Description of the Stata Coding Files used for the Study

Effects of an Information Sharing System on Employee Creativity, Engagement, and Performance

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We organized the code for the poster sharing project in a Stata project folder. In the two sections presented below, we explain how the code was organized. Section I shows the folders used to organize the files in the Stata Project. Section II describes the program files that we made available to the *Journal of Accounting Research*, making reference to their location in the Stata Project directory.

I. Directory Structure

The Stata Project folder that we created included the following folders and Stata programs:

```
├── A. Original Source Data
│   ├── 01. Customer Panel Data
│   ├── 02. Attendance Data
│   ├── 03. Surveys
│   ├── 04. Sales Data
│   ├── 05. Store Characteristics
│   └── 06. Other
├── B. Data Preparation
│   ├── 01. Customer Panel Data
│   │   ├── input
│   │   ├── output
│   │   └── programs
│   │       ├── 01. Clean Poster Data.do
│   │       ├── 02. Prepare Customer Ratings.do
│   ├── 02. Attendance Data
│   │   ├── input
│   │   ├── output
│   │   └── programs
│   │       ├── 01. attendance.do
│   ├── 03. Surveys
│   │   ├── input
│   │   ├── output
│   │   └── programs
│   │       ├── 01. Prepare Pre_Survey Data.do
│   │       ├── 02. Prepare Post_Survey Data.do
│   ├── 04. Sales Data
│   │   ├── input
│   │   ├── output
│   │   └── programs
│   │       ├── 01. store_sales.do
```

```
│   ├── 05. Store Characteristics
│   │   ├── input
│   │   ├── output
│   │   └── programs
│   │       ├── 01. store_characteristics.do
│   └── 06. Poster System Data
│       ├── input
│       ├── output
│       └── programs
│           ├── 01. Clean Activity Data.do
├── C. Master Dataset
│   ├── input
│   ├── output
│   └── programs
│       ├── 01. merge.do
│       ├── 02. Prepare Master Survey Dataset.do
│       ├── 03. Prepare Poster Datasets.do
└── D. Analyses
    └── 01. Main Analysis
```

II. Coding files submitted to the *Journal of Accounting Research*

We submitted to the journal all the *program* files that appear in the Stata directory described above. We did not including any *data* files due to their proprietary nature. That means that we are *excluding* all the data files in the folders that appear under "A. Original Source Data," as well as the "input" and "output" subfolders.

Following the logic of the directory presented above, we describe the content of the program files provided to the journal in the Table below:

Table: Description of the Program Files in the Stata Project Folder

Do File Name	**Location in the directory and description of the files**
	# B. Data Preparation ## 01. Customer Panel Data
1.1 Clean Poster Data	### 01. Clean Poster Data Imports the list of posters and outputs a clean file that is used in the customer evaluation.
1.2 Prepare Customer Ratings	### 02. Prepare Customer Ratings Prepares data extracted from the app used by the customers to rate the posters for analysis.

Table: Description of the Program Files in the Stata Project Folder (Continuation)

DO File Name	Location in the directory and description of the files
	## 02. Attendance Data
2.1 Attendance	### 01. Attendance Prepares promoter attendance data downloaded from company database.
	## 03. Surveys
3.1 Prepare Pre_Survey Data	### 01. Prepare Pre Survey Data Prepares pre-intervention survey data of managers regarding promoter engagement, motivation, and quality.
3.2 Prepare Post_Survey Data	### 02. Prepare Post Survey Data Prepares post-intervention survey data of managers regarding promoter engagement, motivation, and quality.
	## 04. Sales Data
4.1 Store_ sales	### 01. Store Sales Cleans and aggregates detailed invoice sales data for each store downloaded from the company's dataset.
	## 05. Store Characteristics
5.1 Store_ characteristics	### 01. Store Characteristics Calculates distance to head office based on each store's address; then combine with data on each store's age, size, and market type provided by the company.
	## 06. Poster System Data
6.1 Clean Activity Data	### 01. Clean Activity Data Clean data regarding promoter use of the poster sharing system.
	# C. Master Dataset
7.1 Merge	## 01. Merge Merge several of the datasets together.
7.2 Prepare Master Survey Dataset	## 02. Prepare Master Survey Dataset Creates dataset at the store-brand-weekly level from the data prepared above.
7.3 Prepare Poster Datasets	## 03. Prepare Poster Datasets Creates dataset including store-brand-month observations when posters were collected for customer panel evaluations

Table: Description of the Program Files in the Stata Project Folder (Continuation)

DO File Name	Location in the directory and description of the files
8.0 Analyses and Proposed Tables	# D. Analysis ## 02. Main Analysis Generates the analyses used to generate the tables in the paper.