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ABSTRACT

The study aims to measure corporate governance and its impact on company performance and the risk of Cool Group Limited. The research method is to use the SPSS System to perform regression analysis on Coolpad Group Limited. The study found that the liquidity performance of Cool Group Co., Ltd. has deteriorated year by year, which means that its ability to withstand short-term debt is deteriorating. Regression analysis shows that Coolpad Group's liquidity risk is more affected by the quick ratio, current ratio (internal factor) and interest rate (external factor).

Keywords: liquidity risk, macroeconomics and corporate governance

1.0 INTRODUCTION

1.1 Company Background

Coolpad Group Co., Ltd. was integrated in the Cayman Islands on June 11, 2002, as a limited liability exemption company. The Company's shares were listed on the Hong Kong Stock Exchange Limited on December 9, 2004 (stock code: 2369).

Yulong Computer Communication Technology Co., Ltd. is wholly-owned with indirectly subsidiary of the Company. In April 1993, Mr Guo Deying was the Chairman. Shenzhen Yulong is a primary developer and builder of incorporated solutions for Coolpad smartphones, mobile data platform systems and value-added services operations. Shenzhen Yulong Software Co., Ltd. brings its Coolpad products specifically for Chinese companies, individual consumers, mobile operators and governments.

Over the past decade, the Company and its subsidiaries have developed a number of proprietary technologies and patents for mobile operating systems, RF, protocols and wireless data decomposition transmission technologies. For example, the Group has developed advanced capabilities in mobile communications. R&D capabilities have gradually become the leader in 4G and 3G smartphones in the Chinese telecom market. The Group strongly supports the 4G popularization plan of operators. In order to better express the brand concept, the Group updated the Coolpad logo with "4C" (catalyst, creativity, confidence, care).

1.2 Corporate Governance Issue Associated with Coolpad Group Limited

The Board of Directors of the Company is committed to improving the transparency of the Company through effective information disclosure channels, thereby improving the corporate governance of the Group.

The Board believes that good corporate governance is in keeping with a close and trusting relationship with employees, business partners, shareholders and investors.

The Board of Directors accept corporate governance and are important for: developing and reviewing the Company's corporate governance policies; monitoring and monitoring the training and continuing the professional development of directors and senior management; reviewing and monitoring the Company's policies and practices related to legal and regulatory requirements; Review and monitor the Company's Code of conduct; and review the Company's compliance with the disclosures in this Code and the Corporate Governance Report. In addition, the Company has established three committees: the Nominating Committee, the Remuneration Committee and the Audit Committee.

The Nomination Committee consists of an executive director and two independent non-executive directors, namely Mr Chen Jingzhong, Mr Jiang Chao (resigned on January 11, 2019), Mr Chen Jiajun (appointed on January 17) 2019), Xie Weixin Mr. is a member.

The Nominating Committee selects and recommends candidates to serve as directors and senior management by reference to skills, experience, expertise, personal character and regulations. When the attendance record of the Nominating Committee meeting is as follows, an external recruitment agency may be hired to conduct the recruitment and selection process.

1.3 Research Objective

1. To investigate the influence of the internal factors towards liquidity risk.

2. To investigate the external factors influence liquidity risk.

3. To investigate both internal and external factors influence liquidity risk.

1.4 Research Questions

1. Does any relationship between the internal factors towards liquidity risk?

2. Does any relationship between the external factors towards liquidity risk?

3. Does any relationship between both internal and external factors towards liquidity risk?

1.5 Scope of Study

The research sample is detailed information about the Chinese smartphone industry, namely Coolpad Group Limited. The accounting and financial ratios are based on the annual report of Coolpad Group Ltd. for 2014-2018.

2.0 LITERATURE REVIEW

2.1 Introduction

A literature review is a survey of academic resources that outlines specific topics. The literature review is a collection of the most relevant and important publications on the subject, in order to fully understand the topic and what whom said.

