



## **The Impact of Audit Firm Reputation on The Audit Efficiency, The COVID-19 pandemic Does it matter: Evidence from Egypt**

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### **ABSTRACT**

The purpose of this paper is to investigate whether audit firm reputation provides insight into audit efficiency of listed companies in Egypt. Audit report lag as a proxy for audit efficiency is compared between firms audited by Big four auditors and non-Big four. The COVID-19 pandemic has exposed the accounting profession to new dangers, difficulties, and significant concerns that have an impact on audit efficiency. This paper uses an empirical research method to test the hypotheses by using Difference in Differences approach on the sample of listed companies in Egypt during 2018–2021, the results of the study indicate that there is a positive and significant effect of the reputation of the audit company on the efficiency of the audit in the Egyptian practice environment.

### **Key words:**

Audit firm Reputation - Audit efficiency - Audit report lag- COVID-19 pandemic

## **1. INTRODUCTION**

There are many indicators that are relied upon to determine the reputation of the audit firm, such as adherence to professional standards and rules of professional conduct, the absence of lawsuits against the firm, the existence of a system for implementing the quality of performance in the firm, the firm's association with one of the international audit firms, an increase in the number of clients of the audit firm, and good communications between Members of the office and between clients, and the duration of the office's practice of the profession.

Two categories can be distinguished among auditing firms: The big four global accounting and professional services organizations, Deloitte, EY, KPMG, and PwC, are known as the "Big 4" auditors. Less well-known companies are among the non-Big 4 auditors. An audit firm's reputation refers to the image that has been built with audit clients over time. Because of his ability to offer a relevant opinion on the financial statements, the auditor firm's reputation is evident from the faith that the many stakeholders (Aronmwan et al., 2013).

From the perspective of auditing, an auditor's job is to use the audit report to notify every relevant stakeholder on the accuracy and impartiality of financial information (Osman, 2021). Thus, the question of whether auditors can adjust to changes in the environment and audit massive volumes of information more precisely and effectively emerges in this era that demands speed and efficiency. It's a question that merits consideration.

Early in 2020, the COVID-19 pandemic altered work practices and jeopardized company continuity across several industries globally. A slower rate of economic expansion also raises the possibility of company collapse. However, it also raises

the possibility that auditors may take longer to do the audit, which would result in a larger audit charge and audit report lag (Morris et al., 2023).

## **2. LITERATURE REVIEW**

### **2.1. Audit Efficiency (AE):**

Audit efficiency refers to the auditor's ability to reduce the costs related to the external audit process without compromising the achievement of the audit objectives, while maintaining the same level of quality of the required audit process (Knechel & Sharma, 2012).

The study of Hassan (2024) also defined it as “a relationship between the inputs and outputs of the external audit process, where the inputs are represented by the resources used in the external audit process, which are expressed in the hours spent by auditors, and include the time and effort allocated to planning, collecting data, analysis, and conducting It includes tests, communication with the client, and other audit procedures, and also includes the skills, experiences, and knowledge that auditors apply during the external audit process, while the outputs are represented by the target result of the external audit process, which is the completion of the audit report that presents the results and the auditors’ opinions regarding the audit of the financial statements. ”.

The COVID-19 outbreak presented previously unheard-of difficulties for company audits. After COVID-19 was declared a national emergency, audit companies nationwide shuttered, requiring auditors to work from a distance (Morris et al., 2023).

There are many factors or indicators that affect the audit efficiency. First, increasing the risk of the auditor’s work leads to increased efforts made in the external audit process. As increasing efforts means using more available resources in the process of reviewing the financial statements, it is therefore expected that the

risks of the auditor's work will have an impact on the audit efficiency for the financial statements, which is represented in the relationship between the resources used and the final product of the audit process (Albitar et al., 2020).

Secondly, the complexity of the audit client's operations, which leads to more effort to deal with complex problems, which is reflected in the increase in time used by auditors, and thus higher audit fees (Durand, 2019).

Third, the size of the audit firm: The study (Lai et al., 2020) showed that the delay in the timing of the auditor's report will be shorter for companies that are audited by major audit firms, assuming that these firms have more resources, experience, and efficiency in conducting audit operations. Big audit firms are also better equipped to handle a larger number of clients and manage their audit processes more efficiently.

