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Importance and Potential Advantages of Web-based Corporate Disclosure in Jordan: Current Status and Future Aspirations

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Abstract

The study examines the perceptions of accounting information users toward the importance of a web-based disclosure for 32 items and the potential advantages for both the users and companies. The study also investigates the perceptions of users regarding the websites presentation and the obstacles of web-based disclosure. In addition, the study examines empirically the relationship between the importance of web-based disclosure and the potential advantages for both users and companies. Based on 107 online users' responses, results show that financial information is the most important information that should be disclosed on the websites of companies according to users. Results also show that the mean values of the advantages for both users and companies are, high, close and significant. Users' perceptions indicate that competition, cost and audit issues are the main obstacles that may hinder companies to use websites for disclosure. In addition, findings show a positive and significant relationship between the "financial" factor and the users' potential advantages. In respect to the companies' potential advantages, results show that both "human resources and suppliers" factor and "the governance, quality and strategy" factor have positive and significant relationship with the companies' potential advantages. Accordingly, decision-makers should effectively use the seven factors that extracted from principle

component analysis as a web-based disclosure model to create advantages for both users and companies.

Keywords: web-based disclosure, accounting information users, web-based importance, potential advantages, website presentation

1. Introduction

The effective dissemination of corporate information through the websites aids in the flow of information to several places and users easily (Lodhia, Allam, & Lymer, 2004; Portella & Bora, 2020), in a timely manner (Ashbaugh, Johnstone, & Warfield, 1999) and supports the transparency of firm (Nel & Baard, 2019; Andrea et al., 2020). In general, the disclosure of compulsory accounting information is satisfactory, especially among western countries like Japan (e.g., Marston, 2003), Australia (e.g., Lodhia et al., 2004) and Canada (e.g., Cormier, Aerts, Ledoux, & Magnan, 2010), and even in some emerging markets like Turkey (e.g., Bozcuk et al., 2011), Gulf countries (e.g., Al-Sartawi, 2016) and Malaysia (Khan, 2016), while the level of voluntary reporting is, in general, unacceptable, especially in developing countries. In particular, Western countries have outperformed developing countries in web-based reporting. This is because the corporate governance instructions inspire the web-based reporting in developed countries (Smith & Pierce, 2005; Aly et al., 2010; Sánchez et al., 2011). In context of Jordan, the legislative body in Jordan put little weight to the web-based disclosure and only the *Corporate Governance Code for Shareholding Companies* which issued by Jordan Securities Commission (JSC) asked companies to use their websites for reporting in paragraph (D) of Article 14 (JSC, 2017). In this context, it is important to improve the web-based reporting process through appropriate regulations (Victoria & Nicoleta, 2008; Sánchez et al., 2011) and not to leave it to the managements (Sánchez et al., 2011).

It has been found that the web-based disclosure is different from one country to another (Lymer, Debreceny, Gray, & Rahman, 1999; Khadaroo, 2005; Al-Sartawi, 2016) and even from one firm to another (FASB, 2000; Ashbaugh et al., 1999; Al‐Htaybat, 2011) due to the different used strategies (Keliwon, Shukor, Mohamed, & Hassan, 2014) and the variations in web-based disclosure features (Dyczkowska, 2014). Thus, the quality and importance of the accounting information that posted on the websites of any company is identified through several qualitative characteristics as outlined in prior studies. For example, Smith and Pierce (2005) focused on the integrity of online disclosed information by stressing the importance of following the best governance practices in the web-based financial reporting. Abdelsalam, Bryant and Street (2007) focused on the content, credibility and usability of internet disclosure and the determinants of such disclosure. Chatterjee and Hawkes (2008) stressed the importance of accessibility of online information as a factor that can facilitate the comparability value among countries. Dyczkowska (2014) focused on the quality of web-based reporting in terms of completeness, accuracy, relevance and transparency. Al-Sartawi (2016) and Khan (2016) focused on the content and presentation dimensions of internet disclosed information. However, earlier studies neglected the perception of users toward the different issues of IFR (Khan, Ismail, Mardani, Zavadskas & Kaklauskas, 2017), and focused mainly on the secondary date to identify the determinants of IFR. For example, several studies have focused on identifying the determinants of internet corporate disclosure in Jordan (e.g., AbuGhazaleh, Qasim & Roberts, 2012; Momany, Al-Malkawi, & Mahdy, 2014; Yassin, 2017) and other developing countries (e.g., Hossain, Momin, & Leo, 2012; Yao, Nurunnabi, & Hossain, 2012; Basuony & Mohamed, 2014; Omran & Ramdhony, 2016). In

addition, some companies are reluctant to disclose specific types of information such as customers and employees information (e.g., Lodhia et al., 2004), forward-looking information (e.g., Sriram & Laksmana, 2006; Sánchez et al., 2011), products or services quality (e.g., Álvarez, Sanchez & Dominguez, 2008; Fuertes-Callén, Cuellar-Fernández, & Pelayo-Velázquez, 2014), strategic information (e.g., Sánchez et al., 2011) and innovation (e.g., Cormier et al., 2010).

Consequently, the current knowledge in web-based reporting is in need for further studies to know the perceptions of users toward the types of information that they need to find on the internet and the websites of firms, the advantages of online reporting for both the users and firms, and the barriers that prevent companies from disclosing some types of information online. In addition, the web-based reporting prior studies are in need for additional studies to take the perception of users toward the design of firms' websites. This is also the cases in Jordan where prior study by Momany et al. (2014) indicated that Jordanian companies try to give more emphasis to the web-based reporting in general as 69% of Jordanian companies have web sites, which forms a notable improvement in using internet by Jordanian companies even when compared with other companies in other developing countries. In light of this truth, it is the appropriate time to investigate the perceptions of Jordanian users toward the web-based reporting. Therefore, the current study comes as a new addition to the current literature to close these gaps especially in developing emerging markets. In particular, this study surveyed the users of accounting information to achieve the following objectives:

1) To identify the perception of users toward the importance of web-based disclosure for a set of items.

2) To identify the perception of users toward the potential advantages of web-based disclosure for both users and companies.

3) To identify the perception of users toward the obstacles that may prevent companies to use websites for disclosure.

4) To identify the perceptions of users toward:

a. The extent of updating the web-based information.

b. The most used tools for communication to give feedback to companies on the data disclosed on the website

c. The most used formats to browse the web-based information.

5) To identify if there is any association between the importance of web-based disclosure and the potential advantages for both users and companies.

