advantages. For instance, it can hinder competitors’ market entry, magnetize larger and more qualitative investments, and even enable a premium pricing strategy, particularly in volatile markets (Nguyen, 2021; Santos-Vijande, 2012). Moreover, it fosters employee morale, drives cost efficiencies with suppliers, bolsters new product launches, and offers a safety net during crises. Expanding on its definition, corporate reputation can be viewed as stakeholders’ comprehensive evaluation based on their experiences with a company's products, services, communication, and overall interactions (Bartikowski et al., 2011). It's a reflection of a company's long-term financial, social, and environmental impact. Consequently, a sterling reputation is often the fruit of exemplary business practices in challenging market scenarios. To comprehensively understand the antecedents of corporate reputation, it's imperative to perceive it as an integrative reflection of a company's previous endeavors and prospective initiatives, influenced by the aggregate assessments of its stakeholders (Ruth et al., 2004). As such, it becomes an instrumental tool for elevating business performance and maintaining operations amidst volatile conditions. Corporate reputation also encapsulates the collective emotional and affective responses, serving as a barometer for how a company is esteemed by its audience (Gillespie, 2014; Caruana, 2010). This standing provides stakeholders insights into a company’s prominence, integrity, reliability, and credibility. Consequently, customers might weigh a company's reputation to foster trust before engaging in transactions (Fatmawati, et al., 2021). From an accounting perspective, a company's reputation can be shaped by its adherence to accounting practices, methodologies, and activities, all of which underscore the trustworthiness of financial reports and the quality of financial insights. Such views encompass the alignment with accounting norms (Habib et al., 2023), ethical business conduct (Craft et al., 2018), and a commitment to corporate social responsibility (Sroka et al., 2018). For instance, a company's commitment to social responsibility can act as an indicator for investors about its ethical management stance (Carroll, 2010; Trong Tuan, 2012). Companies committed to exemplary accounting standards often find themselves in favorable positions concerning reputation, market position, and overall success.

**Hypothesis Development**

In the era of globalization and digitalization, transparency and accuracy of information have become key determinants of corporate success. Against this backdrop, enhanced corporate accounting disclosure (Sharma et al., 2013) plays a pivotal role in elevating a company's reputation. Firstly, enhanced corporate accounting disclosure indicates a company's commitment to openness and transparency. This isn't merely in terms of numbers but extends to how a company operates, its business strategies, and the risks it faces. When a company provides comprehensive and accurate financial reports (Leuz et al., 2016) and other relevant disclosures, it enhances the confidence of external parties like investors, clients, vendors, and regulatory agencies (Hyatt et al., 2017). According to (Sarkar et al., 2017) signified that the company maintains sound governance structures, possesses a clear understanding of its business, and is willing to share this information with the external world.

Furthermore, (Baid et al., 2022) outlined by strengthening corporate accounting disclosures, companies can showcase their commitment to corporate social responsibility (CSR) and Environmental, Social, and Governance (ESG) practices. Investors and consumers today place increasing emphasis on a company's social and environmental performance (Bhaskaran et al., 2020). Through comprehensive and detailed reporting, companies can demonstrate their commitment to these issues and their actual actions, thereby further enhancing their brand image and market position. Moreover, (García-Sánchez et al., 2017) improved corporate accounting disclosure can reduce information asymmetry, allowing stakeholders to evaluate a company's performance and risks (Kao et al., 2014) more effectively. When investors are equipped with adequate information to make informed investment decisions, it could lead to increased efficiency in capital markets (Caputo et al., 2016). For companies, this may translate to lower capital costs and a higher stock price.

However, merely increasing the volume of disclosures isn’t enough. The quality is equally crucial. Information needs to be authentic, accurate, and timely. Otherwise, false or misleading information could jeopardize a company's reputation, potentially leading to legal litigations and penalties. In summary, reinforcing corporate accounting disclosure positively affects a company's image. Transparency and openness help establish and solidify stakeholders’ trust (Crane, 2020; Schnackenberg, 2016). In today's information-centric world, companies must recognize the significance of bolstering corporate accounting disclosure and leverage it to elevate their market and societal reputation (Rolf et al., 2023).

