The Effect of Voluntary Disclosure on the Market Value of the Shares of Companies Listed in the Iraq Stock Exchange

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ABSTRACT

This research focused on the clarification and impact of voluntary disclosure on the market price of the shares of economic units in the Iraq Stock Exchange. As well as determining the market price of the share and the factors affecting it and analyzing the role played by voluntary disclosure in the stability of the market value of shares. To achieve the research objectives, (50) questionnaires were distributed, The standard deviation and the arithmetic mean were extracted for each axis of the questionnaire to achieve the objectives and hypothesis of the research. Through this study, several conclusions were reached, The most important of which is that voluntary disclosure affects the market price of the share and thus leads to an increase in the market share of companies. Furthermore, voluntary disclosure increases the confidence and degree of uncertainty of decision-makers from investors and stakeholders.

Moreover, the market price of a share is not only affected by the type of partial factors involved to the company's internal environment. However, other factors affect it. Several recommendations were reached, representing That disclosure is voluntary should receive attention appropriately from the Iraqi The economic units present in the stock market in Iraq The management of the companies must prepare the financial statements and the clarifications attached to them honestly Which reflects the result of the balance sheet of the economic unit.

INTRODUCTION

The collapses suffered by the major companies due to the lack of transparency of the published information and its failure to show the real information that reflects the financial situation showed the utmost importance of disclosure. Therefore, companies are expanding the scope of accountability and providing information on a wider range of activities regarding their financial and non-financial performance and their social and environmental responsibility and risks. Disclosure of such matters enhances transparency and credibility if the need for voluntary disclosure arises because its application gives more transparency. The financial markets in developed countries have kept pace with recent developments and have a clear and effective role in supporting the economic system compared to the financial markets of developing countries as emerging markets where the growth did not attract much interest among investors, especially the Iraqi market for securities. Since 2003 the Iraqi economy has been exposed to important economic changes, especially at the level of transformation from the market economy and openness to foreign investment, as this matter requires the existence of an efficient financial market capable of mobilizing savings and facilitating the flow of funds to invest them. Therefore, the stability of the market value has It has become an essential factor for the stability of the stock market and hence its role and economic effectiveness and financial Variables in determining the market price of shares are one of the main factors that represent the value of the economic unit and thus affect the balance and stability of the market

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RESEARCH METHODOLOGY

Problem Statement

Voluntary disclosure focuses on disclosure of data beyond compulsory (legal) disclosure. During the past years, that increased voluntary disclosure companies’ demand. Today, many companies spend a great deal of effort and money to disclose all information related to their various activities because of the benefits accruing to these companies. The most important of these benefits is its effect on the market price of unit shares in the financial market. Moreover, since this value represents women reflecting the efficiency of corporate management. From the point of view of people who deal in the financial market, the problem of the study is focused on the issue of existing units in the stock market in Iraq that do not disclose some important data in their financial reports because the disclosure of this information is optional and not obligatory. Unaware of the extent of its impact on the market price of the shares of those units.

Significance of this paper

The importance of the research is highlighted by the Iraqi market's tendency to open up to the world, especially in order for the foreign investor to enter the financial market in Iraq, which requires keeping abreast of scientific developments by increasing interest in voluntary disclosure. In addition to the emergence of a modern research trend in accounting that is concerned with voluntary disclosure, as well as knowing the extent of the impact of this type of disclosure on the market price of the share. The economic units present in the stock market in Iraq, and improving the reality of the financial market and raising its efficiency by providing investors with sufficient information.

Goals of this paper

1) Knowing the concept of voluntary disclosure and its benefits for companies.
2) Shed some light on the concept of market value, its elements, and determinants.
3) Clarification of the impact of voluntary disclosure on the market price of the shares of the units in the stock market in Iraq.
4) Clarify the elements and factors that will affect the market price of shares.

The hypothesis of this paper

Following the voluntary disclosure approach leads to improving the market price of the shares of the economic units present in the stock market in Iraq because of providing investors with sufficient information.

THEORETICAL PART

First: voluntary disclosure approach

Economic units provide financial information to investors and the public. Therefore, it is necessary that this information disclose the true status of the economic unit. Because of the collapse and bankruptcy cases of major economic units, the issue of disclosure of financial statements has been taken with great interest, especially by many professional institutions, legislative bodies, and bodies that regulate the stock market in many countries, such as the International Accounting Standards Board (I.A.S.C), the US Securities Commission, International Financial Reporting Standards (IFRS) and other organizations.