The current study contributes to prior literature in the filed as it is considered one of the first studies that examined empirically the relationship between the importance of web-based disclosure and the potential advantages for both users and companies. In addition, the study offers a new web-based disclosure model contain seven factors extracted from principle component analysis based on the perceptions of users. In addition, the study classified 32

items accordance to their importance to users. This, also, helps companies to arrange their priorities in web-disclosure. Furthermore, the study presents the perceptions of users toward important issues in web-based disclosure such as potential advantages and obstacles. Finally, the study also identifies the current status of some website presentation issues such as updating, communication and browsing.

The reminder of the paper is structured as follows. Section two presents the relevant literature. Section three presents the methodology of study. Section four discusses the findings of study. And finally, section five concludes the study.

2. Literature Review

Generally speaking, the relevant prior studies for the current study are those that have focused on the importance, advantages, barriers and design of websites from the perceptions of users. Unfortunately, these types of studies are very rare (Al-Htaybat, Alberti-Alhtaybat, & Hutaibat, 2011) as most of prior studies investigated the determinants and level of website disclosure using secondary data.

2.1 Web-Based Disclosure Practices

Most of prior studies focused on the internet or web-based disclosure level and ignored the perception of users in this context. Accordingly, this section examines the web-based reporting as outlined in previous studies. For example, Lymer et al. (1999) performed a study for International Accounting Standards Committee (IASC) by examining the annual reports of 660 companies from 22 countries and found that about 86% have websites and 410 firms strived to disclose some financial information, with 234 firms disclosed necessary financial information on their websites. In the same context, findings of Victoria and Nicoleta (2008) revealed that 51 firms of 110 European firms strived to disclose some information on websites. FASB (2000) performed a study to identify the level of internet reporting of 325 items in USA. In general, results show that 99 firms have websites and have several patterns in web-based disclosure. The authors found that only 58% disclosed complete annual reports on websites. Marston (2003) examined 99 Japanese firms and found that 78 firms have home pages and 68 reported financial information on internet. Lodhia et al. (2004) examined the websites of 50 Australian firms to determine the internet reporting level over 36 items. For example, results indicated that information about employees is not disclosed, but the financial statements are disclosed. Khadaroo (2005) found that Singapore firms outperform Malaysia firms in internet reporting for financial and investor information. Based on 212 U.S companies distributed between high technology and traditional firms, Sriram and Laksmana (2006) results revealed that of the 26 items, only about half were disclosed websites. Álvarez et al. (2008) found that the entire study sample (117 firms) has websites, with 50% disclosed compulsory information and 25% disclosed voluntary information (see also, Aly et al., 2010). Cormier et al. (2010) and Bozcuk et al. (2011) results show that the web-based disclosure is, in general, enhanced with time for mandatory information and some categories. Sánchez et al. (2011) results indicated that Spanish companies disclosed partially some strategic information on websites. Puspitaningrum and Atmini (2012) investigated the internet disclosure practices and determinants among 95 Indonesian companies. Authors' findings

indicated that internet disclosure among Indonesian companies is, in general, low. Fuertes-Callén et al. (2014) investigated the level and types of information disclosed on the websites of a sample of Latin American listed companies in three countries including Argentina, Chile and Mexico and the determinants of such disclosure. Findings of study revealed that listed companies in the three countries interested in posting the compulsory accounting information on their websites. Based on a sample of 92 Turkish companies, Çalışkan and Güler (2014) developed a disclosure index including 74 items to investigate the level and determents of internet disclosure. Authors' findings show that the level of disclosure is satisfactory, especially for the financial information. Tarik et al. (2015) investigated the internet financial reporting practices of 88 companies in Bosnia and Herzegovina. Based on 30 items from 6 categories the results show that the internet disclosure is very weak. For example, only 30% of the study sample disclosed the balance sheet and only 28% disclosed the profit and loss statement. Other financial information like statement of cash flows is disclosed by only 20% of the study sample. Authors justified such results based on the notion that developing markets are in general suffering weaknesses in corporate governance practices (e.g., Ojah & Mokoaleli-Mokoteli, 2012). Al-Sartawi (2016) results indicated a satisfactory level of internet disclosure among Gulf countries. Similar result also found by Khan (2016) for Malaysian firms (see also, Waweru, Mangena, & Riro, 2019). Other studies revealed several results for the web-based disclosure. For example, it was moderate in Bananuka et al. (2019) for Malaysian firms (see also, Alarussi & Shamkhi, 2020), and about 76% for Saudi banks in Sarea (2020).

2.2 Advantages and Obstacles of Web-Based Disclosure

Prior studies show benefits and also outlined many concerns toward web-based disclosure. For example, Joshi and Al‐Modhahki (2003) show that web-based disclosure is timeliness, while findings of Khan and Ismail (2012) show that web-based disclosure is important in enhancing investments, transparency, accountability and efficiency (see also, Khan et al., 2013). In the same context, Ashbaugh et al. (1999) show that web-based disclosure is necessary for firms, customers and shareholders. Some prior studies also expressed some concern about the web-based disclosure. The security concern was reported by some prior studies (e.g., Joshi & Al‐Modhahki, 2003; Smith & Pierce, 2005; Khan & Ismail, 2012; Khan et al., 2013). The shortage of skillful expertise is also reported in some studies (e.g., Smith & Pierce, 2005; Khan & Ismail, 2012). In addition, prior studies reported some awareness about the cost and design of websites (e.g., Ashbaugh et al., 1999; Khan et al., 2013).

2.3 Website Presentation

The website should be presented in a way the enables users to access information smoothly (Pirchegger & Wagenhofer, 1999; Marston & Polei, 2004; Smith & Pierce, 2005). Therefore, prior studies investigated, for example, the updating frequency of web-based information, communications tools and browsing format. For example, several studies (e.g., Çalışkan & Güler, 2014; Khan, 2016; Pinto & Picoto, 2016; Dolinšek & Lutar-Skerbinjek, 2018; Sandhu & Singh, 2019; Sarea, 2020) found that PDF is the main format for disclosing information on

websites. In respect to the updating frequency, results of prior studies show lack of interest in updating. For example, only 3.3% of the firms are interested in updating the website information in Çalışkan and Güler (2014). Further, findings of Pinto and Picoto (2016) indicated that only 20% of the pages display the latest update. In the same context, Sandhu and Singh (2019) results show that about 64.29% of companies used to update information on websites during a period of more than one week. In respect to the communication tool, findings of Pinto and Picoto (2016) show that both e-mail and phone are used equally, while findings of D'Andrea et al. (2019) and Dolinšek and Lutar-Skerbinjek (2018) show that e-mail is common tool for contact.

