**KNOWLEDGE AND SKILLS OF PROFESSIONALS IN INVESTOR RELATIONS**

Andreja Hašček

Croatian Financial Services Supervisory Agency

Miramarska 24b,

10000 Zagreb, Croatia

andreja.hascek@gmail.com

Phone: +38516173265

**Abstract**

Management of investor relations is of utmost importance for a company that raises capital for its operations and projects in the capital market. Investor relations are a function through which the company develops investor confidence in the company and its business operations by establishing a continuous flow of information from the company to the investors on the basis of which investors can make an informed decision about investing in that company, and a flow of information from the investors to the company on the basis of which the company can draw conclusions on the requirements, needs and expectations of investors. Since this is an interdisciplinary function of the company, professionals with a broad range of knowledge and skills work in investor relations. This paper identifies the required knowledge and skills that are minimally required in order for a person in investor relations to be able to fulfil the basic task of this function, the one whose purpose is to develop investor confidence in the company and its business operations in order to secure access to investor capital for the company.

**Keywords**: Investor relations, knowledge and skills in investor relations, investor confidence, information flow, two-way communication

**Biography:**

Andreja Hašček rođena je 1977. u Osijeku. Diplomirala je 2001. na Ekonomskom fakultetu u Osijeku, Sveučilišta J.J. Strossmayera u Osijeku, smjer financijski management. Od 2014. polaznica je poslijediplomskog doktorskog studija Management na istom fakultetu.

Zaposlena je u HANFA-i. Osnovna područja njezinog djelovanja su obveze kompanija na burzi u pogledu transparentnosti, financijskog izvještavanja i revizije, zlouporabe tržišta, postupka preuzimanja, prospekta, zaštite prava dioničara i korporativnog upravljanja. Članica je različitih radnih skupina zaduženih za usklađenje hrvatskog zakonodavstva s europskim propisima te implementaciju najboljih tržišnih praksi. Predavač je HANFA-e u programu za brokere i investicijske savjetnike te na Akademiji Zagrebačke burze.