

# Social Media, Supply Chain Concentration and Accounting Information Transparency

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## Abstract:

Improving the accounting information quality of companies in the supply chain is crucial for the capital market. We collect disclosed information from 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 governance role of social media on accounting information. The empirical results show that accounting information transparency improves as supply chain concentration increases, with customer concentration having a greater effect. Additionally, greater media attention results in higher accounting information transparency. Positive and negative reports play different roles in this process. It is found that the media and the supply chain have a synergistic governance effect in enhancing 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 particularly evident in the enterprise–customer relationship.

## Keywords:

Accounting information transparency; supply chain concentration; media governance; text sentiment analysis.