2.4 Jordan Context

In context of Jordan, several studies have investigated the web-based disclosure practices in Jordan. For example, Momany and Al-Shorman (2006) investigated 60 Jordanian listed companies to identify the level of internet disclosure practices among such companies and found that only 27 companies have web sites. And only 19 of them did disclose some types of financial information on their web sites. In particular, authors' findings indicated that of the 19 companies only 6 companies disclosed full financial information. Al-Hayale (2010) found that only 30% of Jordanian industrial companies used a web-based disclosure. Author's findings also indicated that web-based disclosure is useful for investors. Al-Htaybat et al. (2011) found that, in general, the users support the importance of internet reporting for decision-making. Al‐Htaybat (2011) found that that the internet reporting among Jordanian is acceptable, while findings of AbuGhazaleh et al. (2012) show unacceptable level (see also, Momany et al., 2014). However, Yassin (2017) found a moderate level of web-based disclosure practices among Jordanian companies.

2.5 Final Remarks on Prior Literature

Investigation of prior studies on web-based disclosure practices revealed many notable remarks. First, there was inconsistency in the disclosure pattern even at the level of a country itself (e.g., Ashbaugh et al., 1999; Dyczkowska, 2014; Ferreira & Martins, 2017; Waweru, Mangena & Riro, 2019) and at the level of the region across homogeneous countries (e.g., Ojah & Mokoaleli-Mokoteli, 2012; Al-Sartawi, 2016). Second, there was also inconsistency in the disclosure strategies followed by each company (e.g., Keliwon et al., 2014), which may justify partially the inconsistency in the online disclosure pattern. Third, the web-based reporting suffers two main problems. Firstly, unavailability of a well-known model for web-based reporting (e.g., Trabelsi, Labelle, & Laurin, 2004; Sriram & Laksmana, 2006). Secondly, lacking of international standards (Victoria & Nicoleta, 2008) and regulations (e.g., Dyczkowska, 2014; Al-Sartawi, 2016) necessary to govern and organize the scope of web-based disclosure. In particular, the absence of regulations made the web-based reporting voluntary and based mainly on the management policy of a company (e.g., Marston, 2003; Japan Sriram & Laksmana, 2006; Bui & Sankaran, 2009; Sánchez et al., 2011). This, however, affected the prior studies in online disclosure as most of them were descriptive in nature (e.g., Marston, 2003; Trabelsi et al., 2004; Khan & Ismail, 2011; Khan et al., 2013) with mixed results for those that investigated the determinants of such disclosure. Fourth,

prior studies revealed that some companies are reluctant to disclose some important items (e.g. Sriram & Laksmana, 2006; Álvarez et al., 2008; Cormier et al., 2010; Sánchez et al., 2011; Çalışkan & Güler, 2014). Finally, results of prior studies revealed that companies tend to disclose more mandatory information than the voluntary information (Lodhia et al., 2004; Álvarez et al., 2008; Bozcuk et al., 2011; Fuertes-Callén et al., 2014).

Accordingly, the current study comes to explore the perceptions of users toward several issues in this topic on the basis that they are the ones who must determine the nature of such disclosure.

3. Methodology

3.1 Sample and Data

The population of the current study includes the users of accounting information. Accordingly, a well-developed questionnaire was sent online to such users. 118 respondents were filled out the questionnaire. 11 unusable questionnaires were excluded. This yields 107 usable questionnaires. The questionnaire includes 8 sections. The first section interests in the demographic characteristics of the respondents. Section 2 asks respondents to rank 32 items (B1-B32) according to the importance of web disclosure for each item on a five-point likert scale (1 = not importance at all; 5 = very importance). These items were taken from prior studies in the field (e.g., Pirchegger & Wagenhofer, 1999; Williams & Pei, 1999; Ettredge, Richardson, & Scholz, 2001; Marston & Polei, 2004; Lee, Neilson, Tower, & Van der Zahn, 2007; Álvarez et al., 2008; Cormier et al., 2010; Sánchez et al., 2011; Fuertes-Callén et al., 2014). The third section seeks to investigate the perception of users toward the advantages of internet disclosure for users. The section includes seven advantages (C1-C7) adapted from prior research in the field (e.g., Joshi & Al‐Modhahki, 2003; Al-Htaybat et al., 2011; Khan & Ismail, 2012; Khan, Ismail, & Zakuan, 2013). A five-point likert scale also used (1 = strongly disagree; 5 = strongly agree). Similarly, section four focuses on the advantages of internet disclosure for firms and includes 11 advantages. 9 of them (D1-D7, D9 and D11) were adapted from prior studies (e.g., Joshi & Al‐Modhahki, 2003; Khan & Ismail, 2012; Khan, Ismail, & Zakuan, 2013), while 2 advantages (D8 and D10) were added by researchers. Section five seeks to investigate the perception of users toward the obstacles that may face and hinder the internet disclosure. This section includes 7 obstacles. 5 of them (E1-E5) adapted from prior research in the field (e.g., Lymer et al., 1999; Joshi & Al‐Modhahki, 2003; Khan & Ismail, 2012; Khan, Ismail, & Zakuan, 2013), and 2 items (E6 and E7) were adapted from FASB (2000). Section six has one question (F) interested in the updated frequency of web-disclosed information (e.g., Çalışkan & Güler, 2014; Sandhu & Singh, 2019). Section seven interested in the communication ways with firms and includes 3 ways (G1-G3) taken from Feldioreanua and Seriaa (2015). Finally, section eight seeks to investigate the perceptions of users toward the frequency of using 3 formats (H1-H3) to browse the web-based disclosed information (e.g., Lodhia, Allam, & Lymer, 2004; Çalişkan & Güler, 2014). All these sections based on a five-point-likert scale. The study instrument also includes an open-end question asks respondents to express their opinion on the study instrument and the topic of study. Table 1 shows the demographic characteristics of the

respondents. About 95.3% of the respondents aged 30 years or above. This however, is an important indicator about the accumulated experiences of respondents. About 36.4% of the respondents are managers, 9.3% are accountants and 5.6% are academics. The others section includes, for example, merchants, engineers and others. 22.4% of respondents are specialized in accounting and 20.6% have business administration degrees. Most important, about 80.3% of the respondents have a bachelor degree or above.