2.2 Company Performance

Veliyath and Bishop (1995) conducted similar studies using samples from 47 US pharmaceutical companies. Their research supports the relationship between CEO compensation and company performance. This study aims to contribute to research in this area by testing the relationship between corporate performance and CEO compensation in the computer and electronics industries. The results of the literature review indicate that the industry has not been studied before.

2.3 Corporate Governance

In 1992 report, the World Bank proposed the concept of governance, namely "governance and development". The document shows that good governance is an essential complement to sound economic policies and is essential for creating and sustaining an environment conducive to stable and equitable development. For the World Bank, good governance includes the following: the capacity and efficiency of public sector management, accountability, the legal framework for growth, and information and transparency.

2.4 Credit Risk

Based on Jarrow and Protter (2004), Black and Scholes (1973) and Merton (1974) provide a basis for one of the main categories of credit risk models (structured methods), in which corporate debt has the following terms. : Choice of company assets (Giesecke, 2004). The second type of credit model (also known as the simplified form) is recent, originating from the research by Artzner and Delbaen (1995), Jarrow and Turnbull (1995), and Duffie and Singleton (1999). Such people believe that the calibration intensity that occurs through market price exogenous methods defaults (Giesecke, 2004).

2.5 Liquidity Risk

In the banking industry, the impact of liquidity risk on profitability is mixed. Studies supporting positive views include Molyneux and Thornton (1992) and Barth et al. (2003); Studies supporting negative perspectives include Bourke (1989), Demirgus-Kent and Huisinga (1999), Cosmidu (2008) and Cosmidu et al. (2008). Previous studies have found that banks with high liquidity have lower net interest margins (e.g. Demirgüç Kunt and Huizinga, 1999; Shen et al., 2001; Demirgüç-Kunt et al., 2003; Naceur and Kandil, 2009). Sharma et al. (2015) show that the negative correlation between liquidity and bank efficiency is negligible.

2.6 Operational Risk

Operational risk is defined as the risk of loss due to internal processes, insufficient personnel or systems or external events. This definition includes legal risks but does not include strategic and reputational risks. The panel selected the article published between 1998 and 2014 because the first operational risk definition was similar to the definition of the Banking Commission for Basel (2001) and appeared in the paper published by the organization's risk management team. 1998, Basel Bank Supervision Committee. The earliest article in our sample "Modeling and Measuring Operational Risk" was published by Risk et al. in Risk Journal. The development of operational risk literature around financial institutions. The rapid growth in 2006 (almost twice the previous year) may be the result of a new regulation proposed by the Basel Committee on Banking Supervision, known as "International Integration of Capital Measurements and Capital Standards" and in 2006 release.

2.7 Macroeconomic Risk

2.7.1 GDP (Gross Domestic Product)

According to Aneen Jordaan, GDP can be used as the sum of the total value of all goods and services produced by a country during a specific period. It has a significant impact on every firms in the economy. When GDP growth is strong, companies hire more workers and can pay higher salaries and wages, which leads to increased consumer spending on goods and services. Conversely, when GDP growth is shallow,

or the economy is in recession, the company goes bankrupt, and workers' salaries and wages fall.

2.7.2 Inflation

The inflation rate is the percentage of price increases or decreases over a specified period. This percentage tells how much the price a unit buys at a lower price than the previous period in the general price level. Inflation indicates a decline in the purchasing power of a country's currency.

2.7.3 Interest Rate

The interest rate was defined by Patterson and Lygnerud (1999) as prices. Interest is a price that payable for the money that borrowed in a time period and stated in percentage from overall outstanding balance left where is changeable or fixed. Interest is the amount of charge to the debtors within the time of using the credit provided (Mutinda, 2014).

2.7.4 Exchange Rate

Even though the exchange rate between different currencies will change over time, it puts the parties in countries that interact with each other through transnational activities at risk. Risk or risk in this case "represent the sensitivity of the value of the firm to exchange rate randomness (Jorion, 1990, p. 331)." In others words, the number of assets, liabilities or cash flows that are issue to exchange rate fluctuations, nominated as the exposure and in turn, the possibility of losing that may be reached to the Company because of these fluctuations, is noted as the risk of the exposure (Bridges, 1988).

