



**THE IMPACT OF SUSTAINABILITY REPORTING ON
CAPITAL INVESTMENT DECISION
(Special Reference to Anuradhapura District)**

DENIYE GEDARA CHINTHAKA MADURA KUMARA

1791



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ABSTRACT

Sustainability Reporting is the practice for commercial, public sector, and non-profit organizations alike of raising awareness and making positive change to how the organization impacts the environment and people. Sustainability reporting provides critical information for business analysis that is normally absent from financial reports and it facilitates financial reports with forward looking information. For the secure of longer term prosperity and to be distinguished among rivals, companies are implementing different kind of activities. For the sustainability, those events are coming under triple bottom line; Social, Environmental, and Economic aspects. Reporting of sustainable information by a company intends different objectives such as strengthen the company image. The research attempts to filter investors' ideas towards sustainability reporting and investigate whether there is an impact of sustainability reporting on capital investment decisions in Anuradhapura district, Sri Lanka. Traditionally investors consider financial information for taking the most profitable decision. The research separately considers investor perception on three dimensions of sustainability reporting and the information considered in making capital investment decisions. The research is social, environmental and economical screening of capital investment decisions.

The study was carried out with three dimensions as social, environment and economical to measure the sustainability reporting of investors in Anuradhapura district. Population of the study consists with sustainability reporting on capital investment decisions of investors in Anuradhapura district. Data were collected using questionnaire within the 100 sample. Questionnaire survey method was used to collect primary data. The sample has been analyzed by central theorem, analysis of mean and standard deviation and at the same time analyzed data have been presented by using table, diagram and charts. The Multiple Regression Analysis was used to find out impact of sustainability reporting on capital investment decisions. Further, mean and standard deviation were calculated to measure the level of sustainability reporting practices of social information, environmental information and economical information.

The study findings showed that high level of sustainability reporting practices of social information, like wise high level of sustainability reporting practices of environmental information and high level of sustainability reporting practices of economical information. According to multiple Regression Analysis the significant factor of economical information because it's less than 0.05 significant value of Coefficients table. Finally, there is a positive relationship between Sustainability Reporting and Capital Investment Decision.



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