

Accounting Transparency of Non-Governmental Organizations: A Bibliometric Analysis

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Abstract. As non-governmental organizations (NGOs) become increasingly involved in international affairs, they face a growing deficit of confidence due to opacity of information environment. This opacity not only affects NGO financing, but also decreases public confidence in NGOs, affecting negatively their sustainability. Due to the crucial role of transparency in NGOs, the present study performs a bibliometric analysis of the research on accounting transparency.

Keywords: Transparency, NGO, bibliometric analysis.

1. Introduction

Non-governmental organizations (NGOs) are organizations that originate neither in the governmental sphere nor as for-profit organizations. They usually serve the public welfare and obtain their financing from the governments of the countries with which they collaborate. NGOs are becoming increasingly involved in international affairs, and their role and influence within and outside the United Nations system is constantly increasing and gaining recognition in various fields. However, NGOs currently face a serious problem: interest groups' growing deficit of confidence due to scandals, which negatively influences NGOs' public image [50]. For example, in China, the Red Cross Society of China (RCSC) suffered a crisis of confidence in 2011. The media published news of its financial failure, generating great turmoil concerning its internal management and ineffective supervision. The result was great distrust in the general population. From that moment, the RCSC suffered a drastic fall in donations. According to China's 2011 charitable donation report, the RCSC system at all levels received social donations of approximately 2,867 million yuan (3.4% of total donations in China), a decrease of 59.39% over the previous year. This event increased attention to the transparency of information in charitable organizations and led to publication of the Charity Law of the People's Republic of China, which regulates various aspects of charitable organizations, including information disclosure and supervision.