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INTEGRATED REPORTING OF ENTERPRISES IN NATIONAL AND GLOBAL BUSINESS ENVIRONMENT

It has been proved that integrated reporting is a promising tool of communication of the enterprise with interested users and allows finding the reserves for the development of economic, environmental and social components of the enterprise activity. The basic structural components of integrated reporting have been presented. The classification of the principles for the preparation of integrated reporting is proposed, which will allow to form a positive attitude of users of information to the business entity, enhance the image, competitiveness and investment and innovative attractiveness of the enterprise at the national and international levels.

Keywords: integrated reporting, information; national and global business environment; principles; components of integrated reporting; sustainable development.

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ІНТЕГРОВАНА ЗВІТНІСТЬ ПІДПРИЄМСТВ У НАЦІОНАЛЬНОМУ ТА ГЛОБАЛЬНОМУ БІЗНЕС-СЕРЕДОВИЩІ

У статті обґрунтовано інтегровану звітність як перспективний інструмент комунікації підприємства із зацікавленими користувачами, що дозволяє знаходити резерви розвитку економічної, екологічної і соціальної складової діяльності підприємства. Представлено основні структурні складові інтегрованої звітності. Запропоновано класифікацію принципів підготовки інтегрованої звітності, що дозволить сформувати позитивне ставлення користувачів інформації до суб'єкта господарювання, підвищити імідж, конкурентоспроможність та інвестиційно-інноваційну привабливість підприємства на національному та міжнародному рівнях.

Ключові слова: інтегрована звітність; інформація; національне та глобальне бізнес-середовище; принципи; складові інтегрованої звітності; сталий розвиток

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ИНТЕГРИРОВАННАЯ ОТЧЕТНОСТЬ ПРЕДПРИЯТИЙ В НАЦИОНАЛЬНОЙ И ГЛОБАЛЬНОЙ БИЗНЕС-СРЕДЕ

В статье обосновано, что интегрированная отчетность является перспективным инструментом коммуникации предприятий с заинтересованными пользователями и позволяет находить резервы развития экономической, экологической и социальной деятельности. Представлены основные структурные составляющие интегрированной отчетности. Предложена классификация принципов подготовки интегрированной отчетности, что позволит сформировать положительное отношение пользователей информации к субъекту хозяйствования, повысит имидж, конкурентоспособность и инвестиционно-инновационную привлекательность предприятия на национальном и международном уровнях.

Ключевые слова: интегрированная отчетность; информация; национальная и глобальная бизнес-среда; принципы, составляющие интегрированной отчетности; устойчивое развитие

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Statement of the problem and its connection with important scientific and practical tasks. Effective economic activity in the knowledge economy provides comprehensive assessment of the results of socio-economic development at the level of the individual economic entity, the type of economic activity, the national economy and the country as a whole. Therefore, there needs to be qualified information support. Globalization processes, increasing competition in the domestic and foreign markets, the complexity and diversity of economic activity of enterprises, involve changes in economic thinking and rational choice of approaches to management of economic entities and the economy as a whole.

Information, gaining the importance of the strategic resource, becomes a priority in the process of enterprise management and ensuring the competitive advantages of enterprises in the national and global business environment.

In modern conditions, the role of enterprise reporting is increasing; its value is determined by the information needs of internal and external users. Economic indicators of economic activity of enterprises of Ukraine are reflected in financial, internal economic, tax and statistical reporting. The task of reporting and analyzing the indicators reflected in it is the multidimensional measurement and interpretation of individual processes of the enterprise's economic activity and assessment of the value of its economic resources. The system of financial reporting remains relevant for receiving and further analytical processing of important financial information about the activities of business entities in the industrial society. At the same time, in modern post-industrialized globalized world, the enterprises don't aim at obtaining only an economic effect. After all, the attractiveness of a business entity is determined by the focus on innovation and by the solution of social and environmental problems. For the knowledge of economy of the post-industrial world, integrated non-financial reporting becomes increasingly important.

Timely and accurate submission of data on investment and innovation activity, social responsibility, protection of the environment, measures for its restoration, product safety for man and the environment enable the enterprise to enter world markets, allow attracting the most skilled personnel, increase capitalization, goodwill, reputation and image of the enterprise. It should be noted that the information on innovation, production modernization, social and environmental activity of the enterprise is mandatory for disclosure in accordance with the requirements of the international standards of social activity and reporting "Global Reporting Initiative (hereinafter referred to as GRI)".

