
Preliminary communication

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USAGE OF INTERNET IN INVESTOR RELATIONS OF COMPANIES IN BOSNIA AND HERZEGOVINA

Abstract

Nowadays, actual and usable information are required from companies. In order to adapt to those changes, the companies started using internet as a channel for investor relations. Their websites are designed to offer a wide specter of company's financial information, as well as non-financial information that might be useful to financial public. The subject of this paper is to research the usage of internet in a company's investor relations. Through review of literature, the paper shows importance of websites development and how, by adequate usage, they may have an impact on the investor relations. For that purpose, the work includes research of the impact of Internet in conducting activities with investors at the market of Bosnia and Herzegovina. The methodology used in this work comprised a survey, carried out on a convenient sample of companies. Analysis conducted on websites of BiH companies with most traded stocks at stock exchange, showed that the companies were aware of the importance of using web in communication with investors. However, one of the conclusions is that there is a big space for improvement regarding the use of new internet tools among most of BiH companies.

Key words: investor, internet, website, investor relations, financial reporting