Accounting disclosure can be defined as the financial data disclosed by the unit, whether qualitative or quantitative through formal and informal means to the internal or external parties and contained in the financial statements in a language understandable to all readers. (AL-Razeen & Karbhani, 2020:351)

The information in the financial statements is divided into two types of disclosures. The first is compulsory disclosure and optional disclosure. Therefore, compulsory disclosure is binding in accordance with local legislation such as the Companies Law and the requirements for listing securities. As for voluntary disclosure, it is when some economic
units provide other non-mandatory information in their annual lists that are not required by the standards of the accounting profession or local legislation. (Chaoi, 2017: 35)

Voluntary disclosure is defined as the disclosure of data that the unit management hides, and there is no compulsory obligation to disclose it in order to obtain economic benefits for it. (Afifi y, 2018: 429) Defines voluntary disclosure as free options by the management of the unit in order to provide non-accounting and accounting information in the annual financial statements of the unit to suit the decision-making needs of users. As for (Hiidouband Ziarkoun, 2020: 265-285), voluntary disclosure was defined as a method used by the company to disclose information not requested by investors and stakeholders and was not required for mandatory disclosure. The disclosure of this type of information may benefit both the company and the investors in limited areas.

(Buchiaib, 2016) defined it as redundant requirements disclosure processes that represent free choices by the organization's departments to giving accounting data and other data related to users' decisions regarding the annual lists.

On the other hand, (Daahdouh and Heamada, 2020) believe it is intended to provide more information than the legal requirements. This is being done at the company's initiative in order to provide the parties using financial reports with additional information to meet their needs.

The voluntary disclosure was divided into three sections (Naser, 2015: 573-583).

1. The concept of disclosure based on liquidity

It means that reducing the discrepancy in information between different types of interests and investors by raising the level of disclosure increases the liquidity of the security through its trading volume in the stock market, which increases the confidence of investors that the shares of this company are priced correctly.

2. The concept of disclosure is based on expanding the dissemination of information

It is based on the accuracy and reliability of the financial and non-financial information of the unit to stakeholders and investors.

3. The concept of discretion-based disclosure

This type of disclosure is based on the fact that the information available to investors varies from security to another.

Studies indicate that voluntary disclosure includes nine main components: (Al-Bearajneh, 2019: 681-682)

1) General information about the economic unit
2) The activity of the unit and its future status
3) Information about stocks and shareholders
4) Information about managing the unit
5) Environmental and social responsibility
6) Ratios and results of non-financial and financial analyses
7) R&D component costs
   Necessary information about the unit staff
8) Information on the governance status of the unit
Second: the importance and benefits of voluntary disclosure

It can be summarized in seven important benefits as follows:(Al-Aerdi,2022:18

1) Reducing the cost of capital that the unit wants to obtain.

2) It occupies great importance to the stock market and reduces the uncertainty of external parties about the future and performance of the unit.

3) Contributes to providing information that increases the comparability feature, whether self-comparison or comparison with other companies.

4) It gives legitimacy and acceptance to management activities in front of stakeholders and supports the building and continuity of the company in the field of business.

5) Leads to the activation of the stock market and the implementation of its role effectively.

6) Leads to the avoidance of lawsuits filed by users of the financial statements, which are due to inappropriate information.

7) It plays an important role in improving corporate governance, revitalizing the work of the stock market, raising the degree of confidence in the performance of senior management, and forecasting risks to maximize profits.

Third: Motives for using voluntary disclosure

There is a group of motives and incentives that push the administration to carry out the voluntary disclosure process, and these factors are:(Al-Imaem,2019:51-54)

1) The process of voluntary disclosure of managers is the disclosure of data on their performance for the purpose of benefiting from increased investments, interest and advantages in the stock market.

2) Not writing the disclosure may incentivize managers to provide optional disclosure to reduce or eliminate the cost of lawsuits.

3) Knowledge of the stakeholders and the investor about the environment of the economic unit and its ability to respond to changes in the stock market.