Fourth: The auditor tenure: The Durand (2019) study indicated that auditors who have a longer history with the client become more familiar with the client's operations and systems, and this knowledge can lead to increased efficiency in conducting external audits, as auditors become more Knowledge of the client's business, and may have communication channels with the client's employees, making it easy to collect the necessary audit evidence in a timely manner.

Measuring the audit efficiency involves evaluating various aspects of the audit process to assess the efficiency of the audit procedures (Hassan, 2024). Among the most common measures used for the efficiency of the external audit process are: The time spent in the audit process, the cost of the audit process, audit fees (Bender, 2017; Eulerich et al., 2023), and the audit report lag (Knechel & Sharma, 2012), Most of the studies that measured the audit efficiency process used the time (number of hours) or timing of the auditor's report, while other studies used the cost and fees of the audit process.

One of the most important theories explaining audit efficiency is the economic

theory, as Kitto et al., (2023) studied it in the context of examining the effect of integration between audit firms on the audit efficiency process, as it indicated that the degree of competition in the market is positively related to the number of audit firms, so when the focus is high, pricing decisions are interconnected, which increases the likelihood that audit entities will coordinate with each other to maximize profits. In the same context of research, Lai's (2019) study, based on the same theory, indicated that cost-benefit analysis helps auditors improve their efforts and improve the efficiency of the external audit process. They can apply this analysis by considering the costs and benefits associated with different external audit procedures and methods, so auditors can allocate their resources more efficiently.

## **2.2. Audit Firm Reputation (AFR):**

The Audit firm reputation is the corporate image that the organization has developed over time. It can be because of the variety of auditors the company employs, its reputation, the audit quality that is thought to have resulted from few or no lawsuits, or the fees that are incurred (Aronmwan et al., 2013).

Audit firm reputation is developed via providing its clients with high-quality audit services by skilled and qualified auditors with extensive industry knowledge, utilizing enough and suitable technical audit resources. Because of this, earlier research has linked audit company reputation to audit firm size (Osman, 2021).

The Audit firm reputation is one of the company's assets, as many audit companies spend many investments and make many efforts in order to improve the reputation. The reputation is the circulation of the company's name among clients as providing services of distinguished quality. It is considered the alternative that users rely on financial statements to measure audit quality, due to their lack of sufficient experience to distinguish between different levels of audit quality. The auditor's reputation has a big impact on its clients' businesses, even to the point of

ensuring its survival. In light of this, the auditor's reputation is given careful thought throughout the audit pricing procedure (ElGammal & Gharzeddine, 2020).

It seems the perception that audit firms with reputation status producing quality audit is gradually wavering as a result of more corporate scandals surfacing in the business environment. While some still opine that firms with reputation status known as Big Four will always produce quality report. A number of studies attribute the fee premium of large international auditors to audit firms' reputation resulting from product differentiation and industry specialization. For example, (Big 4 audit firm) audit fee premiums represent brand name reputation rather than monopoly/oligopoly rents (MohammadRezaei et al., 2018).

Severe audit failures can harm an audit company's image and cause it to lose all of its clients. Because they often earn more money from their assurance services and have more leverage to keep their accredited certifications, reputable audit companies also provide high-quality audits. Reputable audit companies are more inclined to invest in their reputation by hiring and training qualified auditors since they have greater financial resources. Reputable audit companies are driven to deliver superior assurance services in order to preserve their good reputation, which in turn allows these companies to charge their clients with a higher audit fees (Pham et al., 2017).

The auditor's reputation is demonstrated by public confidence in the auditor through his performance. The auditors are responsible for keeping public trust and bound in honor of the auditors themselves and public accountant firms where they work by giving opinions that are appropriate to the company's state (Suwarno et al., 2020). the view of the consequences of a damaged reputation, if the adverse consequences spill over, audit partners may realize that disciplinary action damages their careers in both job markets (the auditor market).The spillover

reputation penalty may play an important role in incentivizing high audit quality (Chang & Che, 2020).