2.8 Importance of Corporate Governance

In the past few decades, corporate governance has increased in many of countries, especially after the financial crisis and economic collapse (Brown & Caylor, 2006). The Asian financial crisis highlighted (1997) the serious weaknesses in the Asian capital market framework, including its corporate treatment system, which demonstrates the need for effective corporate governance (Mitton, 2002).

3.0 METHODOLOGY

3.1 Introduction

This chapter will explain the methods used in this study. This chapter will refer to each component involved in this study from the samples obtained and the sampling techniques used for the analysis. Lastly, it will be explained the details, the analysis modes, and data collection methods selected.

3.2 Data and Sampling

This study conducts ratio analysis on the data took from the company annual reports during 2014-2018.

3.3 Variables

The study applies 8 internal variables and four macroeconomic variables. The outcomes indicate that among internal factors which is liquidity ratio, credit ratio, operational ratio and corporate governance index(CGI) are found to be significant determinants of Company's performances. In case of external factors are GDP, exchange rate, interest rate and inflation.

3.4 Internal and External Determinants of Liquidity ratio Model

According to Hiestand (2011), the pooled data was conducted using a pooled model as the models provide constant-coefficient to both intercept and slope. The pooled model of multivariate regression was used to determine the effect of interval factors and macroeconomic factors on the quick ratio for the Company. The hypothesis was illustrated in Model 1, 2 and 3.

Model 1: Pooled model of internal factors to the liquidity risk of Coolpad Group Company

Liquidity risk = $a + a1ROAi + a2ACPi + a3DTIi + a4ORi + a5OMi + a6CGIi + \epsilon it$ Model 2: Pooled model of external factors to the quick risk of Coolpad Group Company

 $Liquidity\ risk = a + a1GDPi + a2Inflationi + a3IRi + a4ERi + a5MRi + \epsilon it$

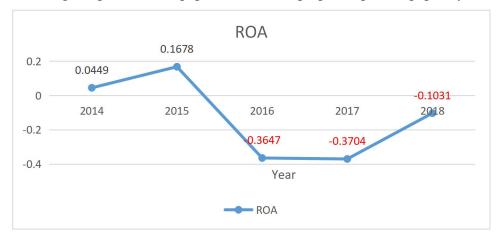
Model 3: Pooled model of liquidity risk of Coolpad Group Limited

Liquidity risk = $a + a1ROAi + a2ACPi + a3DTIi + a4ORi + a5OMi + a6CGIi + a7GDPi + a8Inflationi + a9IRi + a10ERi + a11MRi + <math>\epsilon$ it

Based on the models, the liquidity ratio is the dependent variable to calculate how efficiency control by the management team and how external factors affect the profitability of the Company.

4.0 Findings and Analysis

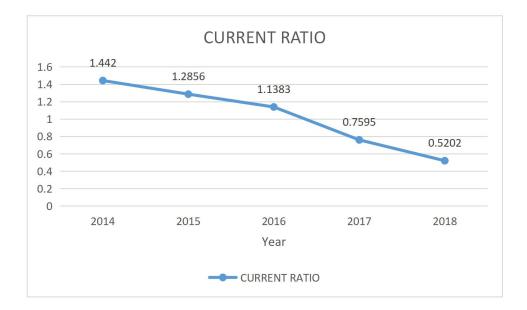
The paper contains a detailed description of the results obtained after the study. Writing a winning paper takes a lot of time and effort. Therefore, we can take advantage of professional paper authors and prepare a perfect paper by the deadline.



