

Human Rights Disclosure by Global Companies: An Exploration

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Attestation of Authorship

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person (except where explicitly defined in the acknowledgements), nor material which to a substantial extent has been submitted for the award of any other degree or diploma of a university or other institution of higher learning.

Abstract

This research explored the extent and quality of human rights disclosure in Fortune top 100 corporations. More specifically, a content analysis method is adopted to investigate the status of disclosure of human rights disclosure globally. This research involved the development of a disclosure theme to assess human rights information disclosed within corporate social responsibility reports. The findings show that the extent and quality of human rights disclosure in the sample corporations was limited. Additionally, the results of this study also indicate that the companies often only disclosed human rights information to provide a positive corporate image to their stakeholders.

1. Introduction

1.0 Chapter overview

This chapter outlines the background of the study then introduces the research aims and questions. A brief discussion of the proposed research method follows, with the structure of the whole dissertation presented at the end of the chapter.

1.1 Background of the study

With the growing recognition of ethical investment and the importance of human rights issues in corporations, increased pressure from non-governmental organisations, trade unions, academia and the media, major companies are currently disclosing more comprehensive information on human rights issues in their corporate social responsibility (CSR) reporting (Lauwo & Otusanya, 2014; Li & McKernan, 2016; McPhail & Adam, 2016; Methven O'Brien & Dhanarajan, 2016). Human rights disclosure has become one of the main issues of corporate social responsibility reporting (McPhail & Adam, 2016). McPhail & Ferguson (2016) state that the incorporation of human rights accountability into the corporate social reporting process is imperative, not only to manage risk, but also to show how corporations are fulfilling their human rights responsibilities.

Disclosure on human rights issues has become more fundamental to the global corporation's operation (Islam & McPhail, 2015). This is partly due to the fact that as companies become global they appear to have more power, influence and greater dominance in the societies they operate in due to their sheer size and ability to have greater reach into different geographical areas (Lauwo & Otusanya, 2014). Their influence, power, reach, size and greater dominance overall, however, are increasingly associated with a greater expectation of corporate accountability for human rights

performance (Preuss & Brown, 2012). In particular, global enterprises have a significant impact on human rights, which is reflected in their environmental impact, in their advocacy for policy and their employment practices (Ruggie, 2009). In order to maximise shareholder value and reduce production costs, a large number of global companies invest in developing countries. This inevitably creates tension in the host developing countries in terms of avoiding human rights issues in the workplace (Lauwo & Otusanya, 2014). A series of human rights abuses have occurred in recent years, particularly in developing countries where human rights violations are deeply entrenched within the supply chains of global companies – this was a major factor in the Rana Plaza disaster in Bangladesh in 2013 (Islam & McPhail, 2015; Siddiqui & Uddin, 2016). In addition, global companies often face accusations which include racial discrimination, slavery, crimes against humanity, force and child labour, for example (Islam, Haque & Roberts, 2017). Concerns are also raised by researchers in regard to reporting on their human rights performance to the relevant parties in the global audience, including in both the home country and the peoples of the host country (Islam et al., 2017; Lauwo & Otusanya, 2014).

There is an increase in human rights violations despite attention by global corporations (Siddiqui & Uddin, 2016). Social disclosure research that explores the status of disclosure or the current art of reporting human rights performance is also limited (Islam et al., 2017; Lauwo & Otusanya, 2014; Preuss & Brown, 2012; Siddiqui & Uddin, 2016). Prior research has mostly explored the reasons why corporations disclose human rights performance based on qualitative methodology (Gallhofer, Haslam & van der Walt, 2011; Islam et al., 2017). Most of these studies focused on human rights disclosure in one specific industry or country and do not focus on a global corporation's human rights performance practices where human rights abuses are more prevalent.

Moreover, previous studies also did not consider the emergence of very different global modes of pressure which eventually increased the expectations for more disclosure on human right issues, particularly global corporations (Sikka, 2011). For example, in order to regulate global corporations accountable for human rights abuses, stakeholder groups such as civil societies, trade unions and governments have emerged into a new market for regulation (Islam & McPhail, 2011). A range of interrelated regulatory norms from non-market forces have emerged in order to promote human rights disclosure. This includes the Equator Principles, OECD Guidelines for Multinational Enterprises, GRI Guidelines, United Nations Guiding Principles and so on (Methven O'Brien & Dhanarajan, 2016; McPhail & Ferguson, 2016). In particular, the UN Guiding Principles (GP) not only indicates human rights as the core of corporate accountability, but also provides guidance for corporations to report their human rights performance (Li & McKernan, 2016; McPhail & Ferguson, 2016). Although, the nature of these non-market and non-state global regulations are non-mandatory (Siddiqui & Uddin, 2016), these developments must have increased global expectations in regards to human rights performance of global companies. Ultimately, it has an effect on the current art of human rights disclosure practices, particularly of global corporations. Moreover, current social accounting research has noted an increasing trend of the use of photographs with text in disclosing social and environmental performances through Corporate Social Responsibility (CSR) reports (Garcia & Greenwood, 2015; Hrasky, 2012). Although these literatures recognise a change in the reporting style in current social and environmental information, there is no particular study that explores the use and quality of photographs by global corporations in disclosing their human rights performance.

1.2 Research aim and questions

As outlined above, the need for research about human rights obligations in business is increasing. Prior research has explored the reasons why corporations disclose human rights performance (Gallhofer et al., 2011; Islam & McPhail, 2011; Islam et al., 2017). The motivation for the disclosure of human rights ranges from stakeholder pressure (Gallhofer et al., 2011), to legal requirements (Islam & McPhail, 2011), to non-governmental organisations' expectations and social legitimacy (Islam et al., 2017). Although these are important developments, the research of human rights disclosure in global corporations is absent from the accounting literature. Thus, this study aims to fill this gap. Specifically, the research explores the extent and quality of human rights disclosure by global corporations in order to contribute in both quality and quantity to human rights disclosure by developing a disclosure index.

Two research questions which explore human rights disclosure by the Fortune top 100 companies, includes:

1. What is the extent of human rights disclosure in corporate social responsibility (CSR) reporting of Fortune 100 companies?
2. What is the quality of human rights disclosure made by Fortune 100 companies in their (CSR) reports?

1.3 Research methods

Based on the corporate social responsibility (CSR) reports of the Fortune top 100 companies in the fiscal year 2015, this study conducts various forms of content analysis that assesses the extent and quality of both narrative and photographic evidence of human rights disclosure. The first step of the research is to examine the extent of narrative and photographs of human rights

disclosure by page counts and on a proportional basis. These have been developed by the previous studies regarding quantifying the level of environmental and social disclosures (Hooks & van Staden, 2011; Islam & McPhail, 2011; Tooley & Guthrie, 2007). The second step of this research is to assess the quality of human rights disclosure by conducting a disclosure index and scoring each one. The quality of photographs that are used in the human rights disclosures are also assessed by using a quality index category.

1.4 Organisation of the dissertation

This research proceeds in the following way:

The next chapter features reviews of the literature on corporate social disclosure and human rights disclosure. The details of the theoretical framework and human rights regulations are also discussed.

Chapter Three outlines the research methods, presenting details of the method adopted, including the sample selection, research sources, choice of content analysis and development of disclosure themes.

Following the chapter on the research method, Chapter Four outlines the findings and discussion by using methods developed in the previous chapter. Findings are analysed by the extent and quality of the narratives and photographs of human rights disclosure that were used

Chapter Five contains concluding thoughts, limitations and contributions of this research and

further, suggestions for future research are outlined.

2. Literature review

This chapter aims to review the literature on human rights disclosure (HRD), and regulatory, market and non-market based factors that influence the extent and quality of HRD globally. The discussion is made up of a mix of stakeholder, institutional and image management theory approaches that informed the research.

The chapter is structured in the following fashion. A review of corporate social responsibility (CSR) disclosure literature was presented, followed by a discussion of human rights disclosure literature. Finally, an explanation of global corporations, the development of global human rights regulations and theoretical frameworks were explained.

2.1 Corporate social responsibility (CSR) disclosure literatures

Over the last few decades, there have been a large number of studies in academic literature which have focused on corporate social responsibility (CSR) reports (Lu, Abeysekera & Cortese, 2015). The earlier CSR disclosure studies have utilised annual reports to explore corporate, social and environmental disclosure (Hackston & Milne, 1996; Neu, Warsame & Pedwell, 1998; Wilmshurst & Frost, 2000). Many studies have also examined corporate social and environmental disclosure by using CSR reports or by combining annual and CSR reports together (Cormier & Magnan, 2003; Cormier & Magnan, 2007; Cho, 2009; Frost, Jones, Loftus & Van Der Laan, 2005; Kolk, 1999). These previous studies have largely focused on the extent and nature of disclosure (Miles & Huberman, 1994; Tilling & Tilt, 2010) or on a series of reasons why corporate managers disclose social and environmental information (Cho & Patten, 2007; Deegan, 2002; Liu & Anbumozhi, 2009). These studies have demonstrated overwhelming evidence that corporations

utilise social and environmental disclosures to align them with increasing expectations of powerful stakeholders, to appear legitimate to society, and to strengthen their corporate image. Some early studies indicated that legitimacy is the main motive for social and environmental disclosures (Deegan & Gordon, 1996; Deegan, Rankin & Voght, 2000; Pattern, 1992). Additionally, many corporations are under social and regulatory pressure to expand the scope of their disclosures in social responsibility reports, as evidence of their companies' responses to public pressure (Solomon, 2007; Sikka, 2011). With the advent of globalisation and the increased impact of multinational corporations on the daily life of the people, this has deepened demands for greater corporate accountability (Sikka, 2011). More recent studies however, have shifted from examining the whole CSR report to investigating specific areas of social or environmental disclosure in business, such as corporate water disclosure (Burritt, Christ & Omori, 2016; Jones, Hillier & Comfort, 2015), ethics in the supply chain (Chkanikova & Mont, 2015; Ma & Goerlitz, 2016; Withers & Ebrahimpour, 2013), corporate carbon emissions (Alrazi, De Volliers & van Standen, 2016; Freedman & Jaggi, 2010; Silva-Gao, 2012) and human rights disclosure (Li & McKernan, 2016; McPhail & Adam, 2016; Methven O'Brien & Dhanarajan, 2016; Siddiqui & Uddin, 2016). This is due to the fact that each specific disclosure constitutes a specific discourse with a particular set of powerful stakeholders. These are different from the other issues of disclosure and so can be better understood from using a particular perspective. Corporations may not have similar discourses and perspectives for every disclosure, noting differences, for example, between environmental and employee issues.

2.2 Human rights disclosure literatures

Human rights disclosure (HRD) is an important element of CSR reporting (Sikka, 2011). It not only

produces information about corporate human rights performance, and human rights due diligence and policies, but it also discloses information about how corporations are managing human rights performance (Preuss & Brown, 2012). Adams (2004) indicates that corporations should disclose all information, including bad news such as human rights violations or human rights risks in the supply chain, as this is what corporate responsibility means. Ahmad and Mohamad (2014) explain that adverse human rights impacts would be identified, prevented and mitigated by human rights disclosures. Comprehensive and transparent human rights disclosure is the best way to improve and enhance corporate accountability for human rights in the workplace (Preuss & Brown, 2012). It is also an imperative channel for informing stakeholders about corporate human rights performance (Siddiqui & Uddin, 2016).

Although there is long history of development depicted in development literature that relates to human rights issues at work (McPhail & Ferguson, 2016), accounting and reporting human rights information has remained a part of social disclosure research and has only currently emerged as a standalone reporting area (Islam et al., 2017; Lauwo & Otusanya, 2014). Much previous social disclosure research has focused on human rights issues partially looking at disclosure on employees, work place conditions and other issues such as employees' rights at work and the rights of indigenous people (Cooper, Coulson & Taylor, 2011; McPhail & Adams, 2016; Neu, 2000; Watts, 1999).

For example, Watts (1999) indicates that corporate employee's rights have effectively been protected by policies or regulations, but the rights of indigenous cultures and local farmers have been ignored. Neu (2000) has focused on the rights of indigenous people in Canada. He argues

that accounting plays an important role in protecting and respecting the rights of indigenous people, helping to translate regulations into practice. Cooper, Coulson and Taylor (2011) analysed a specific human right; that is the right to work in a safe environment. They state that health and safety is a basic human right for employees. Siddiqui and Uddin (2016) investigated the working conditions in the ready-made garments (RMG) industry in Bangladesh. They found that RMG owners have continued to maintain inhumane working conditions, and still violate the security and safety of the workers in Bangladesh.

Although the research into social and environmental disclosure is increasing and more widespread, with stakeholders paying attention to corporate accountability for specific issues such as water and climate change (Burritt, Christ & Omori, 2016), research into exploring corporate human rights disclosure is still new and limited (Siddiqui & Uddin, 2016). Gray, Kouhy and Lavers' (1995) study is one of the earliest that provided limited evidence of human rights disclosure in annual reports and suggested the motivations behind such disclosure. Recognising human rights disclosure as a part of social responsibility reporting, they argued that corporate motivations were mixed, ranging from ensuring compliance with regulations, meeting the expectations of other stakeholders and informing about human rights performance to maintain and create a socially accountable image.

Very recently, studies have mostly investigated the extent and motivation for human rights disclosure (Gallhofer et al., 2011; Islam et al. 2017; Islam & McPhail, 2011; Preuss & Brown, 2012). The results are mixed. For example, Islam & McPhail (2011) investigated the level of human rights disclosure by major global retail corporations. Their results show that the sample corporations

disclosed a formal commitment to 'the elimination of forced labour', 'the elimination of child labour' and to 'provide a healthy and safe work environment' (Islam & McPhail, 2011). Islam and McPhail (2011) concluded that the number of corporations that have disclosed the International Labour Organization (ILO)'s workplace human rights standards in the corporate reporting media have been enhanced significantly since 1998, as the ILO Declaration was accepted by the global community in 1998. Moreover, McPhail and Adam (2016) explored the human rights discourse of 30 Fortune corporations by analysing statements in corporate social responsibility reports and annual reports and websites. By comparing the FY 2008 and FY 2012, this study found that the scope and degree of human rights discourse had increased.

Preuss and Brown (2012) have explored corporate policies on human rights in the FTSE 100 enterprises. Their results indicated that 42.8 percent of companies did not address human rights at all; the content of human rights policies in the sample firms was also quite shallow, with only six of the 37 rights of the United Nations Declaration being resolved in half or more of the FTSE 100 companies. Preuss and Brown (2012) indicate that transnational corporations have so far shown a slight interest in the social and cultural welfare or human rights of the majority of people living in the host country. By contrast, Sikka (2011) focused on the human rights performance in foreign investment agreements by analysing some cases such as the Chad Cameroon oil and pipeline project. Sikka (2011) found that the contents of the corporate social responsibility reports were mostly voluntary and rarely disclosed the actual or potentially negative impact of their activities on human rights. Taking ExxonMobil and Chevron as examples, Sikka (2011) notes that they did not disclose how the cases considered human rights in their investment decisions, nor did they disclose any information about the impact of investment decisions on developing

countries or on their citizens. Thus, Sikka (2011) argued that although companies had voluntarily adopted human rights policies, they had disclosed but did not actually address humanitarian problems.

Consistent with Sikka (2011) and Preuss & Brown's (2012) conclusion, Lauwo & Otusanya (2014) point out that the human rights disclosure of the mining company Barrick Gold in Tanzania was limited and vague. In analysing the mining company, they find that there is no disclosure about how to implement human rights commitments in practice, and there is no information regarding the negative consequences of social and environmental activities. With respect to the mining industry in Tanzania, environmental degradation, poor working conditions and human rights abuses are prevalent, but are still not visible in the corporate social responsibility reports (Lauwo & Otusanya, 2014). Furthermore, Islam et al. (2017) analysed human rights disclosures of the top 50 mineral industry companies in Australia. They show that firms operating in high human rights risk countries disclose more human rights information than companies operating in low-risk countries. In other words, there is a positive relationship between the level of human rights disclosure and companies operating in high human rights risk countries.

Although researchers continuously raised concerns in regards to the quality of information provided in overall corporate social reports (Brammer & Pavelin, 2008; Chiu & Wang, 2015; Leitonienė & Sapkauskienė, 2015; Michelon, Pilonato & Ricceri, 2015), it is only very recently that research dedicated to the quality of specific disclosure such as greenhouse effect disclosure, environmental disclosure and human rights disclosures (Brammer & Pavelin, 2008; Brurritt, Christ & Omori, 2016; Gray & Gray, 2011; Hooks & van Staden, 2011). This is partly due to the fact that

a measure of the quality of narrative information is hard to establish (Hooks & van Staden, 2011; Leitonienė & Sapkauskienė 2015). Leitonienė and Sapkauskienė (2015) argue that the quality of corporate social responsibility reporting depends on the way the information is disclosed. They explain that it is difficult to measure the quality of information disclosure, because measuring it is subjective, sensitive and complex. Moreover, the characteristics of quality can be changed by the objectives of the evaluator, such as what is relevant and important for the evaluator (Leitonienė & Sapkauskienė, 2015). Hook and van Staden (2011) developed a disclosure quality index to examine the quality of environmental disclosure. Islam et al. (2017) developed 88 specific human rights performance items in order to investigate whether Australian mineral corporations operating in high risk countries provide more human rights disclosures than corporations operating in low human rights risk countries. Tower, Ahmad, Pignatelli and Hahn (2010) applied a Global Reporting Initiative (GRI) benchmark list to explore the social and environmental disclosures in the top 30 French listed corporations. This research will use Hook and van Staden (2011) with some modification to build an index exploring the quantity and quality of the HRD.

Despite the concept of quality meaning different things to different people, very generally quality is defined as the good nature of the object, meeting certain criteria or exceeding the standard (Hąbek & Wolniak, 2016). Hąbek and Wolniak (2016) also mention two characteristics of quality of social information disclosure – relevance of information and credibility. Their definition is very similar to that which the International Financial Reporting Standards (IFRS) follows. IFRS defines quality of financial information as having two characteristics – relevance and faithful representation (Boesse & Kumar, 2007). There are also a number of enhancing characteristics such as a timeline, understandability, comparability and verifiability, as suggested by other

researchers (Leitoniene & Sapkauskiene, 2015). For instance, Whittington and Ekara (2013) define the quality of information disclosure by four characteristics such as relevance, credibility, reliability and comparability. Boesse and Kumar (2007) indicate that the characteristics of the quality of information disclosure is involved in the types of information (quantitative and qualitative), the information outlook (historical and forward looking), and the nature of information (financial and non-financial). Beretta and Bozzolan (2008) argue that there is a distribution between the quality and quantity of information disclosure. As the amount of information impacts on the quality setting, in relation to social disclosure, Boesse and Kumar (2007) state that the assessment of the quality of corporate social information focuses on the nature of the disclosure, the abundance of stakeholder groups, style disclosure and analysis of themes, the scope of the report, reporting frequency, information period, the way in which news is published and so on. Unerman (2000) notes that different researchers adopted different methods to measure the quality of information disclosure but used an approach of measurement that ignores photographs and graphs which fail to capture the disclosure of corporate social responsibility in its entirety.

Garcia and Greenwood (2015) point out that the extent of corporate social disclosure is currently heavily influenced by the number of photographs included in the report. There are some reasons for corporations for disclosing photographs. Visual components have great potential to influence a viewers' perception of a firm (Hrasky, 2012). Photographs especially have the potential to shape perception, as viewers see them as representations of reality (Garcia & Greenwood, 2015). Pink (2001, p.135) states that: "Photographs can be used to create critical representations that express experiences and ideas in ways written words cannot". Thus, photographs have been largely utilised by sociologists, ethnographers and anthropologists to analyse narrative and textual

resources (Parker, 2009). Additionally, human history and activity can be embodied in the material sense, but also in terms of potential beliefs, cultures, traditions, relationships and concepts, through such evidence as records, art, memorials, factories, offices, people, machinery, and more (Emmison & Smith, 2000; Warren, 2005). They, and many other artefacts, can symbolise and express some of the past patterns of behaviour and thought, and sometimes can reveal more meaning and convey more historical experiences than purely written records (Parker, 2009). Warren (2005) indicates that management and accounting photo-elicitation projects are inexhaustible. They range from explorations of the corporate environment and scientific management, to studies of office layout and factory function. Take mining and manufacturing as examples, the physical facilities and working conditions can be revealed by the examination of photographs (Parker, 2009).

Photographs can easily convey a complex idea to a viewer (Parker, 2009). Garcia and Greenwood (2015) argue that although the content of photographs plays an imperative role in social disclosure, and the analysis of the quantity and quality of the photographs in corporate reporting, there is far less of it than the exploration of other aspects of social disclosure, such as narrative and text (see also, Hrasky, 2012). This research therefore examines the photographs used by global corporations in human rights disclosure.