Table 1. Demographic information

Demographic	Frequency	%	Demographic	Frequency	%
Age			*Majoring*		
less than 30	5	4.7	Accounting	24	22.4
30- less than 40	23	21.5	Business Administration	22	20.6
40-less than 50	44	41.1	Economy	9	8.4
50 years and above	35	32.7	Finance	2	1.9
Total	107	100.0	Others	50	46.7
Position			Total	107	100.0
Manager	39	36.4	*Qualification*		
Accountant	10	9.3	PhD	4	3.7
Auditor	1	.9	MSc	16	14.9
Academic	6	5.6	BSc	66	61.7
Student	3	2.8	Diploma	16	15.0
Others	48	44.9	Secondary school	5	4.7
Total	107	100.0	Total	107	100.0

3.2 Factor Analysis and Reliability of Variables

Principle Component Analysis is performed for the 32 disclosure items (Hair, Black, Babin, & Anderson, 2014). Prior studies in this field suggested several dimensions to web-based disclosure (e.g., Pirchegger & Wagenhofer, 1999; Williams & Pei, 1999; Ettredge et al., 2001; Marston & Polei, 2004; Lee et al., 2007; Álvarez et al., 2008; Cormier et al., 2010; Sánchez et al., 2011; Fuertes-Callén et al., 2014). As shown in Table 2, 7 factors are extracted with eigenvalues greater than 1 using Varimax with Kaiser Normalization. 6 items (B4, B9, B10, B16, B21 and B29) were deleted. B10 and B21 were deleted due to cross-loading on two factors, while the other items were deleted as they have loadings less than 0.50. The extracted factors include 26 items distributed over 7 factors. Factor 1 includes 6 items (B27, B28, B31, B32, B30 and B26) and represents human resources and suppliers information. Theoretically, there is a close relationship between suppliers and human resources in any firm. In this context, Wagner (2006) stressed the importance of supporting suppliers through the human resources. Factor 2 includes 6 items (B19, B17, B18, B12, B22 and B11) and represents governance, quality and strategy information. In this context, Zahra (1990) discussed in details the theoretical relationship between corporate governance and strategy through the effective role that directors may play in identifying the strategic polices of firm. Therefore, it can be argued that governance, quality and strategy can be combined together. Factor 3

includes 4 items (B8, B7, B23 and B20) and represents dividend, alliances and competition information. It can be argued that alliances create dividends for firms and also support their competitive advantage in market. Therefore, it is easy to combine alliances with dividend and competition. Factor 4 includes 3 items (B14, B13 and B15) and represents social responsibility information. Factor 5 includes also 3 items (B2, B1 and B3) and represents financial information. Factor 6 includes 2 items (B5 and B6) and represents share prices. Factor 7 includes 2 items (B25 and B24) and represents risk and production process information. The 7 factors explain about 74.534% of the variance in the web-based disclosure items. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy and Bartlett's Test of Sphericity are in the appropriate levels.

Table 2. Principle component analysis results

No	Item	F 1	F 2	F 3	F 4	F 5	F 6	F 7
B27	An employee profile	.835						
B28	Employee training programs	.806						
B31	Information on employment policies	.742						
B32	The employee turnover rate	.738						
B30	Information about employee health and safety	.732						
B26	Supplier networks description	.713						
B19	Objectives, mission and philosophy of the company		.760					
B17	Quality and safety of the services or products offered		.738					
B18	Information on commercial products and services		.725					
B12	Audit committee information		.722					
B22	Annual plan of company		.689					
B11	Board of Directors information		.621					
B8	Dividend of prior years			.835				
B7	Current year dividend			.759				
B23	Description of the competition			.671				
B20	Information about strategic alliances			.591				
B14	Information about donations and sponsorships				.856			
B13	Information about corporate social responsibility				.803			
B15	Information about environmental or social activities				.702			
B2	Balance sheet, income statement and statement of cash flows of the previous years					.896		
B1	Balance sheet, income statement and statement of cash flows of current year					.867		
B3	Interim information about current year					.671		
B5	Current year share price						.893	
B6	Prior years share prices						.760	
B25	Information about production processes							.680
B24	Information about risks							.652
Eigenvalue		8.819	3.272	1.972	1.507	1.438	1.289	1.082
Explained variance (%)		33.920	12.586	7.584	5.795	5.531	4.958	4.160
Cronbach's Alpha		.911	.881	.792	.856	.831	.722	.441

Total variance explained = 74.534%
Kaiser-Meyer-Olkin Measure of Sampling Adequacy = 0.800
Bartlett's Test of Sphericity = 1814.489; p = 0.000

Table 2 also shows that Cronbach alpha values for all factors. Except the risk and production factor (0.441 < 0.700), all the Cronbach alpha values are in the accepted levels (Sekaran & Bougie, 2016). Therefore, risk and production factor will not be included in the regression for analysis.

3.3 Research Hypotheses and Theoretical Models

Based on the objectives of the study and the results of principle component analysis, the following hypotheses were developed:

H1. According to users, the web-based disclosure for different items is significantly important.

H2. Users have positive perceptions toward the potential advantages of web-based disclosure for users.

H3. Users have positive perceptions toward the potential advantages of web-based disclosure for companies.

Based on the results of principle component analysis, the following hypotheses were also developed:

H4. There is a significant and positive relationship between the importance of web-based disclosure for different disclosure factors and the potential advantages for users.

In addition, six sub-hypotheses were derived from H4:

H4a. There is a significant and positive relationship between the importance of web-based disclosure for human resources and supplier information and the potential advantages for users.

H4b. There is a significant and positive relationship between the importance of web-based disclosure for governance, quality and strategy information and the potential advantages for users.

H4c. There is a significant and positive relationship between the importance of web-based disclosure for dividend, alliances and competition information and the potential advantages for users.

H4d. There is a significant and positive relationship between the importance of web-based disclosure for social responsibility information and the potential advantages for users.

H4e. There is a significant and positive relationship between the importance of web-based disclosure for financial information and the potential advantages for users.

H4f. There is a significant and positive relationship between the importance of web-based disclosure for share price information and the potential advantages for users.

H5. There is a significant and positive relationship between the importance of web-based disclosure for different disclosure factors and the potential advantages for companies.

Similarly, six sub-hypotheses were derived from H5:

H5a. There is a significant and positive relationship between the importance of web-based disclosure for human resources and supplier information and the potential advantages for companies.

H5b. There is a significant and positive relationship between the importance of web-based disclosure for governance, quality and strategy information and the potential advantages for companies.

H5c. There is a significant and positive relationship between the importance of web-based disclosure for dividend, alliances and competition information and the potential advantages for companies.

H5d. There is a significant and positive relationship between the importance of web-based disclosure for social responsibility information and the potential advantages for companies.

H5e. There is a significant and positive relationship between the importance of web-based disclosure for financial information and the potential advantages for companies.

H5f. There is a significant and positive relationship between the importance of web-based disclosure for share price information and the potential advantages for companies.

Figure 1 shows the theoretical model of study. In particular, it includes 6 independent variables and two dependent variables. Based on this model, two regression models will be developed to test the relationship between the independent variables and each dependent variable.