4.1 Return on Assets

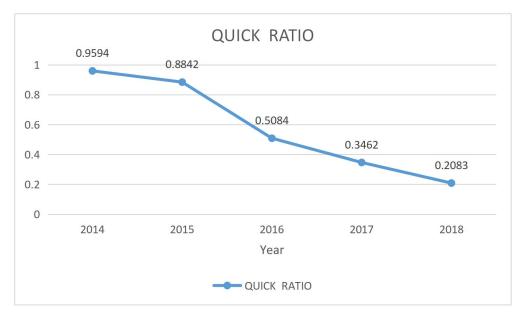
Return On Assets = $\frac{\text{Net Income}}{\text{Total Asstes}}$

The trend of the line graph decreased over the period given. The highest ratio is 16.78% at 2015. In contrast, the lowest ratio is -37.04% at 2017. The negative ratio means a loss of 0.37 when using 1 rmb assets. The negative net income proves that it has an impact on ROA performance. The company has a negative net income could be losing money, or it could be buying up assets that will generate profits in the future. A higher than average ROA could be a sign the company isn't investing enough in assets, which will hurt it drop the line.



4.2 Current Ratio

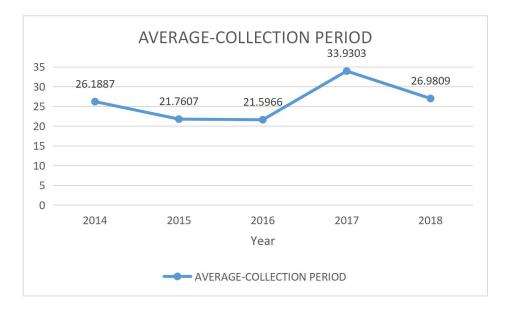
The trend of the line graph decreased over the period given. The highest ratio is 144.2% at 2014. In contrast, the lowest ratio is 52% at 2018. The highest ratio in the company means that it has more ability to repay its current liabilities than other years. As can be seen from the report, the decline in assets is much larger than the decline in current liabilities. Obviously, the company declining in the ratio is moving toward a bad financial direction. The ratio dropped below 1.0, the company has negative operating capital, meaning that it has more debt obligations and current liabilities than it has cash flow and current assets to pay them.







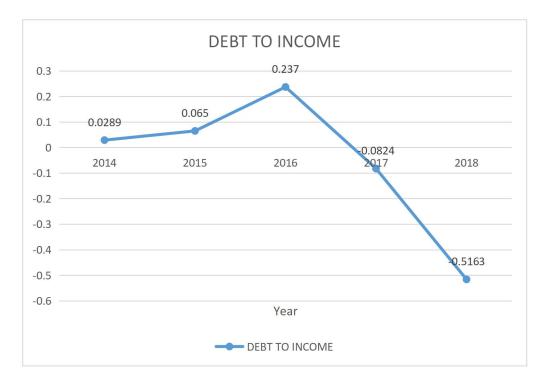
The trend of the line graph decreased over the period given. The highest ratio is 95.94% at 2014. In contrast, the lowest ratio is 20.83% at 2018. A low quick ratio is generally a more risky position since the company doesn't have adequate current assets, without inventories, to cover the short-term debt. This also means the company rely heavily on efficient inventory turnover to keep it afloat in the near-term. A significant downturn in sales could leave the company in a bind. A low ratio also causes concern with potential investors and creditors because of its short-term risks.



4.4 Average-Collection Period

 $Average Collection Period = \frac{Average Account Receiveble}{Daily Sales}$

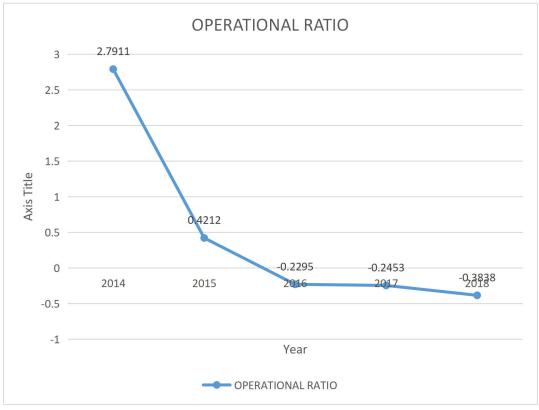
The trend of the line graph increased over the period given. The longest period is 34 days at 2017. In contrast, the shortest period is 22 days at 2016. The unstable line graph is caused by sales, and the mix of customers is changing dramatically. The longer period to collect back the payment from receivable is harm to the financial management of the company because it will reduce the money turnover to the company. Average-Collection Period is increased, can be indicated with three possible outcomes which are looser credit policy, worsening economy or reduced collection efforts.



