

Sustainable reporting

by Sujan Ahmed

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PROJECT REPORT

**QUALITY OF SUSTAINABLE CORPORATE REPORTING:
AN EVIDENCE FROM BANGLADESH**

10th April, 2018
UNITED INTERNATIONAL UNIVERSITY
Dhaka, Bangladesh

Quality of Sustainable Corporate Reporting: An Evidence from Bangladesh

Course Title: Project

Course Code: INT 4399

SUBMITTED TO:

MOFIJUL HOQ MASUM

Assistant Professor

School of Business & Economics

United International University

SUBMITTED BY:

MD. SUJAN AHMED

111 131 519

BBA (Major in Accounting)

131 – Spring 2013



UNITED INTERNATIONAL UNIVERSITY

Date of Submission: 10th April, 2018 (Tuesday)

Letter of Acknowledgement

At first, I would like to sustain my gratitude to Allah for giving me the patience & the capacity to finish the task within the duration time.

I would also like to express my gratefulness from the core of my heart to my Mentor MOFIJUL HOQ MASUM, Assistant Professor United International University, for providing me his valuable opinions and giving me guidelines to prepare my project report. His expensive suggestions & guidelines helped me to prepare the report successfully in an organized way.

Finally, I like to say that I have tried my level best to prepare this report accurately. However, due to my tendency and time constraint there may have some errors and silly mistakes. In this regard, I will request for your attention to consider my mistakes as this is the part of my learning.

Letter of Transmittal

10th April, 2018

MOFIJUL HOQ MASUM

Assistant Professor.

School of Business & Economics.

United International University.

United City, Madani Avenue, Badda,
Dhaka-1212

Subject: Submission of project paper.

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Dear Sir,

It's great pleasure for me to submit you my project report on **“Quality of Sustainable Corporate Reporting: An Evidence from Bangladesh”**. I completed this project report using the annual report of different public listed companies in Bangladesh and its impact on listed company's financial performance and sustainability as a part of my study.

I hereby, want to declare that this project report has not been submitted by me before for any degree, diploma title or recognition.

I hope that the report will meet your expectation, aid you getting a clear idea about the subject and that will be great pleasure for me. Please let me know if any clarification needed regarding the report.

Sincerely,

Md. Sujan Ahmed

ID:111 131 519

Department: BBA (Major - Accounting)

Trimester: Spring'18

School of Business & Economics.

United International University.

Abstract

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The main purpose of this paper is to know the current practices of sustainability reporting in the different public listed companies in Bangladesh according to GRI guideline and prescribe some advices for the concerned authority of the banking sector in Bangladesh for developing a sustainable reporting culture.

For the last couple of decades, GRI plays the leading role for developing guidelines in the preparation of sustainability reports. That's why GRI's standard guideline taken into consideration. For this study, all the thirty (30) enlisted companies of Bangladesh have been selected purposively as the information regarding these companies available. Moreover, in most of the cases it was found that the information regarding sustainability reporting did not meet the standard of G R I guideline. The study sketches the current sustainability reporting trends and practices of the industries in Bangladesh that can help different level of managers, organizations, stakeholders and regulatory authorities to identify issues and areas that they could be focused to formulate future plan for making a sustainable future reporting culture in the industries of Bangladesh in order to make the world more sustainable.

Keywords: Sustainability Reporting, Global Reporting Initiative (GRI), Banking sector, Bangladesh.

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Chapter One: Introduction

1.1. Introduction:

Quality of Sustainable Corporate Reporting: An Evidence from Bangladesh is a symbol to explain the issues why traditional financial reporting is not dealing with clearness and responsibility. These paper linkages and refers between social, economic and environmental issues as well as long-term perspective in the financial reporting. Since the 1990s, there are gradual improvement on reporting on sustainability matters has increased in the private sector which is truly remarkable. Few years ago, some public industries, organizations have also started disclosing their sustainability performance to their stakeholders. Sustainable reporting is not only a report generation from collected data, but also it is a method to internalize and improve an organization's commitment to sustainable development in a way that both internal and external stakeholders can demonstrate as well it increases liability and accountability.

These reports permit organizations to demonstrate the stakeholders to impact their activities are having on the economic environment, sustainability and society. It has become important to understand that these problems that undergoing the figures on the balance sheet that a stakeholder owns are vitally important to your reputation and contribute to the general success of your business. Corporate sustainable reporting should deliver information in such a way that it provides decision making value to investors, customers, employees and other relevant groups who have a stake in the company or who are in some way affected by the company's actions. This type of reporting should be used to increase the transparency, liability and accountability of companies and is considered as an important way for companies to demonstrate their performance and long-run economic benefit, to assume company responsibility and to contribute to sustainable development.

