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IMPACT OF PRODUCT MARKET COMPETITION ON INFORMATION VOLUNTARY DISCLOSURE

ALIASGHAR KEBRIAEI[a1] AND ABOLGHASEM MASIHABADI[b]

[a]Master of Accounting, Sscience & Research Khorasan-e- Razavi, Islamic Azad University, Neyshabur, Iran
[b]Assistant professor of Accounting, Azad University, Neyshabur, Iran

ABSTRACT

This paper investigates the interaction between product market competition and information voluntary disclosure of the companies listed in Tehran Stock Exchange (TSE). Therefore, we use the Herfindahl-Hirschman, Lerner, Modified Lerner, Tobin's Q, and n indexes, as a proxy for product market competition .Also, the voluntary disclosure by the 71 indicators derived from the modified questionnaire Botosan used in previous studies were determined by applying adjustment. The research population composes of 124 companies listed on TSE which have been studied during the years 2006 to 2013. Multivariate linear regression Statistical analysis was used to test the hypotheses of the research. We find consistent evidence showing a positive relation between product market competition and information voluntary disclosure. Overall, the above evidence confirms that product market competition plays a major role in managers' voluntary disclosure decisions.

KEYWORDS : Product Market Competition; voluntary disclosure; Herfindahl-Hirschman Index

Information plays a vital role in the management and operation of financial markets. Bashmn and Smith (2001) noted that one of the main objectives of corporate governance research in accounting, providing evidence on the information provided by financial accounting systems, agency problems arising from the separation of ownership from management down. Shleifer and Vishny (1997) claim that "competition in the product market, it is very likely the most powerful force in the world economy will lead to the performance." Disclosure is essential role in investment decisions and market performance, before investing, investors usually invest with intelligence matters and representation issues encountered, because most of the decisions, including the decision to invest in the capital market and decisions regarding the entry or exit of capital market uncertainty can be done (and Palpv Haley, 2001). Following the implementation of Article 44 of the Iranian constitution and the privatization of major industries in the country, was given charge of the government and the Anhsaraty, reduced and paved the way for private sector which would increase competition in various industries and markets has created. Due to the importance of information in a competitive market and the role that it plays a less competitive than monopolistic markets, the present study seeks to empirically examine the impact of product market competition on a level 1, 2 voluntary disclosure of listed companies in Tehran Stock Exchange Market is reviewed.

Theoretical study

Financial reporting and disclosure of potentially important tools for managing the relationship between firm performances and monitored by external investors. Following the occurrence of financial crises in developing countries and the collapse of major companies such as Enron, WorldCom and Parmalat of fraud in financial reporting, the quality of financial information on a topic of interest to professionals and scientific research has become (Mahmoodabadi and Rezai, 2012). Disclosed in the financial statements and supplementary information, including notes, events after the balance sheet date, management discussion and analysis of operations next year, anticipated operational and financial summary of accounting practices and financial statements with additional points) Volek et al., 2004). Result of voluntary disclosure of information, reduce uncertainty and information asymmetry and increase confidence in the investment management firm (Dei, 1998). However, in addition to the business benefits of voluntary disclosure will also cost-based corporation. In this context, the voluntary disclosure theory suggests that managers face increasing interest in disclosure of the cost information from the company under their management will be disclosed (Hitzmann et al., 2010). If there is no obligation to disclose or lack of standards, also disclosed by companies, by reducing the information asymmetry between managers and shareholders and outside the company, make additional

[1]**Corresponding author**

benefits (Verchya, 2001). Recently, theoretical papers in the economics literature, product market competition as one of the mechanisms that regulate the expression of the financial reporting process (Balakrishnan and Cohen, 2011). Companies less competitive industries, ownership costs, agency costs and political costs are higher. These factors, alone or jointly with another strong incentives to expose the low quality of management accounting information provided (Cheng et al., 2013). Ali et al (2009) found that firms in industries with a high concentration, the distance from competitor's access to useful information strategy, information disclosure is less useful.

