



---

---

## ASPECTS REGARDING THE ECONOMIC AND FINANCIAL COMMUNICATION OF THE ENTITIES AND THE RELATIONSHIPS WITH USERS OF INFORMATION

---

---

Ciobotariu Marius, Stefan cel Mare University of Suceava, Universităţii  
Street no.13, Suceava, Romania,  
E-mail: [mariusc@seap.usv.ro](mailto:mariusc@seap.usv.ro)

**Abstract:**

*Starting from the information requirements of increasingly detailed and varied of stakeholders, we proposed in this paper to treat a number of issues concerning economic and financial communication of entities, focusing in particular on internal and external communication. So, in recent years, the pace of the provision and use of economic and financial information make this topic to be up to date and of interest to entities and for different categories of users of information.*

**Keywords:** Economic and financial communication, accounting information, reporting, internal communication, external communication

JEL Classification: M40, M41

### **I. Introduction**

In recent years the importance given to economic and financial communication can be explained primarily by the increasing trend of the number of shareholders. Secondly,



we can say that the shareholder profile is disrupted, disappearing the "passive" shareholder, without requirements, that is satisfied with the minimum information received and which seeks only a benefit at the end of the financial year (Chekkar, 2006). The current shareholder is "actively" involved in the business being interested in its objectives and strategy. It is more demanding by nature, analyzing and using the information submitted to it. Thus, increasing the demand for economic and financial information appears as a cause of the evolution of communication and a consequence of information needs inside and outside entity.

## **II. Internal communication**

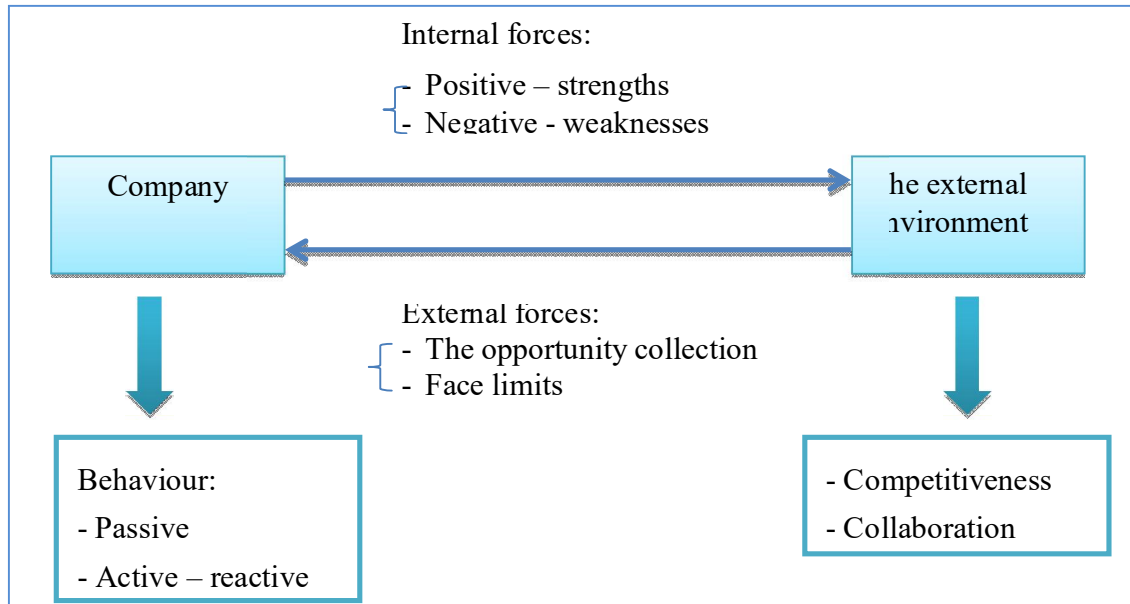
As it is absolutely necessary to distinguish communication and information, is necessary to emphasize the difference between the internal and external communication; so internal communication is oriented to the entity's internal staff, influencing behaviors and business processes in order to increase performance.

Basically, the internal communication means:

- Analyzing communication flows within a particular business environment;
- Identify the best solutions for their communication and strengthen relationships with collaborators;
- Analysis of the climate within the company;
- Analysis of impressions your company's staff has about its image.

Internal communication within an entity nowadays no longer represents a voluntary act, but a task to be accomplished with more responsibility and determination by any person in the entity. Internal communication is the form of communication that is found on the border between legal and organizational obligations of the entity, addressing mainly employees and collaborators. Considering that this type of communication to users in the company's internal environment, it enables employees to get involved in achieving goals. An important feature of internal communication is that influences behavior and decision-making processes in order to maintain a specific agreement between the parties.

In this respect, the relationship of entities with internal and external environment can be summarized as follows:



**Fig. 1. Entity relationship with internal and external environment**

Source: own processing.

