

DOI: [10.55643/fcapter.6.59.2024.4619](https://doi.org/10.55643/fcapter.6.59.2024.4619)
Larysa Hrytsenko

D.Sc. in Economics, Professor of the Department of Financial Technologies and Entrepreneurship, Sumy State University, Sumy, Ukraine;
 ORCID: [0000-0003-3903-6716](https://orcid.org/0000-0003-3903-6716)

Oleksii Zakharkin

D.Sc. in Economics, Professor of the Department of Financial Technologies and Entrepreneurship, Sumy State University, Sumy, Ukraine;
 e-mail: o.zakharkin@biem.sumdu.edu.ua
 ORCID: [0000-0001-9317-252X](https://orcid.org/0000-0001-9317-252X)
 (Corresponding author)

Liudmyla Zakharkina

Candidate of Economy Sciences, Associate Level Professor of the Department of Financial Technologies and Entrepreneurship, Sumy State University, Sumy, Ukraine;
 ORCID: [0000-0003-1002-130X](https://orcid.org/0000-0003-1002-130X)

Michael Hedegaard

Associate Professor of the Department of Engineering Technology and Didactics Business Development, Technical University of Denmark, Ballerup, Denmark;
 ORCID: [0000-0001-6771-5893](https://orcid.org/0000-0001-6771-5893)

Anzhela Kuznyetsova

D.Sc. in Economics, Professor, Krakow University of Economics, Krakow, Poland; Professor of the Department of Financial Technologies and Entrepreneurship, Sumy State University, Sumy, Ukraine;
 ORCID: [0000-0003-3590-7625](https://orcid.org/0000-0003-3590-7625)

Luydmila Novikova

PhD. in Economics, Associate Professor of the Department of Finance, Banking and Insurance, University of Customs and Finance, Dnipro, Ukraine;
 ORCID: [0000-0002-5253-1124](https://orcid.org/0000-0002-5253-1124)

Received: 28/10/2024

Accepted: 02/12/2024

Published: 31/12/2024

© Copyright
 2024 by the author(s)



This is an Open Access article distributed under the terms of the [Creative Commons CC-BY 4.0](https://creativecommons.org/licenses/by/4.0/)

ASSESSMENT OF THE LEVEL OF INFORMATION TRANSPARENCY OF BANKS

ABSTRACT

The purpose of the study is to develop a methodology for assessing the level of transparency of banks through the analysis of their web resources, the application of which allows us to conclude the openness of banks, their readiness to interact with their customers, partners, regulatory bodies, the public, and other stakeholders. Based on bibliometric analysis and analysis of banks' websites, those indicators most often found on websites were singled out so they can be compared in a comparative analysis. These comparative indicators were grouped into five groups: 1) "Active transparency and information about the bank"; 2) "Information about relations with the public, users or interested parties, including mechanisms of interaction and cooperation with them"; 3) "Economic and financial transparency"; 4) "Right to access to information"; 5) "Prevention of corruption and compliance with the requirements of transparency and good management." The work used the point evaluation method of indicators, based on which a methodology was developed for evaluating the level of transparency of bank websites, which includes 45 criteria for the level of transparency of their websites. The test results showed that the method can be successfully used to assess the transparency level of their web resources. This methodology for evaluating the level of transparency of bank websites will be a useful tool for both internal and external stakeholders. For banks, it can become an additional motivational tool for improving the quality and availability of information on their web resources, and for consumers (clients, counterparties, investors, regulatory bodies, auditors, etc.) - a source of convenient and understandable information about the activities of banks and their products. In general, the conducted research helps to ensure greater transparency and trust between banks and their stakeholders, which, in turn, will contribute to the development of the modern economy.

Keywords: transparency, banks, websites, methodology, scoring

JEL Classification: M10, M21, M48

INTRODUCTION

Where can I get information about banks? How can the reliability and truthfulness of the data they provide be checked? How do we assess the level of transparency of their activities? The answers to these questions are becoming increasingly relevant in developing Internet technologies and increasing online communications between financial and credit institutions and consumers. Today, transparency takes on new dimensions, going beyond the traditional interpretation and embracing the dynamic interaction of information disclosure, interaction with the user, and building trust. In this regard, one of the methods of assessing banks' information transparency level is the analysis of their web resources. Creation and placement on the bank's website of information on activities, financial condition, management, and other key indicators can serve as a sign of openness and readiness to cooperate with all stakeholders (customers, counterparties, investors, regulatory bodies, auditors, the public, and other interested parties).

Taking into account the identified problems and the relevance of the study of the key role played by the transparency of the website in the modern business environment, it is advisable to direct the attention of the research (the purpose of the research) to the development of a methodology for assessing the level of transparency of banks' activities through the analysis of their web resources, the application of which will allow objectively analyze the websites of banks and evaluate the level of transparency of their

activities, draw conclusions about banks' openness, their readiness to interact with their clients, partners, regulatory bodies and the public.

