

Management and Economic Journal

ISSN: 2456-2661



The critical analysis of some northern asian corporate governance standards after the global crisis – cases in singapore and pakistan

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Abstract:

The aim of this paper is to present a set of comparative corporate governance standards in some northern asian countries including: singapore and pakistan. There are strengths and weaknesses in these codes or practices which will be identified in this paperwork.therefore, this paper not only identifies different points in latest corporate governance standard principles and systems in the above two (2) countries, but also provides with a summary of evaluation of current corporate governance systems in these above countries which may enable relevant organizations in re-evaluating their current ones. Last but not least, it aims to illustrate a limited comparative set of standards of northern asian corporate governance, and give proper recommendations to relevant governments and institutions toward a sustainable practices in business life.

Keywords: Corporate Governance Standards, Board Structure, Code Of Best Practice, Financial Crisis, Corporate Scandals, Market Manipulation, Internal Audit Jel Classification: G00, G3, G30.

1. Introduction:

The nature of the environment in which contemporary businesses function is systemic which is described in corporate governance practices or codes.corporate governance can enable firms to maintain vitality, growth and stability. In the light of different views on corporate governance and company acts, which are among interests of many organizations, after financial crisis 2007-2009, this paper mainly concentrates on analysis of code of best practices for corporate governance in selected northern asian countries and separates it from the analysis of relevant company act and accounting regulations, which can be used as reference for further scopes. Despite of trying to select an easy-reading writing style, there is still some academic words need to be explained in further.this paper is organized as following. First (1st) session is research literature review, which gives us a summary of what has been done in this field. Next, second (2nd) session provides some theories in corporate governance and manipulation. The third (3rd) session handles with empirical research findings and performing a comparative analysis among different codes. And final (4th) session turns to the conclusion and policy suggestion. Last but not least, a reference and web resources are introduced for further research and analysis. At last, there are exhibit session which covers some summary of this paper's analysis

and comparison. And a glossary notes is provided with information for reference.

2. Research Literature Review:

Many researches so far are done in the corporate governance area in europe. Hopt, klaus j., and leyens, patrick c., (2004) pointed recent development trend in europe corporate governance is specialized rules for listed companies and indicate growing convergence in internal control mechanisms independent of board structure. Eu (2002) also issues the code of best practices and the 2006 directive requires that each listed company should publish an annual corporate governance statement to what extent the company can comply with that code. Among its key principles is the separation of roles between the ceo and the chairman as it stated "the chairman and ceo roles should be separate and the ceo should not immediately become chairmanof either a unitary or a supervisory board". Noia, carmine di., (2009) at eciia conference shows after the crisis 2009 in europe, there is no definition of shareholder due tonational jealousy of company law; no harmonization of record date; and no shareholder identification. And oecd (2009) confirmed that the financial crisis can be an attribute to failures and weaknesses in corporate governance system, including risk



management system and executives salaries. After crisis 2007-2008, erkens, david., hung, mingyi., and matos, pedro., (2010), found out that during crisis, firms with more independent boards raised more equity capital, which partially caused them to experience worse stock returns. Last but not least, afg 2010 corporate governance (cg) code, france, stated the european code should be completed so that basic cg guidelines were defined to encourage best cg practices in every field for all listed companies in european economic area. And aytekin et all (2013) concluded that researchers and practitioners should give special attention to board development and its functioning in order to develop corporate governance in turkey, and also in canada, because this factor is found to be weak compared to other factors.but, what are the comparative guidelines of northern asian corporate governance standards?

Theory Of Corporate Governance, Scandal And Market Manipulation: Theory Of Manipulation:

Different ownership structure affects manipulation. In dispered ownership regime, manager may have incentives to do some stock market manipulation. Baik, bok., billing, bruce k., and morton, richard m., (2005) expressed sec' concerns that managers can manipulate non-gaap measures to mislead investors. Moreover, it can be viewed from accounting manipulation side, which covers accounting techniques (such as one-time charges,...) to manipulate expenses and profits of the company. The us exchange act 1934 or australian corporation act 2001 have a section describing market manipulation as transactions which create an artificial price for a tradable security.

Theory Of Corporate Governance And Financial Crisis:

The 2012 cg code in pakistan mentioned good cg instills investor confidence. The uk financial reporting council (2010) stated corporate governance is about what the board of a companydoes and how it sets the values of the company, and is to be distinguishedfrom the day to day operational management of the company by full-timeexecutives. We can see, therefore, different approaches on corporate governance.