Background of the study

Balakryshan and Cohen (2011) showed that competition in the product market as a restraining force on the management reporting information is incorrect. Zhi (2010) to assess "the impact of product market competition on the quality and quantity of voluntary disclosure," he concluded that compete with new entrants will increase the quantity of disclosure, and competition have reduced the quantity to be disclosed. Yatrydys and Alksakys (2012), the voluntary disclosure motivations and voluntary and non-voluntary disclosure differences found in the Athens Stock Exchange implying that voluntary disclosure of corporate profits and higher growth and represent the "good news" for the company. Research to date suggests that the effects of competition in the market of voluntary disclosure of information, in the literature there is no accounting; but in one of the research done in the field of competition in the product market, Namazi and Ebrahimi (2012) demonstrated that the competitive structure of the market plays an important role in improving the efficiency of the company's stock. Also, in general, the financial literature review can be found in the product market competition is little research has been done. Therefore, this study examined the effects of competition in the market for voluntary disclosure of information on listed companies in the Tehran Stock Exchange.

The research hypotheses

In order to achieve the objectives of the research considering the theoretical background of the proposed research, the following hypotheses were formulated:

The first main hypothesis: There is a significant relationship between the degree of competition in product markets and corporations voluntary disclosure.

The first sub-hypothesis: There is a significant relationship between the competitiveness of the product Herfindahl- Hirschman index and corporate voluntary disclosure.

The second sub-hypothesis: There is a significant relationship between competitiveness of the product according to the Lerner index and corporate voluntary disclosure.

The third sub-hypothesis: There is a significant relationship between the competitiveness of the product according to the Lerner index is modified and voluntary disclosure.

The fourth sub-hypothesis: There is a significant relationship between the competitive level of the product according to the index Tobin Q and voluntary corporate disclosure.

The fifth sub-hypothesis: There is a significant relationship between the competitiveness of the product according to n firms and corporate voluntary disclosure.

Two main hypotheses: There is a significant relationship between the voluntary disclosures of companies in different industries.

Method

To collect the data, the library method is used. The collection of information related to the theoretical and research background of books, magazines and specialized sites is Persian and Latin. Information needed to devise a processor and software companies through the official website of the Stock Exchange were collected. The data using Excel and later using SPSS-19 software, the final analysis is conducted.

1-5. The test period, the sample and population

A seven-year study period period 2006 to 2012 is based on fiscal years. Firms listed in Tehran Stock Exchange Market, constitute the study sample. Because there is some inconsistency between members, the following criteria to select the sample and statistical sampling method were chosen: Financial year to the end of March each year. Company during the years 2006 to 2012, the fiscal year has not changed. By the end of fiscal year 2005 in Tehran Stock Exchange Market is accepted. Banks and financial institutions are not included; because financial information disclosure and corporate governance structures that differ. According to the conditions and restrictions mentioned, 124 companies were selected as samples.

Variables

1-6. Independent Variables

Given the purpose of the research question, the market competitiveness of our products is considered as independent variables. The study of the five indicators of product market competition as the metrics is used.

1-1-6. Herfindahl - Hirschman Index

Herfindahl - Hirschman Index sum of squared market shares of all firms in the industry are obtained (Chen et al., 2012: 296):

$$(1)\ HHI = \Sigma_{i=1}^{k} S^\wedge 2 \qquad (2)\ Si = Xj / \Sigma_{i=1}^{n} Xj$$

Where k is the number of firms in the market, Si market share of i, *Xj* represents the j-th and l represents the industry's sales. Herfindahl - Hirschman Index measure industry concentration. The larger the index is the more focused and less competition in the industry, and vice versa. It should be noted that these indicators in the study of Chen et al (2012), Cheng et al. (2013) and prayer and Ebrahimi (2012) have also been used.

2-1-6. Lerner index

This indicator directly reflects the strength of the market, the ability to determine the price is greater than marginal cost. Challenges facing the Lerner index in empirical research are that marginal costs are not visible. Therefore, the researchers Lerner index by marginal cost - the cost estimate (Booth and Zhou, 2009). Following the Gaspr and Massa (2006), Cal and Lon (2011) Lerner index is defined as operating profit divided by sales.

