# Impact of Creative Accounting Techniques on Firms Financial Performance Reporting in Nigeria

1Ajuzie, E. N. 2Eyisi, S.A & 3Iormbagah, J. A.

Department of Accounting, College of Management sciences, Michael Okpara University of Agriculture Umudike.Umuahia, Abia State.1Corresponding

IJMSSSR 2020 **VOLUME 2** ISSUE 1 JANUARY - FEBRUARY

Abstract: The techniques of creative accounting can be used in an unacceptable way in the preparation of the financial statements in order to meet management needs with regard to the performance of the company, and this leads to the misleading of financial statements. Creative accounting plays a significant role in financial reporting but it has been negatively correlated that means more managers involved in it may decrease the value of financial information, this study aims to shed light on the impact of creative accounting ethics techniques on the reliability of financial reporting from auditors and academics point of view. The data has been collected through a wellstructured questionnaire is designed and will be distributed to a randomly chosen sample of certified auditors and accounting instructors in some universities. Descriptive and inferential statistics were used to generalize the results and conclude the findings. The result deduces that creative accounting techniques used by management negatively affect the reliability of financial reporting. The statutory auditor plays an important role in promoting creative accounting practice in such a way that positively affect the reliability of financial reporting. The results of the current study open several avenues for additional research.

Keywords: Creative accounting technique, reliability of financial report, statutory auditor and accounting information.

#### INTRODUCTION

Financial accounting reports are produced to exhibit the true and fair view of financial statements of an entity in order to assist stakeholders in making suitable decisions, however, contemporary accounting practices permit unique policies and expert judgments in deciding the methods of measurement (Beshiru& Prince, 2014). Accounting arose from the need to have a clear state of affairs of everything occurring economically and financially in a company, which presented at the commencing status and trust of users of accounting information, on the other hand over time, more and more scandals that erupted due to the fact of infringement of regulations (Voinea, 2013). The phenomenon of creative accounting can be understood as the alteration of the financial fact of an entity via techniques, options, lack of restraints allowed through the legal norms (Radu, 2013). The creative accounting is a tool to help the manager to promote and aid the company's image; however, the manager used that information to support his self-interest (Victoria, 2014). In recent years there are many criticisms to accounting profession that it depends on some accounting techniques which can furnish unreliable and deceptive information to the users of this information, which may also cause collapse for some companies. The practices and techniques of creative accounting have make contributions to the collapse of big companies such as Arther Anderson, Enron, World Com, Parmalat, etc., (Norri, 2013).

The massive corruption in the society and the failure of companies in each part of the world have once more accelerated the need for accounting experts to adhere strictly to the codes of professional practice (Ogbonna&Appah, 2012). This corruption has added to higher scrutiny the work of the accountant from both within the profession and from outside (Aguolu, 2006). The techniques of creative accounting can be used in an unacceptable way in the preparation of the financial statements in order to meet management desires with regard to the overall performance of the company, and this leads to the production of financial statements that are deceptive (Balacia, 2008).

ISSN: 2582-0265

A range of shareholders need financial reports for decision making on the funding and financial aspect of the organization. So the financial reports generated through accountants must be primarily based on reliable data in order to be understood by the users (Nzotta, 2008). Also, this thought as proven by Alexander and Britton (2000); who mentioned that the essential goal of financial reports is to communicate economic data about resources and overall performance of a reporting entity that is useful to those that have reasonable rights to such information.

However, Revsine, (1991) affords some defense for the practice of creative accounting based on positive accounting theory and agency relationship between managers and shareholders and argues that each can draw advantages for 'loose' accounting standards that tool up managers with latitude in timing the reporting of income. The high-quality facet of the creative accounting refers to the application of the excellent options and the ultimate goal being that the information in the financial statements reflects the true and fair view of the financial position (Victoria, 2014). Every profession has a built in the code of ethics to compel ethical conduct on its members (Mathews & Perera, 1996). Any company that lacks ethical considerations can also not continue to exist for a protracted time to attain its desired goals and targets and that of its stakeholders (Ogbonna, 2010).

Therefore accountants as professionals responsible for the preparation of financial reports need to adhere to the codes of ethical accounting standards to produce reliable, relevant, timely, accurate, understandable and comprehensive financial reports (Ogbonna&Appah, 2012).