Thus, the results obtained in this research will be useful and have practical significance for the objective analysis of bank websites and for assessing the degree of transparency of their activities.

LITERATURE REVIEW

Assessing the level of information transparency of business entities, and banks in particular, is an important problem, as it affects the degree of trust of consumers, counterparties, and investors in these business entities.

The first steps in promoting transparency in the business environment and developing corporate transparency began in the 1930s when governments established basic rules for providing investors with key information about the financial activities of corporations in order to protect them from corporate abuse. Later, in the 1980s and 1990s, the term "corporate social responsibility" (CSR) was coined to describe the social and environmental actions that corporations take to mitigate the impact of their activities and make a positive contribution to society. Today, the scientific literature is actively discussing the specific benefits and challenges associated with increasing the level of corporate transparency. Various studies confirm that reducing the information inequality between managers and stakeholders, such as investors, clients and customers, has several benefits that can be achieved through transparency (Farvaque et al., 2011).

Previous studies (Azarenkova et al., 2022; Bukhtiarova et al., 2019; Hrytsenko et al., 2022) show that an entity's transparency has a positive impact on its value and that information transparency can affect cash flow today and in the future by influencing management decision-making. For example, authors (Firmansyah & Layli, 2023) confirm that it is important for businesses operating online to create a transparent and trustworthy image that will attract new customers and retain old ones. Transparency affects the perception of an entity by investors and other stakeholders, increasing their confidence and willingness to cooperate in turn, an analysis (Krasnokutska et al., 2019; Kuznyetsova et al., 2020) based on data from 25 trading entities included in the list of the largest Ukrainian business entities confirms the relationship between the level of openness of business entities and the level of development of business entities.

A study of publications on transparency in the banking sector revealed that little has been studied in Ukraine's academic and practical circles. Currently, there is a limited amount of research, most of which examines banks' transparency through the prism of ensuring the openness and publicity of their financial statements. Authors (Butenko & Belinska, 2022) note that forming an information policy strategy, increasing the volume of information exchange, and increasing openness to investors and clients are important tasks for banks. The integration of the principles of transparency into the day-to-day activities of Ukrainian banks is one of the main goals, both for banking management and for state regulation of this area.

Authors (Savchenko et al., 2021, Oleksich & Yaroshyna, 2023) developed a methodology for assessing the level of transparency of banks based on the analysis of the Management Report, which covers both financial and non-financial data, highlights the current state of the bank and its development prospects, and also includes a description of the main risks of its activity. The results of the authors' research show an increase in the level of information disclosure in banks. In particular, banks with foreign capital and state-owned banks turned out to be more transparent, which contributed to the reduction of shadow transactions. However, it should be noted that the proposed method has certain limitations, as it does not consider information posted on bank websites and other banking information resources.

Authors (Diakonova & Siniagovsky, 2020, Buryak et al., 2017) in their studies analyze the publicity and transparency of the banking sector as key factors in preventing banking crises and maintaining financial stability. They argue that at the microeconomic level, transparency is critical to creating and maintaining stable, long-term relationships between banks and their key stakeholders, such as investors and customers. This provides banks with an advantage in the competition in the financial market. It is especially important to provide access to reliable and detailed information about the financial condition of the bank and its strategic directions, which allows interested parties to make informed decisions.

For a deeper analysis of the issue, we analyzed the trend of publications on the topic of assessing the level of transparency of business entities' websites. To conduct a bibliometric analysis, a number of keywords were identified from the Scopus database and the publications obtained were filtered by the period of the last 10 years. Thus, 598 scientific publications were obtained for further analysis (Figure 1).

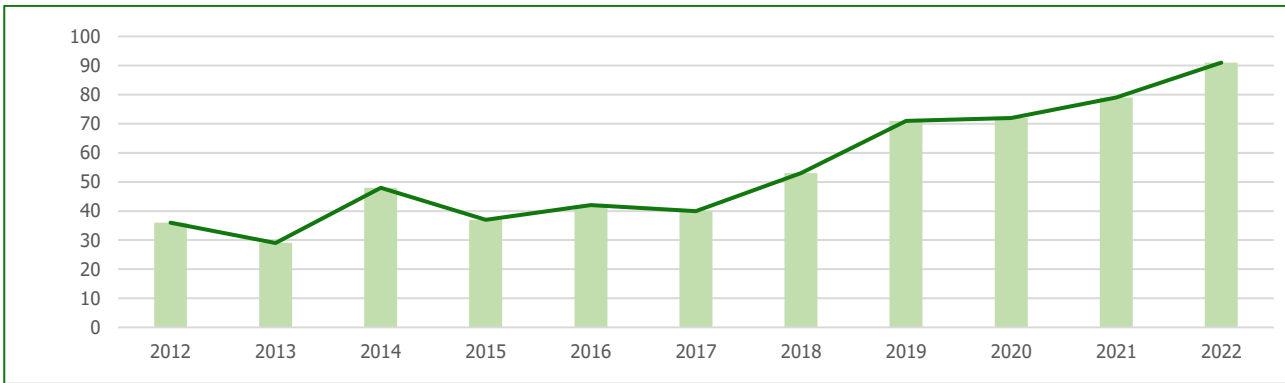


Figure 1. Dynamics of the number of publications for 2012-2022. (Source: built by the authors on the basis of the Scopus database)

