

ABSTRACT

The purpose of this study is to examine and analyze the effect of bussines strategic, shareholder-creditor conflicts, and the company's life cycle on prudence for companies listed on the Indonesia Stock Exchange for the period 2014 - 2018. The sample in this study were 162 companies. The sampling method used in this research is purposive sampling method. The data analysis method used is panel data regression using Eviews 10.

Based on the results of the regression test, business strategy has a positive but not significant effect on prudence. The conflict of shareholders and creditors have a positive and significant effect on prudence. Companies in the growth and stagnant stages apply greater prudence than companies in the mature stage.

Key Words: Prudence, bussines strategic, shareholder-creditor conflicts, and company's life cycle