### **2.3. Audit Firm Reputation and Audit Efficiency :**

The auditing literature shows that Big Four auditors (a proxy of Audit firm reputation) are favorably related with greater financial reporting quality. Multiple investigations have found that the Big Four auditors appear as an earnings management constraint. It has been demonstrated that customers of Big Four auditors report much less discretionary accruals than clients of non-Big four audit firms (Rusmin & Evans, 2017).

By focusing on audit fees as a measure of audit efficiency, we find that the reputable Big Four audit firms perform quality audits on the basis that they typically receive higher audit fees for their audit services and have a greater ability to maintain their perceived capabilities. Reputable audit firms, due to their greater financial assets, are more inspired to recruit in-house training and hire auditors who are able to secure their established reputation (Sheikh & Siddiqui, 2020).

Habib et al.'s study indicated that audit report lag (ARL) (a proxy of audit efficiency) varies with the size of the audit firm (a proxy of Audit firm reputation), for example, Big 4 auditors versus non-Big 4 auditors. A large audit firm has a better opportunity to attract skilled staff, deploy these resources to train staff, and use more robust techniques, thus reducing the time of audit work and thus increasing the audit efficiency (Habib et al., 2019). On the other hand, large audit firms are more independent and, therefore, more likely to resist client pressure in the event of audit-related disputes, compared to small audit firms. Arguably, since negotiating with clients takes time and large audit firms are likely to negotiate more, it can be assumed that ARL increases for clients audited by large audit firms (Suwarno et al., 2020).

Many previous studies (Bender, 2017; Raweh et al., 2021; Cao et al., 2015) have shown that achieving efficiency in the audit process requires reducing costs, by completing the audit process in a faster time and at a lower cost, while maintaining profitability, which forced auditors to use and implement techniques and procedures that reduce the time of the audit process, but they Improves its efficiency. The auditor should also be able to deal with the cost of inefficiency in the audit process, and take corrective action, because competitors will be able to provide services with lower audit fees to clients by being more efficient.

The Big Four audit firms will use more advanced technology, which will increase audit process efficiency. Technology plays a significant role in audit process efficiency, as it facilitates more effective communication between internal and external auditors and gives them deep insights into risk assessment and business dynamics. The efficiency of the audit process is also influenced by meticulous preparation, adhering to the timetable, and meeting report submission deadlines. the Big Four reputable audit firms are considered the most likely to achieve these goals (Alsahli & Kandeh, 2020).

Kusuma & Nuraini (2020) investigated the impact of audit firm reputation on the timeliness of financial reporting and then on company value based on a sample of manufacturing firms listed on the Indonesian stock exchange during the period from 2015 to 2017 and found evidence that audit firms affiliated with Big4 audit firms are issuing faster audit reports, which is reflected positively on the company value.

Dwiyanti et al. (2022) investigated the effect of audit firm reputation on audit delay, and based on a sample of manufacturing companies listed on the Indonesia



Stock Exchange between 2017 and 2019, the authors found a negative relationship between audit firm reputation and audit report lag (ARL).

Based on the above, the researcher concludes that the reduction in time required for the audit process (reduced timing of audit report lag) is one of the most important advantages achieved by the Big Four audit firms or reputable audit firms, by reducing the time pressure, which occurs in the case of large quantities Of the data and information collected, it is under review. These companies can also provide support for the audit process and achieve efficiency through investments in information technology, in order to save time, allowing auditors to complete their work in a timely manner, and in a more efficient in terms of the time required for the financial statement audit process. Based on the above discussion, our first hypothesis is:

**H1: The Audit Firm Reputation has significant effect on the Audit Efficiency for companies listed on the Egyptian Stock Exchange**

#### **2.4. The effect of COVID-19 pandemic on the relationship between Audit Firm Reputation and Audit Efficiency:**

During the first wave of COVID-19, both auditors and clients might not be ready for audit procedures. While larger audit firms, especially the Big four, have begun to invest in technology and started their transformation toward more audit automation and artificial intelligence before the pandemic, smaller accounting firms are less likely to begin this transformation (Murphy, 2020).

