

Название публикации:

The role of IT tools when introducing integrated reporting in corporate communication

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Аннотация:

The world economic system is gradually moving to sustainable development. Reporting becomes a system process that is not very dependent on market conditions, shareholder meetings and dividends. Integrated reporting is the model that solves such requests. It combines the results of the company's commercial activities and the non-financial corporate aspect. Our research is focused on the role of IT tools in the introduction of integrated reporting and the transition to the principles of sustainable development. Integrated reporting widely describes the processes within the company and is based on the principles of transparency. It is an integral part of communication and the basis of trust of stakeholders to the corporation. The comprehensibility and "human face" of such reporting, its well-defined humanitarian side and the result of the company's interaction with the environment contribute to the adaptation of a corporate strategy to the principles of sustainable development, which is based on information disclosure. The quality aspect of such disclosure directly depends on the use of IT tools by the company in the reporting process. As a result of our research, we determined the role of this toolkit in the transition of companies to the principles of integrated reporting, identified difficulties at different stages of use, as well as the main factors influencing the popularization of the integration concept.

Ключевые слова:

Information disclosure, Integrated corporate reporting, IT tools, Reporting element, Stakeholders, Sustainable development

Integrated corporate communications and marketing can create a customer-centric culture. In a lot of ways, integrated corporate communications and marketing is about asking customers their preferences: when and how to communicate with them. By having the two functions work symbiotically, companies can glean better insights from long-term engagement on social media, feed that information back into other parts of the company, such as product and service innovation, and respond with meaningful content that sparks interest and continues engagement. Integrated reporting is also a simple means of communication created through that process. Add to my Bookmarks. Explore content. However, integrated reporting is not meant to require companies to report on philanthropic activities centering on contributions to the society and the natural environment. An overview of feedback from companies participating in the IIRC pilot program. What are the views of those companies engaged in the development of integrated reporting? In developing integrated reporting, the IIRC is encouraging companies to participate in its pilot program. Considering the role of regulatory disclosure requirements, Professor Mizuguchi's argument pointing to the need to ensure the disclosure of certain information by means of law or regulations is convincing. In this paper we explore problem of creating, as well as the effective use of electronic information tools is currently particularly relevant. The task of a modern lawyer is to use them rationally in the relevant legal activities, since any information technology must be properly implemented in legal processes and procedures. Today almost all jobs, corporate lawyer, lawyer or legal counsel is established with a particular SPS. Leaders of the domestic market prevacidprevacid systems today are the following: "ConsultantPlus", "Garant" and "Code". Nevertheless, with the development of society, the role of technology in human life will only increase.