4) Providing information that helps users of the financial statements compared to other companies, as well as information to predict future cash flows, whether inward or outward.

5) Assisting investors and stakeholders in evaluating the company's return on investment, as well as the company's ability to provide cash liquidity.

6) The weakness of the technical capabilities of some dealers in the financial markets as a result of their modest background in the field of financial analysis, so we find that they do not care about the basic principles of financing from analyzing, evaluating, and measuring future cash flows, as well as their inability to access the internal information of the company. (Sakka, 2010)

7) The decrease in the cost of the company's securities exchange transactions, the increase in liquidity, and lower costs of capital, and the intention of the unit to increase the interest of investors and financial analysts. (Chaoi & el at, 2017: 338-345)

Fourth: Objectives of voluntary disclosure

Through many academic studies, the objectives of voluntary disclosure can be identified in the following points: (Al-Taamimi, 2021:52).
Five: Dimensions and implications of voluntary disclosure on the financial report

The dimensions and implications of voluntary disclosure are the advantages achieved by stakeholders and the company alike (Al-Khayal, 2019:21).

1) Supporting the level of stakeholders’ perception and improving the distribution of economic resources, especially after increasing the importance of voluntary disclosure as one factor that attracts investors.

2) Reducing unit capital costs, as the expansion of the scope of the disclosure in general in the financial report leads to the provision of sufficient information for stakeholders to make investment decisions.

3) Reducing the phenomenon of information asymmetry between management and stakeholder groups.

4) Reducing the risks of investing in securities, as the expansion of providing current and future analytical information in the financial report contributes to supporting the mental image of stakeholders about the company, which reflects positively on the market price of the unit shares.

5) The importance of voluntary disclosure its ability to interpret and clarify the accounting data and information in the financial statements according to mandatory disclosure, especially for stakeholders with limited financial backgrounds.

6) The level of voluntary disclosure is affected by the expected risks and benefits associated with it and the extent of the relevant parties benefiting from it.

Sixth: The market value of shares

Market price per share refers to the closing price per share of the unit at the end of the period.

On the other hand, it is defined as the total shares of economic units present in the financial market with their average prices at the end of the period, and then it can be considered one of the most important and most important indicators that measure the efficiency and development of the financial market. This indicator has been adopted by a lot of financial analysts, assessors and observers. The high market price of the share indicates the efficiency of the units on the one hand, the increase in the amount of transactions in the financial markets, the number of economic units present in them, and the efficiency of the stock market on the other hand. The market value can be classified into: (Shuerrab, 2022:33)

The market price of the share: it is the closing of the shares of the economic unit at the end of the period. (Alaam, 2017:42)
1) The market price of the subscribed shares: It is defined as the total number of subscribed shares multiplied by the closing price of the unit shares at the end of the period.

2) The market value of the listed economic units: It represents the total market price of the subscribed shares of the units listed in the financial market.

It can be said that the market price is the price at which the shares of the unit were traded in the financial market. The market price of a share in the market is affected by economic factors that affect the determination of the price, such as the conditions of demand and supply in the money market and the commodity market, the profitability of the unit compared to other units, and the book value of the unit. The stock possesses the most important values from the point of view of investors, as it generally reflects the economic value of equity (net assets), as it is determined by the economic factors surrounding its distribution to capital shares and its quality and regularity.

Seventh: Factors affecting the market value

The market price of a share is affected by a large and wide range of factors that differ in their impact on the market price. Some are economic (whole and partial), some are behavioral, some are legal, informational, and other factors that can be clarified as follows: (Al-Taawneh, 2019: 29)

1. **Macro factors:** These factors are represented by macroeconomic variables, the most prominent of which is the effect on the market price of the share. They are: (Al-Khatib, 2017: 86)

   - The amount of the national product: This factor can positively or negatively affect the market price of the share. A real increase in economic activity increases optimism about the future, which increases the movement of dealing in shares and, thus, the market value. Alternatively, this increase may lead to an increase in the money supply, which leads to an increase in prices and inflation, an increase in the interest rate, a decrease in the rate of return on investments, and then a decrease in the market price of the share.