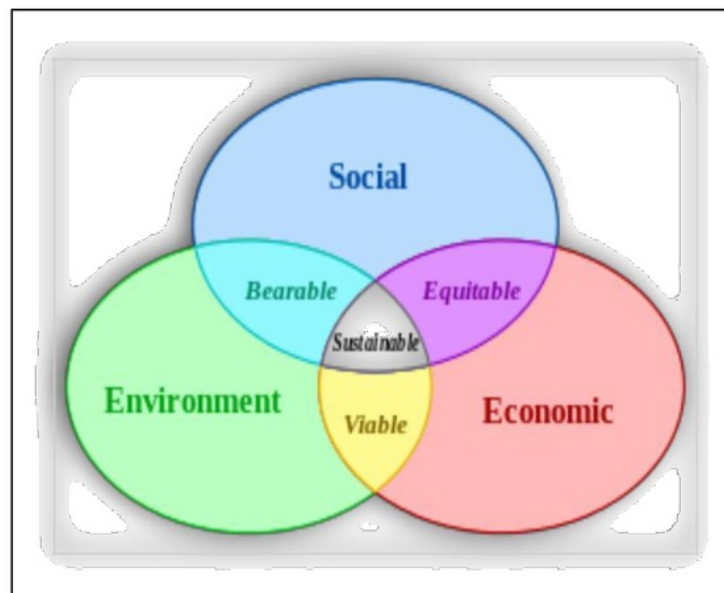
Many CSR efforts put special emphasis on the social environment and economic stability of the society. The World Commission on Environment (WCE) defined sustainability as "meeting the needs of the present without compromising the flexibility of future generations to fulfill the needs". All stakeholders together with customers, employees, investors are challenging companies that their activities to develop a blueprint for how they will sustain economic perspectives while taking

care of their employees as well as the environment around us. CSR reports focuses on philanthropy which was given as a serious driving force of CSR. But by current standards, a broad commitment to upgrading and up the lives of the employees and the communities within which the business carries out their activities has substituted this notion. Nowadays, CSR reports typically address problems affecting virtually every area of operations: corporate governance and business ethics, worker/employee hiring, opportunity and training, responsible purchasing, supply chain policy, energy and green environmental impact.

According to the GRI Standards, it is made as a complete and stand-alone sustainability report or will reference information disclosed in a type of locations and formats (e.g., electronic or paper-based). Any reports prepared in accordance with the GRI Standards is required to include a GRI content index, which is presented in one location and includes the page number or URL for all disclosures reported.

Selected GRI Standards, or components of their content, can also be used by an organization to report specific data, which will provide that the relevant Standards are referenced correctly.

By the rules and regulations of the GRI Standards, an organization's impacts on the social systems inside that it operates is significantly concerned by the social dimension of sustainability.



1.2. Background of the study:

Bachelor of Business Administration (BBA) from United International University requires a project report assigned by the faculty advisor. The project report with duration of three month is required with a view to acquire knowledge of the students who have completed all the required courses. During my project program, I was required to submit a research paper on **“Quality of Sustainable Corporate Reporting: An Evidence from Bangladesh”**. This report was assigned by academic supervisor MOFIJUL HOQ MASUM, Assistant Professor of United International University.

1.3. Rational of the study:

Corporate sustainable report ¹⁹ has a long history which going back to environmental reporting. In late 1980s, some companies in the chemical industry published the first environmental report because there had some serious problems. On the other hand, some earlier reporters group was committed to establish some small and medium sized businesses with high advanced environmental management systems. Additionally, the corporate world wants to attend by access new investors from the increase of ethical investing because already the tobacco industry adopted such reporting at earlier.

¹⁹ Recently non-financial reporting like sustainability, social, CSR etc. reporting is fairly spread out in the whole world which expanded over the last twenty-five years. As a result, we see that many companies prepare their annual sustainability report and published it. In that report there is a wide array of ratings and standard around. There are many reasons so that the companies choose to prepare that reports ¹⁹ but mainly they are intended to make the report as "vessels of transparency and accountability". They also try to make their internal processes better to encourage stakeholders and persuade investor.

Organizations need to improve their sustainability. They can improve their sustainability performance in many ways like measuring, monitoring and reporting on those issues. The positive impacts on society, economy, environment etc. also helping them to improve sustainability. The

guidelines of the Global reporting initiative (ACCA), (GRI) award rankings are the key points for the high quality of sustainability reports. The GRI sustainability reporting guidelines help every organization to assess their sustainability performance and disclose the results in the similar way to financial reporting throughout the world. We can see many corporate sustainability reports in different place but the United Nation Global compact initiative website has published the largest database of corporate sustainability reports.

The global reporting initiative was founded by some companies⁵ at the end of the 1990s. At the first few years only few companies prepare their sustainability report with GRI but their main focus was environmental sustainability movement. By the mid-2000s many companies felt that adopting the GRI framework. As a result, many companies started to adopt the GRI framework and prepare sustainability reports. In January 2011, both GRI-referenced and non GRI-referenced reports are started collecting by GRI. Now thousands of companies are publishing their annual sustainability reports around the world. It is a good symbol for the environment. Boston college center for corporate Citizenship and EY survey indicated that majority of the organizations showed positive response about their sustainability report.

The GRI standard was first published in 2000. The working group that can draft and revise the supplement and framework are composed of NGOs, the labor group, Corporate representatives, and society. Now GRI has been used itself as a leader in reporting world.