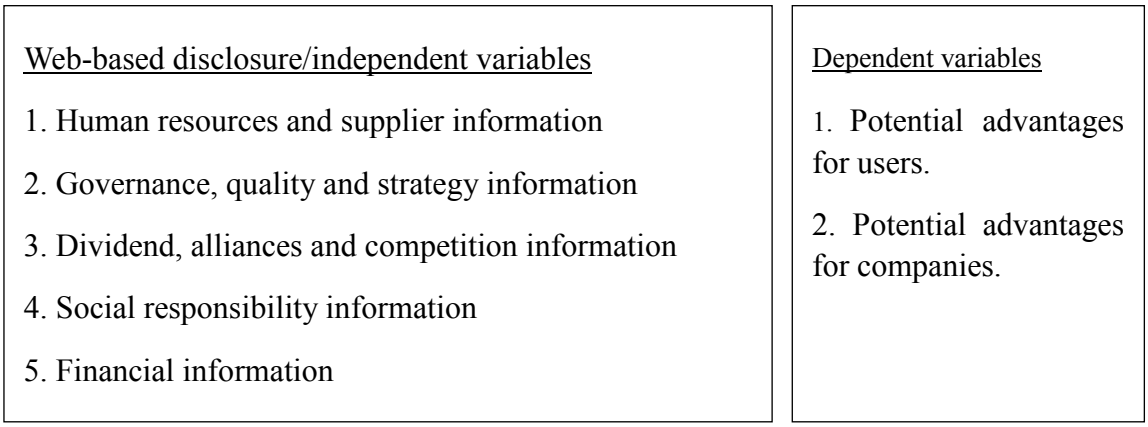

Figure 1. Theoretical model of study

4. Results and Discussion

4.1 Importance of Web-Based Disclosure

The first objective of the current study tries to identify the importance of web-based corporate reporting for a set of items according to users. Table 3 shows the means, standard deviations, ranks and the results of One-Sample T-Test. The current year dividend is considered the most important item (4.5514) that companies should disclose on their websites among the 32 items according to users. This result is normal as investors are interested in the return on their

investments in the first instance. The financial statements of the current year ranked second with a mean of 4.5047 and followed by interim information of the current year with a mean of 4.3832. These two results give an indicator about the importance of financial information for users. These results are also consistent with the findings of prior studies that investigated the actual web-based disclosure practices (e.g., Marston, 2003; Lodhia et al., 2004; Fuertes-Callén et al., 2014; Çalışkan & Güler, 2014; Khan, 2016; Ferreira & Martins, 2017). The users are also interested in the board of director information, which ranked fourth with a mean of 4.3551. This result is also an important indicator about the importance of corporate governance information to users. Users also see that companies should disclose their plan on their websites to get clear picture about the future of company. Dividend of prior years and the financial statements of prior years are ranked six and followed by the information about the risks that may face the company. However, the results also show that users give little importance to the web disclosure of human resource and corporate social responsibility information. For example, the last four items are related to the human resource and social responsibility categories. These results are consistent with that of Fuertes-Callén et al. (2014) who found that employee profile is one of the least disclosed items.

According to One-Sample T-Test and except for employee profiles (B27) and environmental or social activity information (B15), all the means are significant at $p < 0.05$.

Table 3. The importance of web-based corporate disclosure for a set of items according to users

No	Item	Mean	S.D	Rank	t-value	Sig
B7	Current year dividend	4.5514	0.64769	1	24.777	0.000
B1	Balance sheet, income statement and statement of cash flows of current year	4.5047	0.80533	2	19.327	0.000
B3	Interim information about current year	4.3832	0.72222	3	19.811	0.000
B11	Board of Directors information	4.3551	0.74292	4	18.868	0.000
B22	Annual plan of company	4.3364	0.80028	5	17.274	0.000
B8	Dividend of prior years	4.3178	0.72161	6	18.890	0.000
B2	Balance sheet, income statement and statement of cash flows of the previous years	4.3178	0.90698	6	15.029	0.000
B24	Information about risks	4.3084	0.67867	8	19.942	0.000
B5	Current year share price	4.2617	0.75656	9	17.250	0.000
B21	Strategic planning of company	4.2523	0.81372	10	15.920	0.000
B25	Information about production processes	4.1495	0.73720	11	16.130	0.000
B12	Audit committee information	4.0467	1.06738	12	10.144	0.000
B4	Interim information about prior years	4.0467	0.71879	12	15.063	0.000
B18	Information on commercial products and services	4.0280	0.88444	14	12.024	0.000
B23	Description of the competition	4.0187	0.77680	15	13.565	0.000
B20	Information about strategic alliances	4.0187	0.90054	15	11.701	0.000
B17	Quality and safety of the services or products offered	3.9720	0.96601	17	10.408	0.000
B29	Information about remunerations and incentives	3.9720	0.98534	17	10.204	0.000
B6	Prior years share prices	3.9346	0.94441	19	10.236	0.000
B9	Full report on corporate governance	3.8411	0.98239	20	8.857	0.000
B10	Organizational chart	3.7196	0.96929	21	7.680	0.000
B19	Objectives, mission and philosophy of the company	3.7009	1.10073	22	6.587	0.000
B26	Supplier networks description	3.6168	0.93813	23	6.801	0.000
B16	Information about research and development projects	3.5514	1.01157	24	5.639	0.000
B31	Information on employment policies	3.4019	1.11474	25	3.729	0.000
B13	Information about corporate social responsibility	3.4019	1.05383	25	3.945	0.000
B32	The employee turnover rate	3.3645	1.08500	27	3.475	0.001
B28	Employee training programs	3.2804	1.06217	28	2.730	0.007
B30	Information about employee health and safety	3.2243	1.05784	29	2.193	0.030
B14	Information about donations and sponsorships	3.2150	1.06424	30	2.089	0.039
B27	An employee profile	3.1776	0.94981	31	1.934	0.056
B15	Information about environmental or social activities	2.9813	1.06382	32	-0.182	0.856
		3.8829				

4.2 Advantages to Users

The second objective comes to identify the potential advantages of web-based corporate reporting for both users and companies. Table 4 shows the perceptions of users toward the potential advantages for them. It looks that enhancing the timeliness of getting information is ranked first with a mean of 4.4393. This followed by enhancing the information efficiency. These two advantages necessarily enhance the decision-making process which ranked third. These results are consistent with the findings of Khan, Ismail and Zakuan (2013). Users also

see that web-based disclosure increases the quantity of available information and facilitate comparison. These two advantages were ranked fourth and fifth respectively. Reducing costs of getting information ranked six with a mean of 4.1308. Finally, diversify the disclosure tools ranked seventh with a mean of 4.0374. This result is almost consistent with the findings of Al-Htaybat et al. (2011) and Khan and Ismail (2012). All the seven advantages were given close approvals ranged from a mean value of 4.4393 for the first ranked advantage to 4.0374 for the last ranked advantage on a five-point-likert scale (e.g., Khan & Ismail, 2012). In addition, the total mean is high (4.2911) and all the mean values of advantages are significant (p = 0.000). These results give a critical indicator about the importance of web-based disclosures for users in Jordan.