In a nutshell, although human rights disclosure is growing there is less evidence of its extent in the current status of disclosure, and the quality and determinants of such disclosure. In addition, although photographs have been widely considered as a part of social disclosure they have not been widely covered in the research of previous disclosure. Although there has been increasing

recognition of the accountability for human rights performance in business, due to very poor and minimal descriptive disclosure the quality of disclosure is under serious question. Most importantly, it is questionable to what extent a companies' disclosure practice shows signs of assuming moral accountability for human rights obligations in the existing system of corporate governance (Siddiqui & Uddin, 2016). Additionally, the quality of human rights disclosure that includes photographs has become acute in the age of the contemporary global economy. This is due to the fact that globalisation leads to an inevitable tension between state or non-state actors (a broader set of powerful stakeholder groups such as international bodies) those who promulgate human rights agendas, and corporations' managers whose prime responsibility is to maximise shareholders' wealth (Lauwo & Otusanya, 2014). In the absence of detail and descriptive studies on HRD of global corporations, it is far from clear to what extent global business actually fulfils their obligations, at least in terms with the standard set by international human rights regulatory bodies and global non-state stakeholders.

2.3 Global corporations and development of global human rights regulations – the context

2.3.1 Accountability of global corporations for human rights performance

Rapid globalisation has provided a substantial expansion of the business geography radius for multi-national global corporations (Preuss & Brown, 2012). Through investment, trade, mergers and acquisitions, trans-national global corporations have strong power in a global system that transcends the power of nation-states and are more deeply integrated into the host country's economy than ever before (Gallhofer et al., 2011). In the early twenty-first century, world trade has become dominated by 78,000 multinational corporations (Sikka, 2011). In addition, 50 of the largest 100 economies are countries around the world (Posner, 2016). Wal-Mart is the 25th largest

economy around the world. In comparison to the gross domestic product earned by any particular country, Enron's economy is commensurate to the size of the Norwegian economy (Posner, 2016).

Concerns about corporate social and environmental activities, have grown in both academia and areas of policy (Siddiqui & Uddin, 2016). Driven by profit maximisation, global corporations invest in developing countries to seek new customers, source cheap labour and identify novel sources for raw materials (Preuss and Brown, 2012). Global companies are often accused of indirect involvement in crimes against humanity, including racial discrimination, forced and child labour, human rights violations and so on (Sikka, 2011). Some global corporations, such as Nike, Disney and Coca-Cola, have been criticised for practicing child and forced labour, and verbal and physical abuse of workers in the 1990s (Islam & McPhail, 2011). The ready-made garments factories in developing countries have suffered a series of human rights violations in recent years, the most recent one was the Rana Plaza disaster in Bangladesh in 2013, which was the worst accident since the Bhopal disaster in India in 1984 (Siddiqui & Uddin, 2016).

Ruggie (2009) indicates that the basic reason for a human rights predicament within corporations is a tension between maximising profit and holding global corporations accountable for their human rights performance (see also, Lauwo & Otusanya, 2014). Preuss and Brown (2012) further explain that there is a mismatch between accountability of global corporations in upholding human rights and their aim of maximising wealth by operating in developing countries where regulations are lacking in regards to human rights at work (see also, Islam & McPhail, 2011). Some reasons are listed as follows. First, The United Nations Children's Fund (UNICEF) (2004) stated that 90 million people are facing famine, 400 million people lack safe water, 500 million people do not

have adequate sanitation and more than 1 billion children live in poverty, all in developing countries. Many developing countries seek foreign investment to reduce poverty and stimulate the economy, as trade is the only way to ensure economic prosperity and raise the standard of living for their citizens (Sikka, 2011). This provides business opportunities for global corporations. Second, the competition between developing states for attracting and retaining foreign investment is accompanied by a risk that the host government may be willing to take to reduce the regulations or have less monitoring of global companies (Islam and McPhail, 2015). In other words, the host governments have trade-offs between social and economic interests that severely limit the ability of a developing country to develop and implement laws and regulations to promote and establish human rights legislation (Sikka, 2011). For example, foreign investment, job creation and resource inflows may involve serious damage to other local interests, but states may have to accept these (Gallhofer et al., 2011). Take stabilisation clauses as another example; if the host government introduces new legislation which is aimed at promoting human rights, the adoption of stabilisation clauses by global corporations can constrain the ability of the government to enforce that legislation (Lauwo & Otusanya, 2014). Corporate accountability by global corporations of their human rights performance becomes more subject to market-based and non-state based global human rights regulations as promoted by international bodies.

2.3.2 The development of global regulatory mode

In response to a growing concern about the influence of global corporations on human rights, accountability for human rights has gone through different phases. In line with Posner's theory (2016), these phases are traced from the history of human rights accountability for global corporations: a market mode, a non-governmental mode and inter-governmental mode which are

all important to this study. Table 1 shows the phases and different types of modes related to the development of accountability for human rights.

Table 1 Examples of human rights regulations in three phases

Three Phases	1946-1960s	1970s-1990s	1990s to onward
Nature of modes	State-centred	Going beyond the state	Global corporate governance
Inter-governmental mode	Universal Declaration of Human Rights (1948)	ILO Convention (169) Concerning Indigenous and Tribal Peoples in Independent Countries, 1989	UN Global Compact (2000); The United Nations Norms on Responsibilities of Transnational Corporations and Other Business Enterprises with Regard to Human Rights (2003); The OECD 2010 Guidelines; Guiding Principles on Business and Human Rights (2011).
Non-governmental mode		GRI Guidance (Sustainability Reporting Framework), 1998	International Federation for Human Rights (FIDH), 2010.
Market-based mode			Equator Principles, 2013; IFC Guidelines

The first stage for human rights demanding accountability from corporations was state-centred (Methven O'Brien & Dhanarajan, 2016). When Eleanor Roosevelt and others began the Commission on Human Rights and started drafting the Universal Declaration from 1946 until the 1960s, the discussion during this phase was all about standards and norm setting for each country (Posner, 2016). At this stage human rights were state duties. The second phase of the human rights movement started from the 1970s to the 1990s which was about assessment, enforcement and going beyond the state (Posner, 2016). For example, some intense conversations with Amnesty International in the Netherlands discussed non-Governmental Entities. The conversations were discussions more about human rights obligations beyond the state (Methven

O'Brien & Dhanarajan, 2016). In recent years, the human rights movement moved into the third phase; this is known as the age of globalisation (Posner, 2016). This discussion is about corporate social responsibility and global corporate governance (Gallhofer et al., 2011; Posner, 2016). At this stage, "the role of government shifts from regulator to facilitator" (McPhail & Adams, 2016, p.651). In the era of globalisation, there is a series of actors who are not states, and the international community is engaged more in corporate human rights performance (McPhail & Adams, 2016). Non-governmental organisations have become more involved than ever (Gallhofer et al., 2011).

With respect to the various modes, the inter-governmental mode is championed by the United Nations who first placed an emphasis on human rights through the establishment of the Universal Declaration of Human Rights in 1948. This stated that human rights are the basis of the inherent rights of all human beings, whatever their sex, skin colour, nationality, ethnic origin, language, place of residence, or any other status (Cernic, 2008). The United Nations Global Compact initiative began to encourage companies to integrate their strategies and activities with limited human rights issues in 2000 (Islam & McPhail, 2015). Islam et al. (2016), found that the UN Global Compact has become the largest voluntary multi-stakeholder corporate citizen initiative, with more than 6,500 signatories in more than 130 countries. This is because it has provided a policy platform for companies to fulfill their social responsibilities in practice. Subsequently, the Universal Declaration was applied more fully to the human rights obligations of corporations in 'The United Nations Norms on Responsibilities of Transnational Corporations and Other Business Enterprises with Regard to Human Rights,' which was approved by the United Nations Sub-Commission on the Promotion and Protection of Human Rights in 2003 (Cernic, 2008). One of the other important

developments of human rights principles is the Guiding Principles (GP) for Business and Human Rights, which was approved by the United Nations in 2011 (Islam et al., 2016). The United Nations Guiding Principles (UN GPs) Reporting Framework provides guidance to companies on their responsibilities in reporting to stakeholders, to undertake due diligence and manage risk (Li & McKernan, 2016; McPhail & Ferguson, 2016). In particular, they are based on three pillars: protect, respect and remedy. The UN GPs place human rights at the centre of the corporate accountability agenda (McPhail & Ferguson, 2016). In addition, the GPs not only provide a framework for the development of human rights policy, but also significantly shift the institutional and organisational context in accounting operations (Li & McKernan, 2016; McPhail & Ferguson, 2016). For example, to respect human rights, the GPs 20 suggest corporations' responsibility should be "based on appropriate qualitative and quantitative indicators" (McPhail & Ferguson, 2016, p.528).

The International Labour Organization (ILO) and the Organization for Economic Co-operation and Development (OECD) suggest that the protection of individuals' social, cultural and economic rights is the sole responsibility of corporations (Islam et al., 2017). More specifically, as a special agency of the United Nations, the ILO works with employer, employee and state associations. The primary objective of the ILO is to encourage corporations to disclose more information about human rights in their reporting, including the elimination of discrimination, the elimination of compulsory or forced labour, the right to collective bargaining, and the freedom of association (Simpson, 1995). Furthermore, the OECD is focused on the business and human rights environment (McPhail & Ferguson, 2016). For example, the OECD 2010 Guidelines discuss the disclosure requirements of transnational corporations, including applicable social, human rights and environmental reporting (Simpson, 1995).

The non-governmental mode defies the attempts of non-governmental organisations in terms of influencing human rights accountability of global corporations. For example, a number of Non-Governmental Organizations (NGO) also had human rights guidelines drawn up (Islam et al., 2017). Take the Global Reporting Initiative (GRI) as an example; this has been working on standardising corporate sustainability reporting since its foundation in 1997. In 2006, its Sustainability Reporting Guidelines Version 3.0 (G3) was published to emphasise Performance Indicators (Global Reporting Initiative, 2016). A separate section called “Human Rights” is contained in the G3 guidelines. It has nine performance indicators (HR1-9) which aim to enhance the content of human rights disclosure. The GRI Guidelines, including G3, have been widely adhered to in many companies around the world. Additionally, Amnesty International with its Human Rights Principle for Companies has placed more pressure on corporations to disclose their accountability mechanisms to reduce the risk of human rights violations (Preuss & Brown, 2012).

Other than initiatives from inter-governmental and non-governmental initiatives, market-based mechanisms also emerged as influential in affecting the human rights accountability regime (Cashore, 2002). As an example, the Equator Principles have been guided by the IFC and the private lending arm of the World Bank (Islam & McPhail, 2015). The purpose of the Equator Principles is to require the financial industry, for example banks, to adopt a series of social standards (Preuss & Brown, 2012). Many large financial sectors have signed up to the Equator Principles, such as the ANZ Banking Group, Westpac Banking and the Commonwealth Bank (Islam & McPhail, 2015).

Preuss & Brown (2012) point out that the existence of these regulations and initiatives do not address how enterprises should be involved in the protection of human rights, however they could provide a guideline about what is expected at a minimum. In other words, they are the powerful global stakeholders that influence the human rights agenda globally and help increasing expectations for accountability from global corporations over the year in terms of setting minimum expectations through the guidelines. This research explores the content, extent and the quality of human rights disclosure of global companies using these guidelines as a minimum within the current context of regulatory modes. The research is therefore informed by stakeholder and institutional theory explanations.

2.4 Theoretical framework of the study

Gallhofer et al. (2011) indicate that accounting plays an important role in providing useful information in decision-making to fulfill corporate responsibility. Two reasons follow. First, accounting is a form of constructed language (Butler, Laclau, & Žižek, 2000). This form of communication establishes a link between corporate performance and stakeholders' interests and demands in that context (Gallhofer et al., 2011). Thus, Gray and Gray (2011) state that the relationship between accountability, accounting and human rights is in the area of reporting. In other words, the link between human rights and accounting emphasises the issue of corporate responsibility and transparency (Ruggie, 2009). McPhail & Ferguson (2016) further explain that social accounting is a technology utilised for implementing corporate accountability in respect of human rights. Li & McKernan (2016) also suggest that HRD is emerging as an accounting technology in order to help stakeholders make decisions (Li & McKernan, 2016).

Tower et al. (2010) indicate that there is no single perspective that can fully explain corporate social disclosure. The most widely adopted theories are the legitimacy theory (Campbell, 2000; Islam et al., 2017), the stakeholder theory (Polonsky, 1995; Roberts, 1992), the agency theory (Depoers, 2000), political and economic theory (Orlitzky, Schmidt & Rynes, 2003), institutional theory (Campbell & Slack, 2007; Campbell, 2011; Chen, Feldmann & Tang, 2015) and image management theory (Diouf & Boiral, 2017). While legitimacy theory explains social disclosure as a tool for creating and maintaining legitimacy, a positive stakeholder management perspective points to strategically managing stakeholders through disclosure (Campbell, 2000).

Institutional theory perspective on the other hand, provides evidence of isomorphic pressures that determine social disclosure (Chen et al., 2015). However, it can be noted that a standalone social environmental report is a template that is used by corporations to report on various issues of social responsibility such as their responsibility to the employee, the community, and environment, each of which can be explained by different perspectives. For example, there is a chance that employee disclosure can be explained through a moral accountability perspective while environmental disclosure by the same company can be explained by a legitimacy perspective.

This research is informed by stakeholder, institutional and an image management theoretical framework in exploring the status of disclosure of human rights disclosure, in terms of content, extent and quality of disclosure produced by global companies. The intention of the research, however, is not to justify or develop any particular theoretical explanation of human performance disclosure but to indicate that a mixed-theoretical lens has informed and guided the research. A

number of previous studies have adopted the stakeholder theory to examine the relationship between organisation and society (Chen & Roberts, 2010; Huang & Kung, 2010; Milne, 2002; Roberts, 1992). Substantially, institutional theory would have been the core concept of understanding corporate responsibility all along (Brammer, Jackson & Matten, 2012). The Oxford Handbook of Comparative Institutional Analysis explains (Brammer et al., 2012, p.2) that institutions are generally defined as having either informal or formal regulations, norms, rules and understanding that both enables and constrains behaviour. Thus, it is interesting to understand how the outcomes, forms, behaviour, and dynamics of economic organisation are shaped and influenced by social institutions (Brammer et al., 2012).

2.4.1 Stakeholder theory explanations

Freeman (1984, p.46) defines that a stakeholder is “a person or group that can affect or is affected by the achievement of the organization’s objectives”. Stakeholders usually include creditors, customers, stockholders, employees, governmental bodies, suppliers, the community and public interest groups (Chui & Wang, 2015). While the neo-classical viewpoint is that a company’s focus is on corporate profit maximisation and shareholder supremacy, on the contrary, the notion of the stakeholder’s aims is to broaden management’s perception of roles and responsibilities beyond profit maximisation, including the claims and interests of non-stockholder groups. Therefore, the success and long-term survival of the corporation requires the support of all its stakeholders, and a main function of the manager is to deal with stakeholders’ expectation, demands and needs, while balancing conflicts between them.

Dierkes and Antal (1985) indicate that corporate social disclosure provides a basis for dialogue

between the corporation and its stakeholders. Gray, Kouhy and Lavers (1995a) suggest that social disclosure is an important part of the dialogue between the corporation and its stakeholders. Preston, Donaldson and Brooks (1999, p.4) emphasise the significance of open communication between the corporation and its stakeholders. They mention: "Managers should listen to and openly communicate with stakeholders about their respective concerns and contributions, and about the risks that they assume because of their involvement with the corporation". From an accounting perspective, van der Laan Smith, Adhikari and Tondkar (2005) indicate that the main strategy of communicating with stakeholders is through corporate reports, which includes financial and non-financial information. The research therefore aims to explore HRD from standalone CSR reports, from the perspective of stakeholder communication. It assumes that HRD is the product of ongoing communication between corporations and the powerful stakeholders a corporation assumes. CSR reporting is the appropriate outlet that sets the communication/dialogue between the company and its stakeholders in regards their human rights performance. Its content, extent and quality are all influenced by the nature and extent of communication corporations think is required. However, the research does not necessarily assume so and the conditions of human rights performance disclosure as an idealistic or moralistic tone but see it as strategic. Corporations manage relevant stakeholders by providing positive images of the company through human rights performance disclosure (Elsbach, 1994; Hooghiemstra, 2000; Merkl-Davies & Brennan, 2007).

2.4.2 Image management theory

Prior literature has identified various image management strategies (Merkl-Davies & Brennan, 2007). For instance, Merkl-Davies and Brennan (2007) indicate that there are seven main image

management strategies that are adopted in corporate narrative documents. Two of the seven image management strategies are aimed at blurring the under-performance of the corporations either through 'rhetorical manipulation' or 'reading ease manipulation' (Diouf & Boiral, 2017). The aims of four other strategies are to emphasise good news by manipulating verbal or digital information: visual, performance comparisons, thematic manipulation, structural manipulation and choice of earnings numbers (Diouf & Boiral, 2017). The last strategy is the attribution of organisational results (Merkel-Davies & Brennan, 2011). These different strategies are expressed by disclosing bias information that focuses on a positive manner or is presented in selective aspects (Khazaeli, 2013). Image management can be adopted in a number of ways, but two image management strategies seem to be the most commonly used by corporations; they are concealment, enhancement and obfuscation (Khazaeli, 2013; Merkel-Davies & Brennan, 2011). Merkel-Davies, Brennan and McLeay (2011) explain that as an image management strategy, enhancement means emphasising positive information or outcomes. Obfuscation is a writing technique that obscures the expected information, distracts or confuses readers (Courtis, 2004).

Research on image management initially focused on corporate behaviours which make an impression on stakeholders by providing positive news in reports and concealing the bad news (Deegan et al., 2000; Elsbach, 1994; Hooghiemstra, 2000; Leary and Kowalski, 1990; Schlenker, 1981). This would be very true in the case of increasing visual photographic disclosures on CSR issues, such as human rights performance. Companies increasing use of photographs may reflect the "opportunistic behavior on the part of the firms, resulting in both the exploitation of information asymmetry between companies and stakeholders and the manipulation of information disclosed in the sustainability reports" (Merkel-Davies and Brennan, 2007, cited in Diouf, Boiral, 2017,

p.647). In such a case the quality of the human rights disclosure is expected to be low.

2.4.3 Institutional theory explanations

In addition to the stakeholder dialogic perspective, researchers also suggest that institutional factors contribute to a systematic understanding of social disclosures (Campbell & Slack, 2007; Chen et al., 2015; Tsang, 1998; Wanderley, Lucian, Farache and de Sousa Filho, 2008). Brammer, Jackson & Matten (2012) explain that institutions have either informal or formal regulations, norms, rules and understandings that both enable and constrain behaviour. Thus, it is interesting to understand how the outcomes, forms, behaviour, and dynamics of economic organisations are shaped and influenced by social institutions (Brammer et al., 2012). Lawrence & Shadnam (2008, p.2288) define: "Institutional theory is a theoretical framework for analysing social (particularly organisational) phenomena, which views the social world as significantly comprised of institutions – enduring rules, practices, and structures that set conditions for action". They explain that institutions are the basis for explaining the social world, as institutions are built into the social world and guide the flow of social activity. Islam and McPhail (2011) indicate that corporations seem to connect themselves with symbols of legitimacy, for example in the guidelines of environmental management or workplace regulations endorsed by stakeholders, such as inter-governmental organisations and non-governmental organisations. Chen, Feldmann and Tang (2015) further explain that corporations are able to obtain support and be perceived as legitimate by the adoption of social and environmental norms or rules.

Consequently, institutional theory has been adopted to investigate corporate social and environmental disclosure practices. The theory is used to establish a linkage between corporate

reporting practices and institutions that determine disclosure practices (Deegan, 2009; Unerman & Bennett, 2004). More specifically, it explains how isomorphic pressures such as coercive, normative and mimetic isomorphism determine reporting of social and environmental disclosure (Islam & Deegan, 2008). One of the most influential studies in this area of the literature is that of Di Maggio and Powell (1983) (Dacin, 1997). They identified three isomorphic processes that inspired a large number of follow-up studies. Coercive isomorphism is the response to the pressure exerted from other organisations, as well as the pressure to meet the expectations of society (Mizruchi & Fein, 1999). Normative isomorphism refers to organisational changes as a response to peer-to-peer and professional associations (Dacin, 1997). Thus, the isomorphism that occurs on the basis of this pressure is related to professionalism (Mizruchi & Fein, 1999). Mimetic isomorphism occurs if the organisation is eager to imitate the performance, structure and practice of other organisations (Deephouse, 1999). This is a response to the uncertainties facing management's pressure to improve performance (Deephouse, 1999). This research particularly focuses on coercive pressure with three interrelated institutional pressure modes: inter-governmental, non-governmental and market-based as depicted in the literature (McPhail & Ferguson, 2016; Posner, 2016).

