Does the Design of Investor Relations Section Affect Enterprise Performance?

An Example From Listed Logistics Companies in China

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ABSTRACT

With the development of the major e-commerce platforms in recent years, China's logistics enterprises have entered a stage of rapid development. A large number of logistics enterprises have resorted to external capital to seek development. Related research about website investor relations management arises at the historic moment. Based on the analysis of website content of listed logistics enterprises, this paper constructed an evaluation index of the website investor relationship management. The index includes motivating information factor, health information factor, and information transmission channels factor. Then the authors analyze and test the value effect of the website investor relations management of the listed logistics companies. The results show that health information factor has a positive impact on the current performance of enterprises, and this effect presents inverted u-shaped characteristics. The influence of incentive information on performance is characterized by u font. Information transmission channel factors have no significant impact on company performance.

KEYWORDS
Company Performance, Design, Listed Logistics Company, Website Investor Relations Management

1. INTRODUCTION

With the rapid development of major e-commerce platforms in recent years, the demand for logistics services is strong, logistics enterprises are developing rapidly. A large number of logistics enterprises have resorted to domestic and foreign capital, hoping to get considerable development through listing and capital market operation. Statistics show that by the end of 2017, the number of domestic logistics listed companies has reached 102. It involves sea freight, air transportation, land transportation, warehousing, cold chain, logistics real estate, express delivery and so on.

With the intensification of competition in the capital market, attracting investors in the capital market through Investor Relationship Management (IRM) has become an unavoidable challenge

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for all listed companies, including listed logistics enterprises. The study shows that there are great differences in valuation between enterprises with different levels of investor relationship management. Enterprises with high levels of investor relationship management can be valued at 30 times profit, while those with poor levels can be valued at only 5 times profit. The wide use of the Internet has made corporate websites a platform for effective communication between enterprises and various participants in the capital market (Bollen et al., 2006). Website investor relationship management has become an important tool to attract investors at low cost. It can reduce the level of information asymmetry between enterprises and capital markets and enhance effective corporate image (Harold Hassink et al., 2007; Chandler, 2014).

The investor relations section on a company's website is one of the most important channels for investors to search for relevant information and make investment decisions. The content design of the section will have a certain impact on investment decisions (Xin Qingquan, Yang Deming, Chen Nian et al., 2006), but what content will affect investment decisions? What is the degree of impact of different content? There are still many research gaps in the selection of investment relationship webpage content among different industries.

Based on the above research background, this article selects listed companies in China's rapidly developing logistics industry as samples, and constructs an investor relations index using the investor relations column content of these companies as the research object. Based on the information of listed logistics companies' websites, this paper constructs an evaluation index of Website investor relations management. On this basis, the influence of investor relationship management level on enterprise performance is studied. It is hoped that this study can provide some help for the development of investor relations management in logistics listed companies.

2. THE STATUS QUO OF INVESTOR RELATIONS MANAGEMENT OF CHINA'S LISTED LOGISTICS COMPANIES

With the emergence and rapid development of network technology, network channel has become an effective channel for investors to know the operation, strategy and performance of the company at low cost and conveniently. Enterprise websites have become the main communication path between listed companies and investors (Dominic Jones, 2002). There for, we searched the website information of 88 logistics enterprises listed in Shanghai and Shenzhen Stock Exchanges at the end of 2015, and used it as the basis of investor relationship management analysis of Logistics Listed Companies in China.

2.1 Web Page Basic Situation

Among 88 listed companies, 23 enterprises have the situation that the webpage can not be opened or the webpage has no investor relationship related content, accounting for 26.14% of the sample size. The remaining 65 listed companies have made the following choices:

2.1.1 Communication Content

The contents of the websites disclosed by these listed logistics companies include the following aspects:

(1) Stock price information: current stock price, historical stock price;
(2) Various reports: annual report, semiannual report, quarterly report, notice of shareholders' meeting;
(3) Financial information: related financial indicators, financial highlights, dividends distribution;
(4) Corporate governance information: shareholder information and equity structure, articles of association, board of directors, board of supervisors, senior management members;
(5) Corporate Image Information: Performance Promotion, Corporate Culture Construction, Road show Video, Corporate Social Responsibility Performance;
(6) Investor relations management system construction: regulatory regime, investor protection;

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