From 2007 to 2011, during this four year the GRI sustainability exposure Database which follow sustainability reports that submitted by companies, that grew more than 35% every year. According to a 2006 study, by GRI data partner, the Governance and accountability institute, Fortune 500 had participation in GRI reporting which was 5%. A 2012 follow up found that 52% of companies on the "S&P 500" published a sustainability report and that 61% of those were GRI reports. This result is similar to the Boston College center for corporate citizenship and EY study which is more than two-thirds of respondents indicated that their organizations use either GRI guidelines or GRI referee framework for sustainability reporting.

1.4. Limitations of the Study:

During my project, I faced some limitation and for those reason this report may not be perfect for some readers. Like –

- Most of the materials are collected from the secondary sources and the validity of the data is questionable in some cases.
- For the reason of time limitation, it could not possible to discuss many prospects of sustainable reporting in the present report.
- Lack of my experience, knowledge and efficiency to prepare the standard report.
- Analyzing with financial data and disclosure analysis is much more confusing and complicated than any other data.
- This report is completed using available data that I could gather. So, it will be the cause of misleading the result if any fault or error found by the reader.

Chapter Two: Objective of this Study

2.1. Broad Objective:

Between the categories of broad and specific objective, to measure the quality of sustainable reporting of public listed companies in Bangladesh is referred as the broad objective of this study.

2.2. Specific Objective:

- To identify the sustainable corporate report from the selected companies web side.
- To Compare to the all selected companies by ranking.
- To assess sustainability disclosure index of the selected enlisted companies operating in Bangladesh.
- To assess the financial performance of the selected public listed companies in Bangladesh.
- To identify information from financial statements of the companies.
- To provide necessary information's to stakeholder, investors, debt provider, promoters and creditors which will enable them to make effective decisions regarding investment, credit etc.

Chapter Three: Methodology of the Study

² The study is based on the information from secondary data sources. For this study, all the thirty (30) companies enlisted in Bangladesh has been selected purposively as the information regarding these companies are available. The sample companies are Marico Bangladesh, Square Pharma, Dutch Bangla Bank, ACI Limited, Baximco Pharma, Brac Bank, Eastern Bank, Glaxo SmithKline, IDLC Finance Ltd, National Bank, Premier Bank, Prime Bank, Prime finance, Dhaka Bank, Rackitbenkizer, Southeast Bank, Square Textiles, The City Bank, NCC Bank, Prime Textiles, Acme, Activefine, Afcagro, Beaconphar, Bxsynth, Centralphl, Farchem, Ghcl, Glaxosmith, Apex food. Secondary data from the annual reports of the sample banks for the financial years 2014, 2015, 2016 used to complete this work.

Though companies may use social media, newspaper or other medias for disclosing of sustainability reporting, this study only focus on to the published annual report of those selected banks only as annual reports are the most accepted and authentic document for corporate communication in Bangladesh. Furthermore, for this study, Global Reporting Initiative's (GRI) standard for sustainability reporting taken into consideration as GRI is one of the innovators for developing a framework for the sustainable reporting and as of 2015, 7,500 organizations used GRI Guidelines for preparing sustainability reports worldwide. The annual reports of the selected companies were analyzed on the three broad categories.

The broad categories are: Environmental, Economic, Social. Under these three broad categories some other narrow categories were also taken into consideration. The categories were selected from the GRI's G4 guideline (Global Reporting Initiative (GRI), 2016).

3.1. Data Design

3.1.1. Data collection process:

To analyze the performance of public listed companies in Bangladesh for "Quality of Sustainable Corporate Reporting: An Evidence from Bangladesh", ¹ this study proposes to use the techniques adopted in earlier analysis work based on this issue. As different studies, have discussed these

relationships, conceptual frame work of our studies is based on deduction method and for analysis of data collected from secondary sources quantitative techniques were utilized.

Data analysis Sample of 30 public listed companies which are operating in Bangladesh are selected as the population of the study. The study sample includes public listed companies, which are enlisted with Dhaka Stock Exchange for the year 2016 and 2017. The data needed for completing study is proposed to be collected from audited financial statements of public listed companies of Bangladesh.

1 3.1.2. Types of Data

All collected data are presented in numerical form. Most of the data are represented as amount, in percentage form & panel data. The secondary data were collected from the annual reports of different public listed companies using their websites, articles & journals.

Secondary Sources:

- Financial Annual reports of selected companies for the year of 2014, 2015 & 2016.
- Different articles.
- Sustainable Corporate reports of the selected public listed companies for the year 2014, 2015, and 2016.

3.2. Sample Design

3.2.1. Sampling Techniques

I systematically choose 30 public listed companies which are listed in Dhaka Stock Exchange. Sample of study include public listed companies, which are listed on DSE for the year 2015 and 2016.

3.2.2. Sample Size

There are 568 companies which are listed in Dhaka Stock Exchange. I have chosen only 30 companies as sample for the study. 90 is the sample size for this report. That means 3 years data has been collected for each company.

3.3. Analytical Tools

MS excel is used as analytical tool, discloser index and content analysis. Data analysis is completed from the MS Excel 2010.