This index is calculated using the following equation to approximate (Sharma, 2010):

LI = (Sale - Cogs SG & A) / Sale

LI in the above equation represents the Lerner index, Sale reflects the sale, cogs represent the cost of goods sold and SG & A represents public expenditure, administration and sales.

3-1-6. Modified Lerner index

Although Lerner index is used to determine the strength of the company's product market, but this measure specific factors such as the impact of the company's product market pricing of the industry does not breakdown. Hence, in this study a similar study by Sharma (2010), Pearce (2010), Gaspr and Massa (2006) and Namazi and Ebrahimi (2012), a modified version of the Lerner index is used. How to calculate the Lerner index is modified as follows (Sharma, 2010):

$$LIIA = LIi - \sum_{i=1}^{N} \omega iLIi$$

LIIA in the above equation represents the Lerner index is modified based on the industry, LIi Lerner index indicates the company i, iω i indicates the ratio of sales to total sales of the industry.

4-1-6. Tobin's Q ratio

Increase in value of the stock market show that the company has been successful in competing with other competitors and increase the value of its shares. Tobin's Q ratio is a direct relationship between the stock market value, this means that the increase in stock market value to increase in Tobin's Q ratio and vice versa (Setayesh and Ranjbar, 2010). Accordingly, we have:

$$QTOBIN= \frac{VOTS1+BVTL1}{BVTA1}$$

VOTSI which is the total stock market value, BVTLI is total debt to book value and the book value of total assets BVTAI.

5.1.6. n Firm Concentration Ratio

This index is defined as follows:

$$CR_n=\Sigma_{i=1}^{n} Si \quad i=1, ... , k \quad k>n$$

k = the number of active firms in the market, n = number of large firms, Si = market share of firm i is the index n is the market share of the top firms in the industry. There is no theoretical base for selecting n and optionally a researcher chooses the value of n is n times 4 or 5 is considered. In this study, 4 firm concentration ratios are used (Ayslm, 2001).

2-6 Dependent variables

Voluntary disclosure of corporate information dependent variable in this research study shows. The level of voluntary disclosure based on the criteria proposed by Botosan (1997), which was derived from the comments of the Committee Jenkins, is measured. Botosan model, the indicators used by corporate governance reports and data were extracted ranking of US companies. Due to the absence of the above, and considering that the Audit Office published a booklet entitled reporting format and participated in the preparation of samples and the information contained in its report on indicators rely the possibility of voluntary disclosure in the financial statements is restricted. Therefore, to extract the parameters of voluntary disclosure of information to the Board of Directors of the company was relying. Corporate disclosure policies and strategies during different years are somewhat similar and stable (Botosan, 1997). For example, Haley et al (1995), only 90 of the 595 largest companies in 23 industry companies during 1980 and 1990 were examined to determine the That the amounts disclosed in the year of the study did not reveal significant changes in the ranking; This reflects the fact that companies voluntarily disclose observations are not independent from one year to another is almost a constant routine. Botosan (1997) in their study of voluntary disclosure to the fiscal year 1990 was reviewed. Kashani Pour et al (2009) to determine the level of voluntary disclosure of companies, the fiscal year 2006 were studied. Also, Mahdavi and Alizadeh Tillya Tepe (2013) to determine the level of voluntary disclosure, only the 2011 fiscal year studied. Accordingly, in this study to collect information on the level of voluntary disclosure, the fiscal year 2012 were studied.

Finally, to measure the level of voluntary disclosure questionnaire Botosan adjusted for the Poor Kashani et al (2009) was set, was used. After reviewing the indicators are not mandatory according to accounting standards or the law in six sections as follows (including 71 of) determined:

Background information is a summary of the most important historical, non-financial key statistics, information sector, information forecasting, management discussion and analysis.