Thus, analyzing the graph, we can conclude that the last 5 years have seen a positive trend, which can be explained by the following factors:

1. Increase in the scope and importance of the online presence of business entities - due to the growing importance of the Internet and online communications, more and more business entities are becoming aware of the need to maximize transparency of their activities to attract and retain customers, employees and other stakeholders.
2. Increased public awareness - people are increasingly focused on the openness and transparency of business entities, so research on the level of transparency of websites is becoming more relevant and interesting to the audience.
3. Political initiatives - in some countries, government agencies set mandatory standards for transparency of information on the websites of business entities, which may stimulate an increase in the publication of works on this topic.
4. Development of technologies - with the development of technologies, more and more tools and methodologies are becoming available to assess the level of transparency of business entities' websites, which contributes to an increase in activity in researching this topic.

Based on the keywords, a corresponding map of the relationships between them was built using the data visualization program VOSviewer (Figure 2).

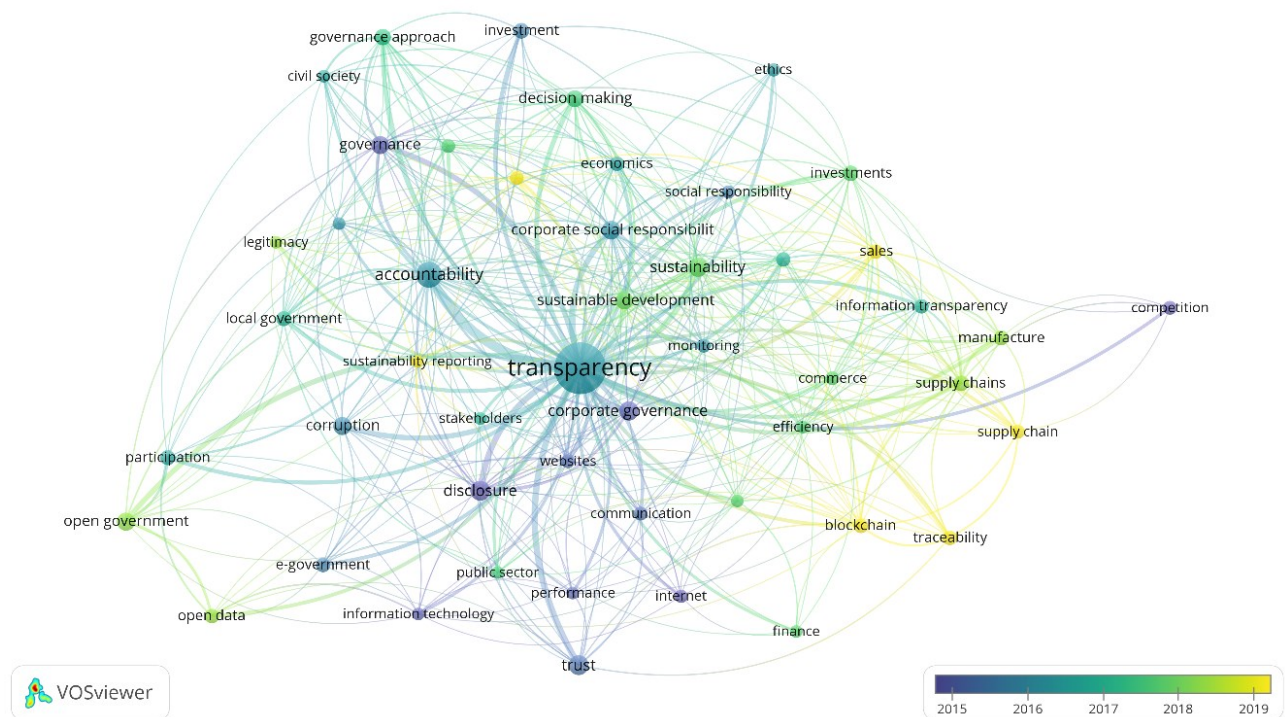
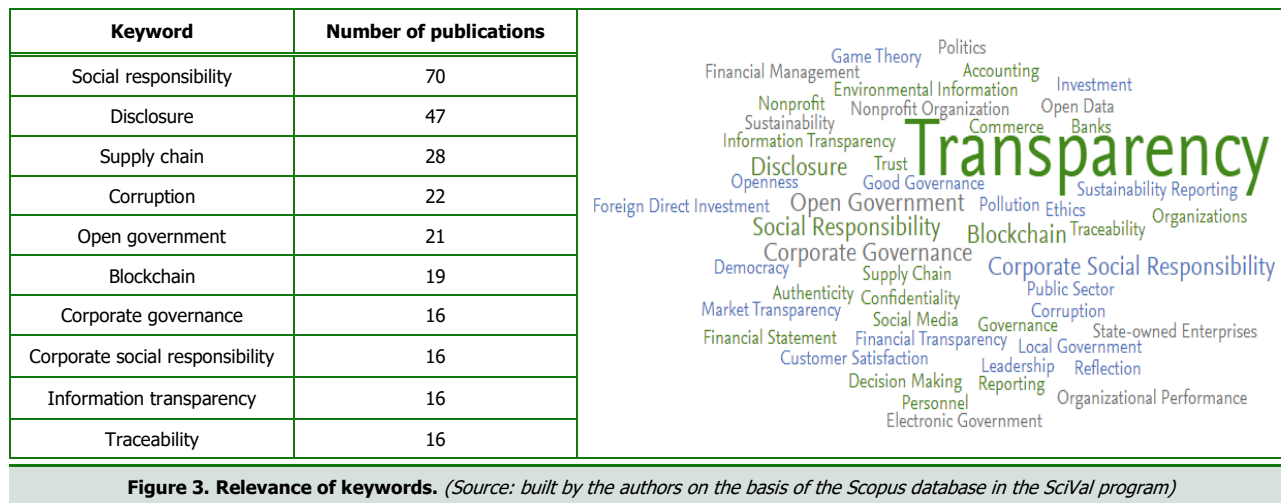