4.5 Debt to Income

Debt to Income = $\frac{\text{Debt Payment}}{\text{Gross Income}}$

The trend of the line graph decreased over the period given. The highest ratio is 23.70% at 2016. In contrast, the lowest ratio is -51.63% at 2018. The net loss has a negative impact ratio, which means that for every RMB 1 loss, the company has paid an additional RMB 0.52 in debt. This result to the shareholders is a "big heart-attack", as Brendan Wood said the management team aren't correctly read the status of shareholder confidence and acted on it weren't spared.



4.6 Operating Ratio

Operating ratio = $\frac{\text{Operating Expense}}{\text{Net income}}$

The trend of the line graph decreased over the period given. The highest ratio is 2.79% at 2016. In contrast, the lowest ratio is -38.38% at 2018. Based on this ratio, the company's management efficiency is calculated. Because the ratio has a negative sign, CEO(chief of the executive) lacks effective financial decision-making ability.

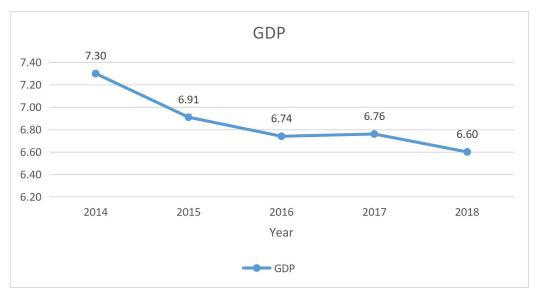


4.7 Operating Margin

Operating Margin = $\frac{\text{Operating Earning}}{\text{Revenue}}$

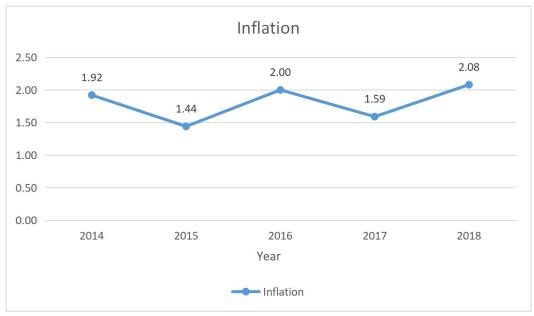
The trend of the line graph decreased over the period given. The highest ratio is 6.35% at 2014. In contrast, the lowest ratio is -29.2% at 2017. The negative ratio is caused by negative operating income. Negative operating income is an operating loss, which means that the cost of goods sold and operating expenses are combined greater than sales. According to information on New York University professor Aswath Damodaran, he mentioned that if revenue fall but costs remain the same, profits will become suffer. In addition, Losses often force companies to take on additional debt, which might lead to asset divestitures to raise cash and possible bankruptcy.

4.8 Macroeconomic Risk



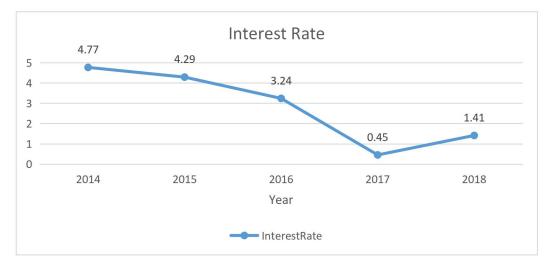
4.8.1 GDP (Gross Domestic Product)

The trend of the line graph decreased over the period given. The negative growth of GDP describes the performance of a company experiencing a decline in sales and earnings. Simultaneously, it made the decline of wage growth and the overall contraction of the money supply. Negative growth rates and economic contraction are also marked by a decrease in real income, higher unemployment, lower levels of industrial production and a decline in wholesale or retail sales.