**H1:** Enhanced corporate accounting disclosure is positively correlated with improved corporate reputation.

Social learning, based on observing and imitating the behaviors of others, stands as a foundational mode of learning for humans (Brown et al., 2005). Within the business world, the principle of social learning is attracting growing interest, particularly concerning
the creation and sustenance of corporate reputation. (Saeidi et al., 2015) examine the role of social learning in influencing businesses' reputation management and how corporations can leverage social learning techniques to elevate their market presence. At its core, corporate reputation stems from the public's perception and assessment of a company. As consumers and other stakeholders watch the activities, decisions, or tactics of a company, they draw conclusions about it from these observations. When a substantial number of people align with similar viewpoints or sentiments, a collective impression of that company emerges, defining its reputation. In this regard, the importance of social learning is accentuated. Given the current ubiquity of social media and digital platforms, dialogues and exchanges among consumers are more prevalent than ever. They communicate their consumption journeys, appraise products and services, and even deliberate on a company's ethical conduct and societal commitments. In this backdrop, each of a company's actions and decisions can be magnified, becoming a fundamental determinant for the public's appraisal of its reputation.

Furthermore, companies can proactively adopt social learning approaches to mold and enhance their reputation (Lee et al., 2019). For instance, if a company observes a competitor earning accolades due to a particular behavior or strategy, it might choose to adopt that behavior, aspiring for comparable positive feedback. On the other hand, by noting criticisms directed at other companies for specific missteps, they can sidestep similar pitfalls to safeguard their reputation. However, businesses should tread carefully when implementing social learning approaches (Szwajca et al., 2017). Merely copying others without tailoring actions to their specific context can backfire, potentially harming their reputation. Hence, while incorporating social learning (Zheng et al., 2018), it's imperative for businesses to stay attuned to shifts in the external landscape and to possess a deep comprehension of their internal dynamics to make judicious decisions. In conclusion, Social learning plays a crucial role in managing corporate reputation. It not only dictates the public's view of a company but also provides insightful benchmarks on how a business can craft its public image. Amidst today's deluge of information, it's essential for businesses to proficiently harness social learning, steering through the intricacies of the modern market landscape.

**H2:** Enhanced social learning is positively correlated with a company's likelihood of bolstering its corporate reputation.

Social learning, a fundamental process predicated on the observation and emulation of others' behaviors, is inherent to human beings (Over, 2012; Håkansson, 2019). Its importance has grown in the corporate world, especially concerning corporate accounting disclosures and corporate reputation (Usman et al., 2020). Indeed, social learning has emerged as a pivotal factor that moderates the positive relationship between these two aspects. At the out, it's vital to recognize the significance of corporate accounting disclosure. When companies release financial statements (Carraher et al., 2013) and other pertinent business information, this constitutes corporate accounting disclosure. These disclosures not only provide investors, stakeholders, and the public with essential information for informed decisions but also bolster transparency, thereby fostering public trust. Put simply, effective corporate accounting disclosure can enhance a company's reputation. (Głowacki et al., 2017) posit, social learning influences how environmental factors shape human behaviors. This dynamic interplay ensures that individuals not only are shaped by their surroundings but also mold them through their actions. As such, social learning fosters a symbiotic relationship between businesses and their surroundings, propelling companies towards optimal operational practices. This invariably heightens their brand and reputation.