3-6. Control variables

To control for other variables that affect the way in the analysis of a research problem, Necessary control variables were defined according to the review.

1-3-6 size of the company

Criteria such as the number of sales in research Riahi (Balkoee 2001), Namazi and Kermani (2008) and Kashani Pour et al (2009) have also been considered as the size of the company. Therefore, in this study the natural logarithm of sales for size of the company measure used.

2-3-6- Financial Leverage

One of the most important measures of leverage, debt ratio is obtained by dividing the debt to assets. Researchers such Kamran et al (2008) and George et al (2009) in their studies have used this ratio as financial leverage.

3-3-6- Liquidity

Current ratio and quick ratio, the ratio is very common to measure liquidity (Foster, 1986). The study was preferred to assess the company's liquidity ratio for immediate use.

4-3-6- Profitability

In this study, to assess the profitability of return on total assets is used. The variables in the study of prayer and Shirzadeh (2005) and Setayesh et al (2008) have also been used as a measure of profitability.

5-3-6- company history

Aouseh - Aanisah (2000) claims that a company with experience in collecting, processing and presentation of information, acts more timely and quality information and greater transparency unfolds. In this study, the number of years elapsed since the adoption of the Company's participation in the Tehran Stock Exchange is calculated.

6-3-6- Auditing firm size

Dummy variables were used to determine the size of the auditing firm. If a company by the audit, the audit is number one and zero otherwise allocated to it. Barzideh and Moayeri (2006), and Alavi Tabari and et al (2010) have also used this criterion in their research.

Results

In order to achieve the aims of the research, design and test the research hypotheses. Statistical results of the

test of this hypothesis are presented in Tables 1 to 5. Models used to test the hypothesis of this paper are as follows:
In the regression model used to test the hypotheses:

$$VD = \alpha + \beta 1(...) + \beta 2(Size) + \beta 3(Age) + \beta 4(FL) + \beta 5(QR) + \beta 6(Audit) + \beta 7(RoA) + \varepsilon$$

The first sub-hypothesis testing regression coefficient β1, HHZ, in the second sub-hypothesis test, the coefficient β1, LI, in the third sub-hypothesis test, the coefficient β1, LIIA, the fourth sub-hypothesis test, the coefficient β1, Q and the fifth sub-hypothesis test, the coefficient β1, SI,. That:

VD: represents a voluntary disclosure, α: represents the intercept, HHZ: shows the Herfindahl - Hirschman index, LI: represents the Lerner index, LIIA: represents the adjusted Lerner index, Q: Q represents Tobin index, SI: index n represents the firm, Size : indicates the size of the company, Age: represents the company's history, FL: reflects the financial leverage, QR: represents cash, Audit: audit shows the size of the institution and RoA: represents a profitable company.

1-7. Test the hypothesis

The first sub-hypothesis: there is a significant relationship between the competitiveness of the product Herfindahl - Hirschman index and corporate voluntary disclosure. The results of statistical tests of hypotheses are presented in Table 1. This table shows the Herfindahl Hirschman Index as (p-value< 0.05) relationship between voluntary disclosure of corporate information which is negative with respect to the Beta and the Herfindahl Hirschman Index is estimated to this relationship is reversed. In other words, assuming that H0 is rejected Hirschman Herfindahl index variable coefficient is zero. Moreover, the direct relationship between control variables, firm size, financial leverage, liquidity, profitability and voluntary disclosure of corporate information. According to the statistic F (p-value<0.05) fitted regression model is significant Hirschman Herfindahl index and control variables show a significant effect on voluntary disclosure of corporate information to Considering the adjusted coefficient of determination, these variables about 43.5% of the voluntary disclosure of corporate information to explain.

The second sub-hypothesis: there is a significant relationship between the Lerner index of competitiveness of the product and corporate voluntary disclosure. The results of the test the second hypothesis is presented in Table 2. As this table shows the Lerner index (p-value <0.05) relationship between voluntary disclosure of corporate information given the positive beta value and the value estimated for the Lerner index for the direct relationship.