Table 4. The potential advantages of web-based disclosure for users

No	Item	Mean	S.D.	Rank	t-value	Sig
C1	Enhance the timeliness of getting information	4.4393	0.68924	1	21.600	0.000
C2	Increase information efficiency	4.4206	0.63003	2	23.324	0.000
C7	Enhance the decision-making process	4.3645	0.66436	3	21.245	0.000
C3	Increase the quantity of available information	4.3458	0.68821	4	20.228	0.000
C4	Facilitate the comparability of information	4.2991	0.66183	5	20.304	0.000
C5	Reduce the cost of getting information	4.1308	0.81361	6	14.377	0.000
C6	Offers another mean of disclosure	4.0374	0.83469	7	12.856	0.000
Total		4.2911				

4.3 Advantages to Companies

Table 5 shows the perceptions of users toward the potential advantages of web-based corporate reporting for companies. Similar to the advantages for users, the responses of users are close to each other and ranged from promoting firms internally and externally (4.6168) to encouraging harmonization in accounting practices (4.0280), with a total mean of 4.3908. These results exceed those of prior research in the field (e.g., Khan & Ismail, 2012; Khan, Ismail, & Zakuan, 2013). However, the results show that promoting companies ranked first with a mean of 4.6168. This result is almost consistent with that of Khan, Ismail and Zakuan (2013) which ranked second. Attracting local investments comes second. This result is also consistent with the findings of Khan, Ismail and Zakuan (2013), but contradicts that of Khan and Ismail (2012) which ranked fifth. Consistent with the findings of Khan and Ismail (2012), enhancing transparency ranked third. In general, users see that web-based disclosure is very useful to Jordanian companies as it, for example, promotes companies, attracts local investments and enhances transparency, performance, accountability and efficiency. In addition, all the 11 advantages are significant (p = 0.000).

Table 5. The potential advantages of web-based disclosure for companies

No	Item	Mean	S.D.	Rank	t-value	Sig
D2	Promote firms internally and externally	4.6168	.65365	1	25.586	.000
D3	Attract local investments	4.6075	.62581	2	26.570	.000
D4	Enhance transparency	4.5888	.64359	3	25.536	.000
D1	Attract foreign investments	4.5514	.75528	4	21.248	.000
D5	Attract potential customers	4.4673	.69115	5	21.960	.000
D11	promote accountability	4.4486	.66210	6	22.632	.000
D7	enhance financial performance	4.4019	.77532	7	18.703	.000
D6	Enhance managerial efficiency	4.3364	.81198	8	17.025	.000
D9	Decrease the costs of disclosure process	4.1402	.91578	9	12.879	.000
D8	Enhance the governance practices	4.1121	.86141	10	13.355	.000
D10	Encourage the harmonization in accounting practices	4.0280	.84069	11	12.649	.000
Total		4.3908				

4.4 Obstacles of Web-Based Disclosure

The third objective of the current study tries to identify the obstacles that may prevent companies to use websites for disclosure according to users. The perceptions of users toward the worries and obstacles that may hinder companies to use websites for disclosures are outlined in Table 6. Three obstacles are ranked first with a mean value of 3.7196 for each of them. These include worries about competition, cost and audit. These results are almost similar to the findings of Khan and Ismail (2012) in mean values but different in rankings. One justification for such results, for example, is that some companies may worry from other competitors in the market and refrain from disclosing some important information. In this context, Çalışkan and Güler (2014) found a great conservatism in disclosing some information such as the planned sales and earnings (see also, Sánchez et al., 2011). Similarly, Al-Htaybat et al. (2011) argued that costs limit the internet reporting practices in Jordan. According to users, companies may have also some concerns and worries related to legal requirements, security (e.g., Smith & Pierce, 2005; Khan, & Ismail, 2012; Khan, Ismail, & Zakuan, 2013) and accounting standards. Unexpected result is that users in Jordan give the security issue low weight comparing to other studies in the field (e.g., Joshi & Al‐Modhahki, 2003; Khan et al., 2017). However, the total mean of all the responses is 3.6636 and all the seven obstacles are significant.

Table 6. The obstacles that may prevent companies to use websites for reporting

No	Item	Mean	S.D.	Rank	t-value	Sig
E4	Issues related to competition	3.7196	.99806	1	7.458	.000
E2	Issues related to cost	3.7196	1.09712	1	6.785	.000
E7	Issues related to audit	3.7196	1.14755	1	6.487	.000
E5	Issues related to Legal requirements	3.6916	.97527	4	7.335	.000
E1	Issues related to information security	3.6822	1.11252	5	6.343	.000
E6	Issues related to accounting standards	3.6168	1.07848	6	5.916	.000
E3	Issues related to website design	3.4953	1.10209	7	4.649	.000
Total		3.6636				

4.5 Web-Based Information Updating

The first part of objective four focuses on the extent of updating the web-based information according to users. Table 7 shows that 32.7% of respondents say “sometimes”, 28% say “often” and 17.8% say “always”. These results along with the mean value (3.3551) indicate that updating the web information comes in a moderate level. Investigating the prior results indicated almost similar results (e.g., Sandhu & Singh, 2019; Sarea, 2020) or less (e.g., Çalışkan & Güler, 2014; Pinto & Picoto, 2016). These, results are not acceptable and companies should give the updating process more emphasis in Jordan.

Table 7. The extent of updating the web-based information

	% Never	% Rarely	% Sometimes	% Often	% Always	Mean	S.D
Frequency of updating	6.5	15.0	32.7	28.0	17.8	3.3551	1.13480

4.6 Tools of Communication

The second part of objective four focuses on the tools of communication with companies to give feedback on the data disclosed on the websites. As shown in table 8, the most used tool is company phone. The justification for such result is based on the idea than phone contact is easy and user can immediately make sure that the idea is delivered to the concerned person. Other studies (e.g., Pinto & Picoto, 2016) show similar results. However, companies should reactivate their emails to enable users to get written responses to their comments in order for such companies to promote transparency and accountability.

Table 8. Tools of communication with companies

No.	Communication tool	Mean	S.D
G2	Company phone	3.2056	1.07052
G1	E-mail address of the company	2.6168	1.17878
G3	Visiting company	2.4953	1.12748

4.7 Format of Browsing

The last part of objective four asks about the most used formats to browse the web-based information. Table 9 shows that PDF is the most used format with a mean of 3.4019. This result is consistent with the findings of several prior studies (e.g., Lodhia et al., 2004; Çalışkan & Güler, 2014; Álvarez et al., 2008; Khan, 2016; Sandhu & Singh, 2019).