The compilation of integrated reporting will enable economic entities in Ukraine to significantly increase the transparency of their economic, investment-innovation, environmental and social activities. Interested legal entities and individuals will be able to obtain information on the strategy of enterprise development, investment, innovation, social responsibility, environmental safety, etc. Integrated reporting is provided by well-known multinational corporations such as Ford, Johnson & Johnson, Shell, Disney, Procter & Gamble, Vodafone, Xerox, Microsoft, Cisco, HP, Siemens, BASF, Coca-Cola, ArcelorMittal, Novartis, Carrefour, Nokia, HSBC, Novo Nordisk. In Ukraine, it is published by companies that have a great influence on socio-economics development and have a responsibility to society. Among them, the most famous are System Capital Management, DTEK, PJSC Obolon, Nestle Ukraine, Kyivstar, SUN InBev Ukraine, Vite Group, Life;), etc.

The submission of integrated reporting on the basis of sustainable development is not widespread in Ukraine. The reasons for this are the target settings of the owners of the enterprises to increase the profit of enterprise management and an obscure state policy that does not support socially-oriented business, does not orient the business entities, society and public organizations to operate on the principles of sustainable development. Reporting, which is based on the principles of sustainable development, at this stage of development of the Ukrainian economy is not financial. However, it is gaining more popularity. Therefore, a systematic review of non-financial reporting on the principles of sustainable development with its prospects, positive and negative consequences for Ukrainian business entities is one of the important issues of economic science that requires urgent solution. The need for in-depth study of the theoretical foundations for the formation and display of integrated reporting on the basis of sustainable development, the solution of the main issues of the practical application of methodological approaches and ensuring the accuracy of the content of such reports, determine the relevance of the study, which is covered in this article.

Analysis of recent publications on the issue. The leading domestic scientists in the field of Economics are paying great attention to the search for opportunities to improve reporting as one of the determining factors in making managerial decisions on the effective use and allocation of capital and other social and production factors.

The foreign concept of integrated reporting is presented in the research paper by D. Tweedie (Tweedie, 2017). A. Romolini (Romolini, 2017) carried out a thorough analysis of the current state and the perspective of drawing up integrated reporting. D. Alexander (Alexander, 2017) focused on studying the environmental component of integrated reporting. J. Collis (Collis, 2017) made proposals for the reflection of information on corporate governance and social responsibility in integrated reporting. C. Demartini (Demartini, 2017) published the empirical results of her research of audit risk in integrated reporting.

S.M. Petrenko (Petrenko, 2015) proposed a model of socially-oriented accounting, which is based on the creation of a local area for accounting of social responsibility expenditures using the system of analytical accounts, which includes three components: organizational, methodological and technical.

K.V. Bezverkhyy (Bezverkhyy, 2015) proposed to reflect overdue payables for employees of the enterprise and emphasized the reflection of socially-oriented indicators in the reporting

V.V. Yevdokymov (Yevdokymov, 2013) describe the current state of social reporting in Ukraine and describe the international models of social reporting in the world. In their scientific works T.A. Butynets (Butynets, 2012) consider the accounting of socially responsible activities.

S.A. Dypyaza (Dypyaza, 2003) require the introduction of new World Financial Reporting Standards, with the expansion of their general framework by sectoral and corporate standards, which should solve most of the problems of IFRS. The authors outlined this idea in the fundamental work "The Future of Corporate Reporting," noting that in the wake of bankruptcy and scandals there was distrust to the content of reporting and traditional ways of its preparation.

S.V. Svirko (Svirko, 2015) substantiated the idea that the most effective mechanism for regulation of sustainable development reporting is the Global Reporting

Initiative protocols, which define a set of indicators that characterize the social, environmental and economic components of the economic activity of an industrial enterprise. The use of the entire set of protocols of the Global Reporting Initiative requires the modification of certain components of the organization and accounting methodology, which serves as the main means of informational support for the formation of sustainable development reporting.