Some previous studies have investigated corporate social disclosure by applying institutional theory. For example, Tsang (1998) has investigated corporate social disclosure in Singapore for the food, hotel, beverage and banking industries. He concludes that the hotel industry has disclosed more social information than the banking industry in Singapore. Wanderley, Lucian, Farache and de Sousa Filho (2008) have explored corporate social disclosure from various industries and different countries. They find that corporate social disclosure has been influenced

by the country of origin and the industry sector. Although some previous studies have been adopted by institutional theory to analyse the role of regulatory agencies, such as the state, professional associations and Securities and Exchange, they did not however, explore all of the three modes of coercive pressure.

This chapter reviewed literature relevant to HRD, set the context of the study and discussed the theoretical framework that informed the research. The next chapter explains the method and methodology undertaken in this research.

3. Research design

This chapter elaborates the research method and process undertaken in analysing the extent and quality of human rights disclosure.

3.1 Sample selection

The research sample consists of Fortune top 100 companies. Previous studies have indicated that a large proportion of the Fortune 100 companies have human rights policies (McPhail & Adams, 2016). Thus, it is expected that Fortune 100 companies would have better human rights disclosure in terms of the extent and quality of the report. Secondly, the Fortune top 100 companies were selected in this research because the companies are mostly multinational companies, and they operate in a range of developing countries where human rights violation are more of an issue. Their behaviour is representative of the industries they belong to and therefore has an impact on the research in terms of exploring the best practice (McPhail & Adams, 2016). Consequently, it is both interesting and valuable to explore the narratives and photographs of the human rights responsibilities of these global firms, spread as they are over different industries. A list of the corporations is presented in Appendix A. The research categorised Fortune 100 companies based on different sectors (see Appendix B). Thus, the sample consists of ten sectors, including retail, energy, technology, financial, healthcare, food production, telecommunications, manufacturing, transportation and the media.

The content of standalone corporate social responsibility (CSR) reports (also commonly known as corporate citizenship reports, social performance or sustainability reports) were considered in this research as they were reliable sources of corporate non-financial information (Ahmad &

Mohamad, 2014). In addition, as CSR reports are a useful medium for communicating significant information to stakeholders, they are important tools for understanding corporate non-financial activities (Ahmad & Mohamad, 2014). Although some social issues are disclosed in corporate annual reports or websites, the CSR reports provide more comprehensive and detailed disclosure. In total, seventy-five corporations provided their CSR reports in the public domain for analysis. These CSR reports were downloaded from the Bloomberg.¹

3.2 Research method

Since 1988, content analysis has been adopted in social and environmental reporting studies (Parker, 2005). As Gray (2014, p.607) defined it: "Content analysis involves the making of inferences about data (usually text) by systematically and objectively identifying special characteristics (classes or categories) within them". Hooks and van Staden (2011) state that content analysis of information disclosure is a popular research method adopted in disclosure research in a variety of areas, including, social and environmental reporting, intellectual capital reporting, accountability and capital markets. It is an empirical research tool that is extensively used to measure the extent of disclosure (Deegan & Rankin, 1996; Guthrie & Abseysekera, 2006; Hooks & van Staden, 2011). Therefore, this research used content analysis in measuring the extent and quality of human rights disclosure published by the Fortune top 100 companies in the world wide web for the year 2015.

Miles and Huberman (1994) explain that CSR reports employ different forms of communication such as narratives and visual communication that includes graphs, tables and figures, which

¹ The Bloomberg is a software system that provides financial data, news and so on.

provide better meaning for non-financial information. Norton (2012) indicates that the information conveyed through visual images is more significant as it presents more than one potential explanation. Parker (2008) argues that photographs provide a better understanding of the interpretation and intentions of the image makers, our cognition can be enriched by the photographs. Given the debate, this research includes measuring the extent and quality of both narrative and photographic human rights disclosures in the sample corporations' CSR reports. More specifically, this research examines the extent of human rights disclosure of both narratives and photographs in CSR reports by page counts and on a proportional basis.

According to Barrett and Bozzolan (2008), Hooks and van Staden (2011), and Kuo, Yeh and Yu (2012), previous studies that used content analysis can be divided into two main perspectives: one based on volume and the other based on quality. Methods based on volume do not focus on the meaning of the content written, but they rather focus on the quantity of information in a specific area of interest (Kuo et al., 2012). They measure the information disclosure in corporate reports or websites, including the number of words, sentences or pages and so on (Hooks & van Staden, 2011). Methods based on quality usually adopt a calculation of the disclosure index that is presented as a measurement of quality of disclosure (Leitoniene & Sapkauskiene, 2015). These methods can both complement each other to form a richer data analysis.

This research adopted extent-based and quality-based content analysis to assess the narratives and photographs of human rights disclosure. More specifically, eight index themes and thirty-nine index items were developed in order to provide a comprehensive and extensive understanding of the narrative of human rights disclosure. The extent of photographs used in the CSR was

measured within the eight index themes and the proportion of pages occupied by these photos.

The quality of photograph of human rights disclosure was evaluated by using both two index themes and three index items. A comprehensive scale measurement based on content analysis was also developed and implemented in order to assist the analysis of both quantity and quality measurements of narratives and photographs. These are introduced in the following discussion.

3.2.1 Extent-based content analysis

Extent-based analysis attempts to quantify the extent of human rights disclosure by page counts and on a proportional basis which is very common in social accounting literature (Hooks & van Staden, 2011). These approaches have been developed by previous studies regarding quantifying the level of environmental and social disclosures (Hooks & van Staden, 2011; Islam & McPhail, 2011; Tooley & Guthrie, 2007).

With regard to analysis of the extent of information disclosure, the most appropriate unit to use for content analysis is under debate (Gray, Kouhy and Lavers 1995b; Milne and Adler 1999; Smith, Adhikari & Tondkar, 2005; Unerman 2000). Leitoniene and Sapkauskiene (2015) argue that each of the unit measures have both limitations and advantages. For example, counting words and sentences ignores the importance of the information that is presented in the photographs (Leitoniene & Sapkauskiene, 2015). Researchers have used different unit measures appropriate to their studies and made different assumptions. Table 2 refers to previous research that has used different unit measures.

Table 2: Previous studies regarding the quantity of information disclosure of corporate social

responsibility

Authors	Measurement factors
Miles & Huberman, 1994	Number of pictures and tables
Adhikari & Tondkar, 2005; Deegan & Gordon, 1996; Gray, Kouhy and Lavers, 1995b; Guthrie & Parker, 1989; Hooks & van Staden, 2011; Pattern, 1992; Pattern, 1995; Smith, Unerman, 2000	Proportion of page
Brown & Deegan, 1998; Gray, Kouhy & Lavers, 1995a; Hooks & van Staden, 2011; Neu, Warsame & Pedwell, 1998	Number of words, sentences and pages

Milne and Adler (1999) argue that the adoption of sentences for coding and measurement seems to be appropriate because this method provides meaningful, complete and reliable data for further analysis. However, Unerman (2000) and Gray et al. (1995b) indicate that the most appropriate unit of analysis is the proportion of a page, as measuring the proportion of a page shows the amount of total space given to a theme, thereby, the importance of the theme could be inferred (Gray et al., 1995b). Various forms of content analysis have been conducted by Hooks and van Staden (2011) as well. They explored the extent of information disclosed by counting the number of sentences, pages and proportions, ensuring the reporting of quality information. They show that exploring the extent of voluntary disclosure is important in ensuring the integrity and completeness of the reporting analysis. Following Hook and van Staden (2011) the study used various forms of content analysis with counting the numbers of sentences, pages and proportions. The proportion of the page devoted to the corporate human rights narrative disclosure and photographs was measured by using a grid (Appendix H). Although the number of pages occupied by narrative and photograph counts are not a precise measure, the extent of the analysis of CSR reports could enhance the comprehensiveness of the outcomes of this research (Hooks & van Staden, 2011).

3.2.2 Quality-based content analysis

Quality refers to the full disclosure, completeness or the level of detail in the disclosures (Hooks & van Staden, 2011). It has been referred to as “degree of specificity” (Ryan, Stanley & Nelson, 2002; Tooley & Guthrie, 2007), “comprehensive” (Wallace, Naser & Mora, 1994) or “the intensity of the information” (Wallace, 1998).

Smith et al. (2005) indicate that it is subjective to assess the quality of corporate social disclosure. They explain that calculating the number of sentences or words does not provide an understanding of the type and importance of the information conveyed. As described by Freedman and Stagliano (1992, p.115), “the critical attribute is the meaning of the words”. However, there is no well-accepted quality index for corporate human rights disclosure (Islam et al., 2016). This research adopted the concept of quality that refers to a comprehensiveness of information; the perspective on ‘quality’ is based on the best practice disclosures identified in the previous studies and is similar to some of these studies which adopted disclosure indices (Hooks & van Staden, 2011; Wallace & Naser, 1995). For example, Hooks and van Staden (2011) indicate that quality-based analysis aims to assess the quality of human rights disclosure by applying an index and scoring each disclosure. The purpose is to distinguish between excellent and poor disclosure of items (Hooks & van Staden, 2011).

Therefore, this research evaluates the quality of narratives of human rights disclosure by developing a disclosure index and using a scale. Also, a disclosure index for measuring the quality of photographs of human rights disclosure was developed.

3.2.2.1 Quality of narrative disclosure

Hooks and van Staden (2011) point out that one of the methods used to measure the quality of narrative disclosure is the adoption of a disclosure index to compare, explain and assess the differences between the extent and quality of information disclosed in corporate reports. Disclosure indices are considered a valid and practical research tool that selects items in the index based on other indicators in the literature or benchmarks such as the GRI (Botosan, 1997; Hooks & van Staden, 2011; Tooley & Guthrie, 2007).

Coy (1995, p.121) defines the concept of a disclosure index: "A qualitative-based instrument designed to measure a series of items which, when the scores for the items are aggregated, gives a surrogate score indicative of the level of disclosure in the specific context for which the index was devised". Hence, a disclosure index involves a list of information items that should appear in corporate reports (Coy, 1995). A scoring method is then devised to result in a detailed measurement system (Hasseldine, Salama & Toms, 2005). Therefore, disclosure indices can be constructed to consider variations in the quality of each disclosure by including a measurement scale (Hooks & van Staden, 2011). The allocated score means a certain quality of information disclosure (Hooks & van Staden, 2011).

In this research, the disclosure quality index for narratives used in human rights disclosure was developed from four previous accounting studies (Islam & McPhail, 2015; Islam et al., 2016; Lauwo & Otusanya, 2014; Preuss & Brown, 2012) and following eleven international human rights guidelines. These guidelines are considered as these were introduced by international global organisations, non-government organisations and market forces that affect human rights

performance accountability under three different regulatory modes as depicted in the literature review chapter.

Table 3: Eleven international human rights guidelines

	Name
1	The Ten Principles of the UN Global Compact
2	ILO's Declaration on Fundamental Principles and Rights at Work, 1998
3	The Rio Declaration on Environment and Development
4	ILO Tripartite Declaration Concerning Multinational Enterprises and Social Policy, 2001
5	OECD Guidelines for Multinational Enterprises, Revision 2000
6	ILO Convention (169) Concerning Indigenous and Tribal Peoples in Independent Countries, 1989
7	Equator Principles
8	IFC Guidelines
9	The UN Norms on the Responsibilities of Transnational Corporations and Other Business Enterprises with Regard to Human Rights, 2003
10	GRI guidelines
11	United Nations Guiding Principles

Synthesising the above guidelines and four previous studies (Islam & McPhail, 2015; Islam et al., 2016; Lauwo & Otusanya, 2014; Preuss & Brown, 2012) on the topic resulted in a total of forty specific disclosure indices (see Appendix C), relating to eight themes of human rights disclosure.

Appendix C shows how the eight themes and thirty-nine specific disclosure indices developed:

- occupational health and safety;
- labour rights;
- non-discrimination;
- elimination of child labour;
- forced and compulsory labour;
- human rights policies;
- remedial systems; and

- local community.

3.2.2.1.1 Development of a scale

Researchers have argued that an analysis of quality is imperative (Hasseldine, Salama & Toms, 2005) and that exploring only the volume of information disclosure can be misleading (Hooks & van Staden, 2011). Previous studies supporting this standpoint have investigated the quality of information disclosures by a variety of approaches; a large number of previous studies have alternatively adopted scale analysis (Bozzolan, Favotto & Ricceri, 2003; Cormier & Gordon, 2001; Hooks & van Staden, 2011; Leitonienė & Sapkauskienė, 2015). For example, Cormier and Gordon (2001) evaluated these disclosures by using a three-point scale. Bozzolan et al. (2003) analysed an annual Italian intellectual capital disclosure, giving two points for quantitative information and one point for qualitative information. Hasseldine et al. (2005) measured the quality of environmental disclosure by using a six-point scale; a score of 0 means non-disclosure, and a score of 5 shows that a company provided quantitative data.

In this research, a comprehensive scale was developed to calculate the quality score from the index items and categorisation framework. This used a scale adopted from Hooks and van Staden's study (2011). Hooks and van Staden (2011) adopted a five-point scale (0-4) of index items for environmental disclosure. The highest score (4) for extraordinary disclosures was awarded if any disclosure not only revealed qualitative and quantitative information, but also provided evidence of targets, performance measurements against targets and previous years, and benchmarking against best practice (Hooks and van Staden, 2011). A score of 3 showed that a firm has disclosed both quantitative information, such as numbers and volumes, and a

qualitative explanation of each index item. A score of 2 shows that a firm has disclosed either a qualitative explanation or provided quantitative information in relation to index items. A score of 1 means a company provides little information regarding an index item. For example, a company which provides only a few words or sentences regarding human rights information would be scored a 1. Finally, a score of 0 indicates a company has no disclosure of human rights information at all.

According to Hooks and van Staden (2011), the five-point scale was applicable for most (25) of the index items they had studied, but was not appropriate for some items. Thus, some items were scored by using two different scales: a three-point scale (0-2) and a two-point scale (0-1), in order to provide clear guidance on the allocation of the score for different items (Hooks & van Staden, 2011). For instance, the information item 'occupational health and safety' (including adequate sanitary facilities provided in the workplace) was scored a 1 for disclosure that the facilities were provided in the firm and a 2 if information was elaborated on.

Table 4: A three-point scale

Score	Description
2	Providing extensive details in the report
1	Minimum coverage - one sentence or a few words
0	No disclosure

Table 5: A two-point scale

Score	Description
1	Briefly mentioned (some sentences)
0	No disclosure

After developing the categories, index and scale, each sentence of the relevant human rights information from the CSR reports was read and evaluated by identifying which indices were

covered in the disclosure, and the quality was measured through the comprehensive scale. A total score for each index category was calculated and for the index as a whole. Table 6 shows the quality index items and the scale adopted; the total score of the comprehensive scale is 123. Finally, to evaluate the quality, the research has followed the degree of quality mentioned by Vigeo Eiris.² Vigeo Eiris indicates that there are four degrees of social and environmental performance, including weak, limited, robust and advanced values. For instance, if the overall score of the quality index is 100, the quality of social and environmental disclosure is categorised as advanced (60-100), robust (50-59), limited (30-49) or weak (0-29). For this research, the quality of human rights disclosure was categorised similarly: weak (0-49), limited (50-69), robust (70-89), and advanced (90-123).

Table 6: The quality index and scale used

Index items	Issues covered	Scale	Cum score
Occupational health and safety	1. Corporation has worker health and safety policy	0-4	4
	2. Corporation provides the necessary personal protective equipment and trains workers to use it	0-4	8
	3. Corporation provides work-related training on health and safety to employees	0-4	12
	4. Workplace practices minimise the risk of injury, accident and death in the workplace (1: mention; 2: elaborate)	0-2	14
	5. Adequate sanitary facilities are provided in the workplace (1: mention; 2: elaborate)	0-2	16
	6. Identifying unsafe and hazardous activities, and providing improvements through an effective health and safety management system	0-4	20
	7. Workplace provides measures to deal with accidents (1: mention; 2: elaborate)	0-2	22
	8. Workplace allows employees to leave a potentially	0-1	23

² Vigeo Eiris provides environmental, social and governance (ESG) analysis, such as investment strategies and ESG rating services.

	unsafe or unhealthy working environment (1: mention; 0: no disclosure)		
	9. Corporation has a security policy throughout the supply chain	0-4	27
Labour rights	1. Corporation pays the wages of employees in accordance with national and local applicable wage statutes	0-4	31
	2. Paying the wages of employees regularly	0-4	35
	3. Corporation provides welfare schemes for employees, including sickness benefit, medical care, disability coverage, maternity leave and retirement benefit	0-4	39
	4. Corporation provides a working environment where no harassment in any form, such as intimidation, bullying or sexual harassment, is tolerated	0-4	43
	5. No verbal and physical abuse occurs in the workplace (1: mention; 0: no disclosure)	0-1	44
	6. Providing at least 14 weeks of maternity leave for women without the risk of losing their jobs (1: mention; 2: elaborate)	0-2	46
	7. Corporation provides reasonable rest time for pregnant or breastfeeding women	0-4	49
	8. Corporation respects workers right to freedom of association	0-4	53
	9. Corporation respects workers' right to collective bargaining	0-4	57
	10. Corporation reports any negative impacts for employees in the supply chain (1: mention; 2: elaborate)	0-2	59
Non-discrimination	1. Corporation does not discriminate on the basis of colour, race, language, politics, sex, religion, disability or health status	0-4	63
	2. Corporation ensures equal pay for equal work	0-4	67
	3. Anti-discrimination is included in investment agreements	0-4	71
	4. Corporation provides training to employees concerning aspects of non-discrimination (1: mention; 2: elaborate)	0-2	73
Elimination of child labour	1. Corporation never engages children under the age of 18 for work (1: if reported; 0: if not reported)	0-1	75
	2. Corporation adopts measures for elimination of child labour	0-4	78
	3. Corporation ensures that child labour does not occur	0-4	82

	anywhere in its supply chain		
Forced and compulsory labour	1. Corporation does not use slave, compulsory or forced labour	0-4	86
	2. Abolition of forced labour in the supply chain	0-4	90
	3. The corporation's employees are free to resign (1: mention; 2: no disclosure)	0-1	91
	4. Corporation monitors human rights abuses in relation to forced and compulsory labour	0-4	95
	5. Corporation offers training regarding policies of forced and compulsory labour that are relevant to activities	0-2	97
Human rights policy	1. Corporation provides human rights guideline or framework	0-4	101
Remedial systems	1. Corporation incorporates human rights into its due diligence process	0-4	105
	2. Corporation provides evidence of the incorporation of human rights issues into its risk management process (1: mention; 2: providing clear evidence)	0-2	107
Local community	1. Corporation resolves disputes relating to local communities, land use and indigenous people (1: mention; 2: elaborate)	0-2	109
	2. Indigenous and minority rights are included in the corporation's investment agreements (1: mention; 2: elaborate)	0-2	111
	3. Corporation ensures that its operation is a positive influence in the community	0-4	115
	4. Corporation has taken action to manage and mitigate the risks associated with its operation	0-4	119
	5. Corporation supports local culture, sports, educational facilities and business operations	0-4	123

*Cum Score is the Cumulative Score

3.2.2.2 Quality of disclosure of corporations' photographs

To find out whether the quality of photographs disclosed in the CSR reports of the sample corporations is good, it is necessary to define the concept of the quality of photograph disclosure first. There is no recognised concept regarding the quality of photograph disclosure (Leitoniene & Sapkauskiene, 2015). This research therefore measured the quality of photographic disclosure in terms of the characteristics of quality of information suggested in the disclosure literature. For

example, Leitoniene and Sapkauskiene (2015) define that the main characteristics which they adopted for the assessment of the quality of social information are relevance and reliability. Following Leitoniene and Sapkauskiene (2015), an index of quality of photographic disclosure was developed. Table 7 shows the details regarding the characteristics of quality of photographic disclosure.