### Objective of the Study

The main objective of the study is to examine the impact of creative accounting techniques on firms financial performance reporting in Nigeria, but it's specific objectives includes to;

- Examine the relationship between creative accounting techniques and the reliability of financial reports.
- II. Examine the relationship between the roles of statutory auditors in creative accounting practices and the reliability financial reports.
- Estimate the qualitative characteristic of accounting information and the reliability of financial reports. III.

### THEORETICAL LITERATURE

The main goal of financial reporting is to communicate the economic activities about the financial performance of the entity. According to (Nzotta, 2008); financial reporting is a integral issue which influences the decision-making process of a range of individuals, corporate bodies, investors and policy makers. On that direction (Nzotta, 2008); make clear that financial reporting assists the user in rectifying the previous and current overall performance of the company and its ability to maximize the wealth of the shareholders. Glautier and Underdown(2001), infer that the main objective of financial reporting is to communicate economic information about resources held by an entity and its performances to those having the right to such information. In order to be significant and meet its objective, financial reporting must have higher quality. (Abbas et al., 2006); mentioned that the qualitative traits of accounting information that have an effect on the reliability reporting contain: Relevance, reliability, understandability, and comparability (Belkaoui, 2002; Willekens, 2008; Courtis, 2005; Schipper& Vincent, 2004; Beuselinck, 2007; Greg & Mohamed, 2006; Dak, 2005).

Management may use different types of creative accounting techniques to manipulate the result represented in the financial statements which complying with all applied accounting standards and other regulations. There are various methods used for creative accounting which can fall into four categories: Different accounting policies, abuse of judgment, artificial transactions (substance over form), and the timing of genuine transactions (Oriol, 1999; Kevin, 2003; Ashok, 2015). According to (Gabar, 2015; Adel &Adarhaman, 2015; Algray&Aseeri, 2013; Norri, 2013; Gaara et al., 2015; Vlora&Albulena, 2014); the techniques that management used for creative accounting are: Window dressing, off balance sheet finance, changes in accounting policies, profit smoothing, capitalizing expenses, contingent liabilities, changes in depreciation policy, etc.

From management authority, accountants exercise a set of accounting techniques to influence financial reports which regarded as the creative accounting. According to (Naser, 1993); creative accounting is the transformation of financial accounting figures from what they certainly are, to what preparer's desire through taking advantage of the existing rules. According to (Oriol, 1999); the creative accounting is a process whereby accountants use their knowledge of accounting rules to manipulate the figures reported in the accounts of a business. Creative accounting refers to the use of accounting expertise to influence the reported figures, whilst remaining within the jurisdiction of accounting regulations and laws, so that as a substitute of showing the real performance of the company, they mirror what the management deficiency (Ashok, 2015; Algodahet al., 2015).

Nwagboso (2008), a spell that accounting is a profession that rests heavily on the need to exhibit a high sense of accountability and skepticism, consequently all its members must be adherent to the norms of a professional code of conduct. The fundamental principles of ethical standards that accountants should adherent encompass integrity, objectivity, competence and due care, confidentiality and professional behavior. Aguolu (2006); Okezie (2008); Nwagboso (2008); Nwanyanwu (2010); Diana et al., (2014); show that more than 1/2 of the managers questioned answered that they had used accounting manipulation techniques to enhance the image of their companies even though they exhibit a real life.

Kassem(2012) conclude that the ethical practices of creative accounting are there basically to support the external auditors to enhance their efficiency and accuracy in finding any fraud (Afolabi&Oluseye, 2013); conducted research on manufacturing firms of Nigeria and they concluded that financial reporting does have an effect on managerial and investment decision making. Yadavetal., (2014) find out ways that assist in reducing the effect of creative accounting on the statement of financial position, by display quite positive picture of creative accounting practices. Radu(2013) explain that although there is a clear difference between creative accounting and deliberate breaking of the law, bought phenomena appear in times of economic distress and are based on the intent to deceive, consequently, even if the use of creative accounting is not always illegal it shows that managers which are under financial pressure look for solutions without obeying certain ethical standards. Dumitrescu, (2014) derive that companies proceed to smoothing results, which consists of the presentation the trend of profit growth, than to show volatile profits that successively increase or decrease, dramatically.

As Gherai and Balaciu(2011), predict in their literature, they find that enterprise stake is at risk when it indulges in practices of creative accounting, because these practices give firm only short term benefits, at the end, the enterprise would be surrounded with scandals. Beshiru and Prince(2014), clarify that creative accounting practices have a significant effect on commercial banks distress in Nigeria and by implication adversely affect users of accounting information. (Gaaraet al., 2015) light that the misuse of creative accounting techniques leads the users of accounting information care continuously concern about creative accounting. Gherai and Balaciu (2011) found that most techniques of creative accounting designed for misleading financial statements and condense on selfinterest. Effiok and Eton (2012) study show that the application of creative accounting techniques through the manipulation of financial statements affects the share price and assets value. Gabar(2015) concludes that creative accounting techniques effect on the reliability of financial statements.

