Table A1 Seed words of integrity culture

Panel A: Included integrity seed words with synonyms

|  |  |  |
| --- | --- | --- |
| Source | Seed words | Synonyms |
| (F. Jiang, Shi, & Li, 2015; F. X. Jiang et al., 2019) | Honesty | Honest, true, keep your word |
| Ethic | Kindness, social benefits, benefits, social welfare, reputation, abiding by the law |
| Responsibility | Quality policy, reputation, leadership |
| Fairness | Piety, outspoken, loyalty, recognition, sincerity |
| Trust | Keep faith, prestige, credit, keep your word, count on, trust, sincerely believe in, entrust, believe, firmly believe, keep the promise, believe in, have faith in, creditworthiness, creditability, trust rank, mutual trust, sense of trust, public credibility |
| Sincerity | Assurance, make sure, |
| Transparency | Realistic and pragmatic |
| (Bo, Baoyin, & Junming, 2021) | Confidence | Brand advantage |

Panel B: Excluded integrity seed words with synonyms

|  |  |  |
| --- | --- | --- |
| Source | Seed words | Synonyms |
| (F. Jiang et al., 2015; F. X. Jiang et al., 2019) | Do not lie | Do not deceive |

Panel C: Excluded words in the integrity culture dictionary

|  |  |
| --- | --- |
| Type | *Excluded words* |
| Integrity | Tiebai buying gold, stakeholders, partners, alliances, strategic partners |

Panel D: Integrity culture dictionary

|  |  |
| --- | --- |
| Type | *Complete lexicon* |
| Integrity | Integrity, moral character, piety, listening, concept always maintain, enterprising, intentions, responsibility pursue, highly praised, persistence, excellence, personality, value system, determination, feedback, perseverance, stabilize price, institutionalization, power and responsibility, safety and reliability historical data, authenticity, faith, confidence, firm, morality, cost performance, pacesetter, public interest, care, brand image, visit, firm confidence, family, trustworthiness, brand value, communication platform, system, benefit, popularity, initiative, vitality, growth, mind, benign, corporate purpose, customer resources, attention, homogeneity, relatively stable, close contact, credit risk, dedication, credibility, consistency, due diligence, reciprocity, stability, sense of honor, purpose, unity, highly responsible, social morality and public service, market-oriented, commodity quality, viscosity, quality, strive to achieve, accumulation, keeping promises, sense of responsibility, active cooperation, harmony, accounting period, warm reception, original intention, reference, resource conservation, foundation, values, value, intensive cultivation, mutual cooperation, hand in hand, stable, practical action, shoulder, vision, objectivity, brand advantage, focused, create, solid, gratitude, spiritual civilization, pulse taking, recovery, service quality, work style, mission, common prosperity, quality policy, example, mutual benefit, grateful, demonstration, struggle, respect, effort, long-term maintenance, insight, like-minded, weather and weather dominance, sincerity, cohesive force, quality service, credit rating, sense of hardship, comprehensiveness, as always, ecological benefits, honesty, ideology and morality, high-quality products, public welfare, communication and exchange, law-abiding, standards, norms credit system, reassurance, be realistic, core concept brand awareness, civilization, protection, attitude, loyalty, truth-seeking, consistent, inheritance, awareness, bearing in mind, cultural heritage, inclusive, striving, service level, charity, communication mode, concern, bottom line, weekly arrival, symbiosis, satisfaction, public welfare activities, sense of mission, love, corporate image, social benefits, trust, work hard together, dependence, transparency, product quality, kindness, hard work openness, mutual trust, pay close attention, adherence, commitment, professional ethics, learning from each other's strengths, public image, deeply recognized, reputation, recognition, bear bravely, praise, customer relations, pragmatic, price system, cultural atmosphere, public service, equality, public relations, tightness, environment, sincere cooperation, favour, quality first, resource sharing, maintenance, co governance, international conventions, benchmarking, firm cultivation, strong, equal treatment, sharing weal and woe, overall quality, patience, regular customers, cultivation, response, thanks, credit, user service, responsibility, shaping |

