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## CSR reporting of companies on a global scale

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### Abstract

Nowadays, companies are facing increased demands for information about their CSR performance. Therefore, CSR reporting is becoming an important CSR activity. The principal purpose of this paper is the identification of appropriate content of CSR report following the analysis and subsequent comparison of available CSR reports. The main finding is that in Americas, Europe and Asia Pacific, the percentage of companies with CSR reports is almost equal. Also, there is no unified template for CSR reports. As a result, an appropriate content of CSR report is to be described. Recommendations are directed towards socially responsible companies.

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### 1. Introduction

Importance of Corporate Social Responsibility (CSR) is still rising. This is evidenced by the fact that the aim of modern company is not only to be innovative (Jankal, 2014) but even responsible for its actions and excellent in every activity (Jankalova, 2012; Jankalova, 2014; Jankalova, 2015). Number of socially responsible companies is rising, too. However, in the past, it was enough when company declared acceptance of the CSR concept. Nowadays, companies are facing increased demands for information about their CSR performance. All groups of stakeholders are evaluating companies using not only financial indicators but also non-financial criteria. CSR performance data is thus becoming an increasingly important feature of companies' annual reports. Some companies even publish separate CSR reports. CSR reporting thus is becoming an important activity of socially responsible companies.

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The principal purpose of this paper is the identification of appropriate content of CSR report following the analysis and subsequent comparison of available CSR reports. The paper is divided into five parts: introduction, theoretical background, methodology, results, conclusion and recommendations. Introduction represents input to the problem. Theoretical background defines CSR reporting, areas of its data and its benefits. Methodology describes methods used in this paper. This is followed by the results part that consists of secondary analysis of data published in the 2013 survey of CSR reporting. Analyzed survey was conducted by KPMG – a global network of professional firms providing Audit, Tax and Advisory services. This part also includes a detailed description of ten highest-quality CSR reports. These CSR reports were evaluated in accordance with the KPMG methodology. Conclusion and recommendations part evaluates the results of the secondary research. In this part, there is also space to make recommendations arising from this paper.

## 2. Theoretical background

CSR reporting represents a non-financial reporting. Through CSR reporting, companies are trying to present their efforts to reduce the negative impacts of their activities on the society and environment. At the beginning, reports were focused on environmental and ecological issues. As the society increased demands on companies, environmental and ecological reports were supplemented by other areas. Nowadays, the most common reports are sustainability reports and CSR reports. Many authors consider sustainability reporting and CSR reporting for the same (Kasparova and Kunz, 2013).

According to Gray, Owen and Maunders (2004), CSR reporting is the process of communicating the social and environmental impacts on society and stakeholders caused by the economic activities of companies.

Global Reporting Initiative (2011) describes sustainability reporting as reporting on economic, environmental and social impacts. It also declares that sustainability reporting is a broad term considered synonymous with triple bottom line and CSR reporting.

It is appropriate to report CSR activities of companies. In order to that, stakeholders know about CSR commitment of companies. For this purpose, CSR reports are the mostly used tools. CSR reports are used not only as a communication tools, but also as tools for managers. CSR report should have the following characteristics (Pavlik et al., 2010):

- reliability,
- completeness,
- pragmatism,
- suitable form.

According to CBRE Group, CSR reporting provides information about providing exceptional service for clients, delivering financial performance for shareholders and making positive contributions to local communities, environment and all stakeholders. CBRE Group's CSR reports contain data of the following areas (CBRE Group, 2014):

- Environmental Sustainability,
- Communities & Giving,
- People & Culture,
- Ethics & Compliance,
- Governance,
- Health & Safety.

CSR reporting by Enablon, the world's leading provider of Sustainability and Operational Risk Management Software, means informing about sustainability performance. It helps to engage stakeholders and to safeguard company's reputation. According to Enablon's website, benefits of CSR reporting are (Enablon, 2015):

- increased informational credibility and reliability,

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