

AUDITORÍA Y LA RESPONSABILIDAD SOCIAL CORPORATIVA DE LAS EMPRESAS: EL EFECTO DE LAS GRANDES FIRMAS DE AUDITORÍA Y LOS HONORARIOS DE LOS SERVICIOS DE AUDITORÍA Y SERVICIOS ADICIONALES A LA AUDITORÍA

AUDITING AND CORPORATE SOCIAL RESPONSIBILITY: THE EFFECT OF BIG AUDITING FIRMS AND FEES/NON AUDIT FEES

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RESUMEN

El objetivo de este trabajo es analizar cómo las grandes firmas auditoría y los honorarios tanto de los servicios de auditoría como de los servicios adicionales a la auditoría influyen en la Responsabilidad Social Corporativa de la empresa (de ahora en adelante RSC). Para llevar a cabo este análisis hemos elaborado una base con datos de panel de una muestra de empresas españolas cotizadas no financieras para el periodo comprendido entre 2004 -2014, quedando finalmente la muestra definida en 1.312 observaciones empresa-año. Los resultados revelan que tanto las grandes firmas auditoras como los honorarios tanto de los servicios de auditoría como de los servicios adicionales a la auditoría se convierten en mecanismos que animan a las empresas a divulgar información sobre RSC. En general, nuestros resultados sugieren que las grandes firmas auditoras desempeñan un papel relevante en la revelación de información sobre RSC, lo que podría ayudar a mitigar asimetrías informativas entre los gerentes y los grupos de interés. Además, los honorarios que las empresas pagan a las firmas auditoras por servicios de auditoría y servicios adicionales a la auditoría promueve la revelación voluntaria de información no financiera. Estas conclusiones pueden ser de interés para los reguladores, dado el importante role que la RSC puede jugar en la toma de decisiones de todos los grupos de interés.

ABSTRACT

The aim of this paper is to examine how big auditing firms and audit/non-audit fees impact on Corporate Social Responsibility (hereafter CSR). We use a panel data of Spanish non-financial listed firms for the period 2004-2014, composed of 1.312 firm-year observations. We find that the big four auditing firms and audit and non-audit fees paid by audited firms encourage CSR disclosure practices. Overall, our results suggest that big auditing firms play a relevant role in CSR reporting, which may help to mitigate informative asymmetries between managers and stakeholders. Furthermore, audit and non-audit fees paid by audited companies promote the voluntary non-financial information disclosure. These findings should be of interest to policy-makers, given the relevant role that CSR disclosure may play in the decision-making process of all the stakeholders.

PALABRAS CLAVE

Grandes firmas de auditoría, honorarios de auditoria, honorarios de servicios adicionales a la auditoria, Responsabilidad Social Corporativa

KEY WORDS

Big auditing firms, audit fees, non-audit fees, Corporate Social Responsibility

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