Figure 2. Chronological map of keyword usage. (Source: created by the authors based on the Scopus database in VOSviewer)

Thus, it can be concluded that research used to focus on traditional business practices and financial reports, but over time, new technologies have come to the fore, allowing for more efficient solutions to supply chain challenges and ensuring a high level of traceability. To confirm this information, the following is an analysis of the distribution of keywords by relevance in the period 2019-2021, based on the SciVal platform for analyzing international research (Figure 3).



The conducted analysis showed that today there is a limited number of scientific works on the issues of banking information transparency, which are mainly focused on the transparency of financial reporting of banks. This indicates a need for expanded research covering other aspects of transparency, including strategic plans, management decisions, and operational risks. Existing methodologies for assessing the level of transparency of banks often do not take into account information posted on bank websites and other information resources. This creates the need to develop new approaches and tools that would involve a wider range of data.

AIMS AND OBJECTIVES

The purpose of the study is to develop a methodology for assessing the level of transparency of banks through the analysis of their web resources, the application of which allows us to conclude the openness of banks, their readiness to interact with their customers, partners, regulatory bodies, the public, and other stakeholders.

METHODS

Modern scientific thought has a significant number of effective methods for assessing the transparency of business entities. In their studies, one group of authors paid attention to the role of quantitative assessment of transparency. For example, they applied methods of comparative analysis and used numerical indicators and metrics to determine the level of transparency of business entities. One example of such work is (Bussman and Niemieczek, 2019), which used a comparative analysis method to assess the level of transparency of large technology entities. The researchers used a scale from 1 to 10 to assess various aspects of transparency, such as the availability of financial information, business ethics, and openness of communication channels. Based on these scores, the levels of transparency of the entities were compared to each other and to the overall market.

Another group of researchers focused on the qualitative assessment of transparency, analyzing the quality of financial reporting, the level of corporate culture, and the operations and strategy of business entities. One example of such research is the work done by (Goergen & Tonks, 2019), who investigated the relationship between transparency and social responsibility of business entities. The study examined the links between the level of transparency of social responsibility of business entities and the effectiveness of their implementation of sustainable development policies and interaction with stakeholders. The results of this study emphasized that transparency is a key factor in strengthening the social responsibility of business entities and contributes to the achievement of sustainable development. Another example is the article (Zhang et al., 2021), in which the authors examine transparency and corporate social responsibility (CSR) in global supply chains, analyzing various qualitative aspects of transparency related to CSR reports and disclosures on business entities' websites.

One of the challenges facing researchers in this area is to develop a unified methodology for assessing the transparency of websites that will allow comparing the level of transparency of different business entities. According to research conducted by (Lauesen, 2019), most business entities provide limited information on their websites about social and environmental initiatives without disclosing specific goals, achievements and plans for the future. In addition, it is important to take into account the specifics of different industries, as they may have different requirements for transparency. Authors (Kutsyk & Moiseenko, 2018) describe a methodological approach to assessing the level of transparency of business entities' websites using the method of comparative analysis, for which they developed a comprehensive toolkit that allows to determine the level of transparency of the website according to certain criteria. In her study (Iorgachova, 2018), to determine the quality of corporate websites of different models from the standpoint of transparency of a business entity for a potential investor, she used a methodology based on 22 criteria to compare the level of transparency of business entities in individual countries.