The impacts of the COVID-19 pandemic on the financial statements that need to be reported, according to PCAOB (2020), significant changes to the planned audit strategy or significant risks that were initially identified that require changes; issues relating to accounting policies, practices, or estimates; and the auditor's

assessment of the quality of the financial statements of the audited company or any difficulties encountered during the audit engagement (Hategan et al., 2022).

Auditors need to put in more effort and conduct more comprehensive work because they face greater challenges in auditing financial statements, as predicting the future performance of clients and their ability to continue as a going concern has become a more difficult task, and this is what the pandemic has caused, the occurrence of economic uncertainty that can weaken the pressure on Companies to manipulate declared profits and even drive them into bankruptcy (Harjoto & Laksmana, 2023). Based on the above discussion, our second hypothesis is:

**H<sub>2</sub>: The COVID-19 pandemic has significant effect on the relationship between Audit Firm Reputation and Audit Efficiency for companies listed on the Egyptian Stock Exchange**

### **3. MATERIALS AND METHODS**

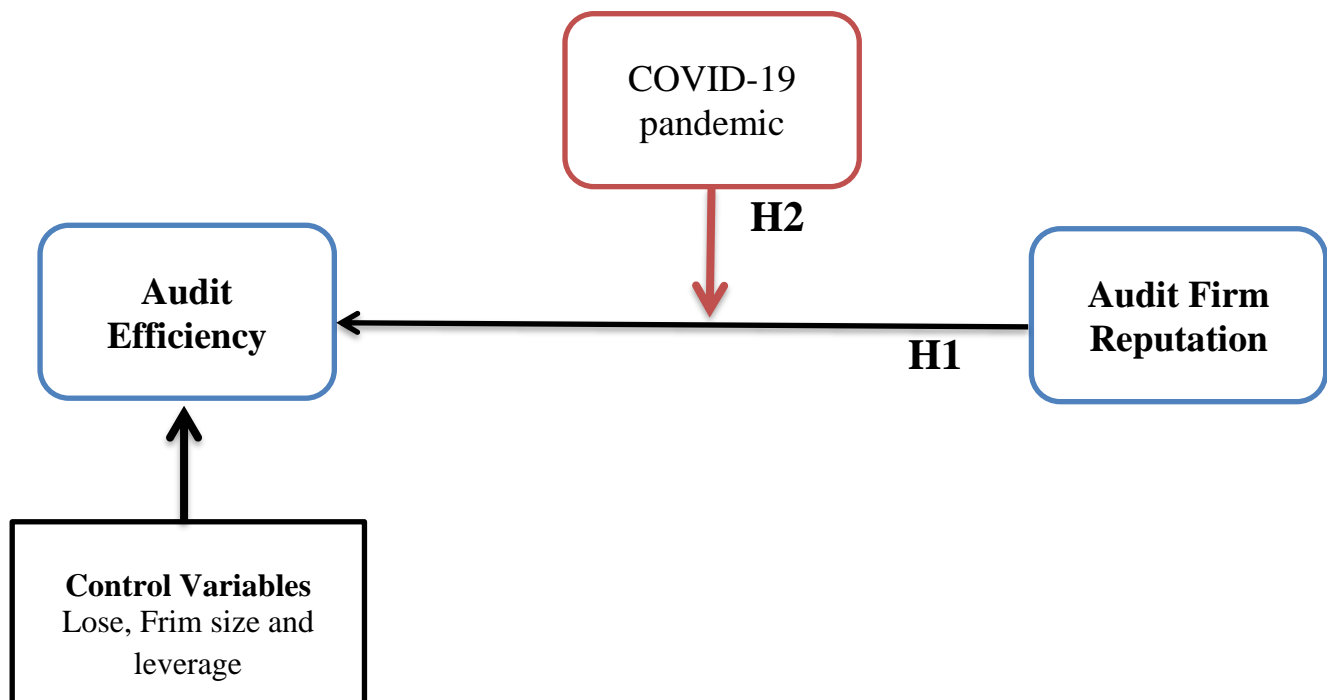
#### **3.1. Data and Sampling Procedures:**

We obtain our data from the financial statements of companies listed on the Egyptian Stock Exchange and published on the Egyptian Stock Exchange website and Mubasher Egypt website. The research population involves all non-financial firms listed on the EGX, as banks and financial firms have their unique characteristics and different operations, which might require special audit efforts. The researcher relied on hand-collected data from financial statements of 30 non-financial publicly traded companies over a period of 4 years from 2018 to 2021 to reach the final sample. This process results in a final sample of 120 firm- year observations. The appendix A contains a list of the companies by their sector.