Chapter Four: Literature Review

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Global Reporting Initiative:

The sustainability report is a report which is published by a company or organization about the economic, environmental and social impacts caused by its everyday activities. A sustainability report also represents the organization's values and administration model and exhibit the link between its strategies followed by the company. And it also promises to a sustainable global economy. Sustainability reporting that can help organizations to evaluate, measure, understand and communicate their economic, environmental, and social and administrative performances. A sustainability report is the main stage for notifying sustainability performance and impacts – whether positive or negative. Sustainability reporting can be considered as conterminal with other terms for non-financial reporting. It has triple bottom line reporting, corporate social responsibility (CSR) reporting, and more. It is also an own element of integrated reporting; a more recent development that combines the analysis of financial and non-financial performance.

Global Reporting Initiative (2016):

In 2016, to report about the impacts on the economy, the environment, and the society, the GRI Sustainability Reporting Standards (GRI Standards) are designed to use. The GRI Standards are interrelated standards that are similar to the organization. The GRI authority have developed the standards primarily so that these can be used together to help an organization to prepare a sustainability report. Sustainable report focuses on material topics preparing a report in balance with the GRI Standards. A full and balanced picture of an organization's material topics and related impacts, as well as how these impacts are managed by the report.

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Allen White: co-founder and former CEO of GRI, founder and co-chair of Global Initiative for Sustainability Ratings said that, corporate sustainability reporting was virtually unknown in the late 1990s. After more than 10 years, it has developed from the extra ordinary to the remarkable to the prospective. By the standard of leading originalities in business practices, Sustainable report ranks among the most tremendous in recent years. In the future, the determination of value of a

company can and must accord equality to all forms of capital. The assuming well-being and organization improvement alike are at resolve. Sustainability reporting remains to play a leading role in this temperamental conversion.

Victor KJJR: deputy general director, Danish Business Authority said that for organization, sustainability report is a knowing organization opportunities and non-financial risk and showing organization how to manage them. The objective of reporting is to create more than clearness and responsibility. The Sustainability reporting allow for better possessed. By sustainability reporting more strong decision making in a context where financial and non-financial challenges are becoming yet more interdependent.

Nicola Robins: director, Incite South Africa said that the Sustainability reports given stakeholders with an image on past activities. Sustainable reports given a view to the future in importance of economic, environmental, social and governance initiatives. Although the broad for making the sustainability reporting has not non-persistent, the edition of the draft mobilized reporting framework is important. On the past, few sustainability reports investigate (invisibly) to inquire the limited approach to value informing mainstream annual reporting.

Particularly with investment peoples are interest in non-financial operating accounts, how the organizations performance is inquired about is important. There are three major roles which the organizations recognize in the financial reporting. These are social, economic, and environmental factors.

4.1. Jean-Franc-ois Henri (2007): In his research paper the main objective or the aim of this empirical study is to examine the gravity of measurement. For this research he used environmental performance indicators (EPIs) within manufacturing firms. For this, he prepares two research questions are observed:

- a. To what extent firm characteristics are associated with the importance of various categories of EPIs?
- b. To what extent firm characteristics are associated with global and specific uses of EPIs?

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This paper uses four environmental performance indicators one monitor compliance, two motivate continuous improvement, three support decision making, and fourth provide data for external reporting. These four characteristics of firms, namely environmental strategy, International Organization for Standardization (ISO) 14001 compliance, size, and ownership. By collecting and analyzing empirical evidence, this research paper contributes to the environmental management accounting literature. This evidence provides a better responsive of the organizations among firm characteristics and environmental performance indicators.

4.2. Jaroslava Hyrslova (September 10-12, 2015): The Sustainability reporting is comparatively new system that has their early days in the 60s and the 70s of the 20th century. The sustainability reporting has been outgoing from the 90s of the last century by occupational literature. This research paper classified dealing with various perspectives on these problems has been realized since the 90s century. In the Scientific terminology it has been discussed about principles, rules and methods that should be respected and used by the system.

For sustainability accounting has base the financial and managerial accounting. Sustainability accounting is to apply it macroeconomics and microeconomics level. The sustainability accounting given information's for them, who are interested parties in support of decision-making processes in parallel with sustainability principles. This research paper also deals with sustainability accounting at the corporate level. In this paper given a brief history of sustainability accounting development is given. In this research paper also discussed about, the sustainable accounting main benefits and deficiency of the system. In this research paper the main objective is aimed mainly at the future advancement (prospects) of the system.

4.3. Nihal Kartaltepe Behram (20 February, 2015): The main purpose is to improve organizational legitimacy arguments by analyzing the extent and content of environmental disclosures across sectors according to their environmental impact for this purpose. High impact sectors, medium impact sectors and low impact sectors were sorted as three groups. In the legitimacy theory context, high business impact industry sectors would be expected to give more attention and importance to environmental disclosures than medium business and low impact

industry sectors. In this context four testable dimensions of environmental disclosure were systematically analyzed and compared in this study: presence of environmental disclosure; presentation of environmental disclosure; location of environmental disclosure; environmental disclosure items. The sample of this study consisted of 221 listed companies quoted on Istanbul Stock Exchange (ISE). The results of this study fail to confirm legitimacy theory as an explicator of environmental disclosure in the Turkey case. The sample companies which are operating in medium impact sectors have a higher tendency to disclose environmental information and to provide with a stand-alone environmental report and separate environmental section in their annual reports than companies in high, medium and low impact sectors in Turkey.