Alomery and Alameen, (2014) explains that there is a negative effect of creative accounting techniques on the quality of financial reporting, especially with regard profit manipulation.

Khamangy and Sadeeg (2015) conclude that the aim of financial information manipulation is to mislead the users of financial reporting through providing information that affects their decisions. According to Efficient and Eton(2012) manipulation of accounts may affect the share price and market share of company, so macro manipulation does increase the risk of investor which may cause loss. Osaze and Henry(2012); noted that the statistical evidence revealed that creative accounting positively affects firm's value, this being the case, it implies that most investors are not able to see through the financial illusion of creative accounting. Algray and Aseeri (2013) find out that most of the creative accounting techniques do not comply with generally accepted accounting principles.

The auditor responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and international standards on auditing, whereas the directors'(accountants) responsibility to prepare the annual report and the financial statements in accordance with applicable accounting standards. Kevin, (2003) stated that the auditor responsibility is to report on the accounts, to identify whether they have been properly prepared and to provide an opinion on whether they show a true and fair view. Al Momani and Obeidat, (2013) investigate that to what extent auditor is ethically capable of detecting creative accounting practices, and to what extent auditor's ethics can affect the practices of creative accounting. Al Momanil and Obeidat (2013);

Gaara(2012); show that the independence and integrity of external auditor has a bigger effect for discovering the creative accounting techniques. Indeed Mitchell and Sikka(1993) claim that audits are now used as loss leaders in order to attract other more lucrative business and there is growing concern that the pursuit of commercial objectives has had a detrimental impact on the quality of audit services.

Ali(2008) illustrate that the primary responsibility of auditor is to explain in his report to shareholders whether the financial statements give a true and fair view and not contained any creative accounting. However, Keith(2010) argue that there is a strategic interaction between auditors and management and that allows management to pick out the economically irrational outcome of behaving ethically even when doing so defies their own financial selfinterest. Therefore, Ihsan(2008), explain that the substantial reason for Enron collapse that Arthur Anderson as an auditor does not take the absolute responsibility to prevent the company from creative accounting.

Corporate governance can control the practices of creative accounting due to the fact it works as an eye If companies can compound its number of outside directors, the social responsibility of company will increase due to the fact it will be answerable to numerous of people (Fizza&Qaisar, 2015). Kevin (2003) argue that the real shield for good corporate governance lies in the application of informed and independent judgment by the qualified executive and non-executive directors. Dumitrescu (2014), draw that the connection between creative accounting and corporate governance has been much debated within the specialized literature as creative accounting emerged amid the deficiency of corporate governance. Yadav and Cuzdriorean (2013) finds that involvement of outsiders director may reduce the practices of creative accounting, and the involvement of professionals in financials decision that can construct a trust of stakeholders on enterprise, so, qualified accountants can assist companies about the use of creative accounting techniques. Yadavet al., (2014); also, find out the approaches that assist to minify the impact of creative accounting on the statement of financial position, they present quite a tremendous picture of creative accounting practices. According to Sorinet al., (2012) operation of corporate governance is depends on the structure of the corporation, directors, and their management participation. So, the well-designed structure of audit denies the practices of creative accounting.

### **METHODOLOGY**

This study based on quantitative research design. Primary and secondary data has been used. The primary data were generated through a well-structured 100 questionnaires were distributed randomly to some practitioners of accounting and auditing profession in Port Harcourt environment; only 50 respondents have been returned, with response rate of 50% to evaluate the impact of creative accounting ethics techniques on the reliability of financial reporting from auditors and academics point of view. The questionnaire has been arbitrated by a qualified expert to give higher quality and to ensure the specificity and reliability of the questionnaire be realized. The result of the reliability test shows that the designed questionnaire is highly reliable.

The first part of the questionnaire contains questions on respondents' characteristics and personal information. The second part of the questionnaire examined the creative accounting techniques, roles of statuary auditors the creative accounting practice, the commitment of ethical standards, and the qualitative characteristic of accounting information. A five-point Likert scale indicators were used, between 1 indicating strongly disagree and 5 indicating strongly agree.