**Table 1 根据相关文献确定保留的/删除的/新增的种子词**

**以下表格包含相关文献中用于定义诚信文化的关键词和与这些关键词在企业年报文本中一同出现的近义词。Panel A列出了相关文献中对应的诚信文化种子词。Panel B删去了一类过于口语化的种子词。**

Panel A: 被保留的在相关文献中涉及的诚信文化种子词及同义词

|  |  |  |
| --- | --- | --- |
| 种子词来源 | 种子词 | 同义词 |
| 《现代汉语词典》及《简明牛津词典》  (姜付秀 et al. 2015; Jiang et al. 2019) | 诚实 | 诚信、真实、遵守诺言 |
| 道德 | 善待、社会效益、造福、公益事业、美誉度、奉公守法 |
| 责任 | 质量方针、声誉、排头兵 |
| 真诚 | 虔诚、坦诚、忠诚度、认可度、诚挚 |
| 信任 | 守信、信誉、信用、遵守诺言、信赖、笃信、信托、置信、坚信、守信、立信、相信、信誉、信誉度、信任度、信赖、互信、信任感、公信力 |
| 真实 | 确信、资信 |
| 透明度 | 求真务实 |
| 《现代汉语词典》和《新华字典》补充  (程博 et al. 2021) | 自信 | 品牌优势 |

Panel B: 被删除的在相关文献中涉及的诚信文化种子词及同义词

|  |  |  |
| --- | --- | --- |
| 种子词来源 | 种子词 | 同义词 |
| 《现代汉语词典》及《简明牛津词典》  (Jiang et al. 2019) | 不说谎 | 不欺骗 |

**Table IA3 利用企业年报、季报文本取得的诚信文化字典**

以下表格列出了我们应用*word2vec*方法和前文中提及的种子词所筛选出的诚信文化字典。

Panel A:诚信文化词典中的关键词

|  |  |
| --- | --- |
| 关键词类别 | 关键词 |
| 最终使用的文化词典 | 诚信、诚实、真实、真诚、虔诚、道德、信誉、信任、信用、守信、坦诚、遵守诺言、透明度、互惠、互利、信誉度、忠诚度、品牌形象、认同、信任度、公众形象、口碑、回馈、信赖、认知度、满意、质量方针、认同度、互信、互利互惠、文明、善待、认可度、信任感、感激、共生、和谐、核心理念、品牌意识、质地、企业形象、深受、肯定、进取、优质品、精诚合作、资信、声誉、放心、优质服务、感谢、市场导向、一如既往、高度评价、老客户、同质、维系、职业道德、比较稳定、包容、稳固、注重、牢固、宗旨、社会效益、始终如一、积极合作、实际行动、积攒、文化氛围、守护、责任能力、追求、坚定信心、家国、耐心、客户资源、造福、环境、公益事业、服务质量、热爱、关注度、努力做到、十分注意、洞悉、热情接待、勇担、公共利益、公共服务、倾听、慈善事业、黏度、信用风险、沟通模式、营造、紧密联系、诚挚、德才兼备、紧密度、信心、责任感、共荣、公共关系、拼搏、开放、秉持、反响、精益求精、好评、品牌价值、沟通交流、一以贯之、权责、秉承、奉献、根基、平等、笃定、敬业、价值观、赞许、互相配合、携手、重拾、塑造、企业宗旨、资源共享、认同感、良性、聆听、美誉度、彰显、商品质量、奋斗、意识、公信力、积极主动、奉公守法、重视、风雨同舟、主导权、客户关系、用心、生命力、优质、生态效益、使命、信赖感、使命感、怀揣、一视同仁、人品、国际公约、共治、信仰、赞誉、树牢、知名度、精耕细作、持以、客观、责任意识、表扬、青睐、以质取胜、价值体系、耕耘、信用等级、交流平台、把脉、长期保持、质量第一、态度、安全可靠、历史数据、公益活动、信贷、尊重、认可、持久、关爱、文化底蕴、致力、稳定性、取长补短、信得过、忧患意识、求实、成长、坚守、浓厚、账期、工作作风、应尽、稳定、全面性、融洽、周到、性价比、产品质量、品牌优势、求真务实、聚合力、榜样、初心、底线、志同道合、感恩、理念、始终保持、实情、稳价、用户服务、价格体系、肩负、产品品质、资源节约型、参观、团结奋进、荣誉感、关切、心怀、努力、服务水平、紧扣、依赖度、整体素质、高度负责、看重、借鉴、己任、人格、珍视、团结、荣辱与共、标杆、排头兵、愿景、扎实、力求、制度、制度化、准则、规范、信用体系、思想道德、精神文明、社会公德、公共服务 |
| 删除的关键词 | 铁百买金、相关者、合作伙伴、结盟、战略伙伴 |