# Article information:

Sustainability reporting and reputation risk management: an Australian case study | Emerald Insight  
<https://www.emerald.com/insight/content/doi/10.1108/18347641111169269/full/html>

# Article summary:

1. The paper explores how a leading Australian public company uses sustainability reporting to respond to reputation risk arising from proposed regulation.

2. The concept of reputation risk management (RRM) could assist in understanding what motivates sustainability reporting, and how proposed regulation could lead to a decrease in the quantity but increase in the quality of sustainability reporting.

3. "Honesty" is revealed as a potential RRM strategy.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article "Sustainability reporting and reputation risk management: an Australian case study" by Hogan and Lodhia explores how a leading Australian public company uses sustainability reporting to respond to reputation risk arising from proposed regulation. The authors use a case study approach and both qualitative and quantitative methods of content analysis.

One potential bias in the article is that it focuses on a single case study, which may not be representative of all Australian public companies. Additionally, the authors do not provide information on how they selected the company for their study, which could introduce selection bias.

The article also presents some unsupported claims, such as the assertion that proposed regulation could lead to a decrease in the quantity but increase in the quality of sustainability reporting. While this may be true in some cases, it is not necessarily a universal truth.

Furthermore, the authors do not explore counterarguments or alternative perspectives on their findings. For example, they do not consider whether there are other factors besides reputation risk that motivate companies to engage in sustainability reporting.

The article also has some promotional content, such as when it suggests that "honesty" is a potential strategy for reputation risk management. This claim is not supported by evidence presented in the article and seems more like an attempt to promote ethical behavior than a conclusion based on empirical research.

Overall, while the article provides some interesting insights into how one Australian public company uses sustainability reporting to manage reputation risk, its narrow focus and lack of consideration for alternative perspectives limit its generalizability and usefulness for broader discussions about sustainability reporting.

# Topics for further research:

* Alternative motivations for sustainability reporting in public companies
* Critiques of using sustainability reporting for reputation risk management
* Factors influencing the quality of sustainability reporting
* Comparison of sustainability reporting practices across different industries
* The role of stakeholders in shaping sustainability reporting practices
* The impact of sustainability reporting on financial performance of public companies

# Report location:

<https://www.fullpicture.app/item/43375dc65b736cf88fd8f39cde538556>