4.4. Adams, C. A, Muir, S, & Hoque, Z. (2014): They conducted a study to see the present sustainability performance assessment within the country, territory and under federal government division in Australia with an exceptional feature of sustainability performances. In most cases sustainability reports are linked up the private sector organization aligned, day by day the global reporting initiative (GRI) is getting popularity and there is some sustainability reporting by the organization in the public sector. This raises questions as to the extent to which public sector sustainability performance is managed. This research paper showed aim in future to develop the supporting organizational performance improvement by using the sustainability performances.

4.5. Faisal, Greg Tower & Rusmin Rusmin (2012): Corporate sustainability reporting around the world has conducted to explore corporate sustainability principles practices in the global condition. This report conducted on 2009 over the world. For these reports they selected largest company in 24 different countries are experiments using an extensive disclosure index. In this report are explains or findings to better realize how company characteristics and enter factors explain sustainability informing using a justice theory framework. For this report, they follow the world renowned GRI 2006 guideline as the benchmark disclosure index checklist. The average level of sustainability disclosure is a surprisingly high 61.9%. By statistical analysis indicates that high profile industries. Other assurance criteria influence the disclosure of more sustainability information.

4.6. Islam, M.A. (2009): The Sustainability Reporting should be practiced in organizations as operation in a developing country. In this research paper conducted by evidence from Bangladesh” For conducted this study he comprised of three interrelated parts. This study includes the social and environmental reporting and operating practices of organizations operating in, or sourcing products from, a developing country. In the following point out of the three interrelated parts.

1st part of the study, in a developing country, as like as the Bangladesh Garment Manufacturing and exports association (BGMEA) a big export-oriented clothing trade organization that is supervise the motivation fundamental the social disclosure practices.

2nd part of the study, How the world-wide news media influences the behavior of two major global clothing and sports retail companies’ products produce from developing countries through investigate.

3rd part of the study, investigate how Non-Government organization (NGOs) use the media as part of their technique to effect change in the operating and sustainability practices of such organizations.

4.7. Cedric Dawkins & John W. Fraas (2011): From previous research a mixed result is found on the relationship between corporate environmental performance and the level of voluntary environmental disclosure. Testing competing predictions from defensive and accommodative approaches to voluntary disclosure with regard to climate change recalculated this result. In particular, by determining the extent to which environmental performance and company media visibility interact to prompt voluntary climate change disclosure we add the prior literature. We find a very positive relationship between environmental performance and voluntary climate change disclosure by using ordinal regression and Ceres, KLD, and Tricots ratings of “S&P 500” companies. We extend the literature on environmental strategies and disclosure by establishing that company visibility and issue (climate change) visibility interaction with environmental performance to influence the level of voluntary global climate change disclosure.

4.8. Güler Aras, David Crowther (04 June 2008): Last few years to go, deeply focus in corporate activities depending on the corporate social reporting (CSR), another one is its central platforms, the assumptions of sustainability, and especially sustainable development. They said in this report that the use of such a term has the consequence of complicate the real situation about the effects of corporate activity upon the external environment. It is consequent implication for the future. For sustainability, one of the major effect is that corporate activity is sustainable which is the cost of capital for the firm is decreased as investors are wronged into thinking. For that reason, the level of risk engaged in their investment is decreases than it actually is. They analyze the effect is this distortion and they argue for a complete debate about sustainability.

4.9. Halina Szejnwald Brown, Martin de Jong & Teodorina Lessidrenska (27 February 2009): The Global Reporting Initiative (GRI) has become a number one guide for voluntary sustainability reporting by corporations since 1999. Rising on the crest of the talk about corporate social responsibility, applicable roles for business, government, and civil society in the sustainability transition, and private forms of global governance, it's additionally a descendant of 1970s social movement. Extensive empirical information collected through interviews and documentary analysis in four countries, the institutional entrepreneurship framework is used to analyze 3 kinds of tactics deployed by GRI champions: discursive, material and charismatic. GRI entrepreneurs' success was maintaining balance between the individual and collective interests of their diverse constituencies, between inclusiveness and efficient pursuit of technical objectives, and between building a replacement establishment and not difficult existing establishments and power relations. This strategy, although maybe applicable underneath circumstances, left a legacy of unresolved tensions. However, these are resolved can verify GRI's future shape and function.

4.10. Gallo, P. J., & Christensen, L. J. (2011): By experimental investigation of organization size and ownership on sustainability connected behaviors driven a study to finding the phrase "corporate sustainability" is more and more dominating in both the industry press and management journals (Engardio, 2007, Monteil 2008). Though experimental studies corporate sustainability commitment and reports are also increasingly dominating top managers to define and legislate the build which are lacking. For this deficiency, in this report the author investigate firm how define, support, and their sustainability efforts. For analysis this report has taken a large sample size. The

sample size is 922, study of accounting executives at U.S. based firms, in this report, they find evidence that organizational size, ownership, and also industry related with support mechanism and reporting sustainability.