**Table 1:** The weights of respondent's answers

Opinion	Weight	Weighted mean	Level
Strongly disagree	1	From 1.00 to 1.79	Strongly disagree
Disagree	2	From 1.80 to 2.59	Disagree
Neutral	3	From 2.60 to 3.39	Neutral
Agree	4	From 3.40 to 4.19	Agree
Strongly agree	5	From 4.20 to 5.00	Strongly agree

Source: Authors Computation 2019

#### **DATA ANALYSIS**

### Goodness of Measures

The study used several statistical procedures. The descriptive statistics, correlations, Chi-square Test and Cronbach's alpha test were conducted to examine the relationships among variables by using the SPSS 24.0 version. The results of the statistics analyses are described as follows.

### **Tests for Response Bias**

A test of response bias has been conducted to confirm that there is no systematic response bias (Armstrong & Overton, 1977). To determine whether non-response bias was presented in the study, academics respondents were compared with practitioners respondents along all the descriptive response items in the survey. Accordingly, 20 were considered as academics respondents and 5 respondents were considered as practitioners' responses and to be proxies for non-respondents. To represent academics versus practitioners' responses, a multivariate chi-square test was performed using the respondents' characteristics in order to decide whether significant differences exist between the two groups. Table 2 presents the result of the test. It is clear from the table that no significant differences exist between the academics and practitioners responses. For all the four characteristics of respondents (age, educational level, experiences) the chi-square tests show no significant difference exist between the practitioners and academics responses. It can be concluded that non-response bias is not a serious problem in this study. So, it is safety to join the responses as one sample.

**Table 2:** Chi-square Test for responses

Chi-square test f differences between practitioners, academic and both responses		Academics	Practitioners	Total	Chi-square Sign value	nificant
Age of the respondents	<25 years	5	2	4	13.985 0.0	030
rige of the respondents	•	5	5		13.703	030
	25 and < 40 years			10		
	40 and < 55 years	10	3	13		
	55 years and	10	10	20		
	more					
	Total	30	20	50		
Educational level	Graduate	3	8	11	19.625 0.0	033
	Post-graduate	37	13	50		
	Other	0	1	1		
	Total	40	22	62		
Experiences	<10 years	17	9	26	22.082 0.0	005
-	10 and < 20	11	6	17		
	20 years and	10	8	18		
	more					
	Non-response	2	0	2		
	Total	40	23	63		

Source: Authors Computation 2019

#### Reliability Analysis

To test reliability this study used Cronbach's alpha. According to Hair et al. (2010), the lower limit for Cronbach's alpha is 0.70. The results of the reliability analysis summarized in Table 3 confirmed that all the items display a satisfactory level of reliability (Cronbach's alpha exceed the minimum value of 0.70). Therefore, it can be concluded that the measures have an acceptable level of reliability. It is worth mentioning that some items are deleted to increase the reliability to accepted level.

Table 3: Item-total statistics and reliability statistics

Items	Scale mear	Scale	Corrected	Squared multiple	Cronbach's	Cronbach's	Cronbac
	if item	variance if	item-	correlation	alpha if item	alpha based	h's
	deleted	item	total		deleted	on	alpha
		deleted	correlati			standardized	
			on			items	
A1.1	7.9531	3.410	0.684	0.496	0.690	0.803	0.797
A1.2	8.2344	3.008	0.681	0.500	0.679		
A1.3	8.3125	3.139	0.573	0.329	0.803		
B2.1	13.2462	2.251	0.506	0.262	0.683	0.733	0.729
B2.3	13.1846	2.778	0.488	0.252	0.690		
B2.4	13.2154	2.609	0.517	0.268	0.672		
B2.5	13.3385	2.196	0.590	0.351	0.624		
C3.2	16.6825	5.446	0.547	0.327	0.710	0.770	0.750
C3.3	17.0000	4.516	0.555	0.324	0.691		
C3.4	16.9048	5.088	0.594	0.375	0.688		
C3.5	17.2540	4.225	0.524	0.301	0.711		
C3.6	17.2381	4.765	0.454	0.233	0.732		
D4.2	13.3385	2.665	0.496	0.368	0.653	0.720	0.709
D4.3	13.1846	2.715	0.448	0.343	0.676		
D4.5	13.1692	2.268	0.544	0.378	0.615		
D4.7	13.4769	1.878	0.543	0.399	0.632		