Table 9. The most used formats to browse the web-based information

No.	Format	Mean	S.D
H1	PDF-format	3.4019	1.07159
H2	Word-format	2.4206	1.04644
H3	Video files	2.0374	1.14038

4.8 Hypotheses Testing

The first three hypotheses were tested using One-sample T-test. H 4 and H5 were tested using linear multiple regression.

4.8.1 One-Sample-T-Test

According to users, H1 proposes that the web-based disclosure for different items is significantly important. As shown in Table 10, One-sample T-test result indicates that the mean (3.8829) is significant ($t = 17.204$; $p = 0.000$). Accordingly, H1 is accepted. This, however, indicates that users have positive perceptions toward the importance of web-based disclosure for different items. This also indicates that users consider the web-based disclosure necessary. One important justification of such result is the results of One-sample T-test for different items that shown in Table 3 above. Table 3 shows that 30 items of 32 have significant means.

H2 proposes that users have positive perceptions toward the potential advantages of web-based disclosure to users. Similarly, Table 10 shows that the mean (4.2911) is positive and significant ($t = 24.803$; $p = 0.000$). Accordingly, H2 is accepted. This means that users have positive perceptions toward the potential advantages of web-based disclosure to users. This result is supported by the results of One-sample T-test that reported in Table 4, where all the 7 potential advantages have mean values greater than four and are all significant. In addition, this result is consistent with that of Khan et al. (2017).

H3 also proposes that users have positive perceptions toward the potential advantages of web-based disclosure to companies. Result of One-sample T-test show that the means value (4.3908) is positive and significant (t = 26.444; p = 0.000). Accordingly, H3 is accepted. This result shows that users have positive perceptions toward the potential advantages of web-based disclosure to companies. This result is supported by the results that shown in Table 5 above, where all the 11 potential advantages have mean values greater than four and are all significant. This result is also consistent with that of Khan et al. (2017).

Table 10. One-sample T Test results

H	Mean	S.D	t-value	Sig
H1: Importance of web-based disclosure.	3.8829	.53085	17.204	.000
H2: Potential advantages of web-based disclosure for users.	4.2911	.53844	24.803	.000
H3: Potential advantages of web-based disclosure for companies.	4.3908	.54405	26.444	.000

4.8.2 Multiple Regression Analysis

Based on the results of principle component analysis, seven factors were extracted. Accordingly, H4 and its sub-hypotheses and H5 and its sub-hypotheses will be tested using multiple regressions. Notability that factor 7 will not be included in the regression due to the low reliability. Table 11 shows the descriptive statistics for the 7 factors and the potential advantages for users and companies. In particular, the most important factor according to the users is the financial factor with a mean of 4.4019. This result is consistent with prior research findings in respect to the actual disclosure (e.g., Lymer et al., 1999; Marston, 2003). Accordingly, multiple regressions are used to show the relationship between the importance of such factors and the potential advantages for both users and companies.

Table 11. Descriptive statistics for the study variables

Factor	No. of items	Cronbach's Alpha	Mean	S.D
Factor 1: Human resources and suppliers	6	.911	3.3442	.86186
Factor 2: Governance, quality and strategy	6	.881	4.0732	.74154
Factor 3: Dividend, alliances and competition	4	.792	4.2266	.60221
Factor 4: Social responsibility	3	.856	3.1994	.93484
Factor 5: Financial information	3	.831	4.4019	.70449
Factor 6: Share prices	2	.722	4.0981	.75685
Factor 7: Risk and production process	2	.441	4.2290	.56752
Advantages to users	7	.872	4.2911	.53844
Advantages to company	11	.908	4.3908	.54405

Table 12 shows the correlation matrix. The correlation coefficients indicate the absence of Multicollinearity problem among the explanatory variables.

Table 12. Correlation Matrix

Factor	HUSU	GOQS	DILC	SORP	FINL	SHPR
HUSU	1					
GOQS	.617**	1				
DILC	.379**	.448**	1	.		
SORP	.563**	.520**	.309**	1		
FINL	.028	.221*	.376**	-.043	1	
SHPR	.247*	.246*	.370**	.174	.238*	1

Note. ** Correlation is significant at the 0.01 level. * Correlation is significant at the 0.05 level.

H4 proposes that there is a positive relationship between the importance of web-based disclosure for different categories and the potential advantages for users. 6 factors were entered in the regression model as shown in equation 1.

$$ADUSERS = \beta_0 + \beta_1 HUSU + \beta_2 GOQS + \beta_3 DILC + \beta_4 SORP + \beta_5 FINL + \beta_6 SHPR + e \quad (1)$$

Where:

ADUSERS = users' potential advantages; HUSU = human resources and suppliers factor; GOQS = governance, quality and strategy factor; DILC = dividend, alliances and competition factor; SORP = Social responsibility; FINL = financial factor; SHPR = share prices factor; and e = error term.

The independent variables are the six extracted factors and the dependent variable is the users' potential advantages. As shown in Table 13, the model is significant (F = 3.358; p = .005). However, the values of means for Cook's Distance and Centered Leverage value indicate that the regression is free of outliers. Both the values of tolerance (TOL) and variance inflation factor (VIF) indicate the absence of Multicollinearity problem (Tol > zero, and VIF < 10) (Sekaran & Bougie, 2016).

The empirical results indicate that only the financial factor is associated with the users' potential advantages factor. In particular, the financial factor has a positive and significant (t = 1.983; p = 0.05) relationship with the users' potential advantages. Accordingly, H4e is accepted. Therefore, there is a significant and positive relationship between the importance of web disclosure for financial information and the potential advantages for users. That is, the importance of disclosing financial information through the websites of Jordanian companies creates advantages for users. This result is very realistic, since users are primarily interested in financial information as shown in the descriptive statistic results. In addition, the availability of financial information gives users timely information to take investment decisions. To the best of our knowledge, no prior studies investigated such relationships.

Thus, other studies that found the web-based disclosure for financial information is dominants may support our result (e.g., Çalışkan & Güler, 2014; Khan, 2016; Ferreira & Martins, 2017).

Other sub-hypotheses (H4a, H4b, H4c, H4d and H4f) are rejected as results show insignificant relationships with the users' potential advantages factor. The justification for such results is due to the fact that other information such as human resources, governance and social responsibility information concern the employees, companies and public more than users, who interested much in financial information.