4.11. Fernando Gómez-Bezares, Wojciech Przychodzen and Justyna Przychodzen

(2016): Shareholder asset and corporate sustainability in this report conducted as a study to see the impact of corporate sustainability (CS) on stock market returns. They collected evidence from the British companies and lessons from the crisis. Sample size for this analysis of FTSE 350 and also collected an extensive panel data. In this report they analysis that an investment strategy that brought shares in companies with balanced economic, social and environmental activities. Those activities would have earned an annual four factor alpha for a value weighted portfolio of 3.54% per year within the sample period. The companies achieve 2.98% above benchmark industries. Another, they find that negatively correlated between the corporate sustainability and stock return volatility. By analysis of Corporate sustainability not only generates higher returns during peak phases by investing in companies but on the other hand diminishes shareholders' losses during bear phases. Corporate sustainability is also associated with higher resistance to stock market crashes. In this report their result shows that when the companies using the corporate sustainability concept as a process-based measurement of industries internal efforts to address sustainability issues, responsible firm behavior pays off.

4.12. Mofijul Hoq Masum, A N M Asaduzzaman Fakir & Md.Kaium Hossain (2017): The organizational performance measurement systems has been changed in the last 20 years. In present days, it becomes clear that most of the organization is looking financial as well as non-financial measurement matrixes. In this paper, we tried to search the gravity of multiple performance measurement system for the textile companies of Bangladesh. However, in this paper we found that it becomes a burning issue for the textile industries to apply multiple performance measurement systems. In this paper, we tried to conduct a modified balanced scorecard. This concept was developed by Kaplan and Norton during 1992. In this paper, we mentioned a five-dimensional scorecard for the textile sector of Bangladesh. This scorecard will help the textile sector to give a framework to initiate the multiple performance measurement system. Finally, we

tried to identify most important factors under each view of the given multiple performance measurement system.

4.13. Mofijul Hoq Masum (2011): How strong & extending the discover atmosphere in this era is? the mobile telecommunication industry in Bangladesh is the powerful and extending innovation in this era. Mobile telecommunication itself was a discover in a technology blushing society of Bangladesh. Now a day it is a massive deal of experiment is going on right this time in this industry. For the experiment in this paper is to consider the innovation (mainly marketing) in innovation (mobile telecommunication) by the telecommunication service provider. to start with for this paper has tried to find the innovation practices of the mobile telecommunication industries. Another it has also tried to examine whether these discover or Kaizen (a Japanese term for regularly improvement) may be a better solution for the success of mobile telecommunication industries in the developing countries, mainly in Bangladesh. Ultimately the customer satisfaction depends on the success of the companies.

4.14. Mofijul Hoq Masum (2014): The balance scorecard is used to measure performance on planning and measurement framework ²¹ which was developed by Robert S. Kaplan and David P. Norton in 1992. They used it to realize the shortcomings of traditional performance management systems. It is used to design the ²¹ balanced scorecard as a tool to execute and monitor the organizational strategy by using a combination of financial and non-financial measures. The concepts of balanced scorecard have become expanded through the years. The adoption of balanced scorecard for the banking sectors of Bangladesh has been described in this report. The significance of the balanced scorecard to enjoy the competitive advantages over the other companies has been described. In this report, tried to develop a five-dimensional performance measurement technique perspective, learning and growth ²¹ perspective, customer perspective, internal growth perspective, learning and growth perspective and last of all non-market perspective.

Chapter Five: Findings & Analysis

Above I have mentioned about the distinctive areas of sustainability reporting which are largely adopted by major Bangladeshi companies are main key research and analysis aim. The areas of environment, labor practices & decent work, product responsibility, human rights and society corresponding to the guidelines of the GRI were the main concentration of this report. I focused on those particulars companies that disclose every of the areas or categories of GRI.

Most of the firms are intended to disclose more on the society related information among all specific classes of disclosure that is shown in table. It can also be used as evidence to prove that major companies want to extend their social activities towards different sector through education, health and others. Their aim is to lessen poverty from the nation, to provide access to health care facilities for poor people, to enlighten women and underprivileged people with education and above all, to enable financial solvency for deprived and neglected female. The findings also referred that surveyed companies have major contribution to the educational institutions through awarding generous scholarships to the meritorious students both in secondary and higher levels. The companies are also donating money for establishing research centers in public universities, making cash payment to Bangla academy intended for research on Bengali culture and literature. The companies are also contributing to freedom fighter's foundation for martyr, gift of laptops and desktop computers to different departments of public universities, offering interest free loan for students to meet education expenses and involving in donating academic books to the colleges and universities libraries.

5.1. Economic performance ranking: In the Economic performance, Direct indicators and Market presence indicators are implemented by most of the companies, whereas Indirect Economic Impacts are not implemented in Bangladesh.