**Source:** Authors Computation 2019

Table 4 shows the means and standard deviations of the four components of creative accounting: Techniques of creative accounting, the role of statutory auditors in creative accounting practice, the commitment of ethical standards, and the qualitative characteristic of accounting information. The table shows that the Saudi Arabia accounting and auditing profession emphasized more on the qualitative characteristic of accounting information (mean = 4.4308, standard deviation = 0.49115), followed by the commitment of ethical standards (mean = 4.2462, standard deviation = 0.52532), then the role of statutory auditors in creative accounting practice (mean = 4.4154, standard deviation = 0.50054), and the lowest components is the techniques of creative accounting (mean = 4.0744, standard deviation = 0.84678). Therefore, those four dimensions were achieved average mean (mean = 4.2917, standard deviation = 0.40214).

On the other hand also, Table 4 presents the bivariate correlation matrix for the constructs operationalized in this study. The table shows that no correlations near 1.0 (or approaching 0.8 or 0.9) were detected, which indicate that multicollinearity is not a significant problem in this particular data set. Also, the table shows that the average mean in the last column is positively and significantly correlated with the techniques of creative accounting (r = 0.625, P < 0.01), the role of statutory auditors in creative accounting practice (r = 0.680, P < 0.01), the commitment of ethical standards (r = 0.687, P < 0.01), the qualitative characteristic of accounting information (r = 0.770, P < 0.01) respectively.

Table 4: Descriptive statistics and Pearson's correlation

Items	Mean±SD1	2	3	4	5
1. Techniques of creative accounting (As) 4.0744 ± 0.84	1678 1	0.024	0.051	0.244*	0.625**
<b>2.</b> Role of statutry auditors (Bs) $4.4154\pm0.50054$	1		0.577**	0.548**	0.680**
<b>3.</b> Commitment of ethical standards (Cs) 4.2462±0.52	2532		1	0.506**	0.687**
4. Qualitative characteristic of accounting information	ation (Ds)			1	0.770**
4.4308±0.49115	,				1

4. Average 4.2917±0.40214

## **Hypotheses Test**

The results in Tables 5 and 6 for weighted mean and standard deviation show that items statement A1.2 and A1.3 which related to the techniques of creative accounting have weighted mean between (3.40 and 4.19) that means agree and item statement A1.1 has weighted mean between (4.20 and 5.00) that means strongly agree of the responses in the variable. Therefore, it can be concluded that the H1 (There is a negative relationship between creative accounting techniques and the reliability of financial reports) full supported. Also, the tables for weighted mean and standard deviation show that all items statement B2.1, B2.3, B2.4 and B2.5 which related to the role of statuary auditors in creative accounting practice have weighted mean (between 4.20 and 5.00) that affirms strongly agree of the responses in the variable. Therefore, it can be concluded that the H2 (there is a positive relationship between the roles of statutory auditors in creative accounting practice and the reliability financial reports) full supported. The results in Tables 5 and 6 for weighted mean and standard deviation show that items statement C3.5 and C3.6 which related to the commitment of ethical standards have weighted mean between (3.40 and 4.19) that means agree and item statement C3.2, C3.3, and C3.4 have weighted mean between (4.20 and 5.00) that assert strongly agree of the responses in the variable. Therefore, it can be concluded that the H3 (There is a positive relationship between the commitment to ethical standards and the reliability financial reports) full supported. Further, the tables for weighted mean and standard deviation show that all items statement D4.2, D4.3, D4.5 and D4.7 which related to the qualitative characteristic of accounting information have weighted mean (between 4.20 and 5.00) that confirm strongly agree of the responses in the variable. Therefore, it can be concluded that the H4 (There is a positive relationship between the qualitative characteristic of accounting information and the reliability financial reports) full supported.

### **DISCUSSION**

The creative accounting techniques used by management have a negative effect on the reliability of financial reporting. For the relationship between creative accounting techniques and reliability of financial reporting, inferential statistics shows that there is a significant negative interaction between predictor and the dependent variable, especially artificial treatment, off balance finance, and multiplicity of accounting policies (Table 6). This result is emphasized by (Fizza&Qaisar, 2015; Alomery&Alameen, 2014); who conclude that there is a negative effect of creative accounting techniques on quality of financial reporting. However, (Diana et al., 2014); show that more than half of the managers questioned answered that they had used accounting manipulation techniques to beautify the image of their companies even though they show a real life. Also, (Yadav et al., 2014) finds out the ways that helped to reduce the effect of creative accounting on the statement of financial position, by a presenting a quite positive picture of creative accounting practices. For the connection between the role of the statutory auditor and reliability of financial reporting, inferential statistics shows that there is a significant positive relationship between the role of the external auditor in promoting creative accounting practice (Proper planning, qualification, independence, and competence) and reliability of financial reporting. This result is in line with a number of studies: (Al Momani&Obeidat, 2013; Osama, 2012; Mohammed & Mohammed, 2013); who are found that the independence and integrity of statutory auditor has a greater effect on the reliability of financial reporting.