#### **3.2. Research Model:**

This study aims to test the main hypothesis of the research, as well as the relationship between the audit firm reputation and the audit efficiency, Also, The

effect of COVID-19 pandemic on the relationship between Audit Firm Reputation and Audit Efficiency. This paper uses an empirical research method to test the hypotheses. A difference-in-difference (DID) design will be used. A difference-in-difference (DID) calculate the effect of a treatment on an outcome, by comparing the average change over time for the treatment group with the control group (Bender, 2017). The following figure 1 shows the research model and hypotheses



**Figure 1: The Research Model**

**To test the research hypotheses, the following regression models will be used:**

$$AE = \alpha + \beta_1 AFR_t + \beta_2 frimsizet + \beta_3 Loset + \beta_4 Lev_t + \varepsilon_t \quad (1)$$

$$AE = \alpha + \beta_1 AFR_t + \beta_2 POST_t + \beta_3 CO19POST_t + \beta_4 frimsizet + \varepsilon_t \quad (2)$$

$$AE = \alpha + \beta_1 AFR_t + \beta_2 POST_t + \beta_3 CO19POST_t + \beta_4 frimsizet + \beta_5 Loset + \beta_6 Lev_t + \varepsilon_t \quad (3)$$

Audit Efficiency (AE) is measured as the number of days from the date of the end of the fiscal year until the date of the auditor signing his report (The audit report lag is a proxy of audit efficiency). The Audit firm reputation is representing

the variable of interest, it was measured as a dummy variable equal to (1) if the auditor's Office in partnership with Big audit firms, and zero otherwise.

The effect of POST is measured by  $\beta_2$ , which describes changes in the control group after the COVID-19 pandemic, the variable of interest in the regression is CO19POST. This variable measures the effect of COVID-19 pandemic. If there is a difference between the control and treatment group which is applicable to COVID-19 pandemic it will be captured by CO19POST. The model is then improved by including control variables that can influence how the regression findings of the simple models come out.

The other elements serve as control variables to take into consideration. The first control variable (Lose) is a dummy for the result of the company's fiscal year, whether profit or loss. In the case of a loss, the value is taken as 1 and the value as zero in the case of a profit. The second control variable is (firm size), it measures by logarithmic of total assets. The third control variable is leverage (Lev). It measures the risk of non-payment of a company by dividing liabilities by total assets. It is expected that auditor will find it difficult to finish signing the report for the larger firms, with losses and more liabilities.

## **4. Empirical Results**

### **4.1. Descriptive Statistics:**

The descriptive statistics can be found in table (1), which involves 150 firm-year observations. It presents the summary statistics for variables. The variable Audit Efficiency (AE) has the mean value of 73.19 day; standard deviation is 29.059, with a minimum of 36 and maximum of 269, which is measured as the audit report lag by the number of days from the date of the end of the fiscal year until the date of the auditor signing his report, indicating that the average period for

the auditor to sign the audit report is 73 days for the sample companies. The variable Audit firm reputation is a dummy variable that takes the value (1) or (0). Table (1) shows that the mean of this variable is 0.48 and the standard deviation is 0.501, which means that around 48% of the sample has a good reputation (74 firm-year observations), and 52 % of the sample has not has a good reputation.

The average of the variable (frim size) is 8.8919 and its standard deviation is 0.81503. The mean value of the variable (Lose) is 0.32, indicating that 32% of firm-year observations are made a loss and 68 % of the firms of the sample were making profits. The mean value of the variable (opint) is 0.19, indicating that 19% of firm-year observations have modified audit report and 81 % of the firms of the sample have unmodified audit report.