Supporting the opinion of S.F. Holov (Holov, 2009), we believe that the transition from the concept of financial reporting to the concept of corporate reporting is necessary, and it will reflect a retrospective and perspective information about the activities of the enterprise and its environment; strategic and current aspects of enterprise activity on the basis of balance of long-term and short-term, financial and non-financial indicators; structured information including the requests needs of relevant users.

Having critically analysed publications on relevant topics, it is worth noting that the issues of development of integrated reporting remain inaccurate. Also, in modern environment, there are no clear normative general recommendations and insufficiently developed issues of accounting and information display in integrated reporting of enterprises. It should be recognized that various aspects of innovation activity and life cycle of innovations fall into the sphere of influence of almost all national and international financial reporting standards. At the same time, the financial statements do not provide for the reflection and selection of the results of investments, innovations, social and environmental indicators. There is also an important problem of information generation for the statistical study of macroeconomic processes, which should be the basis for accounting of business entities.

Formulation of research objectives. The purpose of the article is to justify the need for integrated reporting by Ukrainian enterprises and to improve the process of formation of the main indicators of integrated reporting on the basis of sustainable development for the assessment of investment-innovation, environmental and socio-economic indicators of economic entities.

Presentation of the main results and their justification. The post-industrial economy puts forward new approaches, queries and tasks to the accounting and reporting system. It affects the development of accounting as a science, changing the subject and forcing to improve its principles and organization. Formation and generalization of information on the activities of business entities on the basis of sustainable development at this stage of the functioning of the Ukrainian economy can make a significant contribution to the transformation of information flows between internal and external users of electronic databases of accounting and reporting data.

The development of the global market for investments and innovations, the negative impact of business entities on the environment and social instability require the reformation of a mechanism for information management of economic systems of all levels based on the principles of sustainable development. In order to consider in detail the reporting based on the principles of sustainable development and to establish a synergy between the principles of reporting and sustainable development, the primary task is to define and justify the theoretical basis.

Sustainable development is referred to as the development of the enterprise on the basis of harmonization with the society of social, ecological and economic goals, which allows ensuring the interests of modern and future generations.

According to the International Standard of Integrated Report (ISIR, 2013), issued in December 2013 by the International Council for Integrated Reporting, integrated reporting is treated as an integrated thinking process that results in a periodical integrated report of the organization on creation of value for a long time and documents related to aspects of value creation. The Integrated Report is a brief summary of the impact on the creation of value for performance, strategy and management of the organization.

The definition of the concept of "integrated reporting" contained in the writings of scholars is advisable to group in terms of seven basic approaches (Fig. 1).

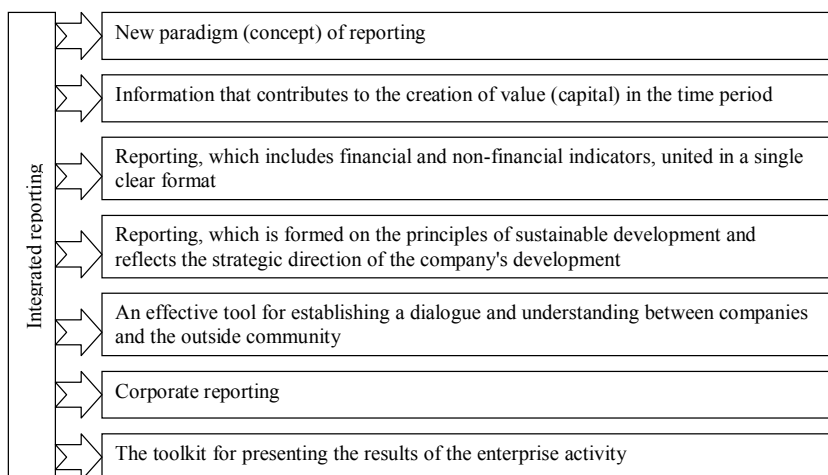


Fig. 1. The concept of "integrated reporting" in the works of scientists, author's

In our opinion, integrated reporting should be understood as reporting, which in a clear format combines financial and non-financial indicators that affect the creation of value (capital) and reflect the strategic direction of the company's development on the basis of sustainable development.