<sup>\*\*</sup>Correlation is significant at the 0.01 level (two-tailed),

<sup>\*</sup>correlation is significant at the 0.05 level (two-tailed), agree)

However, Keith (2010) argue that there is a strategic interaction between auditors and management and that allows management to choose the economically irrational outcome of behaving ethically even when doing so defies their own financial self-interest. Also, (Fizza&Qaisar, 2015) believe that corporate governance can control the practices of creative accounting because it acts as an eye, If companies can increase its number of outside directors, the social responsibility of company boosts because it will be answerable to many of people. For the relationship between the ethical standards and reliability of financial reporting, inferential statistics shows that there is a significant positive connection between the commitment to ethical standards in accounting profession (integrity, professional conduct, confidentiality, and objectivity) and reliability of financial reporting. This result is supported by. Kassem(2012) who conclude that the ethical practices of creative accounting are there basically to help the external auditors and accountant in providing reliable financial accounts. For the connexion between the qualitative characteristics of accounting information and reliability of financial reporting, inferential statistics shows that there is a significant positive correlation between the quality of accounting information (fair presentation, accuracy, timing and consistency of accounting policies) and reliability of financial reporting. This result is confirmed by. (Willekens, 2008; Courtis, 2005); who conclude that the qualitative characteristics of accounting information effect reliability of financial reporting.

# Limitations and Suggestions for the Study

The results of this study have theoretical and practical implications that could be of interest for directors, auditors, accounting profession, regulators, and who in charge in governance. The first theoretical contribution to good corporate governance focuses on the positive relationship between the role of statuary auditor and the reliability of financial reporting. The second theoretical contribution is the study provide a framework for creative accounting techniques that negatively affect the reliability of financial reporting. This study practically contributes to the accounting profession ethics literature by examining the importance and effect of exercising ethical standards on the reliability of financial reporting.

In spite of it's theoretical and practical implications and contributions to the management accounting and reporting literature, this study is subject to some limitations that need be considered. This study is based on participants' responses to given scenarios and there is a risk that the respondents may not have answered the questionnaire honestly. The findings and discussion are limited to the propositions put forward in the questionnaire and such a survey instrument provides limited opportunity to solicit further meanings to participant's responses. The major limitation of this study is that the scope of the research is bounded and sampling method used, thus limiting the generalizability of the results. The study only applied in port Harcourt environment, this could result in an important limitation of the study. The study only considers the view of male gender. The more consideration of the study concentrates on academics view.

The results of the current study open several avenues for additional research. One important area is an evaluation of the effectiveness of the code of professional conduct in constraining creative accounting. The findings of this report suggest that the most experienced members of the profession should be involved in this project. Future research could map out the association of corporate governance features and creative accounting in the port Harcourt environment since no study was been conducted so far in this respect.

### **CONCLUSION**

The study concludes that the statutory auditor can play an effective role in reducing the effect of creative accounting techniques on the reliability of financial reporting. Additionally also, the study investigates the relationship between regulations and ethical standards, and creative accounting practice. This study explores the impact of creative accounting techniques on the reliability of financial reporting from auditors and academics point of view. Creative accounting techniques have a positive and negative effects. This study only considers the negative effects of creative accounting techniques on the reliability of financial reporting. The negative effects of creative accounting techniques cannot be eliminated completely but it can be reduced to the lower level. Therefore the study found that active corporate governance principles can be used to control the practices of creative accounting by using independent non-executive directors.