Given the above, it can be noted that methodological principles of transparency assessment should be based on the use of different methods and approaches, depending on the purpose of the assessment, available information, and context. Among them, the most appropriate method for implementing the defined research vector is scoring indicators, which consist of assigning numerical points or ratings to certain indicators to assess their importance or quality. This method will allow us to consider various aspects of a bank's transparency and compare them. This method will also allow for the analysis of the attractiveness of investment by banks based on the level of their information transparency.

The main stages of the scoring method for assessing the transparency of a bank in this study are:

- identifying and selecting the indicators to be evaluated;
- defining the evaluation scale that will be used to assign points or ratings to the indicators;
- assigning scores or ratings to each selected indicator according to its actual importance or level of quality, which can be established by experts, managers, specialists, or other stakeholders;
- calculation of the overall result, which may be based on weighting factors that reflect the importance of each indicator in the overall assessment;
- evaluating the results and interpreting them. Comparison with the results of other business entities or targets.

The scoring method can be useful for assessing various aspects of the bank's overall transparency. It is important to define the assessment indicators correctly, as well as their scoring scale and weighting factors for each indicator, to ensure the objectivity and correctness of the assessment results.

RESULTS

Based on the analysis of the websites of various banks, 45 indicators were determined, which provide versatile information about the bank and can be used to compare the transparency of different banks in a comparative analysis. These indicators were grouped into five groups:

1. "Active transparency and information about the bank", which includes general information about the bank's owners and top management, their work and fitness to perform their duties, information about positions, personnel, and remuneration, information about the bank's assets;
2. "Information about relations with stakeholders (public, users or interested parties), including mechanisms of interaction and cooperation with them";
3. "Economic and financial transparency", consisting of items: accounting and budget information; transparency of the bank's income, expenses and debts;
4. "Right to access to information";
5. "Prevention of corruption and compliance with the requirements of transparency and good management".

These indicators can be considered separately for different groups of banks, depending on their size and forms of ownership.

The point value of each indicator was determined by the expert evaluation method, while the total amount of points equals 100 points.

The first group, "Active transparency and information about the bank", includes 21 indicators (Table 1), which are grouped into three subgroups:

- 1.1 "Information about positions, personnel and remuneration". Each of these indicators reflects different aspects of the transparency of information about positions, personnel, and wages, such as the disclosure of the management's biographical data, the bank's structure, information about personnel selection processes, and wages. The declaration of assets and activities of the president and other top officials of the business entity is also an important element of transparency that allows the public to monitor their activities and identify possible conflicts of interest.
- 1.2. "Policy, organization, planning and assets of the bank". Transparency in these aspects makes it possible to ensure the availability of information about the bank's activities and its distribution of internal resources. General characteristics of transparency in these aspects: Banks that publish information about their policies, organization, planning, and assets demonstrate openness and accountability to their stakeholders. This makes it possible to increase trust in the bank, its business practices, and decisions and to ensure a transparent and efficient allocation of resources within the bank's internal structure.
- 1.3. "General information about the bank's management bodies, their work, and fitness to perform their duties." These requirements increase the transparency and accountability of banks to the public, provide control over their activities, and contribute to the formation of an ethical culture in the organization. Each indicator reflects specific requirements for the publication of information about the bank's management body, the Ethics Committee or the person responsible for compliance with the rules, specialized committees of the Board of Directors, the implementation of internal training measures and protocols with the main key decisions of the General Meeting of Shareholders.

In general, compliance with these indicators indicates a high level of corporate culture and readiness of the bank to interact with its stakeholders, which can positively affect the image and reputation of the bank and its financial results.

Table 1. Active transparency and information about the business entity. Note: * points may be awarded with a coefficient of 0.5 if the required information is outdated or incomplete.

Indicators.	Limit values	Score*
1.1 Information on positions, personnel and remuneration		16
1.1.1 Biographical data of the President	There is no information about the bank's management	0
	There is minimal information about the management of the bank, specifying in each case at least their name and current position and photo	2
	Biographical data of the President, members of the Board of Directors, CEO and senior management	3
	A CV is attached to the bibliographic data	4
1.1.2. Information on the structure of the bank	There is no information on the general structure of the bank	0
	Information on the structure of the bank, specifying the available professional categories that may be included in the collective agreement and those that may be outside it	1
	Number of employees and minimum and maximum salaries for each category	2
1.1.3 Information on open competitive selection of candidates for civil service positions and personnel selection processes	No information is published on the personnel selection process	0
	Publication on the website of information on the open competitive selection of candidates for civil service positions and personnel selection processes	1
	The information includes the basics of selection and composition of examiners, lists of accepted and rejected candidates, exams, etc.	3
1.1.4 Remuneration and expenses for participation in meetings received by the president of the organization and members of the Board of Administration or similar governing body	There is no information on fees and expenses for participation in meetings	0
	Information on fees and expenses for participation in meetings is available	1
1.1.5 Remuneration received by the bank's most senior executives (CEOs and employees with a senior-level contract)	No information on the remuneration of senior officials is available	0
	Minimal information on the income of senior officials is available	1
	Detailed information on the remuneration of officials involved in the organizations, as well as compensation provided for resignation from office	2
1.1.6 Annual asset declaration	No information on declarations is available	0
	Annual asset declarations are published	2
	The declaration of the president and senior officials who are obliged to file this declaration is published	4

(continued on next page)

Table 1. Continued.