Research Methodology:

First of all, we perform a comparative analysis of northern asian corporate governance principles in each of two (2) different groups including 1) relatively good corporate governance group including pakistan and singapore; we also use international standards of corporate governance for reference such as: adb and oecd's corporate governance principles as reference.after that, we make a suggestion on what so-called common corporate governance principles for northern asian which is aiming to create a basic background for relevant corporations interesting in corporate governance subject.Additionally, it can be considered as the recommendation to relevant countries' government and other relevant organizations for public policy and necessary evaluation. For a summary of our standards, see exhibit sessions and the below table 4.

3. Empirical Findings:

In business life, corporate governance is a framework that will guide businesses in managing interconnections of multiple and diversified elements in their internal and external environments. This framework uses sustainable development as a concept that could successfully be adapted into strategic management theory and practice. Errors in using cg framework might create manipulation and lead to the scandals and bankruptcies of many companies.

A.Findings On Corporate Governance Issues After Financial Crisis, Corporate Scandals And Market Manipulation:

There are several popular issues including: there still lacks of the appraisal of the role of the legal division in the company which contributes to the bad results on the corporate performance and scandals. We can point it



out another CG issue. It is, the errors of financial and accounting procedures that lead to manipulation in both balance sheet and income statement.

B.Findings on Ways of Manipulation during Corporate Scandals:

Several Manipulation Techniques found out during corporate scandals involve, but not limited to:

B.1 – The Manipulation Techniques In The Income Statement:

Here, the company's revenues are recorded when the company is not completing all services committed. Or managers join in cooking the firm books and manipulating the company earnings. For example, in the 2006 Healthsouth scandal, the company earnings was boosted (\$1.4 billion from 1996 to 2003) with fictious transactions.

B.2 - The Manipulation Techniques In Both The Income Statement And Balance Sheet:

In case of Lehman Brothers (2008), it is accused of using another company, Hudson Castle, for its accounting manipulation which means transferring its asset and risks. Or in 2002 Adelphia scandal, one of the larges cable firm in the US, revenues from its subsidiaries and other businesses flowed into one account which used to pay bills. Then, the management used company's line of credit for personal purchases.

B.3 - The Manipulation Techniques Relevant To International Accounting Practice Code:

We can see two (2) below different popular accounting rules on treatment "impairment" term which may mislead the company. In IFRs: Impairment is recorded when an asset's carrying amount exceeds the higher of the asset's value-in-use (discounted present value of the asset's expected future cash flows) and fair value less costs to sell. And in gaaps: Impairment is recorded when an asset's carrying amount exceeds the expected future cash flows to be derived from the asset on an undiscounted basis.

B.4 - Other Manipulation Techniques Net Belong To Above Classifications:

Manipulation can happen when the individual or company sells share when the price is high and buy back when low price to maximize the return. Moreover, manipulation happen if fund managers can use invested money for their own purposes and steal funds from investors. For example, in 2008 Madoff investment scandal, people and investors entrusted fund management but the money were used for management personal gain and investors lost \$50 billion.

A.Actions On Preventing Or Controlling Negative Manipulation:

Necessary actions to prevent or control negative market manipulation are, but not limited to, periodically reevaluation of Code of Best Practices, enhancing board independence, and internal procedures to avoid corruption.

B.Findings on Construction of a Limited Common Northern Asian Corporate Governance standards:

These findings will be shown in a detailed analysis of a model indicated in the later sessions.

Group 2 – Relative Good Corporate Governance Group Analysis:

Singapore 2012 Code Of Corporate Governance Analysis:

Good recommendations involved in the 2012 Code include, but not limited to, creating sustainable and financially sound firm through a constructive relationship b.t shareholders and Board.Besides, it is more directly than other Codes that the Code states roles of the chairman in helping directors. In addition to, it encourages shareholders communicate with BD reasons on disagreeing with proposals at GM.For a summary on corporate governance factors, please refer to the Exhibit 2.In summary, the description on AC is among good sides in the Code 2012 while it does not analyze well supervisory for managers.