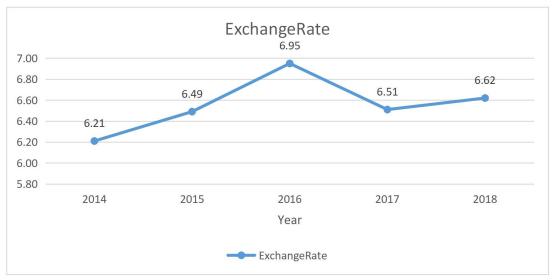


The trend of the line graph increased over the period given and its originally is only 1.92% experienced down and up. Finally it became 2.08% which is the highest within these 5 years.



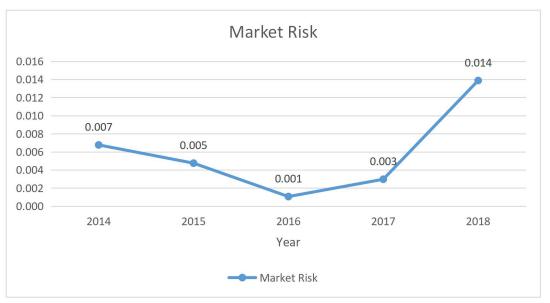
4.8.3 Interest Rate

The trend of the line graph decreased over the period given. The interest rate is the cost of borrowing money. In other words, it is the compensation for the service and risk of lending money. From a business perspective, they are willing to borrow money from the bank to provide future profit. The purpose of borrowing money is to buy equipment or expand its business to generate more revenue when the opportunity happens. Therefore, the lower interest rate is a piece of good news to the firms to pay less interest to the bank.



4.8.4 Exchange rate

The trend of the line graph increased over the period given. The lowest ratio of exchange rate is 6.21% in 2014. In contrast, the highest of exchange rate is 6.95 in 2016. The value of currencies can vary depending on the law of supply and demand.



4.8.3 Interest Rate

The trend of the line graph increased over the period given. The lowest of market risk is 0.1% in 2016. The highest of market risk is 1.4%. The average of the market risk is 0.59%.

5.0 SPSS ANALYSIS

The SPSS analysis of liquidity risk on company-specific variables will be discussed in four perspectives, namely correlation, model summary, ANOVA and coefficient by using the stepwise method.

5.1 Model 1: Liquidity Risk on Internal Factors

Table 1: Correlation of Coolpad Group limited on interval factors

QUICK RATIO	
ROA	.098
CURRENT RATIO	.006
AVERAGE-COLLECTION	.212
PERIOD	
DEBT TO INCOME	.140
OPERATING RATIO	.053
OPERATING MARGIN	.018

Table 1 : Dependent variable: Quick Ratio

From table 1 shows when the dependent variable as quick ratio and the most significance or relevant ratio by using p-value. The P-value is significant must not more than 0.1. In the method of model 1 indicates that the most significant interval factors of liquidity are the current ratio. The most significant independent variable with the quick ratio is the current ratio and its 0.006. This result means that the current ratio is most relevant to the quick ratio in model 1.

 Table 2: Model Summary of Coolpad Group Limited's liquity risk on interval factors

Model	R	R square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watso n
1	.954 ^a	.911	.881	.1135142	2.426

From table 2 (Model Summary) exhibits the strength of the relationship between the model and the dependent variable. R square shows that the model explains 91.1% of the variation in time. A larger percentage of the adjusted R square can improve the model beyond accidental expectations. In simple words, the percentage of the current ratio can be trustworthiness in the future predictable or interpret quick ratio is 88.1%.

Table 3: ANVOVA of Coolpad Group Limited's liquity risk on interval factors

Model		Sum of	df	Mean	F	Sig.
		Squares		Square		
1	Regression	.396	1	.396	30.714	0.12 ^b
	Residual	.039	3	.013		
	Total	.434	4			

The F-value has a higher value which is 30.714 but since the significance of level is more than 0.1 or 0.09 and which is 0.12, thus, the F-values is insignificance, it cannot fully be trusted.