Indicators.	Limit values	Score*
1.2 Policies, organization, planning and assets of the bank		15
1.2.1 Information on the general responsibilities of the bank	There is no information on the general responsibilities of the bank	0
	Information is published on the general responsibilities of the bank, the regulatory framework, and the ownership group	2
	Additionally, information about the offices of the bank and organizations cooperating with it is published	3
1.2.2 Bylaws and rules of procedure governing the governing body (Board of Directors or Board of Governors, where applicable) are published	There is no information on the regulation of the actions of the governing body	0
	The charters and rules of operation governing the governing body are published	1
1.2.3 Availability of a strategic plan	Plans for the bank's future activities are not published	0
	The company's Strategic Plan, annual and multi-year plans and programs are published, which define specific goals, as well as actions and means and the estimated time for their achievement	1
	Annual update of the plan, as well as the results or degree of achievement of goals	2
1.2.4 Internal control system	There is no information on the internal control system	0
	Description of the design and operation of the internal control system for financial information	1
1.2.5 Organizational structure of the bank	There is no information on the organizational structure of the bank	0
	The organizational structure of the bank that allows to identify persons responsible for various decision-making bodies and their functions, as well as to learn about their relationship with each other	1
1.2.6 Inventory list of property and rights of the bank	The inventory list of property and rights of a bank is not published	0
	An updated inventory list of property and rights of the bank, including real estate, as well as a list of properties with significant historical, artistic or high economic value, is published	2
1.2.7 Corporate governance report and sustainability report	No corporate governance report and no sustainability report	0
	Corporate governance report published	1
	Sustainability report published	2
1.2.8 Annual report on activities	The annual report is not published	0
	Annual report on activities published	1
	Additionally, an informative summary for citizens and shareholders was published	2
1.2.9 Court decisions, if any, if not, this should be directly indicated on the website	There is no information on any court decisions regarding the bank's activities	0
	The site publishes court decisions in all areas that the company has faced over the past 3 years (with a link to their full content)	1
1.3 General information about the bank's governing bodies, their work and suitability to perform their duties		9
1.3.1 Information on the procedure of the governing body (board of administration or board of directors, as applicable)	Information on the work of the department is not published	0
	Information on the number of meetings held annually, as well as on the decision-making procedure and mechanisms for selecting, appointing and evaluating their work	1
1.3.2 Ethics Committee	Lack of information about the Ethics Committee	0
	The site provides information that the company has an Ethics Committee or compliance officer to manage the information	2
	The site has a message system or complaint channel	3
1.3.3 Internal dissemination and training activities aimed at managers and employees to increase understanding of and compliance with the code of ethics	There is no information on measures aimed at compliance with the code of ethics	0
	Information on the implementation of internal dissemination and training activities aimed at managers and employees to increase understanding of and compliance with the code of ethics	1
1.3.4 Report on the status, composition and functions of the specialized committees of the Board of Directors	There is no report on the activities of the Board of Directors	0
	A report is published on the status, composition and functions of the specialized committees of the Board of Directors, the conditions of independence and professional suitability of their members, and the number of meetings of each committee held annually	1
1.3.5 Activities of branches and business entities in which the company has a stake	There is no information on the activities of branches and business entities in which the company has a stake	0
	A report on the existence and activities of branches and business entities in which the company participates, providing information on their activities and control mechanisms (in the absence of such branches or business entities, this is explicitly stated on the website)	2
1.3.6 Decisions of the General Meeting of Shareholders	There is no information on the General Meeting of Shareholders	0
	It is noted that the minutes with the main key decisions of the General Meeting of Shareholders are published	1

The second group, "Information about relations with the public, users or interested parties, including mechanisms of interaction and cooperation with them", includes seven indicators (Table 2). These indicators make it possible to assess the extent to which the company can interact with the public and satisfy the needs of its users and stakeholders. This means that banks must be open about operating and making decisions that affect consumers, the public, and other stakeholders. It also means that banks must develop mechanisms for interacting with consumers and the public to ensure openness and trust.

Table 2. Information on relations with the public, users or stakeholders, including mechanisms of interaction and cooperation with them. Note: * points may be awarded with a coefficient of 0.5 if the required information is outdated or incomplete.