Table 1 – Evaluation Of Singapore Code Of Cg 2012

Subjects or	Main quality	Sub quality	Responsibilities	Objectives	Note
parties	factors	factors	0	NT	
Audit	Independent; 2	At least 3	Cooperation with	Not mentioned clearly	
committee	members (1	directors (1	MGT; review policy	from the Code	
	chair) with	AC chair);	on financial		
	accounting/fin	reasonable	reporting;		
	ancial MGT	resources;			
	expertise;				
Nomination	Recommend to	name of NC	Views on director	Not mentioned clearly	
committee	BD on BD	disclosed in	independent in	from the Code	
	appointment;	annual	character &		
		report;	judgement;		
Compensati	NEDs all; fair;	At least 3	Recommend to BD	Not mentioned clearly	
on or	avoid	directors;	package for each	from the Code	
Remunerati	rewarding	seek experts	director;		
on	poor	in or outside	,		
committee	performance;	co. on			
Committee	perrormance,	remuneratio			
		n;			
CEO	Not mentioned	CEO and	Not mentioned	Not mentioned clearly	
220	clearly from	Chairman	clearly from the Code	from the Code	
	the Code	should be	cicarry from the code	Hom the code	
	The Code	separate			
		-			
The Chair	Promote a BD	persons; Lead the	If chairman is part of	Not mantioned algerly	
The Chair				Not mentioned clearly	
	culture of	board; set	MGT team, half of	from the Code	
	openness and	agenda;	board is independent		
CEO 1	debate;	CI	directors;	N	
CEO and	appropriate	Clear	If the same, half of	Not mentioned clearly	
The Chair	balance power;	division b.t	board is independent	from the Code	
relationship		leadership of	directors;		
		BD and			
		managing			
		business;			
Corporate	Under	Ensure BD	BD have separate and	Not mentioned clearly	
Secretary	chairman	procedures	independent access to	from the Code	
	direction;	followed;	secretary; removed		
	ensure good	attend all	and approved by BD;		
	information	BD			
	flow in BD,	meetings;			
	committees,	advise BD			
	b.t NEDs and	on			
	MGT;	governance			
	1	matters;			
Compliance	Not mentioned	Not	Not mentioned	Not mentioned clearly	
officer	clearly from	mentioned	clearly from the Code	from the Code	
	the Code	clearly from			
		the Code			
Board of	Meet	Ensure	Strategic objectives;	Long term success of	+
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	refreshing;	objectives;			
	Torrosining,	not so large;			
Executive/	Not mentioned	Not	Have long term	Not mentioned clearly	+
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ive director	inc code	the Code			
Non	Not montioned		Davidon monesale o-	Not montioned alast-	
Non-	Not mentioned	Meet	Develop proposals on	Not mentioned clearly	
executive	clearly from	regularly	strategy; review	from the Code	
director	the Code	w/o MGT	MGT performance in		
	1	presence;	meeting agreed goals;		
Independen	Meeting	1/3 of board;	Review director who	Not mentioned clearly	



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Pakistan Code Of Corporate Governance 2012 Analysis:

The code mentioned it uses global best practices including oecd guidelines on cg.

It pointed bd need to develop internal control system and code of conduct. And it also mentions bd have a right mix of skills and diversity.different from other codes, the pakistan code indicated the company need to organize the orientation for all directors including relevant laws and company information. Last but not least, it suggests there is at least one independent director on board. However, it would be better if it explains duties of a compliance officer. (See exhibit 2).

Comparison:

The 2012 Singapore code mentions several good points such as: all directors need to join gm (see exhibit 2). It also mentions the company need to prepare minutes for gm including substantial comments from shareholders and responses from bd, mgt.on the other hand, 2012 pakistan code mentioned the internal audit can be outsourced to a professional service firm. it also enhances the task of organizing a dtp program (director training). Therefore, based on above analysis, here we try to build a set of common standards.

The 1st Establishment of So-Called Relatively Good Corporate Governance Standards:

This following table is built with the consideration of comparative analysis of three (3) selected above countries.