In other words, assuming that H0 is rejected Lerner index variable coefficient is zero. Moreover, the direct relationship between control variables, firm size, financial leverage, liquidity, profitability and voluntary disclosure of corporate information there. According to the statistic F (p-value <0.05) fitted regression model is significant Lerner index and control variables show a significant effect on

Table 1: Results of Regression Testing for First Hypotheses

Coefficients	Estimated value	Standardized coefficients (beta)	T-statistics	p-value	F statistics	p-value	R^2 Adjusted
Constant	0/113		2/723	0/007	14/520	0/0005	0/435
Herfindahl Hirschman	-0/064	-0/159	-2/250	0/026			
Company Size	0/008	0/231	2/319	0/022			
Financial Leverage	0/132	0/249	3/173	0/022			
Liquidity	0/035	0/207	2/935	0/004			
Profitability	0/101	0/221	2/444	0/016			
Size CPA firm	0/001	0/003	0/050	0/960			
Company Life	-0/001	-0/099	-1/446	0/151			

Table 2: Results of the Logistic Regression Analysis for The Second Sub-hypothesis

Coefficients	Estimated value	Standardized coefficients (beta)	T-statistics	p-value	F statistics	p-value	R^2 Adjusted
Constant	0./099		2/470	0-015			
Herfindahl Hirschman	0/037	0/156	2/149	0/034			
Company Size	0/007	0/213	2/108	0/037			
Financial Leverage	0/137	0/260	3/316	0/001	14/406	0/0005	0/433
Liquidity	0/038	0/227	3/223	0/002			
Profitability	0/087	0/191	2/093	0/039			
Size CPA firm	-0/006	-0/036	-0/527	0/599			
Company Life	0/0001	-0/095	-1/387	0/168			

Table 3: Results of the Logistic Regression Analysis for the Third Sub-hypothesis

Coefficients	Estimated value	Standardized coefficients (beta)	T-statistics	p-value	F statistics	p-value	R^2 Adjusted
Constant	0/101		2/494	0/014			
Herfindahl Hirschman	0/037	0/148	2/054	0/042			
Company Size	0/007	0/209	2/056	0/042			
Financial Leverage	0/144	0/271	3/459	0/001	14/303	0/0005	0/431
Liquidity	0/040	0/238	3/369	0/001			
Profitability	0/089	0/194	2/129	0/035			
Size CPA firm	-0/005	-0/034	-0/492/	0/624			
Company Life	0/0001	-0/087	-1/269	0/207			

voluntary disclosure of corporate information to considering the adjusted coefficient of determination, these variables about 43.3% of the voluntary disclosure of corporate information to explain.

The third sub-hypothesis: there is a significant relationship between the Lerner index is adjusted according to the product being competitive and voluntary disclosure. The third hypothesis test results are presented in Table 3. As this table shows the adjusted Lerner index (p-value <0.05) relationship between voluntary disclosure of corporate information given the positive beta value and the value estimated for the Lerner index adjusted for the direct relationship. In other words, assuming that H0 is rejected adjusted Lerner index variable coefficient is zero. Moreover, the direct relationship between control variables, firm size, financial leverage, liquidity, profitability and voluntary disclosure of corporate information. According to the statistic F (p-value <0.05) is significant regression model fitted and adjusted Lerner index and control variables show a significant effect on voluntary disclosure of corporate information according to the coefficient of determination adjusted for the variables about 43.1% of the voluntary disclosure of corporate information to explain.