Indicators.	Limit values	Score*
		15
2.1 The bank's website has a specific section on transparency	There is no section on transparency issues	0
	The bank's website has a specific section on transparency	2
2.2 Navigation	The site lacks a search engine and has an inconvenient	0
	The site has a fast and clearly visible search engine	3
	The main page of the website contains a site map that allows you to view the structure of the site's content and its hyperlinks in one place	5
2.3 Mechanisms for assessing service delivery and quality	There are no published mechanisms for evaluating the provision of services and their quality	0
	Mechanisms for evaluating service delivery and quality (surveys, suggestions, quality analysis) are available and published, and annual improvement plans are developed based on them	2
2.4 Annual statistical information to assess the level of performance and quality of public services	Annual statistical information to assess the level of performance and quality of public services is not published	0
	The site publishes all annual statistical information to assess the level of performance and quality of public services within the competence of the bank (number of complaints received, statistics of complaints)	1
2.5 A web-based complaint channel for citizens responsible for service quality	There is no separate web channel for submitting citizen complaints	0
	The company initiated a web channel for filing citizen complaints, which is responsible for the quality of service	1
	The company provides responses to complaints within a month to resolve them	2
2.6 Collection and publication of service performance indicators	The company does not publish service performance indicators	0
	The Company collects and publishes service performance indicators	1
2.7 Information on requests and proposals received from individuals or organizations	Information on requests and proposals received from citizens or organizations is not published	0
	Statistics or information on requests and proposals received from citizens or organizations are published	2

In general, the indicators presented in Table 2 indicate a certain level of transparency and openness of the bank. A section on transparency, a search engine, and a site map allows users to find the necessary information quickly. The availability of mechanisms for evaluating and publishing statistical information on the quality of services shows that the bank is open to cooperation with its customers and is ready to improve the quality-of-service provision continuously. In addition, the initiative to create a web channel for filing and resolving citizens' complaints demonstrates the bank's responsible approach to interaction with its customers and its willingness to consider their problems and wishes.

The third group, "Economic and Financial Transparency", includes ten indicators (Table 3) grouped into two subgroups. Thus, business entities must publish information about their financial statements, accounting reports, business reports, audit reports, and other financial information. In addition, it is important to ensure that this information is available to the general public, particularly through publications on the bank's website. This allows to ensure transparency regarding the financial condition of the bank, its income and expenses, as well as to identify possible conflicts of interest and other risks.

Table 3. Economic and financial transparency. Note: * points may be awarded with a coefficient of 0.5 if the required information is outdated or incomplete.

Indicators.	Limit values	Score*
3.1 Accounting and budgetary information		15
3.1.1 Information on the ownership structure of the bank	Information on the ownership structure of the bank is not available on the website	0
	Information is provided on the ownership structure of the bank, indicating the group to which it belongs	2
	Identification of public sector shareholders, including the percentage of each shareholder and the effective control held by the public sector	3
3.1.2 Operating and capital estimates	Operating and capital estimates are not published	0
	Operating and capital estimates are published	1
	An explanatory note and other additional information is published	2
3.1.3 Statements of financial performance of a bank	Reports on the financial results of the bank are not published	0
	Reports on the financial results of the bank and, if available, consolidated group reports are published	1
	Reports of the bank's branches are published or links to their websites where the relevant reports can be found	2
3.1.4 Report on the fulfilment of economic and financial obligations assumed by the company as part of the public sector	No report on the fulfilment of economic and financial obligations is published	0
	The report on the fulfilment of economic and financial obligations is available on the website	2
3.1.5 Information on the date of registration of the annual reports of the bank or organization in the relevant state registers	No information is published on the date of submission of annual reports of a bank or organization to the relevant state registers	0
	Information is available on the date of registration of annual reports of a bank or organization in the relevant state registers	1
	Information on the date of the last audit	2
3.1.6 Audit and financial control or review reports	No inspection, audit or financial control reports are published	0
	Internal audit and financial control or inspection reports	2
	The reports were prepared by bodies outside the bank	4
3.2 Transparency of the bank's revenues, expenses and debt		10
3.2.1 Information on the bank's tariffs	No information on the bank's tariffs is available	0
	Information on tariffs (or state prices, if available) for various services offered by the company is published	3
3.2.2 Information about the bank's income	Information on the bank's income is not available on the website	0
	Separately published information on the bank's income	1
	Information on the bank's revenues is published with a detailed breakdown into those received on the market and those received from government subsidies, transfers and assistance	3
3.2.3 Information on costs, revenues and results of services, activities or lines of business of the bank	Information on the activities, income and expenses of the bank is not published	0
	Information on costs, revenues and results of services, activities or lines of business of the bank	2
3.2.4 Meeting financial sustainability obligations and information on the bank's financial debt	There is no information on the financial stability of the bank	0
	Publication of the fulfilment of financial stability obligations and information on the bank's financial debt (type of debt, amount, average maturity and average costs)	1
	Information on changes in financial debt over the past five years is published	2

The third group contains two subgroups:

3.1 "Accounting and budget information." These indicators allow for the analysis of banks' economic and financial transparency. These indicators contain requirements to provide accessible and reliable information on the bank's ownership structure, indicating the group to which it belongs, as well as its public sector shareholders, with the percentage of participation of each of them and the real control held by the public sector. Banks should provide detailed information about their ownership, including the groups they belong to and the public sector shareholders interested in their ownership.