Preparation of integrated reporting on the basis of sustainable development requires improvement of the system of organization of accounting, analysis, control, planning and management in the enterprise through the development of direct and feedback information flows. The management of the company should clearly define the list of issues and indicators to be displayed, determine the way in which information is displayed and how to respond to requests from external and internal users. In case of company reporting, it is necessary to balance the needs of the main groups of users of information. At the same time, reporting should be performed in accordance with the established principles of IFRS (International accounting standart, 2017) and Sustainable Development. In Fig. 2 provides the main structural elements and components of integrated reporting taking into account the private or state ownership, branch, accounting and other characteristics of economic entities.

They can be based on their own vision of reporting by the management of enterprises in view of specific features, in more detail revealing the presentation of structural components.

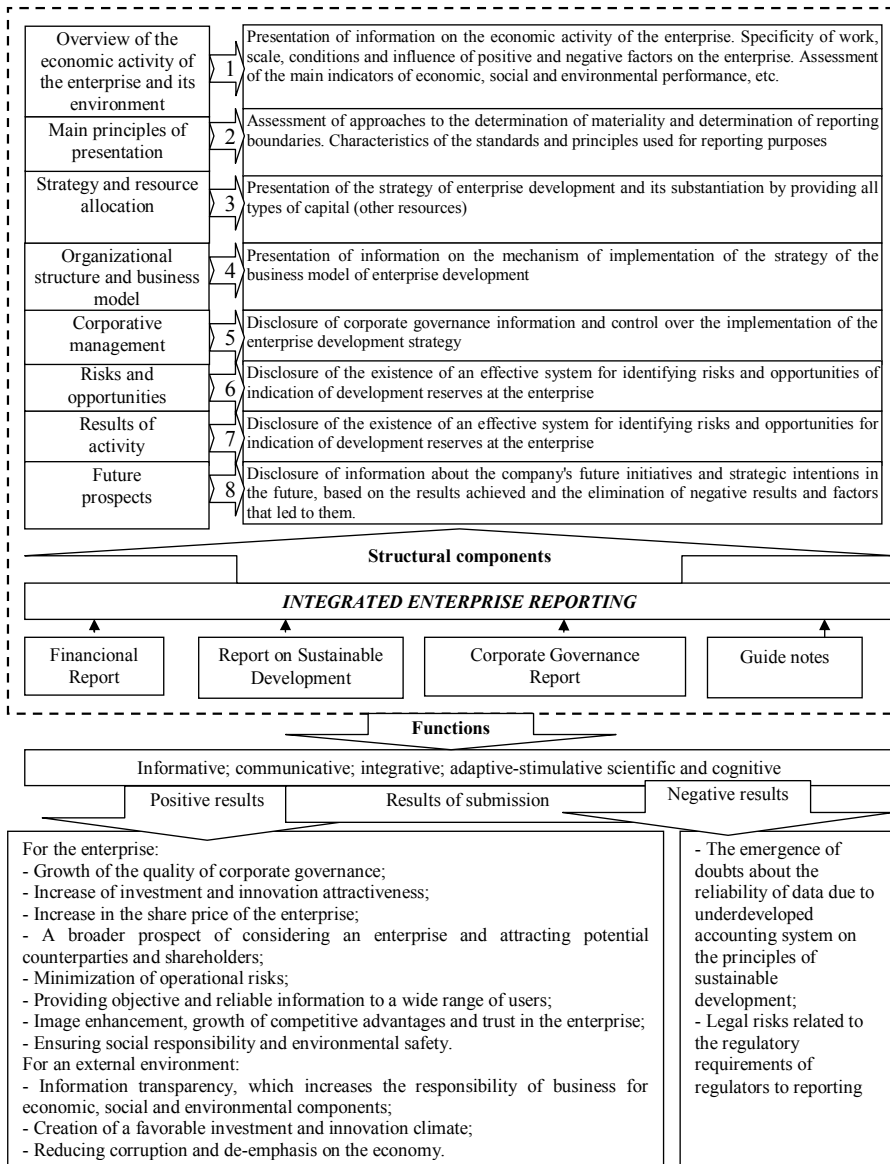


Fig. 2. Components of the integrated enterprise reporting as a tool for displaying information on investment and innovation development in the national and global business environment, author's

Integrated enterprise reporting involves the following sections:

Section 1. General section (review of the economic activity of the enterprise and its external environment), in which it is necessary to provide information on the organizational and legal form of ownership, types of activity, strategic vision in

the short, medium and long-term periods of development of the economic, ecological and social components of the enterprise in the national and global business environment.