Government taxes: their impact is direct. If the government resorted to reducing the tax rate, this would positively impact the company's profits. Consequently, an increase in the market price of the shares, if the increase in the tax rate leads to an increase in the tax base and a decrease in the unit profits, and then a decrease in the market price of the shares of the unit. (Meetwally, 2017: 19)

   - Interest rate: The high-interest rates and the return achieved by investors in bank deposits encourage many investors to sell all or part of their shares and turn to alternative investments, given that depositing their money in commercial banks with high benefits is better than bearing the risks of investing in shares.

   - Inflation: Any unexpected rise in the inflation rate leads to an adverse effect on the market value of the share for two reasons: one of them is direct, an increase in the rate of inflation leads to an increase in the interest rate and then the rate of return to be achieved on the investment. This leads to a decrease in the market price of the share. The other reason is indirect, as periods of inflation are expected to decline the company's profits' real value and decrease the share's market value. This is because the extinction premium will be less than it is, increasing the tax base's size. (Yooussef, 2021: 30)

   - Exchange rate: Any change in the exchange rate will affect the financial market because the exchange rate is one of the most important factors that change the performance of the financial market as one of the conditions for economic activity. Thus, the effect of the exchange rate on the financial market varies from one country to another, within the same country, between different sectors, and from one unit to another that engages in the same activity.

   - Money supply: An increase in the money supply will lead to a decrease or increase in the price of shares. An increase in the money supply also leads to an increase in investment spending, and thus leads to an increase in the demand for unit shares and an increase in their prices in the market, and the opposite occurs in the case of a reduction in the money supply.

   - Oil prices: This factor is one of the factors that most affect the stock price, especially in countries that produce oil. As the increase in oil prices leads to an increase in the total revenues of the country, and therefore it can spend a lot

105
more money on infrastructure projects and increase salaries, as this contributes to improving the level of general economic activity and increasing liquidity, which also ends its way to the financial market.

2. Partial factors: They are factors related to financial ratios that receive great attention from investors and financial analysts. The followings are the importance of financial ratios and their arrangement On the one hand, the financial analyst and investor:

- Return on Equity: It is one of the indicators of operating profitability. It measures the return on each dinar the shareholders invest and considers the impact of operating activities.

Return on assets: It is a ratio measuring The increase in revenue that comes from the asset invested in the unit. It measures the efficiency of the management of the unit in investing the funds obtained. Therefore, this factor is considered an indicator for measuring the company's profitability in general.

Earnings per share: Earnings per share is one of the most important indicators that includes important and basic financial information that reflects the assessment of the company's financial position. The earnings per share must be disclosed and made available to all investors, because it is necessary for this indicator to have a major role in making the investment decision. (Nasr, 2015: 28)

Dividend per share: This indicator reflects the amount of cash dividends per share. It is calculated by dividing the total cash dividends by the total number of ordinary shares in the fiscal year.

Book value: is the value in the unit's records. It represents the total equity on the balance sheet. It is an indicator that reflects the strength of equity in the unit, and therefore its growth and increase Important for investors because it indicates the unit's ability to continue and expand. (Al-Jaarahi,2018:35)

Turnover ratio: It is one of the most important liquidity indicators that are used to assess the unit's ability to meet its short-term debts. It is calculated by dividing current assets by current liabilities.

- Indebtedness ratio: It is the ratio that reflects the availability of financial assets financed by the creditors of the unit, and the higher this ratio, the higher the funds used by the people who use these profits. This ratio indicates an increase in the unit's indebtedness (The debt-to-equity ratio represents the number of creditors' contributions to the company's assets compared to the owners' contributions.

3. Informational factors: These factors vary according to their source and the effects they have on the market value, which can be summarized as follows:(Meatar,2016:46)

Global information: events in any country are directly or indirectly reflected in most other countries. Hence, global economic, political, or climatic events were purely in the interest of investors and dealers in securities because of their repercussions on economic activities.

- Information related to local economic conditions: It is the information available about the economic situation within the country itself, including the gross domestic product in the country, the unemployment rate, the level of inflation, economic cycles, and the budget deficit, as all these factors and their information affect the market value of companies' shares.

- Information about specific economic sectors: The recovery of any particular sector, whether industrial, agricultural, financial, or tourism, does not necessarily mean the recovery of other sectors and vice versa. Therefore, information related to the sector to which the company issuing shares belongs is important information that has repercussions on that company and its share prices.