Table 7: Characteristics of quality of photographic disclosure

Index themes	Items	Description	References
Relevance	Storytelling	Photograph depicting a story that relates to corporate human rights issues, or contains the subject that gives a sense of corporate human rights performance.	Norton, 2012; Hrasky, 2012; Garcia & Greenwood, 2015
Reliability	Caption information	Analysis of photo caption information includes whether the photograph was identified by the location, name and source. The caption and copyright information provide reliability and credibility for the image.	Norton, 2012, p.21
	Narrative description	Analysis of narrative description includes whether there are some explanations for the photograph that provides a range of possible meanings.	Norton, 2012, p.19

The researcher explored the quality of disclosures of companies' photographs by scoring each photograph using the quality index and a scale (Hooks & van Staden, 2011). Every photograph of human rights reporting in each CSR report was read and assessed by determining which index was covered and then the scale was adopted to score it for quality (Hooks & van Staden, 2011). While this method is usually subjective, it is more comprehensive and can better assess the subject being investigated (Leitoniene & Sapkauskiene, 2015).

- Development of a scale to measure the relevance of photographic disclosure

A three-point scale (0-2) was applied in order to measure the relevance of photographs. A score of 2 indicates that a photograph depicted a subject that directly relates to corporate human rights performance, or it belongs to one of three categories (see Table 8).

With regard to the categories of photograph in human rights performance, in order to evaluate the relevance of photographs that are used in human rights disclosure, one of the important steps is to classify these photographs (Hrasky, 2012). Beattie and Jones (2008) identified the inclusion of three types of photographs in annual reports depicting economic, social and environmental aspects. Following Beattie and Jones' (2008) classification, Hrasky (2012) has developed four categories of photographs such as social, environmental, economic and non-specific subject matter by studying sustainability reports of the 200 largest listed Australian firms. Norton (2012) also investigated through photographs how global firms portray disclosure efforts in corporate social responsibility reports, to provide an understanding of what types of photographs are used in the CSR reports. He divided photographs into four categories: documentary images, environmental portraits, societal images, illustrative photo and constructed images. Hrasky (2012) developed four themes of photographs in sustainability to analyse whether the adoption of photographs differs between the 200 largest listed Australian corporations, in perspectives, such as the depiction of economic, social, environmental and non-specific subject matter. Garcia and Greenwood (2015) recently coded photographs into five categories, including the CSR category, subject depicted, the relationship between person and company, environmental sustainability and location depicted in order to explore the visual communication used in sustainability reports.

Following Garcia and Greenwood (2015) and Hrasky (2012), this research developed three

themes with a slight modification to suit the framework specific to human rights performance disclosure and in order to examine the relevance of photographs used in the portraits of human rights performance in CSR reports of the Fortune top 100 companies. These categories were pilot tested with twenty global companies drawn randomly before the final analysis. Table 8 refers to the categories used in this research.

Table 8: The categories of photograph in human rights performance

Categories	Descriptions
Relationship of person to company	Photographs of employees, non-employees and their interaction with the community or other people.
Location depicted	The photographs contain the subject that give a sense of place, such as showing the workplace, manufacturing area and office setting. These photographs were considered to be able to convey the location.
Subject depicted	Photographs depicting employee welfare, legal behaviour, ethical behaviour and some types of employee's activities or event.

A score of 1 shows that a photograph depicts a story, but the story does not relate to human rights issues – for example, photographs depicting any employee (or human) in production processes; production assets providing an economic sense; portrayal of friendly packaging or materials, or efforts to improve environmental quality and recycling activities.

A score of 0 means that the photograph has no storytelling, such as a mug shot or a person's head or the photograph looks like an advertisement rather than depicting reality.

- Development of scale to measure the reliability of a photograph

The research adopted a two-point score (0-1) to assess the reliability of photographic disclosure.

Table 9 shows more details regarding this scale.

Table 9: A two-point scale

Score	Description
1	Briefly mentioned
0	Without any relevant information

In this research the overall quality index of the photograph that was used in human rights disclosure was calculated. This consisted of three criteria of which 2 described the reliability and 1 is the relevance of disclosure (Table 10). For more accurate outcomes, each of the photographs was measured by using a three-point scale (0-2) and a two-point scale (0-1). When the reliability and relevance of the photograph is assessed, the overall index of the quality of the photograph is calculated as the sum of the indicators of relevance and reliability of the photograph disclosed (see Table 10).

Table 10: The quality index and scale used

Index themes	Items	Explanations	Scale	Cum score
Relevance	Storytelling	Photograph depicting a story that relates to corporate human rights issues, or contains the subject that gives a sense of corporate human rights performance.	0-2	2
Reliability	Caption information	Analysis of photo caption information includes whether the photograph was identified by the location, name and source. The caption and copyright information provides reliability and credibility for the image.	0-1	3
	Narrative description	Analysis of narrative description includes whether there are some explanations for the photograph that provides a range of possible meanings.	0-1	4

*Cum Score is the Cumulative Score

3.2.2.2.1 Examples of analysis

Six examples were shown in this section in order to clarify how the quality of photograph disclosure is measured.

When assessing the quality of a photograph's disclosure, the first step is to evaluate the relevance of the photograph. Two questions to ask are: What is the photograph about and whether this photograph belongs to one of the three categories? The second step is to measure the reliability of this photograph, that is, whether there are some descriptions or caption information accompanying this photograph. The last step is scoring each item (see Table 10).

Take Figure 1 as an example, this photograph certainly reflects employees' activities or an event, belonging to the category of the subject depicted (see Table 8). Thus, the score of relevance of photographic disclosure is 2. Additionally, there are some sentences on the side of this photograph: "This photograph shows ExxonMobil employees collaborating at the Houston campus. It has enabled collaboration within our company..... Individual who may have interacted once or twice every couple of years previously now see each other on a daily basis and seek input from individuals from diverse backgrounds" (CSR report of ExxonMobil, 2015, p.25). Based on these descriptions, the score of the narrative description under the theme of reliability is 1. However, there was no caption information regarding this photograph, thus, the score of caption information is 0. Consequently, the total number of quality of this photograph is 3.

Figure 1: A photograph from the CSR report of ExxonMobil

This photograph has been removed by the author of this dissertation for copyright reasons.

Figure 2 was exhibited in the section of Safety Performance in the CSR report of Exelon. It is easy to understand the information that is presented in this photograph. Obviously, the photograph belongs to the category of 'location depicted.' Thus, the score of relevance of this photograph is 2. However, there was no other information such as a description or caption information regarding this photograph in the CSR reports. Hence, the score of reliability of this photograph is 0. In total, the quality of disclosure of this photograph is 2.

Figure 2: A photograph from the CSR report of Exelon

This photograph has been removed by the author of this dissertation for copyright reasons.

Figure 3 was exhibited in the part of Workforce in the CSR report of JPMorgan Chase. The researcher was unable to understand the meaning of this photograph, and it is also difficult to analyse which three categories that the photograph belongs to. Therefore, the relevance of photograph disclosure is 0. Besides, there are no descriptions in the caption information about this photograph in the CSR report, so the reliability of photograph disclosure is 0 as well. The total score regarding the quality of this photograph disclosure is 0. In the researcher's understanding, this photograph has no storytelling, it is just a photograph

Figure 3: A photograph from the CSR report of JPMorgan Chase & Co.

This photograph has been removed by the author of this dissertation for copyright reasons.

Figure 4 depicts an employee, and this photograph also provides an economic sense. This is because some explanations were provided on the side of this photograph: "Wells Fargo Personal Banker Julian Salazar works with a retiree, to help him create a budget and use Wells Fargo online tools to track their spending" (CSR report of Wells Fargo & Company, 2015, p.15). Although this photograph has storytelling, this was not related to human rights issues. Thus, the score of

relevance of photographic disclosure is 1. Additionally, the location of this photograph was provided in the CSR report; that is, the photo was taken at the company. Therefore, the score of reliability of this photograph is 2. The total score of the quality of the photograph is 3.

Figure 4: A photograph from the CSR report of Wells Fargo & Company

This photograph has been removed by the author of this dissertation for copyright reasons.

Figure 5 belongs to the category of relationship of person to company, as this photograph directly depicts corporate employees, belonging to the category of relationship of person to company.

Thus, the score of relevance is 2. Additionally, some descriptions were provided on the side of this photograph: "All Home Depot employees have the opportunity to participate in some program such as the program of Success Sharing, in order to grow their skills at work" (Sustainability report, 2015, p.42). Caption information was also provided on the side of this photograph. Therefore, the total score of the quality of the photographic disclosure was 4.

Figure 5: A photograph from the sustainability report of Home Depot

This photograph has been removed by the author of this dissertation for copyright reasons.

Figure 6 was presented in the section of People in the 2015 sustainability report of Dow Chemical.

Obviously, this photograph contains the subject that gives a sense of environment. Hence, the relevance of this photograph received a score of 1. Additionally, some text was provided to explain this photograph. For example, the company has indicators regarding a product packaging, including material recyclability, reusability and use of renewable materials, which not only delivers environmental benefits but also financial savings (Sustainability report, 2015, p.59). However, no caption information such as the source and location were disclosed. As a result, the total score of the quality of this photographic disclosure is 2.

Figure 6: A photograph from sustainability report of Dow Chemical

This photograph has been removed by the author of this dissertation for copyright reasons.

This chapter details the method undertaken in the investigation of human rights disclosure of the top Fortune top 100 companies for the FY 2015 by using different content analysis methods, including a quality assessment index, photographs assessment index, and extent-based method.

The next chapter reports on the findings and discussion.

4. Findings and discussions

Following the research method that was explained in Chapter Three, the results of this research were presented in this chapter. The findings were organised around the two research questions.

4.1 Extent of human rights information disclosures

Tables 11 shows the total number and proportion of sample firms comparative to the extent of human rights disclosure respectively. The results show that a total of two firms (2.67%) had no human rights information disclosure, which was surprising, because international regulations such as the GRI and the UN Global Compact require firms to report on human rights performance. The extent of human rights disclosure was inadequate as the majority of firms (72%) had a low proportion of disclosures usually numbering only a few pages – between 1% and 19.99%. Only two firms had a greater proportion of human rights information disclosure. Therefore, the result supported Ahmad and Mohamad's (2014) standpoint, that is, the proportion of social and environmental information disclosure was relatively less than other perspectives such as economic benefits. This research provided further evidence that the extent of human rights disclosure in global companies was relatively low at this stage.

Table 11: The extent of total human rights disclosure

Proportion of number of pages of human rights disclosures	Number of firms (% of total sample)
0	2 (2.67%)
<10%	20 (26.67%)
10%-19.99%	34 (45.33%)
20%-29.99%	17 (22.67%)
> 30%	2 (2.67%)
Total	75 (100%)

*Proportion of number of pages of human rights disclosure=total number of pages of human rights disclosure/total number of pages of CSR report

4.1.1 Extent of narrative disclosures of human rights performance

Table 12 shows the average number of pages of narrative disclosures for each theme and the proportion of the reports devoted to each theme of human rights disclosures. On average the greatest volume of labour rights disclosure was presented in CSR reports (average of 2.37 pages). The Occupational Health and Safety disclosures had the next highest volume of reporting (on average 1.46 pages). The third highest volume of themes of human rights disclosure was non-discrimination (on average 1.14 pages). However, it can be seen from Table 11, the Elimination of Child Labour disclosures had the lowest volume of reporting (on average 0.11 pages).

With respect to the average proportion of each theme in the human rights disclosures, it appears logical that the trend of the average number of pages and average proportions would be related (see Appendix G). For example, labour rights account for the largest proportion of human rights disclosure, approximately 21% on average. Additionally, the disclosure of occupational health and safety accounts for 14% of human rights disclosure, and the theme of local community disclosure accounts for 12% of total human rights disclosure. However, elimination of child labour accounts for the lowest proportion of human rights disclosure – that is 1%.

Table 12: Extent of narrative disclosures for each theme

Themes	The number of pages on each theme		Proportion (Total number of pages for each theme/total number of pages for human rights disclosure)		Proportion (Total number of pages for each theme/total number of pages for CSR report)	
	Mean	Range	Mean	Range	Mean	Range
	Pages		Percentages		Percentages	
Occupational health and	1.46	0-9.24	14%	0-32%	2%	0-10%

safety						
Labour rights	2.37	0-17.36	21%	0-54%	3%	0-16%
Non-discrimination	1.14	0-6.66	10%	0-33%	1%	0-7%
Elimination of child labour	0.11	0-1.43	1%	0-11%	0	0-2%
Forced and compulsory labour	0.63	0-2.98	6%	0-25%	1%	0-3%
Human rights policy	0.89	0-9.70	8%	0-36%	1%	0-9%
Remedial systems	0.38	0-2.12	3%	0-17%	0	0-3%
Local community	1.06	0-5.46	12%	0-83%	2%	0-21%

4.1.2 Extent of photographs disclosure of human rights performance

Photographs were another important source utilised by these companies, in order to provide and interpret human rights performance to their stakeholders. Table 12 shows that eight companies (10.67%) did not provide photographs; the other firms (89.33%) provided photographs in order to assist with interpreting the human rights performance disclosure (see Table 13). This indicates that global corporations enhanced their human right performance information through the use of photographs and visual representations.

Table 13: The number of photographs

Number of photographs	Number of companies (% of total sample)
0	8 (10.67%)
1-10	46 (61.33%)
11-20	13 (17.33%)
21-30	6 (8.00%)
31-40	2 (2.67%)
>40	0 (0.00%)
Total	75 (100%)

4.2 Quality of human rights disclosure

4.2.1 Quality of narratives disclosure of human rights performance

This research indicates limited engagement with human rights responsibility by the 100 Fortune firms. From the perspective of the sample as a whole, Figure 7 shows the quality of narrative disclosures of human rights performance in these global companies. Approximately 29 companies obtained scores of between 0 and 49, meaning that the quality of information disclosure is weak; a further 24 companies disclosed limited human rights performance. Only three firms had advanced disclosure regarding human rights performance.

Figure 7: The quality of human rights disclosure

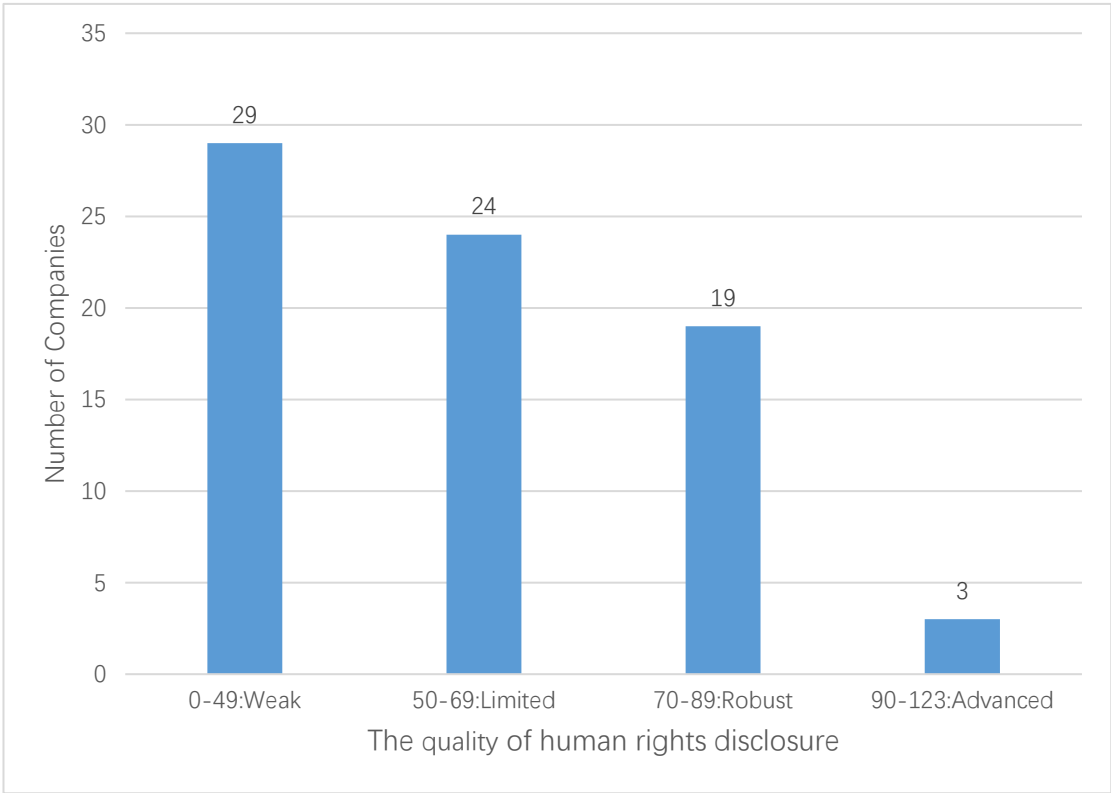


Table 14 shows the human rights issues which were addressed in the CSR reports of the sample companies. Three key themes emerged from Table 14. First, there was very little disclosure on a number of human rights concerns such as child labour, a remedial system, indigenous issues, women’s rights and family life. Second, there were a comparatively large number of references to disclosure of local community and human rights policy. Third, these corporations seem unwilling to disclose negative impacts on their supply chain and also have very little disclosure of human

rights issues involving investment agreements.

Table 14: Narratives disclosure of the sample companies

Specific information disclosed by these companies	Number of firms disclosing (Total companies reviewed 75)	
	In CSR report	Year: 2015
	N	%
Occupational health and safety (9 issues)		
1. Corporation has worker health and safety policy	68	91
2. Corporation provides the necessary personal protective equipment and trains workers to use it	52	69
3. Corporation provides work-related training on health and safety to employees	67	89
4. Workplace practices minimise the risk of injury, accident and death in the workplace	60	80
5. Adequate sanitary facilities are provided in the workplace	49	65
6. Identifying unsafe and hazardous activities, and providing improvements through an effective health and safety management system	66	88
7. Workplace provides measures to deal with accidents	42	56
8. Workplace allows employees to leave a potentially unsafe or unhealthy working environment	32	43
9. Corporation has a security policy throughout the supply chain	60	80
Labour rights (10 issues)		
1. Corporation pays the wages of employees in accordance with national and local applicable wage statutes	51	68
2. Paying the wages of employees regularly	48	64
3. Corporation provides welfare schemes for employees, including a sickness benefit, medical care, disability coverage, maternity leave and retirement benefit	70	93
4. Corporation provides a working environment where no harassment in any form, such as intimidation, bullying or sexual harassment, is tolerated	69	92
5. No verbal and physical abuse occurs in the workplace	56	75
6. Providing at least 14 weeks of maternity leave for women without the risk of losing their jobs	26	35
7. Corporation provides reasonable rest time for pregnant or breastfeeding women	27	36
8. Corporation respects workers' right to freedom of association	71	95
9. Corporation respects workers' right to collective bargaining	71	95
10. Corporation reports the negative impacts for employees in the	20	27

supply chain		
Non-discrimination (4 issues)		
1. Corporation does not discriminate on the basis of colour, race, language, politics, sex, religion, disability or health status	70	93
2. Corporation ensures equal pay for equal work	45	60
3. Anti-discrimination is included in investment agreements	31	41
4. Corporation provides training to employees concerning aspects of non-discrimination	51	68
Elimination of child labour (3 issues)		
1. Corporation never engages children under the age of 18 for work	15	20
2. Corporation adopts measures for elimination of child labour	16	21
3. Corporation ensures that child labour does not occur anywhere in its supply chain	17	23
Forced and compulsory labour (5 issues)		
1. Corporation does not use slave, compulsory or forced labour	64	85
2. Abolition of forced labour in the supply chain	56	75
3. The corporation's employees are free to resign	39	52
4. Corporation monitors human rights abuses in relation to forced and compulsory labour	56	75
5. Corporation offers training regarding policies of forced and compulsory labour that are relevant to activities	53	71
Human rights policy (1 issue)		
1. Corporation provides human rights guideline or framework	70	93
Remedial systems (2 issues)		
1. Corporation incorporates human rights into its due diligence process	30	40
2. Corporation provides evidence of the incorporation of human rights issues into its risk management process	45	60
Local community (5 issues)		
1. Corporation resolves disputes relating to local communities, land use and indigenous people	60	80
2. Indigenous and minority rights are included in the corporation's investment agreements	31	41
3. Corporation ensures that its operation is a positive influence in the community	67	89
4. Corporation has taken action to manage and mitigate the risks associated with its operation	66	88
5. Corporation supports local culture, sports, educational facilities and business operations	61	81

In order to provide more in-depth understanding and detail regarding their narratives disclosure of human rights performance, disclosure on individual themes were analysed by dividing global

corporations into ten different industrial classifications (see Appendix B).

4.2.1.1 Occupational health and safety

There are nine specific indices with the theme of occupational health and safety, where the sum of the high scores of these is 27. Four corporations obtained a 0 score because they did not disclose any relevant information under this theme.