Finally, if we rank the companies according the results, individual and the total score is almost same. The score is 12. That means every company implements these indicators equally.

5.2. Environmental performance ranking: In the Environmental performance, Materials and Energy, these indicators are strongly implemented by all companies, where most of the companies do not disclose Biodiversity, Emissions, effluents and waste, Effluents and waste Supplier and Environmental Assessment in the “Quality of Sustainable Corporate Reporting: An Evidence from Bangladesh.”

If we rank the companies according to their result, ACI Limited ranked in the highest score, the score is 16 where AFC Agro and Beximco Pharmaceutical ranked in the 2nd and 3rd position. The score is individually 15 & 13.

5.3. Social performance ranking: In the Social performance, almost all the indicators (Employment, Labor/Management Relations, Health and Safety, Training and Education, Diversity and Equal Opportunity, Non-Discriminations, Child Labor, Forced or Compulsory Labor, Security Practices, Rights of Indigenous Peoples, Human Rights Assessment, Local Communities, Supplier Social Assessment, Public Policy, Customer Health and Safety, Marketing and Labeling, Customer Privacy, Socioeconomic Compliance) are followed by the public listed companies.

If we rank the companies according to their result, Beximco Pharmaceutical and Square Pharma ranked in the highest score, where ACI Limited, AFC Agro and GSK ranked in the 2nd and 3rd position accordingly. 1st position score is 46 and 2nd position 45 & 43.

5.4. Most uses indicators: In the table no. 3 my findings that most commonly use some indicators. All the companies disclose these indicators. Indicators are shown in the table no 3. The indicators are Clean Tax Payment, Employment generation, Entrepreneurship Market Linkage, Access to technology, Rural development, Women empowerment, Waste Management, Carbon Emission, Early warning system, Natural Conservation-Water, Air, Soil, Animal & Plant, Climate Resilience, Safe water, Anticorruption, Health, Human rights -, Child, Youth, Women, Labor, Response to calamity, Sanitation, Access to knowledge, Safety and security, Ethical Business.

5.5. Financial position to the top-ranking companies: In the Table no.4 shows that the financial position to the top-ranking companies. Here I am only find out the company's Assets, Liabilities, Shareholders Equity, Earning Per Share (EPS) and Net Income portions. The data collected from the last year annual reports.

Chapter Six: Conclusion & Recommendation

6.1. Conclusion

On the basis of the study of disclosing the sustainability reporting information of public listed companies in Bangladesh and its impact on listed companies financial performance, it is observed that the analysis states that most of the companies are showing an emphasis on sustainability disclosure day by day to measure, disclose and be accountable to internal and external stakeholders in terms of governance, economic, environmental and social aspects including both positive and negative contributions.

This report intends to touch upon all significant aspects for the purpose of operational success and recognize its benefits businesses acknowledge the necessity of sustainable reporting day by day. And the demand for sustainability reporting helps an organization in managing their social and environmental influences and in improving their operational ⁵ efficiency and natural resource stewardship, and it remains an important factor for shareholders, employees, and stakeholders' relationship. The objectives of the study are to analyze the condition of Bangladeshi companies regarding sustainability reporting practices. The study reveals that, only a few companies are disclosing the sustainability related information in their annual report only but that was not sufficient enough. Moreover, in most of the cases it was found that, the information regarding sustainable reporting are not meeting the standard of GRI guidelines.

The major problems the disclosure of sustainable reporting practices in Bangladesh is, the companies are taking a very large scope for disclosing, as more and more information is inflated into reports. Being a responsive entity towards the society the banks should have to minimize the existing problems and start the practice of sustainability reporting. As a vital agent of civil society and in association with the public and private sectors, nongovernmental organizations (NGOs) have a major role to play in promoting sustainable and integrated reporting. Last but not the least, the government and the regulatory authority of the financial sector of Bangladesh have a huge role to play. For ensuring good governance and better transparency, all the regulators as well as the civil society should have to come forward to developing sustainable reporting culture. This will ultimately make our beloved world to a more sustainable, improve governance snags and increase the efficiency and effectiveness of the industries of Bangladesh.

6.2. Recommendations:

- ✓ The conventional economic disclosure can expand with physical statistics about social and natural environment and its status. To ensure this the Government should play some roles. For improving the sustainable disclosure practices non-marketed social and environmental goods and services should be valued.
- ✓ The Government as well as the Bangladesh bank must come forward to introduce sustainable disclosure practices in Bangladesh and improving Bangladesh's performance in the Global Reporting Initiative (GRI) index. Special rule should be run by Bangladesh bank to follow sustainable disclosure practice for all the banks and if not, penalty should be implemented.
- ✓ There should have a strong commitment to the bank authority regarding sustainable disclosure, otherwise it will never be possible to implement this practice.
- ✓ For controlling weakness and threats from internal and external environments and to maximize the benefits and opportunities of internal and external environment management of commercial banks must have vision, mission and strategy for issuing sustainable accounting reports.
- ✓ Offering different types of benefits from the government, such as tax exemption or rebate, extension of the tax holiday facility, etc. will encourage the banks to implement sustainable disclosure practice properly.
- ✓ The Sustainable Accounting Standard Board (SASB) in Bangladesh can be formed to formulate the sustainable reporting indicators for assuring the representation of all parties' contribution.
- ✓ The banks should be guided for initiating and implementing the sustainable disclosure practice with voluntary reporting standards which can be developed by ICAB.