- Information about the issuing company: where the information related to the issuing company plays an important role in evaluating the issued securities and determining the price trends of its shares, as each company has specificity in terms of its efficiency in operating the available resources and in achieving profits.
Information about rumors in the financial market: This phenomenon began to appear widely in the financial markets of developing countries and is known as the issue of information monopoly, and in the absence of laws, instructions and regulations regulating the work of the stock market on the one hand and the lack of investment awareness among the investor on the other hand, as well as the lack of clear and large competition in the market. (Al-Maamouri, 2018: 152)

4. Internal factors (administrative and technical): These factors are linked to the internal environment of the company, including: (Al-Taamimi, 2021: 160)

The organizational structure: it represents the framework in which all the variables related to the company interact. This structure influences by helping to implement plans successfully. These plans are represented by the extent of the company's strength, efficiency, professionalism, commitment, the success of its management, reputation, and the quality of its products and services.

- Financial planning: Financial planning is concerned with obtaining the necessary funds for the project from various sources at the lowest costs and the best conditions. It is also concerned with investing these funds to achieve the best and highest returns for the project and with the least risks.

- Number of employees: It is considered one of the variable assets of the unit and reflects the size of the unit's work and the amount of its productivity and thus affects the amount of return on investment, and its position among other companies. The number of employees in the company often affects its production, which affects its strength and economic position among other companies. It thus affects the appetite of investors to buy its shares. (Youssef, 2021: 30)

- The Unit age means the existence of the Unit since its general operation. Older companies may benefit from reputational effects, allowing them to obtain a higher margin of sales and, thus, a higher market value.

- Size Unit size: reflects the unit size by its available resources and the size of its activity. Thus, large companies outperform small companies in increasing the ability to generate revenue and thus increase the amount of profits, and this leads to an increase in the market price of the unit shares. (Al-Tarawneh, 2019: 23)

Technology approved by the Company: The Company must determine the type of technology suitable for its business because of its impact on market competitiveness and cost reduction. Thus increasing profits and market share.

5. Legislative or legal factors: these are the sum of the factors that come from the changes that occur in the external environment. The unit is not able to control and influence these factors, and these factors are mostly related to legal and legislative changes in the state's general policies, development programs, and investment plans. For example, the investment law within the country or the regulations governing the financial market. (Al-Tarawneh, 2015: 24)

6. Behavioral factors: They are the behavioral changes that the investor commits subconsciously when making the investment decision, including:

There are two components to overconfidence: the first component is related to excessive confidence in the quality of disclosed information, and the second component is excessive confidence in a person's ability to act and make decisions based on that information. (Baker, 2017: 374)

Mental Accounting: Mental accounting refers to the cognitive regulatory method or mechanism used by many investors. This is done by dividing their investment into different groups without regard the general distribution of assets. (Hiindi, 2017: 288)

- Herd behavior: where investors rely continuously on thinking similarly to each other, i.e., the tendency of the individual to imitate the group, whether the behaviors are rational or otherwise.

Loss aversion is the reluctance to sell investments after they have decreased in value. When there is a significant decline in the market, many investors prefer to stay away from the market until conditions improve.

- Avoiding regret means buying a portfolio of excellent companies whose profits are declining. It is not as painful as facing the same loss in an unknown startup.
- Fear and greed: The fear of investors leads to hastening to sell the purchased shares at times of fear of a drop in prices (mass selling). On the other hand, there is greed, where the abundance of investors pushes towards buying to obtain more profits, pushing prices to rise, leading to a bubble in the financial market. (Attia, 2016:15)

Eighth: Empirical part

Statistical Analysis

This section deals with a description of the study methodology and the study sample. It also includes the study tools used and the study model. Finally, it includes the statistical methods adopted in the analysis of the study. The following is a description of the elements above.

1- Study methodology

The descriptive approach was used because the descriptive approach studies and describes the relationship between variables quantitatively.

2- The study community

University professors and professionals represented the study population.

3- The research sample

The research sample included (50) professors and specialists who were selected using the random sample method.
4- Study evidence

A questionnaire was designed to identify voluntary disclosure's effect on the market price of the shares of the units in the stock market in Iraq. The questionnaire included the general data set of the research sample. The total number of questions in the questionnaire was 13 questions, which were divided into two axes:

The first axis: voluntary disclosure

The second axis: the market value of shares

5- Statistical treatments

The data were unloaded to test the study's hypothesis. After that, the results were analyzed and processed using appropriate statistical methods.