Section 2. Basic presentation principles, where it is appropriate to assess the approaches to determining the materiality and determine the reporting boundaries in relation to the standards and principles used in reporting.

Section 3. Strategy and resource allocation, in which it is recommended to provide brief information on the development strategies of the enterprise with the justification of the availability of all types of capital (other resources).

Section 4. Organizational structure and business model of the enterprise, which contains information about the structure of the organization and the mechanism for implementing the business model of enterprise development strategy.

Section 5. Corporate governance, in which it is expedient to disclose information about corporate governance, entities and objects of control over the implementation of the development strategy of the enterprise.

Section 6. Risks and opportunities, where it is recommended to disclose information about the existence of an effective system for identifying and preventing risks at the enterprise with the possibility of finding development reserves.

Section 7. Results of activity, in which it is expedient to disclose information about the results of economic activity of the enterprise with obligatory indication of the resulting impact on types of capital (cost). It is also necessary to provide a description of the effectiveness of the development strategy and business model of the enterprise.

Section 8. Prospects for the future, where it is expedient to disclose information about the initiatives and strategic intentions of the enterprise in future periods, taking into account the achieved results. Particular attention should be paid to elimination of the negative results of the enterprise's business with the determination and minimization of the influence of the factors that led to them.

In contrast to the financial statements, the purpose of which is the formation of retrospective information on the state, formation and use of assets of the enterprise, the main feature of integrated reporting is the focus on the intellectual, financial, industrial, natural, social and human resources of the enterprise in terms of the creation of value (capital). The problem of the absence of the above group of non-financial indicators in the mandatory financial statements of economic entities is solved precisely by non-financial reporting with individual development by each economic entity of the methods of reflection and drawing up of economic, social and environmental components. It is recommended to specify these methodical features in the accounting policy of the enterprise.

The main important task of compiling integrated reporting is to conveniently and correctly reflect information on types of value (capital) of an enterprise, in particular production, financial, human, intellectual, socially-reputational and natural capital. The resulting component of the model of the creation of value (capital) of industrial enterprises is presented in the form of indicators of types of capital (Table 1), which are presented in section 7 of the integrated reporting of these entities.

Table 1. Disclosure in integrated reporting of information on the results of financial and economic activity on the basis of investment and innovation development of industrial enterprises in the national and global business environment, author's

№	Types of capital (value)	Essence	Indicators
1	2	3	4
1	Productive capital	Physical objects (buildings, structures, equipment, etc.) that are available and used by the enterprise in the production process (in the provision of services)	Volume of investment and innovation resources; indicators for updating, using and disposing of non-current assets; share of high-tech equipment; the level of computerization and informatization of workplace
2	Financial capital	Financial resources, which are used by the enterprise in production turnover and which bring income from it	Created and distributed cost; increase in net assets in terms of elements; profitability (investments, production, etc.); the share of domestic and foreign product market
3	Human capital (quality of staff)	The set of skills and abilities of employees of the enterprise, including orientation to the structure of management of the enterprise and its ethical values; the ability to understand and implement the company's strategy, loyalty and motivation to improve the work	The number of specialists depending on the qualifications; the level of wages in terms of the main qualifications; an increase in the average wage and its relation to the average wage in the labour market in the region; growth rate of labour productivity; an increase in the cost of training, education and staff training; the rates of injury and occupational diseases
4	Intellectual capital	An intellectual product that is priced, objectified, and identified (separated from the enterprise) created or acquired is held by an entity (business entity) for the purpose of obtaining profit (value added). Intellectual capital is manifested in the following forms: intellectual capital, intellectual property, intellectual assets.	Growth of know-how, industrial designs, patents, etc.; number of regulations developed; introduced advanced technologies and improved production process; share of high-tech innovative equipment in total
5	Natural capital	Natural resources (water, land, minerals, forest, various ecosystems, etc.) used by the enterprise in economic activity or vice versa, the enterprise can positively or negatively affect them. Information about these resources is disclosed through information about the company's impact on the environment	Basic principles of environmental policy of the subject of management; change (positive or negative) of energy consumption, water, land use, etc.; growth of waste by hazard classes; volumes of use and pollution of water, land resources; atmospheric air; introduction of new ecological and resource-saving technologies, volumes of areas of re-cultivated lands; fines and penalties for non-compliance with environmental legislation