Figure 8: Disclosure score of occupational health and safety

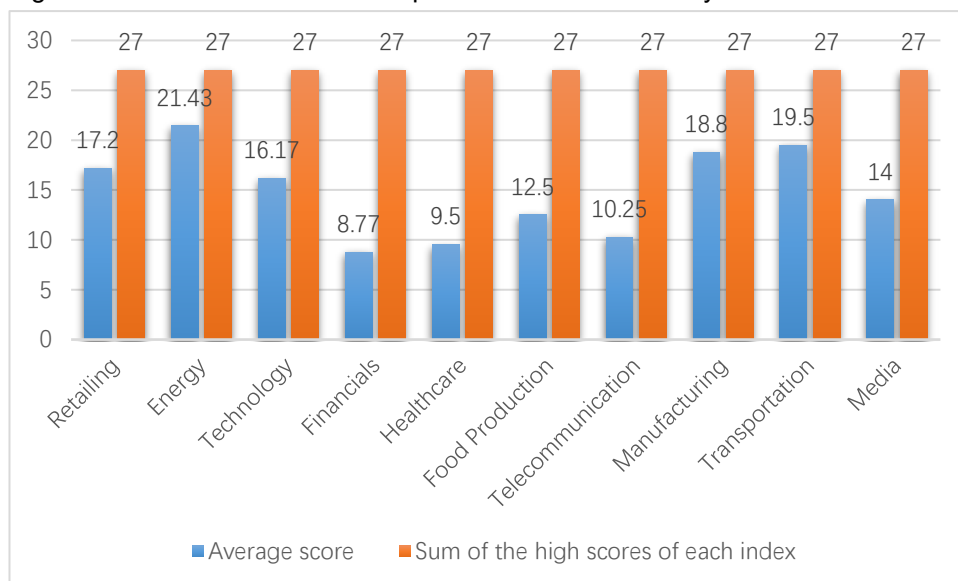


Figure 8 shows the average score of each industry regarding the quality of human rights disclosure under the index theme of occupational health and safety. It is obvious that three industries have disclosed more related information than the others, including energy, manufacturing and transportation. The average disclosure score of these three industries was very close to the sum of the high scores. It can be seen that the occupational health and safety issue might be more crucial to these companies which operate in the fields of manufacturing, energy and transportation. Take UPS as an example, the company belongs to the transportation industry. This company not only disclosed the performance of occupational health and safety from

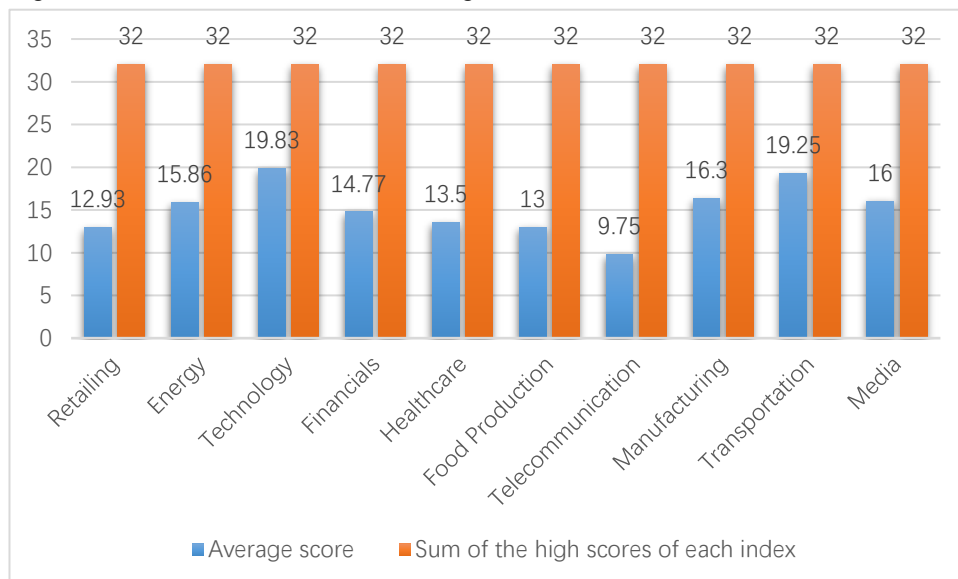
last year, but also provided information regarding how the company makes sure of the employee's safety. For instance, the CSR report of UPS (2015, p.87) explained that: "Employee safety Key Performance Indicators (KPIs) cover our entire global operations. We recorded 1.82 lost-time injuries per 200,000 hours worked in 2014, and 9.96 auto accidents per 100,000 driver hours". The detailed information regarding the safety training for employees is also disclosed in the CSR report of UPS. However, both finance and the healthcare industries provided very little occupational health and safety information – for example, Morgan Stanley only disclosed a few sentences, such as the company provided safety training for employees, but no more information was added to further explain their occupational health and safety. Thus, it is important to enhance their relevant information disclosure in the future, as the engagement of occupational health and safety would be an imperative issue to acknowledge.

4.2.1.2 Labour rights

It is clear that the technology and transportation industries have higher average scores of disclosures than the other industries under the index theme of labour rights (Figure 9). The telecommunications industry obviously have less engagement with labour rights, as the average disclosure score of the industry is only 9.75, which is less than a third of the sum of the high score under this index.

There was very little mention of two items under this theme (see Appendix F). More specifically, only twenty-six corporations discussed the issue; that is they provide at least 14 weeks of maternity leave for women without the risk of losing their jobs; only twenty-eight corporations mentioned that they provide reasonable rest time for pregnant or breastfeeding women.

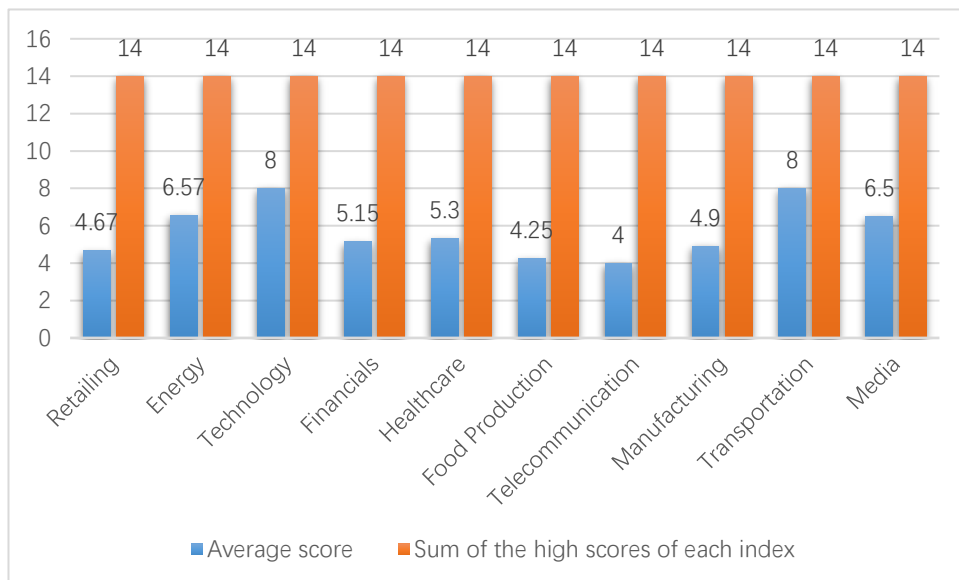
Figure 9: Disclosure score of Labour rights



4.2.1.3 Non-discrimination

In respect of the index theme of non-discrimination, it is a significant topic in the context of human rights accounting (Islam et al., 2016). Thus, this theme was designed in order to provide a comprehensive understanding of human rights performance in these global corporations. Seventy corporations in the sample disclosed that their “corporation does not discriminate on the basis of colour, race, language, politics, sex, religion, disability or health status”, which was the highest disclosure topic overall. The technology and transportation industries disclosed more relative information than the other industries. Except for the three industries (technology, manufacturing and transportation), the average scores of the others were less than half the sum of the high score under this index theme. Four corporations received 0 scores in regards the disclosure of labour rights. In sum, the average disclosure scores of these sample companies under the theme of non-discrimination were not high (see Figure 10).

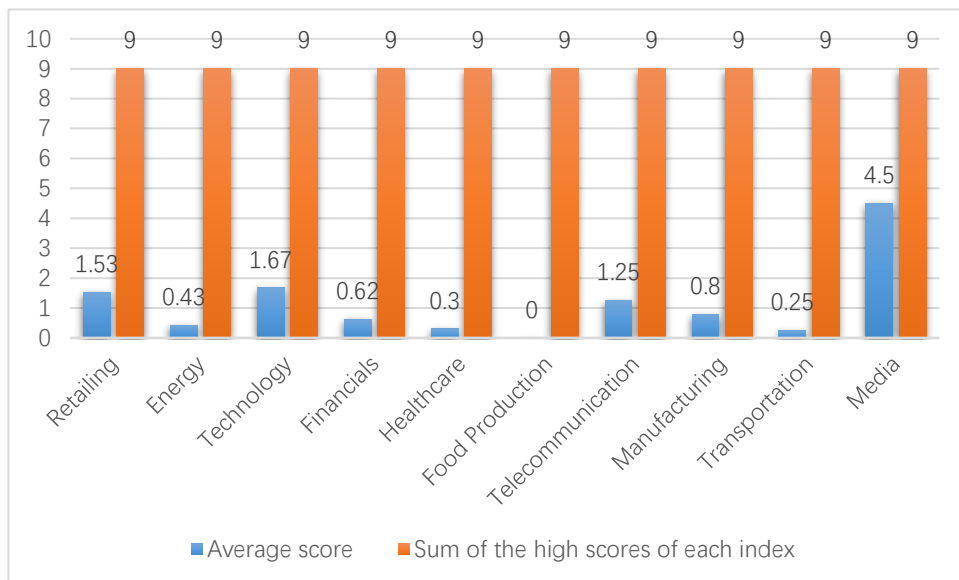
Figure 10: Disclosure score of non-discrimination



4.2.1.4 Elimination of child labour

Incredibly, fifty-nine corporations have no disclosure of any kind related to information on the elimination of child labour at all and the average scores of each industry were generally quite low. In other words, the quality of disclosure reporting on child labour in the sample corporations is weak. For example, Johnson & Johnson only disclosed a few words in the CSR report regarding elimination of child labour: “Many of the 60 countries in which we operate are considered by independent organisations to be at risk for human rights violations, including forced labour and child labour” (CSR report, p.73). Additionally, none of the corporations in the food production industry provided any relevant information under this index theme. The media industry was able to disclose information in which the comprehensiveness and quality were relatively higher than the others (see Figure 11).

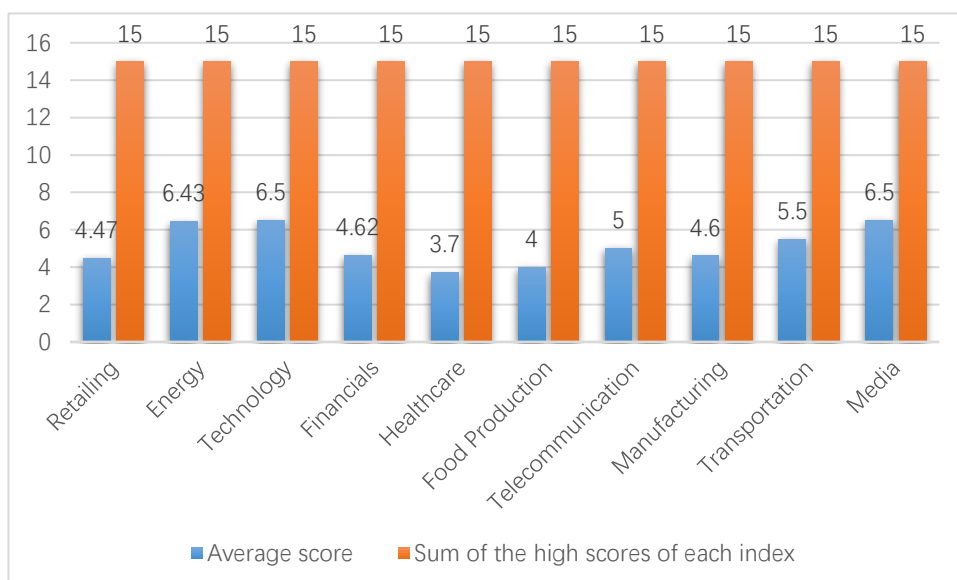
Figure 11: Disclosure score of elimination of child labour



4.2.1.5 Forced and compulsory labour

Six corporations had no disclosure of any information regarding the index theme of forced and compulsory labour. The disclosure quality of each industry in this index theme is better than the child labour disclosure, but the disclosure is also limited and the average disclosure scores of each industry are quite low. According to Figure 12, the sum of the high score under this index theme is 15, but the average score of each industry is between 3 and 6.5. Additionally, the research found that the sample corporations were unwilling to disclose information regarding abolition of forced labour in the supply chain and the monitoring of human rights abuses in relation to forced and compulsory labour (see Appendix F).

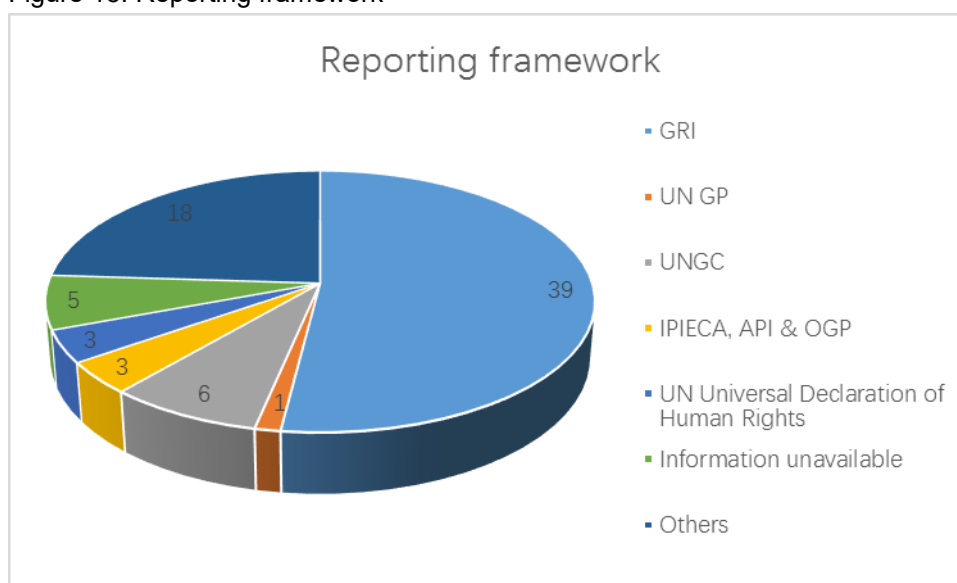
Figure 12: Disclosure score of forced and compulsory labour



4.2.1.6 Human rights policy

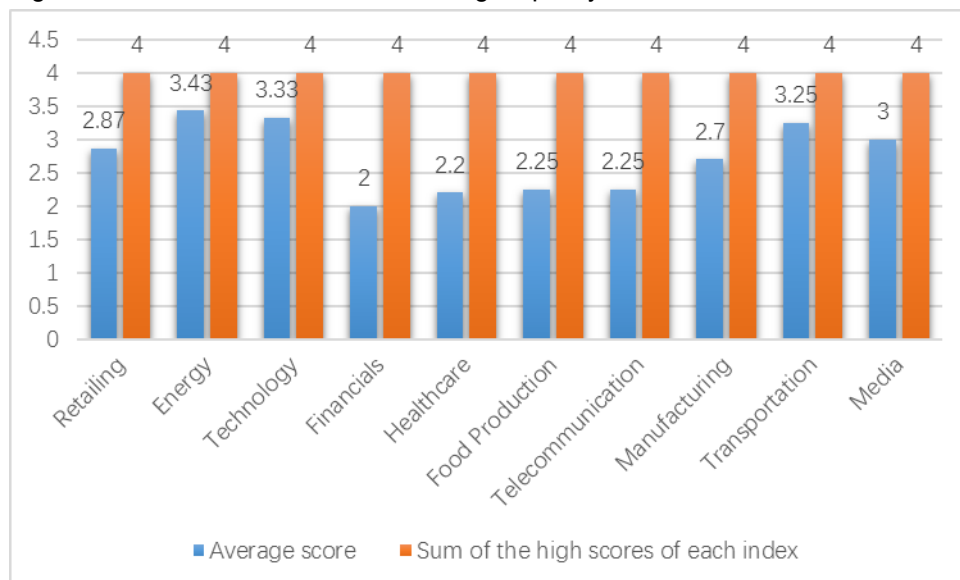
The research found that a different reporting framework has been adopted by the sample corporations, and the GRI reporting framework has been extensively adopted by the sample companies to disclose their corporate social and environmental performance (see Figure 13). More specifically, thirty-nine sample corporations adopted the GRI as their guide on the disclosure of human rights information (see Appendix D).

Figure 13: Reporting framework



It can be seen from Figure 14 that a large number of the sample companies disclosed more details of their human rights policy, so correspondingly, only five companies did not provide a human rights policy in their CSR reports.

Figure 14: Disclosure score of human rights policy



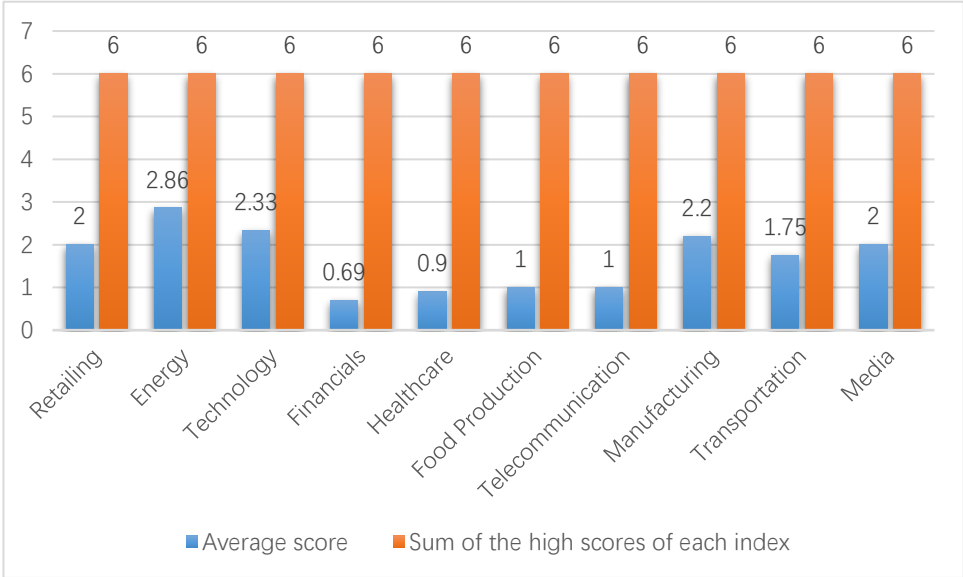
4.2.1.7 Remedial systems

Under the index theme of remedial systems, there were thirty-one corporations that have no relevant information disclosed. Specifically, two particular indices were included in this theme. Forty-two corporations did not provide information under the first specific index: 'Corporations incorporated human rights into their due diligence process'; and twenty-four companies had no disclosure of their risk management process regarding human rights issues. As some corporations did not provide related information under this theme, the average disclosure score of each industry therefore was not high. This means that the disclosure quality of the sample corporation regarding this theme is weak (see Figure 15).

Only a small number of corporations disclosed information under this theme. For example, the

CSR report of Lockheed Martin (2015, p.46) explained that: “The minerals are used in many manufacturing processes and associated products. We perform reasonable country of origin inquiries with relevant suppliers and exercise due diligence practices to verify sources of raw materials used in our products”. This company also provided information regarding risk management, such as Indicator Scores and risk mitigation plans which were adopted in order to manage the human rights risks in the supply chain.