#### REFERENCES

- 1. Adel, M.H. & Adarhaman, A.A. (2015). The Role of Forensic Accounting in Practices Redaction of Creative Accounting Methods - Research Field from the Viewpoint of Auditors in Auditing Offices. American Academic Magazine. 18, 123-136.
- Afolabi, A. &Oluseye, M. (2013). Effect of financial reporting on investment decision making of 2. manufacturing firms in Nigeria. European Journal of Humanities and Social Sciences, 22(1), 1127-1142.
- 3. Aguolu, O. (2006). Ethics and integrity in the accounting profession. Nigerian Accountants, 41(3), 54-59.
- 4. Ajibolade, S.O. (2008), A survey of the perception of ethical behavior of future Nigerian accounting professionals. Nigerian Accountants, 41(3), 54-59.
- 5. Al Momani, M.A. &Obeidat, M.I. (2013). The effect of auditors' ethics on their detection of creative accounting practices: A field study. International Journal of Business and Management, 8(13), 118-136.
- Alexander, D. & Britton, A. (2000). Financial Reporting. 5th ed. London: Thomson Learning. 6.
- 7. Algodah, L.A., Alshanity, M.I. & Albawagna, A.A. (2015), Creative Accounting and Its Impact on the Informational Content of the Auditor's Report from the Viewpoint of Financial Statements User. The First International Scientific Conference, Albalga University.p1-33.
- 8. Algray, M.M. & Aseeri, A.A. (2013). The motivations and techniques of creative accounting in Saudi corporations. Journal of King Abdul Aziz University (Administration and Economics), 2, 107-168.
- 9. Ali, M. (2008). The role of an Auditor to Prevent the Creative Accounting Techniques, Ninth Research Conference.
- 10. Alomery, M.A. & Alameen, M.A. (2014). Perceptions of external auditors for the risk of creative accounting in Syrian stockholder companies: An empirical study. Arbud for Studies and Researches, 3, 294-342.
- 11. Armstrong, J.S. & Overton, T.S. (1977). Estimating nonresponse bias in mail surveys. Journal of Available Marketing Research, 14, 396-402. from: http://repository.upenn.edu/ marketing papers/17. DOI: 10.2307/3150783.
- 12. Ashok, K.G. (2015). Creative accounting. Indian Journal of Management Science (IJMS), 5(2), 59-64.
- 13. Balacia, O. (2008). Is Creative Accounting a form of Manipulation? Vol. 111. Section. Fainter. Oradea: BonciContrabiliateTom.pXVII.
- 14. Belkaoui, A.R. (2002). Accounting Theory. London: Thomson Learning.
- 15. Beshiru, S. & Prince, F.I. (2014). Nigerian commercial banks and creative accounting practices. Journal of Mathematical Finance, 4, 75-83.
- 16. Beuselinck, C.S. (2007). Financial reporting quality in private equity backed companies: The impact of ownership concentration. Small Business Economics, 29, 261-274.
- 17. Courtis, J. (2005). Reliability of annual reports: Western and Asian evidence. Accounting, Auditing and Accountability Journal, 8(2), 4-17.
- 18. Dak, C. (2005). Financial Accounting and Tax Principles. Oxford: CIMA Publishing.
- 19. Diana, E.B., Bogdana, V. & Feleagab, L. (2014). Colorful approach regarding creative accounting. An

- introspective study based on the association technique. Accounting and Management Information Systems, 13(4), 643-664.
- 20. Dumitrescu, A.S. (2014). Creative Accounting. Bucharest: Economic Publishing House. p35.
- 21. Efficially, S.O. & Eton, O.E. (2012). Creative accounting and managerial decision on selected financial institution in Nigeria. International Journal of Business Research and Management, 3(1), 35-47.
- Fizza, T. & Qaisar, A.M. (2015). Creative accounting and financial reporting: Model development and 22. empirical testing. International Journal of Economics and Financial Issues, 5(2), 544-551.
- 23. Gaara, O.A. (2012). The external auditor methods to detect fraud in the financial statements. Journal of Business Studies, 2, 182-199.
- 24. Gaara, O.A., Aladah, A.K. & Abotamam, M. (2015). The effect of financialists awareness about creative accounting practice on cash flow statement. Managerial Sciences Studies, 1, 227-246.
- 25. Gabar, S.N. (2015). The impact of creative accounting techniques on the reliability of financial data, field study on some public companies in Irag. Algary for Managerial and Economic Science Journal, Alkofa University, 32, 238-264.
- Gherai, D.S. &Balaciu, D.E. (2011). From creative accounting and enron phenomenon to the current 26. financial crisis. Annals Universities Apuleius Series Economic, 13(1), 34-41.
- 27. Glautier, M. &Underdown, B. (2001). Accounting Theory and Practice. 7th ed. Essex: Harlow Prentice Hall and Financial Times.
- 28. Greg, N. & Mohamed, G. (2006). International Accounting Standards, Regulations, and Financial Reporting.Oxford: Elsevier Linacre House, Jordan Hill.
- 29. Hair, J.F., Anderson, R.E., Tatham, R.L. & Black, W.C. (2010). Multivariate Data Analysis. 7th ed. Upper saddle River, NJ: Prentice Hall Inc.
- 30. Ihsan, S. (2008). The ethics of audit profession and its practitioners (Enron case). King Abdul Aziz University Review, 1, 255-291.
- 31. Kassem, R. (2012). Earnings management and financial reporting fraud: Can external auditors spot the difference? American Journal of Business and Management, 1(1), 30-33.
- 32. Keith, L.J. (2010). The game of fraudulent financial reporting: Accounting for ethics. Advances in Public Interest Accounting. Bingley, UK: Emerald Group Publishing Limited, 15, 141-160.
- 33. Kevin, A. (2003). Uncovering Creative Accounting. London: Pearson Education.
- Khamangy, B. &Sadeegy, M. (2015). The real of creative accounting practices in Algerian environment 34. and how to exclude from financial reporting. The Journal of Algerian Enterprises, 8, 61-78.
- 35. Mathews, M.R.&Perera, M.H. (1996). Accounting Theory and Development. South Milbourn: International Thomson Publishing Company.
- 36. Mitchell, A. &Sikka, P. (1993). Accounting for change: The institutions of accountancy. Critical Perspectives on Accounting, 4, 29-52.
- 37. Mohammed, A.A. & Mohammed, I.O. (2013). The effect of auditors' ethics on their detection of creative accounting practices: A field study. International Journal of Business and Management, 8(13), 118-136.