End of tabl 1

№	Types of capital (value)	Essence	Indicators
1	2	3	4
6	Socially-reputational capital	The links established between the groups of stakeholders and the links aimed at improving individual and social well-being. Includes values and behaviours; basic relations; trust and loyalty that an enterprise has gained from its partners and customers and which it wants to maintain; agreement of society on the activity of the enterprise. It is practically impossible to assess socially-reputable capital in a cost-effective way, clearly and indirectly. Therefore, the information about it is reflected in the non-financial part of the integrated reporting, which details the information about the company and its social responsibility and activity.	Degree of satisfaction of consumers with product quality; growth of new jobs; place of the enterprise in the ratings (branch, national, international, etc.); stability of relations with contractors; the amount of free assistance to the community of the locality and other regions

The principles mean rules that should be used in measuring, evaluating, registering business operations and reporting their results in accounting. For the preparation of quality integrated reporting by Ukrainian enterprises on the basis of sustainable development, a classification of principles is proposed based on a critical analysis of their effectiveness (Fig. 3).

The list of principles is quite large. Therefore, it is proposed to use a more rational, structured approach to establishing the principles of integrated reporting of economic activity of Ukrainian enterprises. The recommended refined list of principles provides for their grouping into general (conditions, recommendations, restrictions) and special (information filling, ensuring quality and process of reporting preparation). Characteristics of general principles are provided in the Law of Ukraine "On Accounting and Financial Reporting". On the special principles we will dwell in more detail by offering their characteristics in accordance with the conditions of the model of investment and innovation development of the Ukrainian economy (Table 2).

The recommended refinement of the content of these principles will allow compiling qualitative reports for effective management of the economic activity of the enterprise in the conditions of post-industrial development of the economy; attracting new investors and counteragents, forming a positive image of the enterprise at micro, macro and mega-levels.

Based on the proposed principles, an enterprise can independently formulate the content and structure of integrated reporting on the basis of sustainable development. The financial and nonfinancial indicators presented in the integrated reporting of enterprises can be generalized within the limits of certain types of economic activity,

branches of the national economy and the country as a whole. This will create the preconditions for comparing the results of investment and innovation development of Ukraine with other countries of the world, by classifying them by types of economic activity, branches of economy and other features.

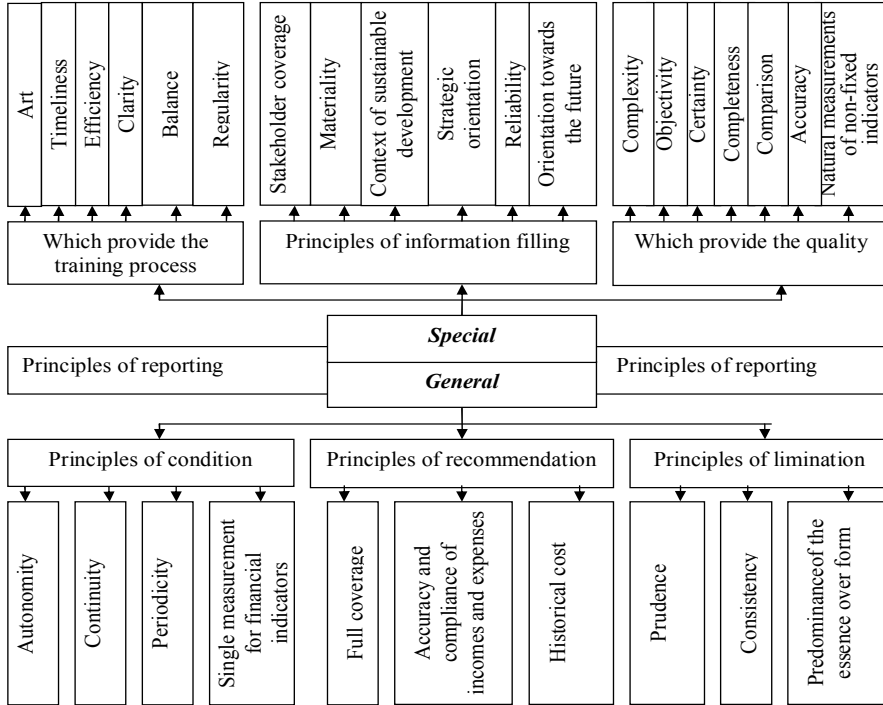


Fig. 3. The system of principles for the preparation of integrated and financial reporting of Ukrainian enterprises operating in the national and global business environment, author's

