

## GLOBAL AND LOCAL TRENDS IN CORPORATE SOCIAL RESPONSIBILITY REPORTING

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The profound impact of corporate social responsibility (CSR) on a company's reputation is hardly disputed nowadays. A good reputation is not only an important intangible asset but also a competitive advantage, which is of special value to companies operating globally and keeping expanding their activities to new markets.

An important dimension of CSR is public disclosure of corporate ESG performances or CSR reporting. One of the current global trends in the sphere of CSR reporting is the growing awareness of the necessity to maintain meaningful communications with corporate stakeholders. According to the results of the 2020 KPMG survey, 96 percent of the 250 world's largest companies and 80 percent of the 100 national largest companies in 52 world economies prepare CSR reports, and these proportions have been steadily increasing over the last 20 years [1]. Another trend is the improvement in the quality of CSR reports, which is supported by the development and refinement of various CSR reporting standards and frameworks. The increasing number of companies use the Global Reporting Initiative (GRI) guidelines for the preparation of CSR reports or adopt integrated reporting.

As far as the local trends in CSR reporting are concerned, according to the results of the survey of Ukraine's 100 largest taxpaying companies, aimed at assessing the companies' level of transparency in corporate governance and CSR in 2019, Ukrainian companies do not regard corporate websites as an effective tool of transparency or an efficient channel of communication with stakeholders [2]. The infinitesimal number of local companies use the GRI guidelines for CSR reporting.

Moreover, some global companies, such as Nestle, change their CSR reporting practices in the Ukrainian market. The websites of Nestle Global (the 4<sup>th</sup> position in the Best Global Website ranking [3]) and Nestle Ukraine are incomparable in terms of the transparency, completeness of disclosure, and information updates, up to the point that the local website contains an outdated link to the Nestle corporate business principles of 2010 [4], while the global company updated these principles in July 2020. Thus, instead of bringing its high global standards of CSR reporting to the Ukrainian market, the company downgraded them to adjust to the local situation.

### References:

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