However, having robust corporate accounting disclosure doesn't necessarily ensure an improved corporate reputation. This is where the dynamics of social learning become relevant. By observing other businesses' successes and failures, companies can derive insights to refine their disclosure practices, aiming to uplift their reputation. For instance, should a company notice a competitor gaining favorable market traction due to exemplary corporate accounting disclosure, they might be inspired to adopt similar practices, hoping for parallel positive results. Moreover, social learning extends beyond mere imitation—it involves introspection and self-assessment (Orooji et al., 2018). Both are crucial in assuring the caliber of corporate accounting disclosures and boosting corporate reputation. Engaging with and learning from peer corporations allows businesses to understand their strengths and weaknesses more clearly, leading to more informed decisions (Perkiss et al., 2021). It's crucial, however, to understand that while social learning significantly influences the relationship between corporate accounting disclosure and corporate reputation, companies must exercise caution. Emulating others without accounting for distinct situations can result in missteps, potentially tarnishing the company's reputation. In summation, social learning is instrumental in influencing the positive relationship between corporate accounting disclosure and corporate reputation (Cao, 2012; Abdullah, 2017). Through observation, learning, emulation, introspection, and self-assessment, companies can enhance the integrity of their disclosures, which in turn can elevate their reputation. In the intense competitive arena of today's market, those proficient in leveraging social learning stand a better chance of succeeding.

**H3:** Social learning moderated the positive relationship between corporate accounting disclosure and corporate reputation.
Research Framework

![Conceptual Research Model](image)

**Figure 1:** Conceptual Research Model; *Source:* Authors

Methodology

**Sampling and Data Collection**

This study focused on companies listed in Taiwan. From the Taiwan Stock Exchange Corporation (TWSE) database, we randomly selected 568 companies. We collected data using mailed questionnaires, primarily aimed at accounting directors and executives. Out of 557 validly mailed questionnaires, we received 125 usable responses. This represents an effective response rate of approximately 22.44%. According to (Cycyota et al., 2002), a mail survey response rate of at least 20% is considered satisfactory, especially in the absence of a follow-up procedure.

To evaluate potential biases from non-responses and pinpoint related issues, a thorough analysis was carried out using two distinct methods: (1) Comparing sampled data with well-established benchmarks of the broader population, encompassing parameters such as employee count, duration of business operation, and capital investment, and (2) (Armstrong et al., 1997) proposed the undertaking a comparative study of early and later data, adhering to the methodology. The derived outcomes indicated no significant variations between the two methodologies.

**Variables**

Variables for this research were derived from the administered questionnaire. Within the study’s framework, corporate reputation functions as the dependent variable. This variable encapsulates the comprehensive assessment of companies, categorizing them based on their perceived efficacy or inadequacy, as postulated by (Keh et al., 2009). A tripartite scale was employed to gauge companies on criteria such as the caliber of inputs, the robustness of productive assets, standings in media ratings, attainment of notable certifications, and associations with prestigious institutions.

Conversely, corporate accounting disclosure stands as this study's independent variable. This refers to the structured financial narratives companies present, encompassing elements like financial statements, footnotes, management discussions, analyses, and pertinent regulatory submissions (Leuz, 2016; Simpson, 2020). A four-dimensional scale was formulated to ascertain the extent of companies' adherence to financial disclosure in congruence with extant accounting mandates and pertinent legislative frameworks (Bishop et al., 2017).

With regard to moderating dynamics, (Phillipson et al., 2012) expounded the social learning is delineated as the knowledge exchange transpiring amidst diverse stakeholders within a policy-centric domain. A bifurcated scale probed the depth of companies' cognizance of societal imperatives and anticipations, emphasizing their organizational endeavors, affiliative bonds, and communication strategies.

Control variables, encompassing company experience, magnitude, and capital, were posited to modulate the relationships under study. The corporate experience (CE) holds the potential to modulate a company's acumen in technological learning, its ventures in international business, and the economic efficacy of its foreign operations (Seringhaus et al., 2001). This variable was operationalized by the duration of a company's existence. The magnitude of the corporate, or corporate size (CS), is posited to sway its aptitude in knowledge acquisition, operational diversification, and its fortitude in market vicissitudes (Zahra et al., 2000). It was indexed by the prevailing workforce size. The capital endowment of a corporate, or corporate capital (CC), might underpin its capacity to orchestrate and enact strategic business imperatives aimed at superlative performance outcomes (Baek et al., 2016). It was quantified via the total capital infusion. Conclusively, corporate reward (CR) may contour a company's propensity to advocate for accounting.
sustainability, adherence to governance protocols, immersion in social learning, and the promulgation of corporate citizenship (Kerr et al., 2005), epitomized by the commendations and laurels a company has garnered.