In the category of internal users the most important are shareholders and staff.<sup>3</sup> In turn, the shareholders are divided into those who hold a stake that will enable them exercise (alone or together with other shareholders) a significant influence over decisions taken in the Council of Administration (CA) and those who, either individually or together with other shareholders have only a minor part of shares or are not interested in any kind of influence.

Instead, employees can be classified into personal in decision making positions (managers) and employees with execution mission. Managers and shareholders with influential power have a very important role, basically is about those who have the power to establish economic strategies and control their effective realization. All these subjects need detailed information about the entity and the environment in which it operates, being the most involved in producing information about the entity. But their position is not the same, meaning that managers may possess insider information due to the fact that they are

<sup>3</sup> The proposed classification for the types of internal and external interests was made by M. Belcredi, *Economia dell'informazione societaria*, UTET Libreris, Torino, 1993, p. 148. The distinction made by this author is not unique, so those involved can learn intermediate situations and the line of separation becomes almost invisible and difficult to interpret.

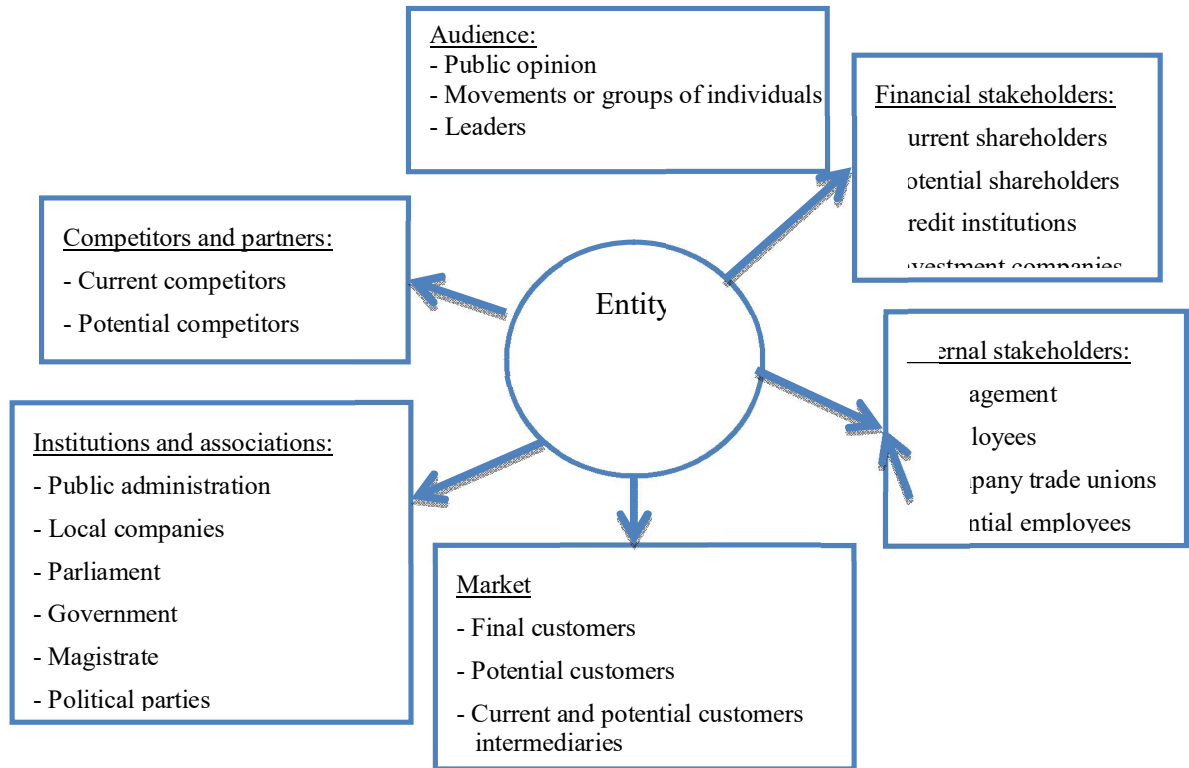


responsible for coordinating strategies of the entity and are the main source of information for all, creating a natural information asymmetry between shareholders and managers.

It is also important to emphasize that alongside shareholders and employees are involved in internal communication: trade unions, potential employees, customers, suppliers, etc.

### **III. External communication**

The distinctive feature of internal and external communication remain where it is conducted according to the company's position related to information to users. Internal communication function is to establish relations of complementarity between individuals, which in turn performs in various activities within the entity to maximize the efficiency of the entire business. Therefore, external communication can be understood as a tool that causes a variety of subjects and work within and outside entity to contribute to its evolution (Bertinetti G., 1996). In this respect, communication is a fundamental condition to determine the different skills, strengths and intellectual capital that allows its dissemination within the company. Communication occurs when the company interacts with the requirements of the various categories of stakeholders, which are shown in the figure below:



**Fig. 2. The company and stakeholders of reference**

*Source: own processing.*

Thus, external communication becomes an engine in stimulating new changes, which can interfere with proposals to improve the business through the exchange of skills and experiences accumulated by each stakeholder, or information collected in the external environment, information considered to be the vehicle of knowledge and therefore an important tool in the life of the entity (Bertinetti G., 1996).

