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Intellectual Capital for  
Communities  
In the Knowledge Economy

# Dynamic Reporting of Intangibles- A three continental approach Liechtenstein

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# Social Media and Intangibles Reporting

## Aim of research project

- To understand the role social media can play in intangibles reporting

## Research questions

- Which social media are used by internationally operating firms to report on their intangibles?
- What kind of intangible information is communicated via social media?
- What form does this intangibles reporting take?

# Research approach

## Based on a mixed-methods approach

- **Quantitative content analysis**
  - **Geographical setting: Europe, Asia and Americas**
  - **Social media: facebook, twitter, linkedin, xing**
- **Semi-structured interviews**
  - **Informants from Rhine valley**

# Expected results

- **Better understanding of the suitability of social media as means to intangibles reporting**
- **Identification of sector similarities and differences with regard to intangibles reporting**
- **Further development of existing theory of intangibles reporting**