In the initial phase, factor analysis was employed to discern the intrinsic correlations among a multitude of variables, aiming to ascertain if a condensation to fewer salient factors was feasible. The ensuing factorial examinations were singularly executed for each array of variables symbolizing distinct scales, attributed to observational constraints. Pertaining to the CFA, it inherently possesses a pronounced propensity to amplify the factor loadings. Consequently, a more stringent heuristic threshold, notably a 0.40 cut-off, was instituted. All discerned factor loadings surpassed this 0.40 demarcation, manifesting statistical significance. Subsequent to this, the robustness of the measurements was appraised through the lens of Cronbach alpha coefficients. Within the context of scale fidelity, these coefficients consistently registered values in excess of 0.70. The measurement scales, in their entirety, yielded results emblematic of internal congruence, thereby endorsing their suitability for advanced analytical exploration, given their manifested validity and reliability in the current research paradigm. Table 1 delineates the empirical outcomes for both the factor loadings (FL) and the Cronbach alpha (α) coefficients pertaining to the multi-item scales harnessed in this investigation.

**Table 1: Factor Loadings Results**

<table>
<thead>
<tr>
<th>Variables</th>
<th>FL</th>
<th>α</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Reputation (CR)</td>
<td>0.85-0.93</td>
<td>0.97</td>
</tr>
<tr>
<td>Corporate Accounting Disclosure (CAD)</td>
<td>0.60-0.82</td>
<td>0.74</td>
</tr>
<tr>
<td>Social Learning (SL)</td>
<td>0.91-0.92</td>
<td>0.83</td>
</tr>
</tbody>
</table>

**Source:** Authors

The research method of Ordinary Least Squares (OLS) regression technique is employed to scrutinize the presumed influence of corporate accounting disclosure on the corporate reputation of listed Taiwan companies, considering social learning as an intervening variable. Given that all variables in this study—be it dependent, independent, moderating, or control—are not of nominal or categorical nature, the OLS methodology is posited as suitable for assessing the theorized interconnections. For a comprehensive understanding of the interplays in this research, the respective analytical frameworks characterizing the said relationships are presented in the subsequent sections.

**Equation 1:** $CR = \beta_0 + \beta_1 CAD + \beta_2 CE + \beta_3 CS + \beta_4 CC + \beta_5 CR + \epsilon$

**Equation 2:** $CR = \beta_0 + \beta_6 SL + \beta_7 CE + \beta_8 CS + \beta_9 CC + \beta_{10} CR + \epsilon$

**Equation 3:** $CR = \beta_0 + \beta_{11} CAD + \beta_{12} SL + \beta_{13} AD * SL + \beta_{14} CE + \beta_{15} CS + \beta_{16} CC + \epsilon$

**Data Analysis**

In Table 2, we delineate both the summary statistics and the correlation table for all included variables. To address potential multicollinearity issues, we examined the variance inflation factors (VIF), elucidating the extent of non-orthogonality among the predictor variables which could potentially inflate standard errors. (Neter et al., 1985) indicated the calculated VIF values (range from 1.06 to 1.61) are well below the commonly accepted threshold of 10. This indicates a lack of significant correlation among the predictor variables, confirming the absence of pronounced multicollinearity issues in this study.