- 38. Naser, K. (1993). Creative Financial Accounting: Its Nature and Use. Hemel Hempstead: Prentice Hall.
- 39. Norri, M.B. (2013). The challenge of accounts controller for creative accounting techniques. The Journal of Administration and Economics, 96, 189-202.
- Nwagboso, J. (2008). Professional Ethics, Skill, and Standards. Jos: Inspirations Media. 40.
- 41. Nwanyanwu, L.A. (2010). Internalization of ethics and professional practice in Nigeria: The accountant's perspective. International Research Journal of Finance and Economics, 56, 82-87.
- 42. Nzotta, S.M. (2008). Accounting: Theory and Principles. Owerri: GoodDavis Associate.
- 43. Ogbonna, G.N. (2010). Ethical considerations in corporate governance: A survey of governance practices of corporate stakeholders in Nigeria. International Journal of Business Behaviour Sciences Research, 1(1), 91-108.
- Ogbonna, G.N. & Appah, E. (2012). The Effect of Ethical Accounting Standards on the Quality of 44. Financial Reports of Banks in Nigeria. International Journal of Business Behaviour Sciences Research, 1(1), 91-108.
- 45. Okezie, B.N. (2008). Audit and Assurance Services. Aba: Concept Publishing.
- 46. Oriol, O. (1999). The Ethic of Creative Accounting. New Zealand: Massey University.
- 47. Osazev, B. & Henry, O. (2012). Creative accounting and firm's market value in Nigeria. Kuwait Chapter of Arabian Journal of Business and Management Review, 2(3), 38-50.
- Radu, V. (2013). The impact of creative accounting on financial audit, Studia Universitatis 48. "VasileGoldis" Arad. Economics Series, 23(4), 56-62.
- 49. Revsine, L. (1991). The selective financial misrepresentation hypotheses. Accounting Horizons, 5(4), 16-
- 50. Schipper, K., Vincent, L. (2004). Earnings management. Accounting Horizon, 17, 97-110.
- 51. Sorin, B., Ramona, R.P. & Adrian, G. (2012). A qualitative study regarding the relationship between corporate governance and creative accounting. Annals of Faculty of Economics, 1(2), 642-647.
- 52. Victoria, F. (2014). An empirical study on the impact of creative accounting policies on the performance of listed Romanian companies. Valahian Journal of Economic Studies, 5(4), 41-48.
- Vlora, B. & Albulena, S. (2014). Effect of Creative Accounting on the Company. 8th International 53. Scientific Conference on Economic and Social Development and 4th Eastern European ESD Conference: Building Resilient Economy, Zagreb, Croatia.
- 54. Voinea, M.M. (2013). Accountability represent are normative a really economic? A.I. Cuza University. Intercultural Management, 15(2), 28-37.
- 55. Willekens, M. (2008). Effects of External Auditing in Privately Held Companies: Empirical Evidence from Belgium. Working Paper Series.