Figure 15: Disclosure score of remedial systems



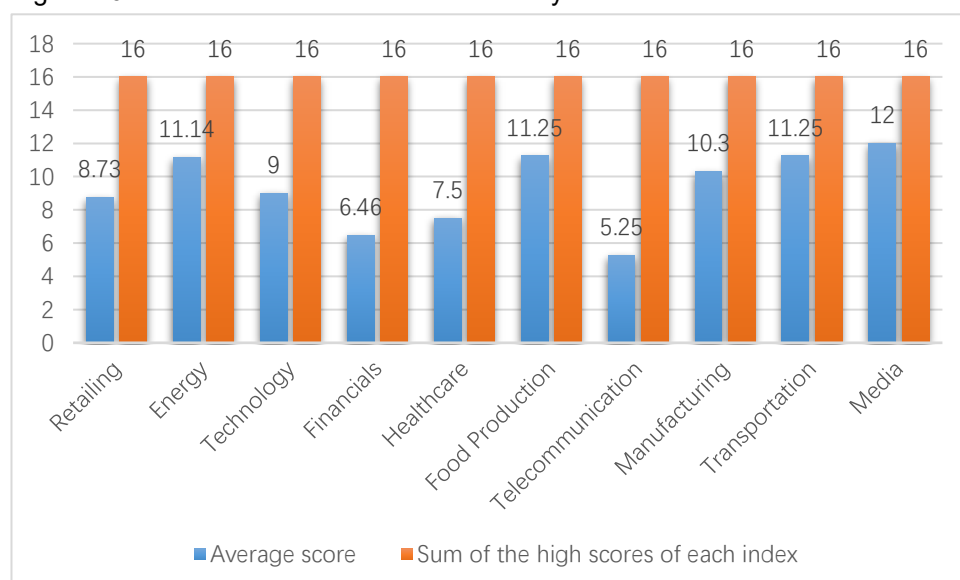
4.2.1.8 Local community

Five corporations did not provide any information under the index theme of local community.

Figure 16 indicates that three industries including finance, healthcare and telecommunications have low average disclosure scores compared to other industries. Take the telecommunications industry as an example, where four companies were involved in this industry. One of the companies obtained a 0 score, as no relevant information was disclosed in the CSR report. The other three companies received low scores that were between 3 and 9 (Appendix F).

The issue most commonly emphasised relates to ensuring a positive influence in the local community. Sixty-seven corporations disclosed that their operations have had a positive influence on the local community. This was the second highest disclosure issue overall, equal to the commitment that the corporation would provide work-related training on health and safety to employees. For example, a large number of the sample companies disclosed that they provided financial support to the local community. Sixty-one sample companies also discussed their accountability in relation to supporting local culture, sports, educational facilities and business operations. For instance, Delta Air Lines not only provided information in regard to supporting education, but also disclosed more information regarding how the company promoted the arts and cultural organisations (2015 CSR report of Delta Air Lines, p.65). Thus, this research found that a large number of the sample companies preferred disclosure of positive information under this index theme, such as corporations supporting local educational facilities and business operations.

Figure 16: Disclosure score of local community

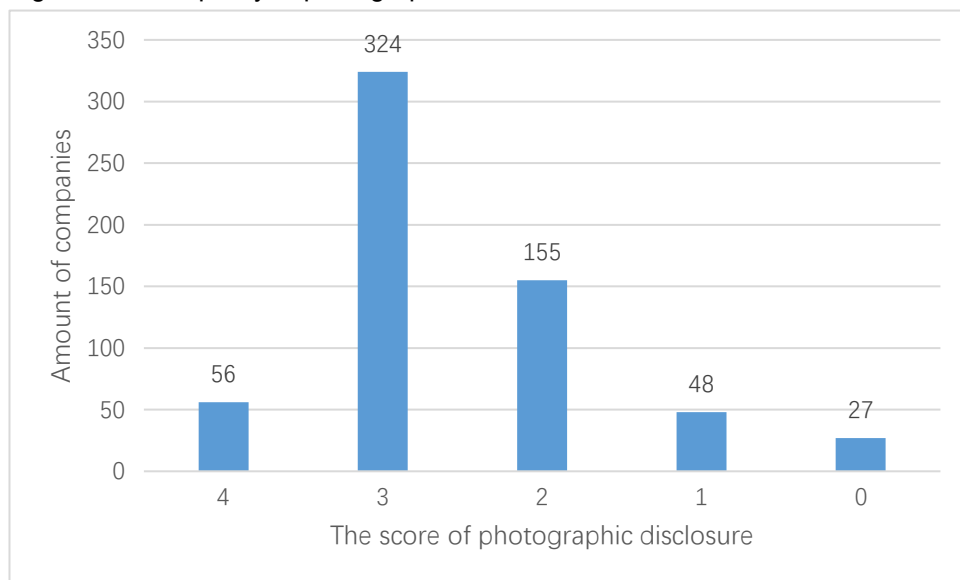


4.2.2 Quality of photograph disclosures

The adoption of photographs is a vital perspective for corporate communications, as the content of a photograph plays an imperative role in framing a message, and the characteristics of what the content is that is represented in the photograph also plays a greater role (Garcia & Greenwood, 2015).

The researcher scored each photograph that was used in their human rights disclosure according to the two index themes using a scale. This resulted in quality scores per index and overall for each photograph. Figure 17 shows the quality of photograph disclosures in human rights reporting.

Figure 17: The quality of photographic disclosure



There were 610 photographs in human rights reporting in the sample companies. The maximum score is 4, which means the highest quality of photographic disclosure. Figure 17 illustrates that 56 photographs received 4, and 324 photographs obtained 3, which means that the majority of photographs had a high quality of disclosure. Additionally, 155 photographs in the human rights report scored 2. Only 27 photographs obtained 0, that is, these photographs had no storytelling. The results therefore show that the photographs that were used in human rights disclosure in the

sample corporations have mainly related positive depictions of corporate human rights performance, such as employees' welfare and occupational health and safety. The high quality score of these photographs ultimately means that most companies were reporting high quality information for stakeholders, managing their impressions through photographic disclosures. It was also found that when a company provided photographs that were used in human rights disclosure, that some qualitative explanations regarding the photographs were often provided for external users.

4.3 Discussion

The researcher found that the quality of human rights disclosure in Fortune top 100 companies is generally unsatisfactory, being particularly inferior in areas related to child labour, forced labour and the remedial system. Human rights disclosure in the sample companies was mainly focused on local community and occupational health and safety. In other words, the sample corporations did not provide a comprehensive and complete report of human rights information to their stakeholders. It seems that the major themes of human rights disclosure were intended to persuade powerful stakeholders, or at least maintain the image of the company. Thus, the fair contribution and integrity of human rights disclosure was not appropriately executed by a number of the Future 100 corporations.

The visual language is highly recognisable. The adoption of the use of photographs in the CSR reports allows the corporate communicator to disclose information to the viewer who has ready acceptance. This feature is related to the communication of corporate social responsibility. Reverte (2009) argues that there is no uniformity or standardisation regarding the reporting

methodology, but this research provided evidence to support Garcia and Greenwood's (2015) standpoint; that is, the visual framing of corporate social responsibility disclosure has been recognised as a common and popular trait among global companies.

The findings also suggest that the human rights disclosure in the Fortune top 100 companies was not comprehensive in terms of the GRI standard and other human rights regulations. It can be argued that the regulatory regimes around the global companies did not have much effect in upholding the quality of their human rights disclosure. The voluntary nature of these regulations is the prime reason causing this lack of relationship.

The results of this research have implications for the parties concerned with diversity in human rights disclosure globally. For organisations such as the IASB and the UN developing regulations or legislation aimed at harmonising human rights disclosure across different countries, the results suggest that it is probably necessary to consider the manner in which the role of a company and its stakeholders are defined in different societies. For multinational corporations or companies expanding globally, it is imperative to understand the expectations of the society in which they are operating in order to communicate with stakeholders and provide useful and comprehensive information for them. The findings suggest that companies in different countries will face different human rights disclosure pressures, and therefore must adjust their disclosure strategies accordingly.

This chapter provides details in regard to the findings and discussion of this research. The next chapter reports on the conclusion, limitations and contribution of the research.

5. Conclusions, limitation and contribution

Over the last decade, there has been a striking new phenomenon in strategies to respect and protect human rights: global players' concerns about human rights have shifted from government to business (Ratner, 2001).

An increasing awareness of the potential and real role of global corporations in human rights abuses has led to the demand of more effective global regulations to prevent human rights violations. This also enhances responsibility practices within companies which identify both the risks and disclose human rights abuses (Buggan, 2012). Therefore, a number of international guides regarding human rights disclosure for corporations have been developed, such as the GRI and the UN GP.

Focusing on global corporations, this research has explored what the Fortune 100 companies disclose in relation to human rights, including the status of disclosure of human rights disclosure in CSR reports. Do the Fortune 100 corporations disclose human rights information of sufficient quality and extent to discharge the corporations' accountability to stakeholders? The research reveals that the extent and quality of human rights disclosures in the Fortune top 100 corporations were limited and poor. The research found that human rights disclosure in the sample companies was mainly focused on local community and occupational health and safety. No corporation in the sample disclosed all the human rights information items as prescribed by the index themes. There is a lack of disclosure on support for and policy relating to child labour, forced labour and indigenous rights. Surprisingly, in terms of using photographs the visual language is highly recognised. The adoption of the use of high quality photographs in the CSR reports allows the

corporate communicator to disclose positive information to the viewer who has ready acceptance.

It seems that the photographic disclosure of human performance is intended to persuade powerful stakeholders by managing their visual impression. This finding can be explained by using stakeholder management and an impression management theoretical framework. This is a novel finding as previous literature did not fully reflect on the photographic CSR in the persuasion of stakeholders or at least maintaining the image of the company.

The findings also suggest that the human rights disclosure in the Fortune top 100 companies was not comprehensive in terms of the GRI standard and other human rights regulations. This can be explained within an institutional theoretical lens. For example, it can be argued that the three regulatory regimes did not exert coercive pressure on the global companies which resulted in little effect in bringing quality to their human rights disclosure. The voluntary nature of these regulations is the prime reason causing this non-relationship. Another reason is that global corporations can easily escape from threats of legitimacy even if not complying with global regulatory modes, by shifting their production base from one developing country to another. However, it is also observed that the companies which follow the GRI have higher levels of human reporting disclosure quality. These corporations also tended to disclose more of their positive achievements and economic benefits through both narrative disclosure and photographs. Thus, the fair contribution and integrity towards accountability to human rights performance was not fully realised in the CSR report of Fortune 100 corporations.

The research has two main contributions. Firstly, a number of the previous literatures explores human rights disclosure in one country or a specific industry, but no particular research that I am

aware of has studied both the quantity and quality of human rights disclosure of human rights performance of global corporations. Thus, this research contributed to the literature on social accounting by focusing on global corporations' reporting practices and by developing a disclosure index to measure the quality of human rights information. Future research can use and extend this index. Secondly, the research has contributed to current social accounting research by exploring the use of photographs in the CSR report as a vital tool of impression management and stakeholder communication. The research also developed an index to measure the quality of photographs. This is perhaps the first study that developed and used an index to measure the quality of photographs within the CSR reports of the Fortune 100 companies. Future research can be done by using or developing the index. While corporations are increasingly using visual techniques in CSR reporting it is essential to develop some measurement for the quality of these reports.

The research has practical implications for global regulators and advocates of human rights issues. It suggests that corporations might not adopt these regulations until their legitimacy is seriously under threat and they are not able to shift their production base from one developing country to another.

However, the research has a number of limitations. First, this research only examined the CSR reports of the sample companies and therefore the results may not be the same if they adopted all information media, including annual reports, CSR reports and websites. Second, the qualitative content analysis is subjective. Future study in this field should consider using different methods to enhance the validity of the findings. Finally, this research explored the extent and quality of

human rights disclosure by using content analysis of what a company reports, so there was no analysis from the stakeholder's perspective. Future research could investigate the human rights information needs of the various stakeholders and compare it with the actual human rights disclosure.

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Appendix A: Background of the Future 100 companies

Rank	Company	Capitalisation (\$million)	Sector	Industry	HQ Location
1	Walmart	215,356.00	Retailing	General Merchandisers	USA
2	Exxon Mobil	347,129.00	Energy	Petroleum Refining	USA
3	Apple	604,304.00	Technology	Computer, Office Equipment	USA
4	Berkshire Hathaway	350,279.00	Financials	Insurance	USA
5	McKesson	35,945.00	Health Care	Wholesalers	USA
6	UnitedHealth Group	122,542.00	Health Care	Insurance and Managed Care	USA
7	CVS Health	113,947.00	Health Care	Food and Drug Stores	USA
8	General Motors	48,543.00	Manufacturing	Motor Vehicles and Parts	USA
9	Ford Motor	53,758.00	Manufacturing	Motor Vehicles and Parts	USA
10	AT&T	240,943.00	Telecommunications	Telecommunications	USA
11	General Electric	295,174.00	Manufacturing	Industrial Machinery	USA
12	AmerisourceBergen	19,511.00	Health Care	Wholesalers	USA
13	Verizon	220,646.00	Telecommunications	Telecommunications	USA
14	Chevron	179,653.00	Energy	Petroleum Refining	USA
15	Costco	69,183.00	Retailing	Specialty Retailers	USA
16	Fannie Mae	1,621.00	Financials	Diversified Financials	USA
17	Kroger	36,815.00	Retailing	Food and Drug Stores	USA
18	Amazon.com	279,511.00	Technology	Internet Services and Retailing	USA
19	Walgreens Boots Alliance	90,874.00	Retailing	Food and Drug Stores	USA
20	HP	21,272.00	Technology	Computer, Office Equipment	USA
21	Cardinal Health	26,989.00	Health Care	Wholesalers	USA
22	Express Scripts Holding	43,467.00	Health Care	Health Care: Pharmacy	USA
23	J.P.Morgan Chase	217,353.00	Financials	Commercial Banks	USA
24	Boeing	82,645.00	Manufacturing	Aerospace & Defense	USA
25	Microsoft	436,831.00	Technology	Computer Software	USA
26	Bank of America Corp.	139,603.00	Financials	Commercial Banks	USA
27	Wells Fargo	244,568.00	Financials	Commercial Banks	USA
28	Home Depot	167,181.00	Retailing	Specialty Retailers	USA
29	Citigroup	122,796.00	Financials	Commercial Banks	USA
30	Phillips 66	45,566.00	Energy	Petroleum Refining	USA
31	IBM	145,525.00	Technology	Information Technology Services	USA
32	Valero Energy	30,132.00	Energy	Petroleum Refining	USA
33	Anthem	36,325.00	Health Care	Health Care: Insurance	USA
34	Procter & Gamble	222,613.00	Retailing	Household and Personal Products	USA
35	State Farm Insurance Cos.	—	Financials	Insurance: Property	USA
36	Alphabet	525,119.00	Technology	Internet Services and Retailing	USA
37	Comcast	149,182.00	Telecommunications	Telecommunications	USA
38	Target	49,367.00	Retailing	General Merchandisers	USA
39	Johnson & Johnson	298,563.00	Health Care	Pharmaceuticals	USA
40	MetLife	48,188.00	Financials	Insurance	USA
41	Archer Daniels Midland	21,320.00	Food Production	Food, Beverages & Tobacco	USA
42	Marathon Petroleum	19,677.00	Energy	Petroleum Refining	USA
43	Freddie Mac	871.00	Financials	Diversified Financials	USA
44	PepsiCo	149,753.00	Retailing	Food, Beverages & Tobacco	USA
45	United Technologies	83,727.00	Manufacturing	Aerospace & Defense	USA
46	Aetna	39,278.00	Health Care	Health Care: Insurance	USA
47	Lowe's	67,981.00	Retailing	Specialty Retailers	USA
48	UPS	93,277.00	Transportation	Mail, Package, and Freight Delivery	USA
49	AIG	61,283.00	Financials	Insurance: Property	USA
50	Prudential Financial	32,086.00	Financials	Insurance: Life	USA
51	Intel	152,821.00	Technology	Semiconductors and Other Electronic C	USA
52	Humana	27,263.00	Health Care	Health Care: Insurance	USA
53	Disney	162,031.00	Media	Entertainment	USA
54	Cisco Systems	143,265.00	Technology	Network and Other Communications Eq	USA
55	Pfizer	183,298.00	Health Care	Pharmaceuticals	USA
56	Dow Chemical	56,816.00	Retailing	Chemicals	USA
57	Sysco	26,384.00	Food Production	Wholesalers	USA
58	FedEx	43,678.00	Transportation	Mail, Package, and Freight Delivery	USA
59	Caterpillar	44,571.00	Manufacturing	Construction and Farm Machinery	USA
60	Lockheed Martin	67,508.00	Manufacturing	Aerospace & Defense	USA
61	New York Life Insurance	—	Financials	Insurance: Life	USA
62	Coca-Cola	200,845.00	Retailing	Beverages	USA
63	HCA Holdings	30,890.00	Health Care	Health Care: Medical Facilities	USA
64	Ingram Micro	5,328.00	Technology	Wholesalers	USA
65	Energy Transfer Equity	7,449.00	Energy	Pipelines	USA
66	Tyson Foods	26,331.00	Food Production	Food, Beverages & Tobacco	USA
67	American Airlines Group	24,730.00	Transportation	Airlines	USA
68	Delta Air Lines	37,898.00	Transportation	Airlines	USA
69	Nationwide	—	Financials	Insurance: Property	USA
70	Johnson Controls	25,262.00	Manufacturing	Motor Vehicles and Parts	USA
71	Best Buy	10,489.00	Retailing	Specialty Retailers	USA
72	Merck	146,839.00	Health Care	Pharmaceuticals	USA
73	Liberty Mutual Insurance Group	—	Financials	Insurance: Property	USA
74	Goldman Sachs Group	69,253.00	Financials	Commercial Banks	USA
75	Honeywell International	85,308.00	Manufacturing	Electronics, Electrical Equip	USA
76	Massachusetts Mutual Life Insurance	—	Financials	Insurance: Life	USA
77	Oracle	169,771.00	Technology	Computer Software	USA
78	Morgan Stanley	48,984.00	Financials	Commercial Banks	USA
79	Cigna	35,101.00	Health Care	Health Care: Insurance	USA
80	United Continental Holdings	21,519.00	Transportation	Airlines	USA
81	Allstate	25,486.00	Financials	Insurance: Property	USA
82	TIAA	—	Financials	Insurance: Life	USA
83	INTL FCStone	503.00	Financials	Diversified Financials	USA
84	CHS	—	Food Production	Food, Beverages & Tobacco	USA
85	American Express	58,842.00	Financials	Diversified Financials	USA
86	Gilead Sciences	124,437.00	Health Care	Pharmaceuticals	USA
87	Publix Super Markets	—	Retailing	Food and Drug Stores	USA
88	General Dynamics	40,286.00	Manufacturing	Aerospace & Defense	USA
89	TJX	51,914.00	Retailing	Specialty Retailers	USA
90	ConocoPhillips	49,869.00	Energy	Mining, Crude-Oil Production	USA
91	Nike	104,693.00	Retailing	Apparel	USA
92	World Fuel Services	3,440.00	Energy	Wholesalers	USA
93	3M	100,946.00	Manufacturing	Miscellaneous	USA
94	Mondelez International	62,472.00	Food Production	Food Production	USA
95	Exelon	33,052.00	Energy	Utilities: Gas and Electric	USA
96	Twenty-First Century Fox	53,473.00	Media	Entertainment	USA
97	Deere	24,277.00	Manufacturing	Construction and Farm Machinery	USA
98	Tesoro	10,311.00	Energy	Petroleum Refining	USA
99	Time Warner	57,326.00	Media	Entertainment	USA
100	Northwestern Mutual	—	Financials	Insurance: Life	USA

Appendix B: Classification of Fortune 100 companies

	Sector		Name of corporation
1	Retailing	1	Walmart
		15	Costco
		17	Kroger
		19	Walgreens Boots Alliance
		28	Home Depot
		34	Procter & Gamble
		38	Target
		44	PepsiCo
		47	Lowe's
		56	Dow Chemical
		62	Coca-Cola
2	Energy	71	Best Buy
		87	Publix Super Markets
		89	TJX
		91	Nike
		2	Exxon Mobil
		14	Chevron
		30	Phillips 66
		32	Valero Energy
		42	Marathon Petroleum
		65	Energy Transfer Equity
		90	ConocoPhillips
3	Technology	92	World Fuel Services
		95	Exelon
		98	Tesoro
		3	Apple
		18	Amazon.com
		20	HP
		25	Microsoft
		31	IBM
		36	Alphabet
		51	Intel
		54	Cisco Systems
4	Financials	64	Ingram Micro
		77	Oracle
		4	Berkshire Hathaway
		16	Fannie Mae
		23	J.P.Morgan Chase
		26	Bank of America Corp.
		27	Wells Fargo
		29	Citigroup
		35	State Farm Insurance Cos.
		40	MetLife
		43	Freddie Mac
5	Healthcare	49	AIG
		50	Prudential Financial
		61	New York Life Insurance
		69	Nationwide
		73	Liberty Mutual Insurance Group
		74	Goldman Sachs Group
		76	Massachusetts Mutual Life Insurance
		78	Morgan Stanley
		81	Allstate
		82	TIAA
		83	INTL FCStone
6	Food production	85	American Express
		100	Northwestern Mutual
		5	McKesson
		6	UnitedHealth Group
		7	CVS Health
		12	AmerisourceBergen
		21	Cardinal Health
		22	Express Scripts Holding
		33	Anthem
		39	Johnson & Johnson
		46	Aetna
7	Telecommunication	52	Humana
		55	Pfizer
		63	HCA Holdings
		72	Merck
		79	Cigna
		86	Gilead Sciences
		41	Archer Daniels Midland
		57	Sysco
		66	Tyson Foods
		84	CHS
		94	Mondelez International
8	Manufacturing	10	AT&T
		11	General Electric
		13	Verizon
		37	Comcast
		8	General Motors
		9	Ford Motor
		24	Boeing
		45	United Technologies
		59	Caterpillar
		60	Lockheed Martin
		70	Johnson Controls
9	Transportation	75	Honeywell International
		88	General Dynamics
		93	3M
		97	Deere
		48	UPS
		58	FedEx
		67	American Airlines Group
		68	Delta Air Lines
		80	United Continental Holdings
		53	Disney
		96	Twenty-First Century Fox
10	Media	99	Time Warner