**Table 2: Correlation Analysis**

<table>
<thead>
<tr>
<th>Variables</th>
<th>CR</th>
<th>CAD</th>
<th>SL</th>
<th>CE</th>
<th>CS</th>
<th>CC</th>
<th>CR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean</td>
<td>3.96</td>
<td>4.13</td>
<td>4.54</td>
<td>20.93</td>
<td>625.00</td>
<td>700.00</td>
<td>0.54</td>
</tr>
<tr>
<td>s.d.</td>
<td>0.64</td>
<td>0.55</td>
<td>0.45</td>
<td>5.22</td>
<td>272.00</td>
<td>4865.00</td>
<td>0.51</td>
</tr>
<tr>
<td>CR</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CAD</td>
<td>0.35***</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SL</td>
<td>0.73***</td>
<td>0.58***</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CE</td>
<td>0.29***</td>
<td>0.02</td>
<td>0.27**</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CS</td>
<td>0.33***</td>
<td>0.01</td>
<td>0.02</td>
<td>0.37***</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CC</td>
<td>0.26**</td>
<td>0.14</td>
<td>0.16</td>
<td>0.02</td>
<td>0.29***</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CR</td>
<td>-0.38***</td>
<td>-0.26**</td>
<td>-0.36***</td>
<td>-0.25**</td>
<td>-0.47***</td>
<td>-0.38***</td>
<td></td>
</tr>
</tbody>
</table>

**Source:** Authors

Table 3 encapsulates the OLS regression results delineating the interrelationships between corporate accounting disclosure, social learning, and corporate reputation. Corporate Accounting Disclosure markedly and positively correlates with corporate reputation ($\beta_0 = 0.33, p < 0.01$). At its core, corporate accounting disclosure manifests as a company’s systematic financial reporting, encapsulating financial statements, footnotes, managerial discussions, analyses, and other mandated disclosures (Healy et al., 2001).
These disclosures not only strengthen the effectiveness of capital markets but also provide essential avenues for executives to communicate organizational achievements and governance to outside stakeholders. Corporates exhibiting comprehensive corporate accounting disclosures often align their financial reporting with prevailing accounting norms and associated mandates. These corporates proactively mitigate the potential malfeasance of executive actions on reported earnings, striving to optimize their interests, enhance their standing, amplify stock returns, and fortify compensation structures (Brisker et al., 2014). Consequently, corporate accounting disclosure emerges as a pivotal determinant and influencer of corporate reputation, establishing a positive correlation. Thus, Hypothesis 1 is supported.

Remarkably, social learning emerges as a precursor to corporate reputation, exhibiting a pronounced positive influence on corporate reporting \( (\beta_6 = 0.67, \ p < 0.01; \ \beta_{12} = 0.69, \ p < 0.01) \) As delineated in existing literature, social learning embodies a negotiation process, often punctuated by divergent interests among stakeholders with disparate capabilities, loyalties, cultural backgrounds, and contexts (Theodorakopoulos et al., 2014). It encapsulates behavioral modifications engendered by the socio-influential dynamics among actors, synthesizing information from an array of sources to anticipate outcomes before adopting specific behaviors (Onyemah et al., 2010). Companies exhibiting heightened social learning are poised to bolster the reputation and brand image by adeptly addressing societal expectations and requirements. Such entities typically champion superior business protocols and initiatives. Hence, a positive nexus exists between social learning and corporate reputation, substantiating their positive correlation. Thus, Hypothesis 2 is supported. Contrarily, the anticipated moderating role of social learning on the linkage between corporate accounting disclosure and corporate reputation did not materialize. Consequently, Hypothesis 3 is not supported.

### Table 3: Regression Analysis*

<table>
<thead>
<tr>
<th>Independent Variables</th>
<th>Dependent Variable</th>
<th>CR</th>
<th>CR</th>
<th>CR</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAD</td>
<td>0.34***</td>
<td>-0.03</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(0.07)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SL</td>
<td>0.66***</td>
<td>0.68***</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(0.06)</td>
<td>(0.09)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CAD*SL</td>
<td></td>
<td>-0.05</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CE</td>
<td>0.19*</td>
<td>0.04</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(0.05)</td>
<td>(0.07)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CS</td>
<td>0.11</td>
<td>0.19**</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(0.05)</td>
<td>(0.07)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CC</td>
<td>0.11</td>
<td>0.18**</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(0.07)</td>
<td>(0.06)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CR</td>
<td>-0.98***</td>
<td>-0.20**</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(0.13)</td>
<td>(0.16)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adjusted R²</td>
<td>0.17</td>
<td>0.55</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(0.57)</td>
<td></td>
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* p<.10, ** p<.05, ***p<.01, * Beta coefficient with standard errors in parenthesis.