**Table (1) Descriptive Statistics**

|                           | <b>N</b>   | <b>Minimum</b> | <b>Maximum</b> | <b>Mean</b>   | <b>Std. Deviation</b> |
|---------------------------|------------|----------------|----------------|---------------|-----------------------|
| <b>AE</b>                 | <b>120</b> | <b>36</b>      | <b>269</b>     | <b>73.19</b>  | <b>30.792</b>         |
| <b>AFR</b>                | <b>120</b> | <b>0</b>       | <b>1</b>       | <b>.48</b>    | <b>.501</b>           |
| <b>Loset</b>              | <b>120</b> | <b>0</b>       | <b>1</b>       | <b>.32</b>    | <b>.467</b>           |
| <b>opint</b>              | <b>120</b> | <b>0</b>       | <b>1</b>       | <b>.19</b>    | <b>.395</b>           |
| <b>frimsizet</b>          | <b>120</b> | <b>7.48</b>    | <b>10.84</b>   | <b>8.8919</b> | <b>.81503</b>         |
| <b>Levt</b>               | <b>120</b> | <b>.01</b>     | <b>3.18</b>    | <b>.5125</b>  | <b>.36002</b>         |
| <b>Valid N (listwise)</b> | <b>120</b> |                |                |               |                       |

#### **4.2. Hypotheses Testing:**

To test the first research hypothesis (1) , which explain that the audit firm reputation has significant effect on the audit efficiency, the author ran the first simple regression model (Model 1) using SPSS v23 on the research sample (120 firm-year observations) . The results of the regression for the first model can be found in table (2). The results showed a positive and significant relationship between audit firm reputation and audit efficiency, Which means that audit firms

with a good reputation perform a more efficient audit process for financial statements in terms of completing audit tasks and timing of the audit report. Thus, the findings support H1.

**Table (2) Coefficients<sup>a</sup>**

| Model        | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig.   | Adjusted R2 | Observations |
|--------------|-----------------------------|------------|---------------------------|--------|--------|-------------|--------------|
|              | B                           | Std. Error | Beta                      |        |        |             |              |
| 1 (Constant) | 63.873                      | 3.692      |                           | 17.302 | .000** | 0.094       | 120          |
| AFR          | 19.618                      | 5.356      | .319                      | 3.663  | .000** |             |              |

a. Dependent Variable: AE

To test the second research hypothesis (2), which explain that the significant effect of audit firm reputation on the audit efficiency will vary of before and after the COVID-19 pandemic? .In table (3) the variable POST, which is a dummy for the time of COVID-19 pandemic. It has an insignificant value. This result describes that for the treatment group there is no significant effect in time which changed the amount of audit hours before and after the COVID-19 pandemic for the treatment group. The results showed a positive and significant relationship between audit firm reputation and audit efficiency, but the variables **POSTt** and **CO19POSTt** show that insignificant value, which means that there is no effect of the Covid-19 pandemic on the relationship under study. Thus, the findings doses not support H2.

**Table (3) Coefficients<sup>a</sup>**

| Tests without control variables | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig.   | Adjusted R2 | Observations |
|---------------------------------|-----------------------------|------------|---------------------------|--------|--------|-------------|--------------|
|                                 | B                           | Std. Error | Beta                      |        |        |             |              |
| 1 (Constant)                    | 64.765                      | 4.945      |                           | 13.098 | .000** | 0.123       | 120          |
| AFR                             | 28.774                      | 7.511      | .469                      | 3.831  | .000** |             |              |
| POST                            | -1.937                      | 7.288      | -.032                     | -.266  | .791   |             |              |

|          |         |        |       |        |      |  |  |
|----------|---------|--------|-------|--------|------|--|--|
| CO19POST | -16.537 | 10.578 | -.236 | -1.563 | .121 |  |  |
|----------|---------|--------|-------|--------|------|--|--|

a. Dependent Variable: ARL

\*, \*\*, \*\*\* Indicate significance at 0.10, 0.05 and 0.01 levels, respectively