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Appendix D: Extent of human rights disclosure

Rank	Company	Reporting Framework	Number of pages of CSR report	Number of pages of H.R.D	Number of photographs	Proportion
1	Walmart	GRI	152	9.37	9	6.16%
2	Exxon Mobil	GRI/the global oil and gas industry association for environmental and social issues (IPIECA)	95	21.81	24	22.96%
5	McKesson	GRI	47	9.55	16	20.32%
6	UnitedHealth Group	-	20	4.12	6	20.60%
7	CVS Health	GRI	112	15.82	7	14.13%
8	General Motors	GRI/UNGC	163	20.07	16	12.31%
9	Ford Motor	GRI/UNGC	603	47.79	7	7.93%
10	AT&T	GRI	19	2.52	3	13.26%
11	General Electric	UNGC	158	14.06	1	8.90%
13	Verizon	UN Universal Declaration of Human Rights	96	11.45	6	11.93%
14	Chevron	IPIECA, the American Petroleum Institute (API), and the International Association of Oil & Gas Producers (IOGP)	36	2.7	2	7.50%
15	Costco	-	63	0	0	0.00%
17	Kroger	GRI	74	8.1	9	10.95%
19	Walgreens Boots Alliance	-	50	10.46	9	20.92%
20	HP	GRI	154	23.61	6	15.33%
21	Cardinal Health	-	2	1.44	1	72.00%
23	J.P.Morgan Chase	GRI	40	4.68	9	11.70%
24	Boeing	-	58	4.76	3	8.21%
25	Microsoft	GRI	61	7.6	0	12.46%
26	Bank of America Corp.	GRI	152	16.2	3	10.66%
27	Wells Fargo	GRI	88	2.76	0	3.14%
28	Home Depot	GRI	35	7.3	7	20.86%
29	Citigroup	GRI/UN Global Compact	83	7.95	7	9.58%
31	IBM	GRI	104	5.87	2	5.64%
32	Valero Energy	IPIECA; API; OGP	40	11.36	22	28.40%
34	Procter & Gamble	-	12	3.99	8	33.25%
37	Comcast	-	48	8.19	19	17.06%
38	Target	GRI	74	6.6	11	8.92%
39	Johnson & Johnson	GRI	122	17.15	14	14.06%
40	MetLife	GRI	35	4.36	7	12.46%
41	Archer Daniels Midland	-	28	6.05	6	21.61%
42	Marathon Petroleum	-	30	7.57	7	25.23%
44	PepsiCo	GRI	107	27.1	1	25.33%
46	Aetna	-	15	1.76	1	11.73%
47	Lowe's	GRI	64	13.5	12	21.09%
48	UPS	GRI	141	22.21	33	15.75%
49	AIG	-	22	2.65	8	12.05%
50	Prudential Financial	GRI	37	6.14	1	16.59%
51	Intel	GRI	100	13.87	7	13.87%
52	Humana	-	16	3	3	18.75%
53	Disney	GRI	65	6.72	4	10.34%
54	Cisco Systems	GRI	162	27.09	15	16.72%
56	Dow Chemical	GRI	148	13.8	7	9.32%
57	Sysco	-	27	2.42	1	8.96%
59	Caterpillar	GRI	73	5.72	4	7.84%
60	Lockheed Martin	GRI	66	11.7	2	17.73%
62	Coca-Cola	GRI	69	14.24	13	20.64%
66	Tyson Foods	-	57	8.8	9	15.44%
67	American Airlines Group	GRI	31	7.09	0	22.87%
68	Delta Air Lines	GRI	112	11.52	20	10.29%
70	Johnson Controls	-	55	2.36	2	4.29%
71	Best Buy	GRI; UN GPs	41	8.07	0	19.68%
72	Merck	GRI; UN Global Compact; UN Sustainable Development Goals; Access to Medicine Index	388	25.06	13	6.46%
74	Goldman Sachs Group	-	23	1.96	2	8.52%
75	Honeywell International	-	48	8.26	21	17.21%
76	Massachusetts Mutual Life Insurance	-	24	5.8	14	24.17%
77	Oracle	GRI	128	10.75	15	8.40%
78	Morgan Stanley	GRI	93	8.11	0	8.72%
79	Cigna	GRI	121	7.99	5	6.60%
80	United Continental Holdings	United's Human policy; Global Policy on Worker Welfare	54	7.73	5	14.31%
81	Allstate	GRI	79	9.97	4	12.62%
82	TIAA	-	40	6.1	10	15.25%
85	American Express	GRI	74	6.09	4	8.23%
86	Gilead Sciences	-	36	5.25	6	14.58%
87	Publix Super Markets	-	28	0	0	0.00%
88	General Dynamics	-	43	9.47	35	22.02%
89	TJX	-	104	17.33	17	16.66%
90	ConocoPhillips	GRI	52	10.85	9	20.87%
91	Nike	GRI	115	7.27	2	6.32%
93	3M	GRI; UN Global Compact	177	19.82	3	11.20%
94	Mondelez International	-	62	8.16	21	13.16%
95	Exelon	GRI	135	19.49	20	14.44%
97	Deere	GRI	16	3.68	6	23.00%
98	Tesoro	GRI	32	8.08	8	25.25%
99	Time Warner	GRI	38	5.84	0	15.37%
	*IPIECA- The global oil and gas industry association for environment and social issues					
	*API-The American Petroleum Institute					
	*OGP-International Association of Oil & Gas Producers					

Appendix E: Disclosure score per each corporation

Index items		Issues covered																																			
Occupational health and safety	1	1 Corporation has worker health and safety policy																																			
	2	2 Corporation provides the necessary personal protective equipment, and trains workers to use it																																			
	3	3 Corporation provides work-related training on health and safety to employees																																			
	4	4 Workplace practices minimise the risk of injury, accident and death in the workplace																																			
	5	5 Adequate sanitary facilities are provided in the workplace																																			
	6	6 Identifying unsafe and hazardous activities, and providing improvements through an effective health and safety management system																																			
	7	7 Workplace provides measures to deal with accidents																																			
	8	8 Workplace allows employees to leave a potentially unsafe or unhealthy working environment																																			
	9	9 Corporation has a security policy throughout the supply chain																																			
Labour rights	1	1 Corporation pays the wages of employees in accordance with national and local applicable wage statutes																																			
	2	2 Paying the wages of employees regularly																																			
	3	3 Corporation provides welfare schemes for employees, including sickness benefit, medical care, disability coverage, maternity leave and retirement benefit																																			
	4	4 Corporation provides a working environment where no harassment in any form, such as intimidation, bullying or sexual harassment, is tolerated																																			
	5	5 No verbal and physical abuse occurs in the workplace																																			
	6	6 Providing at least 14 weeks of maternity leave for women without the risk of losing their jobs																																			
	7	7 Corporation provides reasonable rest time for pregnant or breastfeeding women																																			
	8	8 Corporation respects workers' right to freedom of association																																			
	9	9 Corporation respects workers' right to collective bargaining																																			
	10	10 Corporation reports the negative impacts for employees in the supply chain																																			
Non-discrimination	1	1 Corporation does not discriminate on the basis of colour, race, language, politics, sex, religion, disability or health status																																			
	2	2 Corporation ensures equal pay for equal work																																			
	3	3 Anti-discrimination is included in investment agreements																																			
	4	4 Corporation provides training to employees concerning aspects of non-discrimination																																			
Elimination of child labour	1	1 Corporation never engages children under the age of 18 for work																																			
	2	2 Corporation adopts measures for elimination of child labour																																			
	3	3 Corporation ensures that child labour does not occur anywhere in its supply chain																																			
Forced and compulsory labour	1	1 Corporation does not use slave, compulsory or forced labour																																			
	2	2 Abolition of forced labour in the supply chain																																			
	3	3 The corporation's employees are free to resign																																			
	4	4 Corporation monitors human rights abuses in relation to forced and compulsory labour																																			
	5	5 Corporation offers training regarding policies of forced and compulsory labour that are relevant to activities																																			
Human rights policy	1	1 Corporation provides human rights guideline or framework																																			
	1	1 Corporation incorporates human rights into its due diligence process																																			
Remedy systems	2	2 Corporation provides evidence of the incorporation of human rights issues into its risk management process																																			
	1	1 Corporation resolves disputes relating to local communities, land use and indigenous people																																			
Local community	2	2 Indigenous and minority rights are included in the corporation's investment agreements																																			
	3	3 Corporation ensures that its operation is a positive influence in the community																																			
	4	4 Corporation has taken action to manage and mitigate the risks associated with its operation																																			
	5	5 Corporation supports local culture, sports, educational facilities and business operations																																			
Total Score		59	78	56	5	75	71	89	15	65	49	27	0	37	58	90	17	23	58	50	48	34	46	87	64	73	40	26	30								

39	40	41	42	44	46	47	48	49	50	51	52	53	54	56	57	59	60	62	66	67	68	70	71	72	74	75	76	77	78	79	80	81	82	85	86	87	88	89	90	91	93	94	95	97	98	99
4	1	2	4	4	0	4	4	2	2	4	0	2	4	4	1	3	4	4	3	4	4	2	4	3	3	4	1	1	0	1	2	4	1	1	0	2	4	4	3	4	4	4	2	4	3	
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2	2	2	3	4	2	4	3	3	4	4	0	0	4	2	1	4	4	4	2	4	1	1	1	1	1	1	1	2	1	1	4	2	1	0	4	0	4	4	4	4	4	4	4	1	4	1
2	2	1	2	2	0	2	1	0	0	2	0	2	2	2	1	2	2	2	1	2	2	1	0	1	1	1	0	1	0	1	1	1	0	1	0	1	1	1	2	2	2	2	1	1	1	2
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2	0	2	0	0	0	0	1	2	0	0	0	4	4	2	3	0	3	4	3	4	3	2	3	3	3	2	1	1	2	4	3	3	2	2	4	0	4	4	3	3	4	4	3	2	3	1
4	1	2	4	4	0	2	2	0	2	3	0	4	4	1	3	4	4	2	3	4	1	3	3	3	1	2	3	0	1	1	2	3	0	1	0	0	1	2	3	0	2	2	4	1	4	0
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4	1	4	4	2	2	2	4	2	1	3	1	2	4	3	2	1	4	4	4	3	1	2	1	4	4	3	1	2	4	4	2	1	1	0	0	1	3	0	1	0	1	4	4	2	4	3
1	0	0	4	2	1	1	3	1	1	2	1	1	2	3	0	1	1	2	1	0	0	1	1	1	0	1	0	0	1	1	0	1	1	0	0	1	1	0	0	1	0	0	2	2	1	0
1	0	0	0	1	1	1	0	0	1	2	0	4	0	2	0	0	1	1	0	1	4	0	0	1	1	0	1	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
1	0	1	1	1	2	1	2	1	2	2	0	0	2	1	0	0	1	1	1	4	4	1	0	1	0	0	0	2	2	1	1	0	1	1	1	2	2	1	0	2	2	1	1	0	1	1
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1	0	0	0	1	0	1	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
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Appendix F: Disclosure score per each industry

Global Human Rights & Labor Practices Index (2023)									
Category	Sub-Category	Indicator 1	Indicator 2	Indicator 3	Indicator 4	Indicator 5	Indicator 6	Indicator 7	Indicator 8
Issues covered	1 Corporation has worker health and safety policy	1	15	17	19	28	34	38	44
	2 Corporation provides the necessary personal protective equipment and trains workers to use it	3	0	3	4	1	2	2	4
	3 Corporation provides work-related training on health and safety to employees	1	0	1	4	1	0	2	4
	4 Workplace practices minimize the risk of injury, accident and death in the workplace	4	0	1	4	1	2	4	4
	5 Adequate sanitary facilities are provided in the workplace	1	0	1	2	1	0	2	2
	6 Identifying unsafe and hazardous activities, and providing improvements through an effective health and safety management system	1	0	1	1	0	1	2	2
	7 Workplace provides measures to deal with accidents	3	0	1	4	2	1	2	4
	8 Workplace allows employees to leave a potentially unsafe or unhealthy working environment	0	1	0	0	0	1	2	2
	9 Corporation has a security policy throughout the supply chain	0	1	0	0	0	1	1	1
	10 Corporation has a security policy throughout the supply chain	4	0	1	2	2	0	4	2
Total score		17	0	11	20	8	7	8	25
Average score		14.20							
Wages and Working Conditions	1 Corporation pays the wages of employees in accordance with national and local applicable wage statutes	2	0	1	0	1	3	1	3
	2 Paying the wages of employees regularly	0	2	0	2	0	1	2	2
	3 Corporation provides welfare schemes for employees, including sickness benefit, medical care, disability coverage, maternity leave and retirement	2	0	1	4	3	4	4	3
	4 Corporation provides a working environment where no harassment in any form, such as intimidation, bullying or sexual harassment is tolerated	0	0	1	2	2	3	2	4
	5 No actual and physical abuse occurs in the workplace	0	0	0	1	0	0	1	1
	6 Providing at least 14 weeks of maternity leave for women without the risk of losing their jobs	0	0	0	1	0	0	1	0
	7 Corporation provides reasonable rest time for pregnant or breastfeeding women	1	0	0	1	0	1	0	0
	8 Corporation respects workers' right to freedom of association	1	0	2	3	2	2	1	3
	9 Corporation respects workers' right to collective bargaining	1	0	2	3	2	2	1	3
	10 Corporation reports the negative impacts for employees in the supply chain	0	0	0	0	0	0	2	1
Total score		6	0	9	15	12	11	12	17
Average score		12.93							
Discrimination	1 Corporation does not discriminate on the basis of colour, race, language, politics, sex, religion, disability or health status	2	0	2	4	3	2	1	2
	2 Corporation ensures equal pay for equal work	4	0	1	0	1	0	2	1
	3 Anti-discrimination is included in investment agreements	0	0	1	0	1	0	1	1
	4 Corporation provides training to employees concerning aspects of non-discrimination	0	0	2	2	1	0	1	1
	Total score		6	0	6	6	6	2	1
	Average score		4.67						
	1 Corporation never engages children under the age of 18 for work	1	0	0	0	0	0	1	1
	2 Corporation adopts measures for elimination of child labour	2	0	0	0	0	0	1	1
	3 Corporation ensures that child labour does not occur anywhere in its supply chain	2	0	0	0	0	0	1	1
	Total score		5	0	0	0	0	0	3
Average score		1.53							
Forced Labor	1 Corporation does not use slave, compulsory or forced labour	3	0	1	2	1	1	2	2
	2 Abolition of forced labour in the supply chain	4	0	1	0	1	0	1	2
	3 The corporation's employees are free to resign	1	0	1	0	0	1	1	1
	4 Corporation monitors human rights abuses in relation to forced and compulsory labour	2	0	1	0	1	0	2	2
	5 Corporation offers training regarding policies of forced and compulsory labour that are relevant to activities	0	0	1	0	1	0	1	1
	Total score		10	0	5	2	4	2	2
	Average score		4.47						
	1 Corporation provides human rights guideline or framework	4	0	3	3	4	2	2	4
	Average score		2.87						
	1 Corporation incorporates human rights into its diligence process	2	0	0	1	0	1	0	1
2 Corporation provides evidence of the incorporation of human rights issues into its risk management process	1	0	0	1	3	2	1	3	
Total score		3	0	0	1	4	2	0	
Average score		2.00							
Community Relations	1 Corporation resolves disputes relating to local communities, land use and indigenous people	1	0	0	2	2	1	1	2
	2 Indigenous and minority rights are included in the corporation's investment agreements	1	0	1	0	2	0	1	2
	3 Corporation ensures that its operation is a positive influence in the community	1	0	1	4	2	3	4	4
	4 Corporation has taken action to manage and mitigate the risks associated with its operation	3	0	1	3	2	3	4	3
	5 Corporation supports local culture, sports, educational facilities and business operations	2	0	0	2	2	4	2	0
	Total score		8	0	3	11	8	14	5
	Average score		8.73						
	Total score		15	7	14	2	13	14	13
	Average score		11.14						
	Total score		20	25	31	51	54	77	81
Average score		2.50							
Environmental Impact	1 Corporation has an environmental policy	2	14	32	42	90	95	98	
	2 Corporation implements measures to reduce greenhouse gas emissions	3	2	4	4	4	4	4	
	3 Corporation monitors and reports on environmental impacts	4	1	4	2	4	3	4	
	4 Corporation has a water management policy	4	1	4	2	4	4	4	
	5 Corporation has a waste management policy	2	0	2	2	2	2	1	
	6 Corporation has a policy on biodiversity	1	0	3	2	2	1	1	
	7 Corporation has a policy on land use	4	0	2	2	2	1	1	
	8 Corporation has a policy on air quality	3	1	0	4	4	4	4	
	9 Corporation has a policy on climate change	3	2	1	0	1	1	1	
	10 Corporation has a policy on environmental management	2	0	2	2	1	1	2	
Total score		23	4	25	24	25	24	25	
Average score		2.33							
Human Rights	1 Corporation has a human rights policy	3	4	3	2	2	1	3	4
	2 Corporation implements measures to protect human rights	3	4	2	3	2	1	3	4
	3 Corporation monitors and reports on human rights impacts	2	4	2	4	3	1	4	2
	4 Corporation has a policy on human rights	4	1	3	2	4	1	3	2
	5 Corporation has a policy on human rights	4	1	3	2	4	1	3	2
	6 Corporation has a policy on human rights	0	1	1	2	2	1	1	0
	7 Corporation has a policy on human rights	1	0	1	2	2	1	0	0
	8 Corporation has a policy on human rights	1	0	4	3	4	2	1	0
	9 Corporation has a policy on human rights	2	0	2	2	4	2	1	0
	10 Corporation has a policy on human rights	1	0	1	0	0	0	0	0
Total score		19	18	25	22	24	11		
Average score		1.93							
Labor Practices	1 Corporation does not discriminate on the basis of colour, race, language, politics, sex, religion, disability or health status	4	2	3	3	4	2	0	4
	2 Corporation ensures equal pay for equal work	2	2	2	4	2	2	0	0
	3 Anti-discrimination is included in investment agreements	2	1	4	2	2	0	0	0
	4 Corporation provides training to employees concerning aspects of non-discrimination	2	1	0	2	2	2	0	2
	Total score		10	6	11	9	8	4	
	Average score		8.00						
	1 Corporation never engages children under the age of 18 for work	1	0	0	0	1	0	0	0
	2 Corporation adopts measures for elimination of child labour	0	0	0	0	1	0	0	0
	3 Corporation ensures that child labour does not occur anywhere in its supply chain	3	0	0	0	1	0	0	0
	Total score		7	0	0	0	3	0	
Average score		0.62							
Forced Labor	1 Corporation does not use slave, compulsory or forced labour	1	1	1	3	1	0	1	1
	2 Abolition of forced labour in the supply chain	0	0	1	4	0	0	1	0
	3 The corporation's employees are free to resign	1	1	0	1	1	0	1	0
	4 Corporation monitors human rights abuses in relation to forced and compulsory labour	1	1	4	0	1	0	1	0
	5 Corporation offers training regarding policies of forced and compulsory labour that are relevant to activities	0	1	1	2	1	0	1	0
	Total score		3	4	4	14	3	2	
	Average score		4.62						
	1 Corporation provides human rights guideline or framework	2	2	2	4	2	1	2	0
	Average score		2.00						
	1 Corporation incorporates human rights into its diligence process	0	0	0	4	0	0	0	0
2 Corporation provides evidence of the incorporation of human rights issues into its risk management process	0	0	0	2	0	1	1	0	
Total score		0	0	0	6	0	1		
Average score		0.69							
Community Relations	1 Corporation resolves disputes relating to local communities, land use and indigenous people	0	0	1	1	0	0	1	0
	2 Indigenous and minority rights are included in the corporation's investment agreements	0	0	0	2	0	0	1	0
	3 Corporation ensures that its operation is a positive influence in the community	1	0	1	2	1	1	4	4
	4 Corporation has taken action to manage and mitigate the risks associated with its operation	1	1	1	4	1	1	2	1
	5 Corporation supports local culture, sports, educational facilities and business operations	0	1	1	2	0	2	1	4
	Total score		2	2	4	11	2	3	
	Average score		6.46						