**Source:** Authors

**Limitation and Directions for Future Studies**

This study aims to enhance our comprehension of the interplay between corporate accounting disclosure, social learning, and corporate reputation. It provides unique theoretical insights that build upon existing knowledge and the literature pertaining to corporate accounting disclosure (Eachempati et al., 2021), social learning, and corporate reputation. The empirical findings of this study have illuminated certain areas necessitating further investigation. While it has been established that social learning (Gruber et al., 2022) acts as a precursor to corporate reputation (Walker et al., 2010), it does not appear to function as a moderator in the relationships between corporate accounting disclosure and corporate reputation. Consequently, future studies endeavors should focus on developing a conceptual framework for measuring the reasons behind the lack of social learning acting as a moderating factor in the previously mentioned associations. To augment the benefits and advantages associated with the correlations among corporate accounting disclosure, social learning, and corporate reputation, future research should consider expanding the data to include diverse sample groups and potentially a comparative population. Such an approach can contribute to enhancing the generalizability of the study and, in turn, bolster its overall reliability.

**Managerial Contribution**

This study offers valuable insights for executives aiming to navigate and thrive in highly competitive markets. Executives should cultivate a nuanced understanding of the strategic importance of Corporate Accounting Disclosure and social learning in bolstering
corporate reputation. Accordingly, they should allocate heightened attention and resources toward optimizing these facets relative to other strategic variables. Moreover, executives should develop a comprehensive understanding of how to effectively integrate corporate accounting disclosure and social learning methodologies within the corporate structure. This merging should take place in tandem with comprehensive strategic efforts, focusing on enhancing operational activities. This strategy guarantees a continuous improvement in elements like operational excellence, corporate results, competitive positioning, market competitiveness, organizational expansion, company reputation, and long-term stability. To fully leverage the advantages of corporate accounting disclosure and social learning, executives should commit the requisite resources to support their efficacy. This investment will not only enhance their effectiveness but also open up new avenues for success in competitive markets and environments.

Conclusion

Corporate reputation is shaped by companies conducting business in a manner that aligns with stakeholder requirements and expectations, ultimately leading to stakeholder acceptance. In this context, corporate accounting disclosure and social learning are posited as key drivers that underpin, elucidate, and determine corporate reputation. Additionally, social learning is hypothesized to moderate the relationships mentioned earlier. Therefore, the aim of this study is to explore the impacts of corporate accounting disclosure on corporate reputation (Boateng et al., 2015) and social learning is hypothesized to moderate the relationships previously mentioned. Consequently, the study seeks to investigate the impact of corporate accounting disclosure on the corporate standing of companies listed in Taiwan with special attention to the potential moderating effects of social learning. Within the context of this research, corporate accounting disclosure is identified as the independent variable, social learning as the moderator, and corporate reputation as the dependent variable. The analysis was conducted using a sample of 125 companies listed in Taiwan. The findings reveal that corporate accounting disclosure has a pronounced positive impact on corporate reputation. In a similar vein, social learning demonstrates a significant positive influence on corporate reputation. However, counter to expectations, social learning doesn't serve as a moderating factor between corporate accounting disclosure and corporate reputation. As a result, it doesn't act as a moderating entity in the delineated associations. For future studies, it would be beneficial to refine the approach to measurement to ascertain the conditions under which social learning might act as a moderator. This might include examining in-depth literature reviews or considering a broader sample size to uncover practical reasons for these findings.

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Conflicts of Interest: The authors declare no conflict of interest.

References


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