Table 2 – A Relatively Good Corporate Governance Standards

Subjects or parties	Main quality factors	Sub quality factors
Audit committee	Meet at least once every quarter; Review scope of IA, ensure IA function has adequate resource;	Appoint a secretary who may also be co. secretary;
CEO and The Chair	Responsibilities defined by BD;	Chair ensures directors receive complete, adequate and timely information;
Corporate Secretary	Circulate AC meeting minutes;	N/A (for further research and implementation)
Compliance officer	N/A (for further research and implementation)	N/A (for further research and implementation)
Board of Directors	Core competencies: accounting, finance, business, MGT, industry, strategic planning, customer-based; appoint CEO;	1st time director training on accounting, legal, industry knowledge; a balance of EDs and NEDs;
Independent director	Have a lead independent director if Chair and CEO the same person;	1/3 of board;
Supervisory board to the Management	Act by BD;	N/A (for further research and implementation)
Supervisory to the Board of Directors	BD have a procedure for directors to take independent prof. advice;	N/A (for further research and implementation)
Internal control	Establish sound IC system at all levels of the co.;	BD review financial/operational/compliance /RM/IT controls;
Internal audit	Can be in-house, outsourced to an accounting firm, major shareholder;	Have unfettered access to co docs, properties, personnel;
External audit	AC review scope, objectivity and results of EA;	AC meet IA head, EA w/o CFO at least once a year;
Disclosure and transparency	Disclose BD authority delegation to committee; BD disclose Chair and CEO relationship if in family;	Formal, transparent process for BD appointment;
Shareholders	Chair ensure effective communication with shareholders;	Major shareholder will hold 10% or more shares having voting rights;
The corporation as a	Complete statement of compliance with	Encourage greater shareholder
whole entity	the CG Code;	participation at GM;



One element of the above content is the *competitive advantage*. It is a sustainable approach to CG and management which are built on non-material factors such as people, social capital (values, motivations, relationships), organisation and management (organisational culture, management systems) and intangible assets (knowledge, regulations). This element can be part of a differentiation strategy when a company aims to stand out as socially sensitive and stakeholders friendly which may be appreciated by the customers and workers.

4. Conclusions:

The concept presented in this research paper is founded on previous researches and latest governance practices which could provide guidelines of implementing the principles of sustainable corporate governance into businesses and encourage management practices.among several key corporate governance issues is the setting of a sound organization of committee. While the pakistan 2012 code suggests a full-time employee, not cfo, as coordinator b.t bd and auditing firm in case the company outsource ia function. And the singapore code specifies the chair should promote a bd culture of openness and debate.in consideration of corporate governance issues analyzed in the previous sessions, we proposed the main and sub quality factors in this paper a set of general corporate governance standards in a limited northern asian model with selected countries. It has some implications for further research and proper recommendations to relevant government and organizations.

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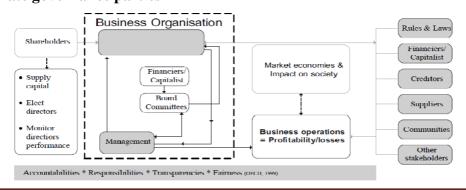
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Glossary and Notes:

AGM	Annual General Meeting, (and GM, in which can be facilitated by Internet tools)
AFG	Association Française de la Gestion financiere
CGB	Corporate Governance Board
GM	General Meeting (see above) or Shareholders' Meeting
AGM	Annual General Meeting
CG	Corporate Governance
DG	Directorates Governance
SB	Supervisory Board
BD	Board of Directors
SGB	Supreme Governing Body (SB and BD)
CGB	Central Governing Body (SB and BD)
CEO	Chief Executive Officer, or Chief Executive
CFO	Chief Financial Officer, or Finance Director
MB	Management Board
AC	Audit Committee
CNC	Compensation or Numeration Committee
NC	Nominating Committee
SEC	The Securities and Exchange Commission
MGT	Management
BM	Board Meeting
AR	Annual Report
IA	Internal Audit
RM	Risk Management
IC	Internal Control

Exhibit Exhibit 1 – Corporate governance parties





(Source: loh leong hua & ragayah haji matzin,corporate governance: theory and some insights into the malaysian pratice, 2007)