- ✓ Proper monitoring by Bangladesh Bank should be made on a regular basis regarding the application of sustainability reporting. Banks who are already practicing sustainable disclosure to some extent should come forward and make more contribution in sustainable disclosure.
- ✓ Investors and customers' awareness regarding sustainable disclosure can play a vital role in implementing sustainable reporting in a standard way. Customers should make more transactions with the banks that follow sustainable disclosure reporting practice and avoid the relationship with the banks which do not follow the practice.
- ✓ To increase the skill and efficiency of accountants on sustainable disclosure the bank authority can arrange special training programs. In this regard, they can take assistance from accounting professionals, who may develop and enrich the curriculums regarding sustainable reporting issues.

Appendix

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Tables:

Table No. 1: Categories and aspects of Key Performance Indicators from the GRI

Dimension	Aspects	No. of Indicators	Total No. of Indicators
Economic	1. Direct Economic Performances	10	15
	2. Market Presence	3	
	3. Indirect Economic performance	2	
Environmental	1. Material	3	52
	2. Energy	13	
	3. Water	7	
	4. Biodiversity	6	
	5. Emission, effluent & waste	13	
	6. Effluent & waste	5	
	7. Supplier Environmental Assessment	4	
Social	1. Employments	13	77
	2. Labor & Management Relation	1	
	3. Occupational Health & Safety	13	
	4. Training & Education	5	
	5. Diversity & Equal Opportunity	5	
	6. Non-Discrimination	7	
	7. Child Labor	3	
	8. Forced / Compulsory Labor	1	
	9. Security Practice	2	
	10. Right of Indigenous People	1	
	11. Human Right Assessment	3	
	12. Local Community	6	
	13. Supplier Social Assessment	4	
	14. Public Policy	1	
	15. Customer Health & Safety	5	
	16. Marketing & Labeling	6	
	17. Customer Privacy	2	
	18. Socio-economic Compliance	2	

Table No.2: List of the selected companies in the study.

Pharmaceutical companies
1. ACI (ACI Limited)
2. BXPHERMA (Beximco Pharma)
3. GLAXOSMITH (Glaxo SmithKline)
4. RECKITTEN (Reckitt Benckiser (Bd.) Ltd.)
5. AFCAGRO (AFC Agro Biotech Ltd.)
6. BEACONPHAR (Beacon Pharmaceuticals Limited)
7. BXSYNTH (Beximco Synthetics)
8. SQRPHARMA (Square Pharmaceuticals Ltd.)
9. CENTRALPHL (Central Pharmaceuticals Limited)
10. ACMELAB (The ACME Laboratories Ltd)
11. FARCHEM (Far Chemical Industries Ltd)
12. GHCL (Global Heavy Chemical Ltd)
13. ACTIVEFINE (Active Fine Chemicals Limited)
14. RENATA (Renata Ltd.)
Listed Banks and financial companies
15. BBL (BRAC Bank Ltd)
16. DBL (Dhaka Bank Ltd)
17. DBBL (Dutch Bangla Bank Ltd)
18. EBL (Eastern Bank Ltd)
19. NBL (National Bank Ltd)
20. Premier Bank Ltd
21. Prime Bank Ltd
22. SEBL (Southeast Bank Ltd)
23. The City Bank
24. NCC Bank
25. IDLC (Industrial Development Leasing Company of Bangladesh Limited)
26. PRIMEFIN (Prime Finance and Investment Limited)
Manufacturing and textile companies
27. MBL (Marico Bangladesh Limited)
28. AFL (Apex food Limited)
29. SQUIRETEXT (Square Textile Limited)
30. PRIMETEX (Prime Textile Limited)

Table No. 3: Most Uses Indicators:

Categories	Economic	Environmental	Social
Work place	Clean Tax Payment	Waste Management Carbon Emission	Safety and security Ethical Business
Marketplace	Employment generation Entrepreneurship Market Linkage Access to technology	Early warning system	Response to calamity Sanitation Access to knowledge
Community	Rural development Women empowerment	Natural Conservation- Water, Air, Soil, Animal & Plant Climate Resilience	Safe water Anticorruption Health Human rights - Child, Youth, Women Labor

Table No. 4: Financial Position to the top-ranking companies:

Companies	Total asset	Total liability	Net income	Equity	EPS
Beximco	34,084,132,870	3,406,039,548	2,229,274,631	25,072,425,900	5.49
Square Pharma	52,531,052,249	3490677898	10,977,566,878	49,027,700,210	15.51
ACI Limited	46,970,018,468	36,330,959,521	1,134,293,447	12,992,476,617	28.38
AFC Agro	155,2872,044	227,167,949	26,4601,358	132,5704,095	3.49
GSK	5,342,813,000	2,757,010,000	644,554,000	2,585,803,000	53.51

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