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<th>Questions</th>
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<td>The absence of a standard that defines the mechanism of measurement, presentation, and disclosure of human resources</td>
<td>1</td>
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<tr>
<td>A possible interpretation of published data against the company's interest</td>
<td>2</td>
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<tr>
<td>Possible delay in publishing the financial statements due to an increase in the level of disclosure</td>
<td>3</td>
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<td>Disclosure of information in the financial reports facilitates the company's share of the necessary financing</td>
<td>4</td>
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<td>Disclosure of information in financial reports leads to an increase in the market share for the company's current services compared to competitors</td>
<td>5</td>
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<tr>
<td>Disclosure of information in financial reports attracts customers and enhances their loyalty to the company over other competitors</td>
<td>6</td>
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<tr>
<td>Optional disclosure increases the market share of institutions</td>
<td>7</td>
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<tr>
<td>Voluntary disclosure increases the rate of return on investment</td>
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The results indicate that (44) of the research sample agreed with the contents of these statements. At the same time, the rate of neutrals was (12.8). At the same time, the total rate of individuals who did not agree with the statements was (9.56). This is confirmed by the total arithmetic mean (22) and the total standard deviation (19). These results indicate a good agreement for the respondents with the expressions of this variable. These results confirm that no
standard determines the presentation, measurement, and disclosure mechanism of human resources. As well as the possibility of interpreting the published data against the interest of the company and the possibility of delay in publishing the financial statements due to increased disclosure. Disclosure It leads to a higher share of the market unit compared to competing units. It leads to an increase in attracting customers and enhancing their loyalty to the company over competitors. It also raises institutions’ market share and increases the return on investment rate.

The research results indicate that (18) of the research sample agreed with the contents of these statements. At the same time, the rate of neutrals was (3.5). At the same time, the total rate of individuals who did not agree with the statements was (3.5). This is confirmed by the total arithmetic mean, that appeared by (8.3) The standard deviation b (of 8.4). These results indicate a good agreement for the sample members with the expressions of this variable. These results confirm The high market price of the share indicates the efficiency of the economic unit. It also indicates an increase in the volume of transactions in the financial markets and that the size of the national product negatively and positively affects the market price of the share, and that the unexpected increase in inflation rates negatively affects the market price of the share, and that the market price of the share is the most important indicator and value from the point of view of investors.

Through the statistical analysis of the research sample's answers to the questionnaire paragraphs And the calculation of the standard deviation and the arithmetic average for all the axes of the questionnaire showed that there is a significant relationship between the voluntary disclosure and the market price of the share. Hence, the voluntary disclosure changes the market price of the share and affects the shares of the economic units present in the stock market in Iraq.
Ninth: Conclusions and recommendations

- conclusions

1) voluntary disclosure It affects the market price of shares and also leads to an increase in the share of the economic unit in the financial market.

2) Optional disclosure has a significant role in reducing the degree of uncertainty and increasing confidence between decision makers from interested parties and investors in units in the stock market in Iraq.

3) Weak awareness of the Iraqi companies contributing to the adoption of voluntary disclosure in general or their lack of a strategy, policies, programs, and mechanisms for the adoption and implementation of voluntary disclosure, especially as it is voluntary and not binding.

4) The market price of shares is not affected by only partial factors related to the company's internal environment. However, other factors affect part of them macro factors (the macroeconomic environment), administrative and technical factors, behavioral factors, informational factors, and legal factors.

- Recommendations

1) The researcher recommends that the voluntary disclosure receive great attention from the Iraqi units present in the stock market in Iraq due to the importance of providing third parties with the necessary data for making investment decisions.

2) The management of the companies preparing the financial statements and the accompanying clarifications must ensure that these statements are truthful and expressive of the result of the company's financial position and that they were prepared following generally accepted accounting principles and standards.

3) Expanding the Disclosure of all information that could improve the image of companies and give them legitimacy in the market.

4) Investors in the Iraq Stock Exchange should pay attention to the partial variables related to the company as it is an important indicator to raise the market value of the share, taking Considering other factors that may affect the market price of the share.

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