Table 13. Multiple regression analysis results

Independent variables	t-value	Sig.	Tol.	VIF
(Constant)	5.907	.000		
HUSU	1.645	.103	.518	1.931
GOQS	-.685	.495	.511	1.956
DILC	1.475	.143	.645	1.550
SORP	.718	.474	.613	1.632
FINL	1.983	.050*	.781	1.281
SHPR	.271	.787	.834	1.199
R	.410			
R^2	.168			
Adjusted R^2	.118			
F	3.358			
Sig.	.005			
Cook's Distance	.016			
Centered Leverage Value	.056			
Durbin-Watson	1.712			

Note. Dependent variable: Users' potential advantages. * Significant at the 0.10 level.

As shown in equation 2, the regression repeated with the companies' potential advantages as a dependent variable to test H5a, H5b, H5c, H5d, H5e and H5f.

$$ADCOMPS = \beta_0 + \beta_1 HUSU + \beta_2 GOQS + \beta_3 DILC + \beta_4 SORP + \beta_5 FINL + \beta_6 SHPR + e \quad (2)$$

Where:

ADCOMPS = companies' potential advantages; HUSU = human resources and suppliers factor; GOQS = governance, quality and strategy factor; DILC = dividend, alliances and competition factor; SORP = Social responsibility; FINL = financial factor; SHPR = share prices factor; and e = error term.

H5 proposes a positive relationship between the importance of web-based disclosure for different categories and the potential advantages for companies. The results of regression for

the six sub-hypotheses are shown in Table 14. H5a proposes a significant and positive relationship between the importance of web-based disclosure for human resources and supplier information and the potential advantages for companies. Result shows a positive and significant (t = 1.736; p = 0.086) relationship between human resources and supplier factor and the potential advantages for companies. Accordingly, H5a is accepted. This means that there is a significant and positive relationship between the importance of web disclosure for human resources and supplier factor and the potential advantages for companies. The main justification for such result is that both employees and suppliers are the main drivers to any firm operating activities. Thus, disclosing information on websites about them creates advantages for companies according to the users.

The results also show a positive and significant (t = 1.730; p = 0.087) relationship between governance, quality and strategy information and the companies' potential advantages. Therefore, H5b is accepted. Thus, it can be concluded that there is a significant and positive relationship between the importance of web-based disclosure for governance, quality and strategy factor and the potential advantages for companies. This means that disclosing governance, quality and strategy information on companies websites creates potential advantages for such companies such as attracting local and foreign investments, promoting companies and enhancing transparency and accountability. This result is realistic as the governance, quality and strategy information include such information about the durability of corporate governance, quality of production and services and the future plan of company that will create potential advantages for companies. In addition, the strategic information includes plans for future periods and the business managers are responsible for implementation. However, other factors have insignificant relationships with the companies' potential advantages. Therefore, other hypotheses (H5c, H5d, H5e and H5f) are rejected. A possible justification for such results is that disclosing of other information is formality to satisfy certain parties and to comply with legal requirements.

Table 14. Multiple Regression Analysis Results

Independent variables	t-value	Sig.	Tol.	VIF
(Constant)	6.592	.000		
HUSU	1.736	.086*	.518	1.931
GOQS	1.730	.087*	.511	1.956
DILC	-.011	.991	.645	1.550
SORP	.321	.749	.613	1.632
FINL	.514	.608	.781	1.281
SHPR	.777	.439	.834	1.199
R	.449			
R^2	.202			
Adjusted R^2	.154			
F	4.207			
Sig.	.001			
Cook's Distance	.015			
Centered Leverage Value	.056			
Durbin-Watson	1.829			

Note. Dependent variable: Companies' potential advantages. * Significant at the 0.10 level.

5. Conclusion and Recommendations

The current study is one of the few studies that interested in the perception of users toward the importance of a web-based disclosure for 32 items. The study also focused on the perceptions of users toward the potential advantages of web-based disclosure for both the users and companies. In addition, the study shows the perception of users toward the obstacles that may prevent companies to use websites for reporting. Furthermore, the study is interested in the website presentation issues as identified by users. Principle component analysis was initially used to determine the main components of web-based disclosure items as ranked by the users. Finally, the relationship between the importance of web-based disclosure for 6 factors and the potential advantages for both users and companies was empirically tested. These objectives were achieved through online responses from 107 users.

According to the users, results revealed that financial information is the most important information that should be disclosed on the websites of companies. This information includes, for example, current year dividend, the financial statements and the current year interim information. The social responsibility information is the least important according to the users. Results also show that web-based disclosure has several potential advantages for users. These include, for example, enhancing the timeliness and efficiency of information. In addition, web-based disclosure enhances the decision-making process. In respect to companies, results also show that web-based disclosure is also very useful. Examples of the highest ranked advantages for companies include promoting companies, attracting investments and enhancing transparency. However, results show that mean values of advantages for both the users and companies are close to each other and significant. In respect to the obstacles, users see that competition, cost and audit issues are the main obstacles that may hinder companies to use their websites for reporting. In respect to the websites presentation, users indicate that updating the web information comes in a moderate level, and the phone is the main communication tool, with the PDF as the main browsing format.

Empirical results indicate that users have positive and significant perceptions toward the importance of web-based disclosure. In addition, results indicate that users have positive and significant perceptions toward both the potential advantages of web-based disclosure for users and companies. In respect to the regression results, findings show a significant and positive relationship between the financial factor and the users' potential advantages. In respect to the companies' potential advantages, results show a significant and positive relationship between the importance of web-based disclosure for "human resources and suppliers" factor and the companies' potential advantages. In addition, results show a significant and positive relationship between "the governance, quality and strategy" factor and the companies' potential advantages.

Based on the perceptions of users, the current exploratory study presents up-to-date valuable information to decision-makers in Jordanian companies in respect to web-based disclosure. First, the study tabulates 32 items accordance to their importance to users, which is supposed to assist companies in directing their web-based disclosure in the right direction. Second, the

principle component analysis resulted in seven factors that can be used as a web-based disclosure model by companies. Third, the obstacles of web-based disclosure received fewer weights than the potential advantages for both users and companies in a five-point-likert scale, which indicates a high tendency for users to move towards web-based disclosure. Accordingly, companies should support such tendency by intensive web-based disclosure. Finally, the empirical results indicate that most of the web-based disclosure factors are not associated with the potential advantages for both users and companies. This, however, lays additional responsibility on Jordanian companies to support such relation by giving more emphasis to the quality of web-based disclosure in the first instance.

The low study sample is the main limitation for the current study. Accordingly future studies may use larger samples and compare the perception of users with that of business managers, for example, to enrich this topic. In addition, future studies in Jordan may incorporate more items to evaluate the web-based disclose in terms of integrity, accessibility and accuracy. Furthermore, future studies may be performed to compare the status of web-based disclosure in Jordan with that in other developing and developed countries.

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