Table 4 :Coefficient of Coolpad Group Limited's liquity risk on interval factors

	Unstandardized B	Coefficients Std. Error	Standardized Coefficients	t	Sig.	95.0% Confidence	Interval for B	Collinearity Tolerance	Statistics VIF
			Beta			Lower	Upper		
						Bound	Bound		
(Constant)	269	.162		-1.664	.195	783	.245		
CURRENT RATIO	.826	.149	.954	5.542	.012	.352	1.031	1.000	1.000
•	CURRENT	(Constant)269 CURRENT .826	(Constant)269 .162 CURRENT .826 .149	Constant) 269 .162 CURRENT .826 .149 .954	Constant) 269 .162 -1.664 CURRENT .826 .149 .954 5.542	Beta Beta (Constant) 269 .162 -1.664 .195 CURRENT .826 .149 .954 5.542 .012	Beta Lower Bound (Constant) 269 .162 -1.664 .195 783 CURRENT .826 .149 .954 5.542 .012 .352	Beta Lower Upper Bound Beta Image: Sound Upper (Constant) 269 .162 -1.664 .195 783 .245 CURRENT .826 .149 .954 5.542 .012 .352 1.031	Beta Lower Upper Bound Beta Lower Bound (Constant) 269 .162 -1.664 .195 783 .245 CURRENT .826 .149 .954 5.542 .012 .352 1.031 1.000

Table 4 illustrates a coefficient of Coolpad Group Limited. the t-value of Current ratio has a small influence on the company, which is 5.542, while the significant is 0.012. Usually, the smaller number of significant, the biggest of t-value. In the findings, the beta of Current ratio is 0.954 indicates that it is a positive influence on the company. So, the company must manage only the main thing in the company, which is the current ratio. This is because of its the only relevant variables among other variables. Based on the SPSS statistic, the most significant is the Current ratio in internal factors.

5.2 Model 2: Liquidity Risk on External Factors

Table 5 : Correlation of Coolpad Group Limited's liquity risk on external factors

1401013	
QUICK RATIO	
GDP	.025
Inflation	.273
Interest Rate	.015
Exchange Rate	.170
STDV	.312
CGI	.037

For the external factors of liquidity (model 2) are the interest rate and its 0.15. Previous research by Jones (1998) compared CFS's decision-making usefulness levels with the income statement (PLS) and balance sheet (BS) in various decision-making environments. The results of this study show that loan officers and financial analysis evaluate CFS prepared under a direct method for performance evaluation and monitoring, and have better performance across multiple liquidities, solvency and decision relevance.

 Table 6: Model Summary of Coolpad Group Limited's liquity risk on external factors

Model	R	R square	Adjusted R Std. Error		Durbin-Watso
			Square	the Estimate	n
1	.915 ^a	.837	.782	.11537957	3.008

It shows that the model explains 83.7% of the variation in time. The percentage of interest rate can be trustworthiness in the future predictable or interpret quick ratio is 78.2%. In 1998, Jones and Widjaja conducted a study entitled "Cash Flow Information Decision Making", the results of which were based on a survey of Australia. The overall results indicate that these user groups have strong support for the cash flow statement (CFS). This study shows that LOS and FA ratings for CFS and other financial statements are highly correlated with the development and evaluation of commercial loans/assessments. Investment decision.

Table 7 : ANOVA of Coolpad Group Limited's liquity risk on external factors

Model		Sum of	df	Mean	F	Sig.
		Squares		Square		
1	Regression	.363	1	.363	15.366	0.30^{b}
	Residual	.071	3	.024		
	Total	.434	4			

F-value has a higher value which is15.366 but since the significance of level is more than 0.1 or 0.09 and which is 0.30. Thus, the F-values is insignificance, and it cannot fully be trusted. Previous studies have shown that collusion may result in higher spreads (loans charge higher interest rates, fewer interest rates are paid by deposits) and higher fees (e.g. Goldberg and Rai, 1996; Goddard et al., 2001).