Exhibit 2 – Evaluation of Pakistan 2012 Code of Corporate Governance

Exhibit 2 – Evaluation of Pakistan 2012 Code of Corporate Governance					
Subjects	Main quality	Sub quality	Responsibilities	Objectives	Note
or parties	factors	factors			
Audit	At least 3	Chairman is	Recommend	Not mentioned clearly	
committee	members,	independent	removal of Head of	in the Code	
	NEDs; 1	director, not	IA; BD provide		
	member with	BD chair;	adequate resources		
	financial	BD chan,	& authority; AC		
NT '	expertise;	NT /	recommend BD EA;	NY	
Nominatio	Not	Not	Not mentioned	Not mentioned clearly	
n .	mentioned	mentioned	clearly in the Code	in the Code	
committee	clearly in the	clearly in			
	Code	the Code			
Compensat	At least 3	Called HR	Recommend to BD	Not mentioned clearly	
ion or	members;	and	selection,	in the Code	
Remunerat	NEDs	remuneratio	compensation of		
ion	majority, 1	n; CEO not	CEO, CFO, COO,		
committee	independent	the chair;	secretary, head of		
committee	director;	the chair,	IA;		
CEO	Appointed by	May join	BD clearly define	Not mentioned clearly	1
CEO		May join			
	BD;	HR and	roles and duties of	in the Code	
		remuneratio	CEO;		
		n			
		committee;			
The Chair	Ensure board	Chairman	BD clearly define	Not mentioned clearly	
	minutes	elected	roles and duties of	in the Code	
	recorded;	from NEDs;	Chairman;		
CEO and	Not	Separate	Not mentioned	Not mentioned clearly	
The Chair	mentioned	persons;	clearly in the Code	in the Code	
relationshi	clearly in the	persons,	cicarry in the code	in the code	
	Code				
p		A 1 11	DD 1	N	
Corporate	Furnish	Attend all	BD determine	Not mentioned clearly	
Secretary	secretary	BD	remuneration,	in the Code	
	compliance	meetings;	appointment;		
	certificate				
	form;				
Complianc	Not	Not	Not mentioned	Not mentioned clearly	
e officer	mentioned	mentioned	clearly in the Code	in the Code	
	clearly in the	clearly in			
	Code	the Code			
Board of	a balance of	Certificatio	May refer a meeting	Not mentioned clearly	+
Directors			matter with	in the Code	
Directors	EDs and	n of any		in the Code	
	NEDs;	director	secretary if not		
	competent,	training	satisfactory;		
_	diversity;	program;			
Executive	Not	Whole-	Not mentioned	Not mentioned clearly	
director	mentioned	time;	clearly in the Code	in the Code	
	clearly in the				
	Code				
Non-	Not working	Outside	Not mentioned	Not mentioned clearly	
executive	whole-time;	viewpoint;	clearly in the Code	in the Code	
director	.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	, io ,, point,	Traing in the Code	<u> </u>	
	Not an	nvafarable.	Not mantioned	Not mentioned alegat-	
Independe		preferably	Not mentioned	Not mentioned clearly	
nt director	employee	1/3 of BD	clearly in the Code	in the Code	
	within 3 yrs;	are			
	not CEO of	independent			
	subsidiaries;	;			<u> </u>
CFO	Attend all BD	At least 5	BD determine	Not mentioned clearly	
	meetings;	yrs	remuneration,	in the Code	
		experience;	appointment; attend		
	<u> </u>	inperience,		<u> </u>	L



ore And Pakistan	l.			
		finance postgraduat e degree;	AC meeting with audit issues;	
Manageme nt team (Board)	Not mentioned clearly in the Code	Not mentioned clearly in the Code	Prepare financial statements;	Not mentioned clearly in the Code
Supervisor y board	Not mentioned clearly in the Code	Not mentioned clearly in the Code	Not mentioned clearly in the Code	Not mentioned clearly in the Code
Internal control	Not mentioned clearly in the Code	Establish sound IC system at all levels of the co.;	Not mentioned clearly in the Code	Not mentioned clearly in the Code
Internal audit	Inform BD IA reports; AC meet IA head , EA w/o CFO at least once a year;	Head of IA: 5 yrs audit experience, certified IA;	BD determine remuneration, appointment of Head of IA; IA Head can request AC meeting;	Not mentioned clearly in the Code
External audit	AC meet IA head, EA w/o CFO at least once a year;	Inform BD managemen t letters issued; can request AC meeting;	Give CEO and CFO 2 nd quarterly and annual accounts before sending to AC and BD;	Not mentioned clearly in the Code
Disclosure and transparen cy	Not mentioned clearly in the Code	Transparent procedure of BD remuneratio n disclosed;	Not mentioned clearly in the Code	Not mentioned clearly in the Code
Shareholde rs and Minority Stockholde r	Major shareholder will hold 10% or more shares having voting rights;	Minority shareholder s provide information of their representati ves;	Prior approval of BD remuneration package;	Not mentioned clearly in the Code
Accountab	Not mentioned clearly in the Code	Not mentioned clearly in the Code	IA function performed by either audit staff of firm, or outsource;	Not mentioned clearly in the Code
Leadership	Not mentioned clearly in the Code	Not mentioned clearly in the Code	Chairman lead BD;	Not mentioned clearly in the Code
Note	The underlined parties.	part is describin	ng some more works ne	eded to be done for relevant subjects and