Table 4: Regression Analysis Results for the Fourth Sub Hypotheses

Coefficients	Estimated value	Standardized coefficients (beta)	T-statistics	p-value	F statistics	p-value	R^2 Adjusted
Constant	0/106		2/956	0/008	14/408	0/0005	0/433
Herfindahl Hirschman	-0/011	-0/202	-2/151	0/025			
Company Size	0/088	0/246	2/475	0/020			
Financial Leverage	0/131	0/248	3/155	0/001			
Liquidity	0/031	0/185	2/529	0/002			
Profitability	0/164	0/359	3/158	0/041			
Size CPA firm	-0/003	-0/021	-0/314	0/789			
Company Life	0/001	-0/085	-1/249	0/279			

Table 5: Results of Regression Test for Fifth Sub hypotheses

Coefficients	Estimated value	Standardized coefficients (beta)	T-statistics	p-value	F statistics	p-value	R^2 Adjusted
Constant	0/111		2/693	0/008	14/535	0/0005	0/435
Herfindahl Hirschman	-0/224	-0/159	-2/263	0/025			
Company Size	0/008	0/234	2/353	0/020			
Financial Leverage	0/136	0/257	3/292	0/001			
Liquidity	0/037	0/219	2/111	0/002			
Profitability	0/086	0/188	3/066	0/041			
Size CPA firm	-0/003	-0/018	-0/268	0/789			
Company Life	0/001	-0/074	-1/088	0/279			

The fourth sub-hypothesis: there is a significant relationship between the competitive level of the product and the index Tobin Q voluntary corporate disclosure. The fourth hypothesis test results are presented in Table 4. As this table shows the index Tobin q (p-value <0.05) correlated with voluntary disclosure of corporate information given the negative beta value and the estimated value for the index Tobin's q, for this relationship is reversed. In other words, assuming that H0 is rejected Tobin q indicator variable coefficient is zero. Moreover, the direct relationship between control variables, firm size, financial leverage, liquidity, profitability and disclosure of corporate information is voluntary. According to the statistic F (p-value <0.05) fitted regression model is significant and the index Tobin q and control variables show a significant effect on voluntary disclosure of corporate information to considering the adjusted coefficient of determination, these variables about 43.3% of the voluntary disclosure of corporate information to explain.

The fifth sub-hypothesis: there is a significant relationship between the competitiveness of the product of n firms and corporate voluntary disclosure. The fifth hypothesis test results are presented in Table 5. As this table shows the index n firms (p-value <0.05) correlated with voluntary disclosure of corporate information given the negative beta value and the estimated value for the index n firms, the relationship is reversed. In other words, assuming that H0 is rejected zero coefficient index n firms. In addition, direct relationship between the control variables, firm size, financial leverage, liquidity, profitability and voluntary disclosure of corporate information. According to the statistic F (p-value <0.05) fitted regression model is significant and Board index n and the control variables show a significant effect on voluntary disclosure of corporate information to considering the adjusted coefficient of determination, these variables about

Table 6: Results of ANOVA Second Main Hypothesis

	The sum of squares	Degrees of freedom	The mean sum of squares	Statistics F	Probability	Result of Hypothesis
Between groups	0/212	9	0/009	1/790	0/246	H_0
Within groups	0/473	114	0/005			
Total	0/690	123				

43.5% of the voluntary disclosure of corporate information to explain.

The first main hypothesis: there is a significant positive correlation between the competitiveness of product and corporate voluntary disclosure.

A competition between the product and voluntary disclosure, there is a significant relationship. It is worth considering the results from the first to the fifth sub-hypotheses testing this hypothesis have been answered.

Second main hypotheses: the voluntary disclosure of companies in different industries, there is a significant difference.

One-way analysis of variance was used to test this hypothesis. The hypothesis can be expressed by:

H0 = voluntary disclosure information on companies in various industries, is the same.

H1= voluntary disclosure information on companies in various industries, is the same.

Due to the possibility (-value <0.05) in Table 6, based on the same assumption H0 voluntary disclosure of information on companies in various industries, be rejected. Therefore, voluntary disclosure of information on companies in various industries is not identical.