N	Iodel	Unstandardized	Coefficients	Standardized	t	Sig.	95.0%	Interval	Collinearity	Statistics
		В	Std. Error	Coefficients			Confidence	for B	Tolerance	VIF
				Beta			Lower	Upper		
							Bound	Bound		
1	(Constant)	.121	.136		.887	.440	312	.554		
	INTEREST	.163	.041	.915	3.920	.030	.031	.295	1.0000	1.0000
	RATE									

 Table 8: Coefficient of Coolpad Group Limited's liquity risk on external factors

The t-value of interest rate has a small influence on the company, which is 3.920, while the significant is 0.030. In the findings, the beta of Current ratio is 0.915 indicates that it is a positive influence on the company. So, the company must manage only a main thing in the company, which is an interest rate. Based on the SPSS statistic, the most significant is the interest rate in external factors.

5.3 Model 3: Liquidity Risk on Internal Factors and External Factors

Table 9 : Correlation of Coolpad Group Limited's liquity risk on interval and External factors

QUICK RATIO	
ROA	.098
CURRENT RATIO	.006
AVERAGE-COLLECTION	.212
PERIOD	
DEBT TO INCOME	.140
OPERATING RATIO	.053
OPERATING MARGIN	.018
GDP	.025
Inflation	.273
Interest Rate	.015
Exchange Rate	.170
STDV	.312
CGI	.037

The most significant is the Current ratio because it is the lowest value. So, the most significant independent variable with the quick ratio is the current ratio and its 0.006. This result means that the current ratio is most relevant to the quick ratio in model 3.

Table 10: Model Summary of Coolpad Group Limited's liquity risk on interval and external factors.

Model	R	R square	Adjusted R	Std. Error of	Durbin-Watso
			Square	the Estimate	n
1	.954 ^a	.911	.881	.1135142	2.426

Table 2 : Predictors:(Constant), Current Ratio

R square shows that the model explains 91.1% of the variation in time. A larger percentage of the adjusted R square can improve the model beyond accidental expectations. The percentage of the current ratio can be trustworthiness in the future predictable or interpret quick ratio is 88.1%.

 Table 11: ANVOVA of Coolpad Group Limited's liquity risk on interval and external factors

Model		Sum of	df	Mean	F	Sig.
		Squares		Square		
1	Regression	.396	1	.396	30.714	0.12 ^b
	Residual	.039	3	.013		
	Total	.434	4			

The F-value has a higher value which is 30.714 but since the significance of level is more than 0.1 or 0.09 and which is 0.12, thus, the F-values is insignificance, it cannot fully be trusted.

Table 12: Coefficient of Coolpad Group	Limited's liquity n	risk on interval and
external factors		

M	odel	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	95.0% Confidence Lower Bound	Interval for B Upper Bound	Collinearity Tolerance	Statistics VIF
1	(Constant)	269	.162		-1.664	.195	783	.245		
	CURRENT RATIO	.826	.149	.954	5.542	.012	.352	1.031	1.000	1.000

Table 12 illustrates a coefficient of Coolpad Group Limited. According to table 12, t-value of Current ratio has a small influence on the company, which is 5.542 while the significant is 0.012. Typically, the smaller number of significant, the biggest of t-value. In the findings, the beta of Current ratio is 0.954 indicates that it is a positive influence on the company. So, the company must manage only the main thing in the company, which is the current ratio.

6.0 Conclusion

In the past three years, Coolpad Group's shipments and revenues have fallen sharply. As of December 31, 2018, the Group's turnover was approximately HK\$1,277.16 million, a decrease of 62.19% from HK\$3,378.08 million in 2017. Why is the Group facing huge losses? What factors have the most significant impact on company performance? Based on my analysis using the SPSS method, I found the most relevant independent variables, which affect the dependent variables of the interval factor and the external factor. In this case, the internal factors of Coolpad have a more significant impact on the company than external factors. Later, the formula for the current ratio is the current asset divided by the current liability and shows a positive correlation with the quick ratio. It means that the company's board of directors should make some decisions to increase liquid assets, or in the end, not enough money to reject interest rates is the most important external factor. When interest rates are low, companies can get less interest from banks. It may reduce the company's short-term debt and increase the company's turnover.

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