Healthcare										Food production										Telecommunication										Manufacturing										Transportation										Media									
5	6	7	21	39	46	52	72	79	86		41	57	66	94		10	11	13	37		8	9	24	59	60	70	75	80	93	97		48	67	68	80		53	99																					
2	0	4	1	4	0	0	3	1	1		2	1	3	4		0	2	4	1		3	4	4	3	4	2	4	2		4	4	4	2		4	4	2		2	3																			
0	0	4	0	2	0	0	0	1	2		1	0	2	3		0	1	4	1		1	4	2	4	4	1	2	2	4	1		3	4	1	2		0	3	3																				
4	0	4	0	2	2	0	1	1	4		2	1	2	4		0	3	3	1		4	1	2	4	4	1	1	4	4	1		3	4	1	4		0	1	4																				
2	0	1	1	2	0	0	1	1	1		1	1	1	2		0	1	2	1		2	2	2	2	1	1	1	2	1		1	2	2	1		1	2	2	2																				
0	0	1	1	2	0	0	1	1	0		1	0	1	1		0	0	1	1		1	2	2	1	2	1	1	1	2		1	2	1	1		1	1	1	1																				
1	0	3	1	3	0	0	2	2	1		1	1	2	2		0	0	4	1		4	4	2	3	4	2	1	1	3	2		4	4	1	1		1	4	1																				
2	0	1	1	1	0	0	1	0	0		1	0	1	1		0	0	2	0		2	2	1	4	4	1	0	1	2	0		1	2	1	1		1	1	1	1																			
0	0	1	1	1	0	0	0	0	0		0	0	1	1		0	1	0	0		1	1	0	0	1	0	1	1	0		2	0	0	1		3	0	0	1																				
4	0	4	0	2	1	2	1	2	4		3	2	2	3		0	3	1	1		1	1	1	2	1	1	1	1	1		0	2	0	1		4	4	2	4																				
1	0	1	0	1	0	1	1	1	1		1	0	1	1		0	1	0	1		0	0	0	1	0	1	0	1	1		0	0	0	1		1	1	1	1																				
0	0	0	0	2	1	0	1	1	2		0	0	0	0		0	0	0	0		0	1	0	0	1	0	2	1	1		0	0	0	1		1	2	0	0																				
0	0	0	0	4	1	0	1	3	0		4	1	3	3		0	2	4	1		4	4	3	4	4	1	3	4	4	2		4	4	2	4		1	4	4																				
1	0	1	1	4	1	1	2	4	3		4	1	3	3		0	2	4	1		4	4	3	4	4	1	3	4	4	2		4	4	2	4		1	4	4																				
1	0	0	2	0	0	0	0	0	0		0	0	0	0		0	2	0	0		0	1	0	0	1	0	2	1	1		0	3	0	0		1	2	0	0																				
7	0	17	5	29	10	12	15	26	14		16	6	15	15		1	18	14	6		18	25	14	16	17	8	15	21	20	9		25	19	12	21		9	23																					
1350											1300						9.75							16.30							19.25						1600																						
4	0	3	1	4	2	1	1	4	4		4	2	4	4		0	3	2	2		4	4	1	4	1	3	2	4	2		4	4	3	2		2	3	3																					
1	0	4	0	1	1	1	1	1	0		0	0	1	0		0	3	1	1		0	2	0	1	1	1	0	1	0		3	0	0	0		1	2	0																					
1	0	4	0	1	1	0	1	1	0		0	0	0	0		0	0	1	0		1	3	1	0	1	0	0	0	0		0	1	4	0		4	0	4																					
2	0	2	0	1	2	0	1	1	2		1	0	1	0		0	0	2	1		2	1	0	0	1	1	0	1	1		2	4	4	1		0	1	1																					
8	0	13	1	7	6	2	4	6	6		5	2	6	4		0	6	6	4		7	10	5	2	7	3	4	3	6	2		9	9	11	3		7	6																					
530											4.25						4.00							4.9							8.00						6.50																						
0	0	0	0	1	0	0	0	0	0		0	0	0	0		0	1	0	0		0	0	0	1	0	0	0	1		0	0	0	0		0	1	0	1																					
0	0	0	0	1	0	0	0	0	0		0	0	0	0		0	2	0	0		0	0	1	0	0	0	1	0		0	0	0	0		0	4	0	4																					
0	0	0	0	1	0	0	0	0	0		0	0	0	0		0	2	0	0		0	0	1	0	0	0	1	0		1	0	0	0		0	4	0	4																					
0	0	0	0	3	0	0	0	0	0		0	0	0	0		0	5	0	0		0	0	2	0	3	0	0	0	3	0		1	0	0	0		0	9																					
0.30											0.00						1.25							0.80							0.25						4.50																						
1	0	1	0	1	0	0	2	2	2		1	1	1	1		0	2	1	1		1	1	1	2	1	0	1	2	1		1	2	1	1		1	1	1	1																				
3	0	1	0	2	0	0	0	1	2	1	1	1	1	1		1	2	0	1		1	1	1	2	1	1	1	2	1		1	1	1	1		1	1	1																					
1	0	1	0	1	0	0	0	1	0		1	0	0	1		1	0	1	1		1	0	0	1	0	1	0	1	0		2	1	1	0		1	1	1																					
1	0	1	0	1	0	0	1	1	0		1	0	1	1		1	2	1	1		1	4	1	0	1	1	1	2	0		1	1	1	1		1	4	1																					
2	0	2	0	2	0	0	0	1	1		1	0	1	1		1	2	0	1		2	1	1	0	1	0	0	1	1		1	2	1	1		0	2	0																					
8	0	6	0	7	0	0	5	7	4		5	2	4	5		3	9	3	5		6	7	4	2	7	3	3	4	8	2		6	7	5	4		2	11																					
3.70											4.00						5.00							4.60							5.50						6.50																						
4	0	4	1	4	1	0	4	2	2		2	1	3	3		1	4	3	1		4	4	3	2	4	1	2	3	2		3	4	4	2		2	4																						
2.20											2.25						2.25							2.70							3.25						3.00																						
1	0	0	0	3	0	0	1	0	0		1	0	0	0		0	1	1	0		1	3	0	0	2	0	1	0	1		1	1	1	0		1	0	1																					
1	0	0	0	2	0	0	1	0	0		1	0	2	0		0	1	1	0		1	2	2	0	2	0	2	0	4	1		2	1	1	0		1	2																					
2	0	0	0	5	0	0	2	0	0		2	0	2	0		0	2	2	0		2	5	2	0	4	0	3	0	5	1		3	2	2	0		2	2																					
0.90											1.00						1.00							2.20							1.75						2.00																						
2	0	2	1	0	0	0	1	1	2		2	2	2	2		1	2	0	1		2	2	3	1	2	1	1	2	2		1	2	2	1		2	1	2																					
0	0	1	0	1	0	0	0	0	0		0	0	0	0		0	0	0	0		0	1	1	0	2	0	0	1	0		0	1	2	1		2	0	0																					
4	0	4	1	2	0	0	4	3	4		4	3	3	4		3	3	0	0		4	3	3	1	4	3	2	4	2		1	4	3	4		4	4	4																					
4	0	4	1	2	0	0	3	3	4		2	3	2	4		2	2	0	0		2	4	3	0	4	3	2	3	3	2		1	4	3	3		4	2	4																				
2	4	1	1	2	0	0	3	3	4		2	3	3	4		2	2	0	1		3	4	3	0	3	2	1	3	4	2		2	4	3	3		4	1	1																				
12	5	12	4	7	0	0	11	10	14		10	11	10	14		9	9	0	3		11	14	13	2	15	9	6	12	13	8		5	15	13	12		16	6																					
7.50											11.25						5.25							10.30							11.25						12.00																						

Appendix G: Extent of narrative disclosure

Rank	Occupational health and safety			Labour rights			Non-discrimination			Elimination of child labour			Forced and compulsory labour			Human rights policy			Remedy systems			Local community			Total number of pages of narrative disclosures	Total number of pages of photograph disclosures	Total number of pages of human rights disclosure	Total number of pages of CSR report
	Pages	Proportion	Proportion	Pages	Proportion	Proportion	Pages	Proportion	Proportion	Pages	Proportion	Proportion	Pages	Proportion	Proportion	Pages	Proportion	Proportion	Pages	Proportion	Proportion	Pages	Proportion	Proportion				
1	2.88	27.58%	1.70%	1.01	10.76%	0.65%	0.64	6.83%	0.42%	0.76	8.11%	0.50%	0.69	7.36%	0.46%	1	10.67%	0.66%	0.76	8.11%	0.50%	0.92	9.82%	0.61%	8.36	1.01	9.37	
2	5	22.93%	5.28%	1.36	6.24%	1.43%	6.31	28.93%	0.44%	0	0.00%	0.00%	0.71	3.26%	0.75%	0.18	5.14%	1.87%	1.88%	0.25	2.62%	0.53%	0.78	17.06%	1.96%	5.51	21.81	
3	1.45	15.18%	3.09%	0.79	8.27%	1.69%	1.24	12.98%	2.64%	0	0.00%	0.00%	0.12	1.26%	0.28%	0.88	9.21%	1.87%	0.88	0.25	2.62%	0.53%	0.78	17.06%	1.96%	5.51	21.81	
5	0	0.00%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	3.42	83.01%	0.00%	3.42	0.7	4.12	
6	1.57	9.92%	1.40%	3.64	23.01%	3.25%	3.42	21.62%	3.05%	0	0.00%	0.00%	0.43	2.72%	0.28%	1.12	7.08%	1.00%	0	0.00%	0.00%	1	6.32%	0.89%	11.18	14.44	15.82	
7	2.74	13.65%	1.63%	4.28	21.33%	2.63%	6.66	33.18%	4.03%	0	0.00%	0.00%	0.42	2.09%	0.26%	0.88	4.98%	0.94%	0.36	1.76%	0.22%	2.81	14.00%	1.72%	18.15	14.82	20.07	
8	9.24	19.93%	1.53%	17.36	36.33%	2.89%	5.78	27.09%	0.96%	0	0.00%	0.00%	1.12	2.34%	0.19%	3.42	7.16%	0.97%	1.98	4.10%	0.33%	5.46	11.42%	0.91%	44.34	3.45	47.79	
9	1.42	10.09%	0.90%	0.72	40.66%	3.62%	1.48	10.63%	0.94%	0.36	2.56%	0.23%	0.12	7.97%	0.71%	1.24	8.82%	0.78%	1.18	7.82%	0.70%	1.28	8.66%	0.66%	13.7	0.36	14.06	
10	0.36	14.29%	1.89%	0.06	22.22%	2.95%	0	0.00%	0.00%	0	0.00%	0.00%	0.24	9.52%	1.86%	0.28	7.94%	1.05%	0	0.00%	0.00%	0.88	34.92%	4.63%	2.24	0.28	2.52	
11	0.36	14.29%	1.89%	0.06	22.22%	2.95%	0	0.00%	0.00%	0	0.00%	0.00%	0.24	9.52%	1.86%	0.28	7.94%	1.05%	0	0.00%	0.00%	0.88	34.92%	4.63%	2.24	0.28	2.52	
12	0.36	14.29%	1.89%	0.06	22.22%	2.95%	0	0.00%	0.00%	0	0.00%	0.00%	0.24	9.52%	1.86%	0.28	7.94%	1.05%	0	0.00%	0.00%	0.88	34.92%	4.63%	2.24	0.28	2.52	
13	0.36	14.29%	1.89%	0.06	22.22%	2.95%	0	0.00%	0.00%	0	0.00%	0.00%	0.24	9.52%	1.86%	0.28	7.94%	1.05%	0	0.00%	0.00%	0.88	34.92%	4.63%	2.24	0.28	2.52	
14	0.36	14.29%	1.89%	0.06	22.22%	2.95%	0	0.00%	0.00%	0	0.00%	0.00%	0.24	9.52%	1.86%	0.28	7.94%	1.05%	0	0.00%	0.00%	0.88	34.92%	4.63%	2.24	0.28	2.52	
15	0	0.00%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0	0	0	
16	0.36	14.29%	1.89%	0.06	22.22%	2.95%	0	0.00%	0.00%	0	0.00%	0.00%	0.24	9.52%	1.86%	0.28	7.94%	1.05%	0	0.00%	0.00%	0.88	34.92%	4.63%	2.24	0.28	2.52	
17	0.36	14.29%	1.89%	0.06	22.22%	2.95%	0	0.00%	0.00%	0	0.00%	0.00%	0.24	9.52%	1.86%	0.28	7.94%	1.05%	0	0.00%	0.00%	0.88	34.92%	4.63%	2.24	0.28	2.52	
18	2.22	14.81%	4.44%	3.82	47.16%	5.16%	3.82	47.16%	5.16%	0.36	4.44%	0.49%	0	0.00%	0.00%	1.68	20.74%	2.27%	0	0.00%	0.00%	0.24	2.86%	0.32%	6.7	1.4	8.1	
19	2.22	14.81%	2.29%	3.82	47.16%	2.29%	3.82	47.16%	2.29%	1.12	10.71%	2.24%	0	0.00%	0.00%	0.36	4.44%	0.93%	0.36	4.44%	0.93%	0.36	4.44%	0.93%	9.94	1.42	10.46	
20	3.62	14.81%	10.00%	9.21	39.01%	5.89%	1.32	5.59%	0.86%	1.43	6.06%	0.93%	1.78	7.54%	1.16%	2.48	10.50%	1.61%	2	1.45%	0.28%	2.88	27.52%	5.76%	22.86	1.42	23.61	
21	0.2	13.89%	10.00%	0.32	22.22%	16.00%	0.06	4.17%	3.00%	0	0.00%	0.00%	0	0.00%	0.00%	0.08	5.56%	4.00%	0	0.00%	0.00%	0.42	29.17%	21.00%	1.08	0.36	1.44	
23	0.24	5.13%	0.60%	0.36	7.69%	0.90%	0	0.00%	0.00%	0	0.00%	0.00%	0.12	2.56%	0.30%	0.24	5.13%	0.60%	0	0.00%	0.00%	0.42	2.56%	0.30%	1.2	3.48	4.68	
24	1.32	23.93%	1.93%	1.01	21.22%	1.74%	0.44	9.34%	0.76%	0.04	0.84%	0.07%	0.12	2.52%	0.19%	0.33	6.93%	0.57%	0.1	2.10%	0.13%	0.56	11.76%	0.87%	7.6	1.04	7.6	
25	1.34	17.65%	2.20%	4.1	53.95%	6.72%	0.88	11.99%	1.44%	0	0.00%	0.00%	0.36	4.74%	0.99%	0.72	9.47%	1.93%	0.88	1.05%	0.17%	0.12	1.56%	0.20%	7.6	0	7.6	
26	0.66	31.63%	0.89%	0.79	28.26%	0.69%	0.42	6.70%	0.27%	0	0.00%	0.00%	0.08	5.40%	0.27%	0.36	13.04%	0.64%	0	0.00%	0.00%	0.28	10.14%	0.52%	2.6	0.36	2.96	
27	0.66	31.63%	0.89%	0.79	28.26%	0.69%	0.42	6.70%	0.27%	0	0.00%	0.00%	0.08	5.40%	0.27%	0.36	13.04%	0.64%	0	0.00%	0.00%	0.28	10.14%	0.52%	2.6	0.36	2.96	
28	0.66	31.63%	0.89%	0.79	28.26%	0.69%	0.42	6.70%	0.27%	0	0.00%	0.00%	0.08	5.40%	0.27%	0.36	13.04%	0.64%	0	0.00%	0.00%	0.28	10.14%	0.52%	2.6	0.36	2.96	
29	1.12	14.09%	1.96%	1.17	21.38%	2.05%	0.94	11.85%	1.13%	0.14	1.76%	0.17%	1.08	13.33%	1.30%	0.52	6.54%	0.63%	0.75	9.43%	0.97%	0.08	0.78%	0.07%	6.31	1.64	7.95	
30	1.15	19.89%	1.11%	1.26	21.47%	1.31%	1	17.04%	0.96%	0	0.00%	0.00%	1.46	24.87%	1.40%	0.45	7.67%	0.43%	0.04	0.66%	0.04%	0.42	7.16%	0.40%	5.78	0.09	5.87	
31	1	8.80%	2.50%	0.74	6.51%	1.85%	0	0.00%	0.00%	0	0.00%	0.00%	0.42	3.07%	1.05%	1	8.80%	2.50%	0.44	3.87%	1.10%	1.12	9.86%	2.80%	5.34	6.02	11.36	
32	1	8.80%	2.50%	0.74	6.51%	1.85%	0	0.00%	0.00%	0	0.00%	0.00%	0.42	3.07%	1.05%	1	8.80%	2.50%	0.44	3.87%	1.10%	1.12	9.86%	2.80%	5.34	6.02	11.36	
34	0.43	10.79%	3.59%	0.88	22.06%	7.33%	0.08	2.01%	0.67%	0	0.00%	0.00%	0.08	2.01%	0.67%	0.12	3.01%	1.00%	0.44	3.87%	1.10%	0.88	22.31%	7.42%	2.56	1.43	3.99	
37	0.44	6.59%	1.13%	0.68	8.30%	1.42%	0.08	1.21%	0.11%	0	0.00%	0.00%	0.28	4.40%	0.75%	0.14	1.71%	0.29%	0	0.00%	0.00%	0.38	3.42%	0.59%	2.58	5.61	8.19	
38	0.44	6.59%	0.59%	0.68	13.33%	1.19%	0.08	1.21%	0.11%	0	0.00%	0.00%	0.28	4.40%	0.75%	0.14	1.71%	0.29%	0	0.00%	0.00%	0.38	3.42%	0.59%	2.58	5.61	8.19	
39	4.8	27.89%	3.93%	5.2	30.32%	4.26%	1.1	6.41%	0.90%	0.04	0.23%	0.03%	0.98	5.71%	0.80%	0.72	4.20%	0.52%	1.8	10.50%	1.48%	0.76	4.43%	0.62%	15.4	1.75	17.15	
40	0.54	12.98%	1.54%	0.72	16.51%	2.05%	0.06	1.98%	0.17%	0	0.00%	0.00%	0.12	2.75%	0.34%	0.36	8.26%	1.03%	0	0.00%	0.00%	0.28	5.96%	0.74%	2.06	2.3	4.36	
41	0.52	15.21%	3.29%	0.89	14.59%	3.14%	0.54	8.93%	1.93%	0	0.00%	0.00%	0.3	8.26%	1.79%	0.22	3.64%	0.79%	0.06	0.99%	0.21%	0.17	12.73%	0.29%	3.89	2.16	6.05	
42	0.52	15.21%	3.10%	0.62	8.19%	2.07%	0.31	4.10%	1.03%	0	0.00%	0.00%	0.31	4.10%	1.03%	0.48	6.34%	1.60%	0.12	1.58%	0.40%	0.12	1.68%	0.40%	2.85	4.72	7.57	
43	1.32	6.70%	1.79%	6.7	32.10%	8.15%	3.14	11.99%	2.93%	0.68	2.51%	0.38%	0.3	0.86%	0.47%	0.1	35.79%	4.07%	1.85	0.66%	1.18%	0.32	0.16%	0.30%	26.2	0.66	27	
44	1.32	6.70%	1.79%	6.7	32.10%	8.15%	3.14	11.99%	2.93%	0.68	2.51%	0.38%	0.3	0.86%	0.47%	0.1	35.79%	4.07%	1.85	0.66%	1.18%	0.32	0.16%	0.30%	26.2	0.66	27	
45	1.32	6.70%	1.79%	6.7	32.10%	8.15%	3.14	11.99%	2.93%	0.68	2.51%	0.38%	0.3	0.86%	0.47%	0.1	35.79%	4.07%	1.85	0.66%	1.18%	0.32	0.16%	0.30%	26.2	0.66	27	
46	0.12	7.08%	1.79%	0.87	22.56%	3.47%	0.48	27.27%	3.20%	0	0.00%	0.00%	0	0.00%	0.00%	0.16	9											

Appendix H: Measuring Grid

[illegible]