DISCUSSION AND CONCLUSIONS

This paper provides evidence in this regard is whether the relationship between products market competition and voluntary disclosure of information reported by companies. In this regard, this study uses data from the 124 companies listed in Tehran Stock Exchange in the period from 2006 to 2012 to find the answer the competitive structure of the industry in Tehran Stock Exchange on voluntary disclosure of information released by the company is the impact? Thus, the Herfindahl - Hirschman index, Lerner, Lerner modified Tobin Q ratio and n firms compete in the product market is used as measurements. Also, the measurement of voluntary disclosure of corporate information Botosan modified questionnaire was used. The results of the statistical analysis of data collected using multiple regression analysis indicated that generally between voluntary disclosure of information and indicators Herfindahl - Hirschman, Lerner and Lerner adjusted, Tobin's Q ratio and n There is a firm and voluntary disclosure of information on companies in various industries, not identical. Overall, these results are compatible with the theoretical research. Also, the comparison of our results with the results of other studies done abroad, it can be concluded that the results of this study with the results of Zhi (2008) and Chow and Ho (2011) is consistent. Due to the unavailability of financial information on companies the present study was conducted in industries that have not been accepted in Tehran Stock Exchange; the generalization of the results of this study should be caution. In sum, the evidence of this study was similar to Cheng and colleagues (2013) showed competition in the market as one of the most important factors in the decisions of the voluntary disclosure of directors plays a significant role; relying on the results of the present study was to test the hypothesis suggests that the importance of voluntary disclosure of information exchange, securities and Exchange Organization recommended that reward and benefits for companies with up to consider voluntary disclosure by companies in order to improve its position in terms of information disclosure and appropriate steps are optional.

Also, companies are advised to devote time and resources to disclose information.

1-8- suggestions

1-1-8- practical suggestions

According to the results, the following recommendations to investors, the Securities and Exchange and the Company will be presented:

1. Given the importance of voluntary disclosure of information exchange, the Securities and Exchange Organization recommended the rewards and benefits for companies with high voluntary disclosure and penalties for firms with low voluntary disclosure to be considered up companies in order to improve its position in terms of information disclosure and appropriate steps are optional. Thus, Tehran Stock Exchange would be the consequences of voluntary disclosure appropriate (such as resource allocation in the economy and efficiency of information) benefit.

2. According to the results of research on the impact of product market competition on voluntary disclosure of information, Tehran Stock Exchange to suggest that non-disclosure of information to prevent or restrict the disclosure of information competing firms in an industry, requirements regarding the exposure of users to provide the required information.

3. Investors and creditors, the quality of accounting information plays a decisive role in the decisions of investors and creditors. Investors and creditors in their analysis, the highly competitive nature of the market and the impact they might disclose information voluntarily leaves to enter or exit the market.

4. Management Entities: deciding on the general policy of the company and disclosure of financial information is the responsibility of management. Management uses these results; it can adopt policies that due to the highly competitive nature of the market, the mode of operation of the company's disclosure policies before.

5. Auditors: One of the issues raised in the project audit, the audit procedure is adopted. As mentioned, one of the most important factors in voluntary disclosure of information product market competition. Auditors may consider using the results of the competition in the market and the impact they will have to disclose information voluntarily, audit methods in different industries to adopt better.

6. The legislative bodies, legislative bodies such as the Securities and Exchange Standards Board should develop specific standards for each industry is aware of this issue, one of the factors affecting the level of voluntary disclosure level of competition in the market. If the purpose of exposing high-level policy-making bodies effort provide information to users, the standard so that the effect of competition in the provision of information should be considered.

2-1-8- suggestions for future studies

To conduct further studies related to the present study, we suggest the following topics:

1. The criteria used to measure the variables. For example, to measure the competitiveness of other economic indicators used in the product market and the results of the use of these indicators may be compared.

2. The effect of product market competition on voluntary disclosure of information by companies, for short periods of less than one year (with the interim financial statements).

3. The relationship between product market competition and voluntary disclosure of information, in any industry to be examined separately.

4. The effect of product market competition on mandated disclosure.

5. The effect of product market competition on voluntary disclosure of financial information on companies, investment banks.

Note

1- Product Market Competition

2 - Voluntary Disclosure

3- Herfindahl-Hirschman Index

4 - Lerner Index

5- Modified Lerner Index

6 - Tobin's Q Ratio

7- n Firm Concentration Ratio

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