Table 2. It is recommended to clarify the essence of the special principles of reporting enterprises in the conditions of investment and innovation development of Ukraine, author's

Principle	Essence
1	2
PRINCIPLES OF INFORMATIONAL FULL-UP	
Stakeholder inclusiveness	Entrepreneurs need to ensure a proper understanding of the needs of stakeholders in information on economic, environmental and social activities, and explain in the report how their interests and expectations have been taken into account in its preparation.
Materiality	The reporting should include indicators that have a significant impact on the assessments and decisions of external and internal stakeholders. The principle differs in form and content for the needs of financial and non-financial reporting. In financial reporting, materiality is considered as the threshold of influence on economic decisions of users of enterprise reporting. In non-financial reporting, interested parties consider the activities of the economic entity from an economic, social and environmental point of view.

End of tabl 2

Principle	Essence
1	2
PRINCIPLES OF INFORMATIONAL FULL-UP	
Sustainability context	An enterprise should not disclose information about the results of its activities in isolation, but it should do it in such a way as to take into account the requirements and restrictions on the use of economic, environmental and social resources at micro, macro, and mega-levels.
Strategic orientation	The report provides information on the strategic objectives of the enterprise
Reliability	Enables interested parties to verify the accuracy of its contents and the conformity of the application of the principles, based on verified primary information.
Focusing on the future	The information provided in the report should indicate the vector of the entity's development, the main development objectives and obstacles.
Scientific knowledge	The methodology of compilation and submission of reports is based on the latest achievements of science and depends on the effect of economic laws, provides for the knowledge of the objective reality of the functioning of the economic system, the influence of objective factors on change and the development of this system.
PRINCIPLES PROVIDING QUALITY OF THE REPORTING INFORMATION	
Completeness	The report should contain a sufficient number of indicators to provide full information on the economic, social and environmental impact of the entity, which will enable interested parties to assess the activities of the enterprise during the reporting period. Completeness includes scope, boundaries, and reporting timeframe.
Accuracy	The information presented in the report must be sufficiently precise and detailed so that interested parties can assess the results of the enterprise's activities.
Comparability	Reporting information should allow stakeholders to analyse changes in economic, social and environmental outcomes, and to compare indicators with other entities.
Credibility	Reporting should provide a true and complete picture of the property, financial and economic status of the company, as well as the results of its activities. Trustworthy is the reporting, which includes reliable, substantiated data, characterized by a lack of errors and can be correctly perceived by users.
Natural non-financial indicators	Possibility of using natural meters in reporting, when it is practically impossible to make a valuation in value measure. This information is recommended to be reflected in the non-financial part of the integrated reporting
Objectivity	Reporting should reflect objective reality and be based on reliable information, not on the opinions of interested parties. When interpreting data it is necessary to take into account the influence on them of all factors and constraints. The ideal option is to use economic reporting data, the authenticity of which is confirmed by the auditor
PRINCIPLES PROVIDING THE PROCESS OF PREPARATION OF REPORTING	
Clarity	Clarity The information provided in the reporting must be presented in the form that is understandable and accessible to all interested parties, without excessive and unnecessary details, the use of technical terms, abbreviations, professional jargon and other material, etc.
Balance	Objective information can be obtained by reporting both positive and negative results of the company's activities. The report needs to draw a clear line between actual information and its interpretation from the enterprise.