**Table (4) Coefficients<sup>a</sup>**

| Tests with control variables | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig.   | Adjusted R2 | Observations |
|------------------------------|-----------------------------|------------|---------------------------|--------|--------|-------------|--------------|
|                              | B                           | Std. Error | Beta                      |        |        |             |              |
| 1 (Constant)                 | 26.391                      | 34.270     |                           | .770   | .443   | 0.153       | 120          |
| AFR                          | 21.153                      | 8.223      | .344                      | 2.572  | .011** |             |              |
| POST                         | -3.127                      | 7.192      | -.051                     | -.435  | .665   |             |              |
| CO19POST                     | -13.923                     | 10.460     | -.199                     | -1.331 | .186   |             |              |
| Loset                        | -.667                       | 5.999      | -.010                     | -.111  | .912   |             |              |
| frimsizet                    | 3.751                       | 3.994      | .099                      | .939   | .350   |             |              |
| Levt                         | 17.113                      | 7.947      | .200                      | 2.153  | .033** |             |              |

a. Dependent Variable: ARL

\*, \*\*, \*\*\* Indicate significance at 0.10, 0.05 and 0.01 levels, respectively

In table 4, the control variables which are added in this regression model are based on prior literature. In the new model, audit firm reputation stays significant and the variables **POST<sub>t</sub>** and **CO19POST<sub>t</sub>** remain insignificant. This model results shows that leverage positively impacts audit efficiency. This means that when the leverage worsens, the ratio increases, the amount of audit hours increases as well.

## 5. Additional Tests

Additional analysis includes, first changing the treatment of the Covid-19 pandemic as moderator variable to a control variable and re-running the regression models. This untabulated results shows that there is an effect of the Covid-19 pandemic on audit efficiency. This pandemic has been more and inevitably reflected in the content of the paragraphs of the auditor's report, by focusing on some matters that require more time, for example reviewing the accuracy and reasonableness of accounting estimates, and the difficulty of verifying operations

cycles as a result of the repercussions of the Corona pandemic.

Second, the audit efficiency is measured by the audit report lag (ARL) as the natural logarithm of the time between the firm's final fiscal year and the date of the audit report. These untabulated results show the same results as the basic analysis in terms of accepting the first hypothesis and rejecting the second hypothesis.

## **6. DISCUSSION**

Audit firm reputation can influence client cooperation during the audit process. Clients of reputable audit firms may be more willing to provide necessary information and access to relevant records, leading to greater audit efficiency. This cooperation can enhance the efficiency of the audit procedures. Reputable audit firms are likely to recruit and retain highly qualified and experienced auditors. These auditors add their skills and knowledge to the audit engagements, which can help to increased efficiency. Experienced auditors are frequently better conversant with industry-specific concerns, accounting standards, and audit procedures, allowing them to execute audits more effectively.

The results of the study indicate that there is a positive and significant effect of the reputation of the audit company on the efficiency of the audit in the Egyptian practice environment during the period from 2018 to 2021. The results also indicated that this effect did not differ due to the Corona pandemic. This is consistent with the results of some previous studies. Notably, it should be noted that the impact of an audit firm's reputation on audit efficiency may vary depending on specific circumstances, such as the nature of the audit engagement, the complexity of the client's operations, and the regulatory environment. More empirical research is needed to explore and measure the relationship between audit firm reputation and audit efficiency in different contexts.



## **7. CONCLUSIONS**

The aim of this study is to better understand the interaction between audit firm reputation and audit efficiency .To help fill this gap in the auditing literature, the present study extends prior studies by investigating these perspectives on audit firm reputation and audit efficiency. The present study sought to investigate more specific issues related to the impact of audit firm reputation on audit efficiency by investigating issues such as the most important indicators for the efficiency of the audit process from the perspective of stakeholders.

However, our study is subject to some limitations. Due to the unavailability of some data, we were not able to include other variables such as the auditor's experience and academic qualification which may have an effect on the audit delay. The second limitation is that the sample focuses on non-financial sector companies.

Further research can look into clients' opinions and experiences with audit company reputation and its impact on audit efficiency. Surveys, interviews, and case studies can be used to investigate how clients' opinions of audit company reputation affect their cooperation during the audit process, and hence audit efficiency. With the increasing adoption of technology and automation in auditing, future research can explore how audit firm reputation interacts with these advancements to influence audit efficiency. Investigating the role of reputation in the context of technology-driven audit processes, such as data analytics and artificial intelligence, can provide valuable insights.

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