In order to understand more deeply the relationship between the reporting entity and the external environment it is necessary to know and what types of interest expressed by stakeholders and their importance, and the operation of the business and IT.

In respect of the external users of information, we can say that they are beneficiaries in a more or less measure of the information produced by manager and / or shareholders who exercise control. This does not preclude the fact that each of them



interpret in a personal manner the information received, integrating them with other information which may possess autonomous.

### Conclusions

The evolution of economic and financial communication allowed entities to understand that it is not enough only to be known on the market, but rather to be credible in order to establish a reliable communication between it and the information users which are increasingly demanding, requesting various and detailed data. Currently the economic and financial communication still contains a number of limitations that hinder the smooth functioning of the information management and decision-making process, thus creating disadvantages in the internal development of entities, but also on national and even international economy; negative effects may be significant.

### BIBLIOGRAPHY

- Belcredi M., *Economia dell'informazione societaria*, UTET Libreris, Torino, 1993, pp. 7.
- Bertinetti G., *Comunicazione finanziaria aziendale e teoria della finanza*, Editura Egea, Milano, 1996, pp. 50.
- Bostan I., Mateş D., Hlaciuc E., Grosu V., Socoliuc M., Andronic B., Ciubotariu M.S., Apetri A., Moroşan Gh., Mihalciuc C., „Exploitation of Fishing Resources in Suceava County: Profitability analysis (Rb/T) of specialized farms in a mountainous region”, in *Archives of Biological Sciences, Official Journal of the Serbian Biological Society*, 2015.
- Capron M., Quairel F., „Reporting societal: Limites et enjeux de la proposition de normalisation internationale Global Reporting Initiative”, in *24eme, congres de l'AFC*, 2003, pp. 23.
- Chekkar R., *L'émergence de la communication financière dans les sociétés françaises cotées*, teză de doctorat, Université de Droit Economie et Gestion d'Orléans, 2006.
- Ciubotariu M.S., *Rolul informației contabile în optimizarea comunicării economico-financiare a entităților economice*, teză de doctorat, „Universitatea Ștefan cel Mare” Suceava, 2015.
- Coda V., „La comunicazione economica nella strategia aziendale”, în *CESAD, La Comunicazione economica: valore aziendale o sociale, Atti del Covegno organizzato dal CESAD*, Milano, Editura Egea, 1989, pp. 8-10.
- Coda V., *L'orientamento strategico dell'impresa*, UTET, Torino, cap. 1, par. 3, 1991.
- Cohendet P., Llerena P., „Nature de l'information, evaluation et organization de l'entreprise”, in *Revue d'économie industrielle*, vol. 51 (*Organisation et dynamique industrielle*), 1990, pp. 141-165.
- Colombo G., „Pensieri e Parole. Omaggio a Carlo Masini (2003/7)”, in *Quaderni Università degli Studi dell'Insubria*, Università dell'Insubria, Facoltà di Economia, 2003, [http://eco.uninsubria.it/dipeco/quaderni/files/QF2003\\_7.pdf](http://eco.uninsubria.it/dipeco/quaderni/files/QF2003_7.pdf).



- Cormier D., & Magnan M., „*Les modes de divulgations d'informations environnementales: une analyse intersectorielles*”, in 24eme, congres de l'AFC, 2003, pp. 26.
- Corvi E., Fiocca R., *Comunicazione e valore nelle relazioni d'impresa*, Editore Egea, Milano, 1996.
- Corvi E., „Comunicazione interna”, in Caselli, *Le parole dell'impresa*, Angeli, Milano, vol. II, 1995.
- Corvi E., *Economia e gestione della comunicazione economico-finanziaria d'impresa*, Egea, Milano, 1997.
- Grosu V., *Perspective și limite în procesul de armonizare financiar-contabilă*, Editura Tipomoldova, Iași, 2010.
- Grosu V., *Evaluarea capitalului intelectual*, teză post-doctorat realizată în cadrul programului „Studii post-doctorale în economie”, Editura Academiei României, 2013.
- Guatri L., Massore M., *La diffusione del valore*, Editura Egea, Milano, 1992.
- Guatri L., *La teoria di creazione del valore*, Editura Egea, Milano, 1999, pp. 21.
- Hlaciuc E., Mihalciuc C., „Specific features about communication and the importance of the Annual financial statements in the process of communication”, in *The Annals of the Stefan cel Mare University, Fascicle of the Faculty of Economics and Public Administration*, Suceava, 8/2008.
- Marosco V., *L'informazione finanziaria delle società: bilanci,- prospetti informativi, relazioni infrannuali, controlli CONSOB, certificazione*, IPSOA Informatica, Milano, 1998, pp. 18.