End of tabl 2

Principle	Essence
1	2
PRINCIPLES PROVIDING THE PROCESS OF PREPARATION OF REPORTING	
Timeliness	Reporting is compiled and presented in accordance with a regular schedule, and the information provided is available to interested parties, while they can make managerial decisions. The information contained in the report must be disclosed within a specified time frame after the end of the reporting period. Collection and publication of key information on the results of the company's activities are consistent with the reporting schedule in the field of sustainable development. The information in the reports is accompanied by a clear indication of what period it relates when it was formed and when the following information is expected
Regularity	Presupposes the need for reporting with a certain system and at specified intervals for the relevant reporting periods in order to provide a holistic view of the dynamics of economic, social and environmental activity
Efficiency	Reporting should be submitted promptly and clearly with the recommendations aimed at improving the business activities of the enterprise turning into an operational control tool
Creativity	Knowledge is not limited by new information about the world, therefore, when compiling and presenting reports, it is necessary to use creative and non-standard approaches
Complexity	Provides a comprehensive study of causal interdependencies, a comprehensive assessment of the input parameters of functional and structural construction, their change and development on the investigated object in space and time by the quantitative and qualitative features and output (effective) parameters of this process. The report should include not only the main (target) results, but also the secondary ones. The integrity of the system, which is characterized by definite completeness, assumes separate reports from its constituent elements

Conclusions and perspectives of further research. The authors have proved that the theoretical and methodological design of reporting in the conditions of a post-industrial economy needs improvement. The critical analysis of the opinions of leading scientists concerning the essence of integrated reporting has been carried out.

According to the authors, integrated reporting should be referred to as reporting, which in a clear format combines financial and non-financial indicators that affect the creation of value (capital) and reflect the strategic direction of the company's development on the basis of sustainable development.

Integrated reporting is proven to be a promising tool for communication of the enterprise with internal (employees) and external (counteragents, investors, partners, society, etc.) interested users, which allows finding reserves for the development of economic, environmental and social components of the enterprise.

The theoretical and methodological design of integrated reporting compilation will allow forming a complex accounting and analytical management of the enterprise on the principles of investment and innovation development, which can be used for making effective management decisions aimed at: increasing the possibility to assess the economic, social and environmental performance of economic activity, which will allow forming high-quality information support; changing the parameters of the operation of the enterprise in the current period in order to avoid or reduce all

kinds of risks; correcting failures assumed in previous periods that affect the state of the enterprise; forming strategic directions of development and operation of the enterprise by developing risk prevention measures that will ensure the continuity of the operation of the enterprise.

The development of the integrated accounting methodology should be carried out in the direction of creating the prerequisites, which, based on the results of analytical calculations, ensure the ability to diagnose and control trends in improving the quantitative and qualitative parameters of the enterprises' production and economic activity as a result of their investment and innovation development in the national and global business environment.

The presented main structural components of integrated reporting should include the following sections:

1. General section (review of the economic activity of the enterprise and its external environment);
2. Basic presentation principles;
3. Strategy and resource allocation;
4. Organizational structure and business model of the enterprise;
5. Corporate governance;
6. Risks and opportunities;
7. Results of activity;
8. Prospects for the future.

To prepare high-quality integrated reporting on the basis of sustainable development, the classification of principles is proposed on the basis of a critical analysis of their effectiveness. The presentation of integrated reporting based on the principles of international reporting models will enhance the image, competitiveness and investment-innovation attractiveness of the enterprise at the national and international levels, develop a positive attitude towards the management and owners on the part of community, and so on. It is proposed to use a more rational, structured approach to the principles of reporting of economic activity of enterprises. It involves grouping the principles into general (conditions, recommendations, restrictions) and special (information filling, providing quality and process of reporting preparation). The recommended refinement of the content of these principles will allow forming qualitative reports for effective management of the economic activity of the enterprise in the conditions of post-industrial development of the economy, attracting new investors and counteragents, forming a positive image of the enterprise at micro, macro and mega-levels. Based on the proposed principles, an enterprise can independently formulate the content and structure of integrated reporting on the basis of sustainable development, subject to them in their accounting policies.

The essence of the principles has been clarified, which will allow accountants, analysts, auditors, controllers and other subjects to better understand and effectively use theoretical and methodological aspects of reporting in practice. It is proposed to summarize the indicators of integrated reporting of enterprises at the level of types of economic activity, branches of national economy and countries in general in order to compare the achieved results of investment and innovation development of Ukraine with other countries according to various classification characteristics.

Further scientific research is appropriate to focus on complementing the theoretical and methodological basis of enterprise reporting by indicators that allow conducting a qualitative and rapid analysis of investment and innovation activity of enterprises for the adoption of effective management decisions.

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