3.2 "Transparency of the bank's revenues, expenses, and debts." Information on tariffs for the bank's services allows customers and service users to receive accessible and truthful information about the cost of services, which contributes to competition and expansion of consumer choices. Information on the bank's income and expenses, including a breakdown into those received in the market and those received from government subsidies, transfers, and assistance, helps to avoid corruption risks and ensure transparency and publicity of the bank's financial management.

Information on the fulfilment of financial stability obligations and the financial debt of the bank makes it possible to monitor trends in the bank's financial stability and prevent possible risks of bankruptcy.

The fourth group, "The Right to Access Information", includes three indicators (Table 4) related to ensuring the public right to access information, which is key to increasing the transparency and openness of banks. A separate dedicated section on a bank's website to disseminate information about the right to access information and facilitate access to this administrative procedure allows citizens to quickly find the information they need and submit a request for access to it. Direct access to a simple and accessible channel for submitting complaints, suggestions, or requests for access to information is provided on the bank's website, which helps to increase the number of citizens' requests and ensure their prompt processing and resolution.

Table 4. The right to access information. Note: * points may be awarded with a coefficient of 0.5 if the required information is outdated or incomplete

Indicators.	Limit values	Score*.
		10
4.1 Section of the website to disseminate information on the right to access information and facilitate access to this administrative procedure	There is no separate section on the right to access information	0
	The bank's website shall have a separate dedicated section, easily located and clearly identified, to disseminate information on the right to access information and facilitate access to this administrative procedure	3
4.2 Access to the complaints and suggestions channel	There is no channel for submitting complaints and suggestions	0
	Direct access to a simple and accessible channel for filing complaints or requests for access to information	3
	The website of the bank shall provide access to the submission of proposals	4
4.3 Complaints and appeals from citizens	Information on complaints or appeals from citizens is not published	0
	The number of complaints or appeals from citizens is published	2
	The number and content of complaints or appeals filed with a detailed description of those accepted or satisfied in favour of citizens are published	3

The fifth group, "Prevention of Corruption and Compliance" with "Transparency and Good Governance", includes four indicators (Table 5) that indicate the importance of ethics and compliance with the principles of transparency and integrity for banks. The indicators in this group aim to assess corruption prevention and other types of misconduct, such as conflicts of interest, bribery, use of inside information, etc.

Table 5. Prevention of corruption and compliance with transparency and good governance requirements. Note: * points may be awarded with a coefficient of 0.5 if the required information is outdated or incomplete.

Indicators	Limit values	Score*
		10
5.1 Corruption prevention system	There is no description of the corruption prevention system	0
	A description of the corruption prevention system is available and published, detailing the main risks and steps taken to counteract them	2
	There is a body responsible for overseeing and updating it	3
5.2 Code of Ethics, Code of Conduct or Code of Good Governance of the bank	None of the listed documents are published	0
	A Code of Ethics exists and is published	2
	Additionally, the Code of Conduct or Code of Good Governance of the bank is published	4
5.3 Channel for reporting incorrect behaviour	There is no channel for reporting incorrect behaviour	0
	The site has a link or e-mail channel for reporting inappropriate behaviour, governed by a protocol on this issue, which details the procedures for protecting the reporting person and allows anonymous reports	2
5.4 Sanctions and disciplinary measures for violations of the corruption prevention program or code of ethics and good governance	There is no information on sanctions and disciplinary measures for violations of the corruption prevention program or the code of ethics and good governance	0
	Possible sanctions and disciplinary measures for violations of the corruption prevention program or the code of ethics and good governance are published, as well as, in case of violations, the sanctions imposed in such cases	1

After evaluating and summarizing the number of points, the following scale can be used to make decisions on the level of information transparency of the bank:

1. "Insufficient transparency" 0-35 points. Banks in this category provide limited information about their operations, excluding key details and controls. The information they do provide may be inconsistent and insufficient to understand their operations and impacts.
2. "Partial transparency" 36-55 points. Partly transparent banks provide some information about their operations, including financial statements and general reports. However, they may omit some details or insufficiently disclose information on governance and its impact on stakeholders.
3. "Medium transparency" 56-75 points. Banks with medium transparency provide a moderate amount of information about their operations, including financial statements and some aspects of governance. However, the details and accessibility of information may be limited, and the bank's activities may not be covered in the full range.
4. "High Transparency 76-90 points. Banks with high transparency actively provide information about their operations, including detailed financial, governance, and social responsibility reports. They are open to their stakeholders and take responsibility for their activities.
5. "Full transparency 91-100 points. Banks that have achieved full transparency ensure maximum accessibility of information and openness. They publish detailed reports on finances, governance, social responsibility, environmental impact, and ethical principles, facilitating quality communication and stakeholder engagement.

This scale allows for assessing the degree of availability and quality of the bank's information and determining its openness to stakeholders.

For representative studies, the analysis should select banks with similar activities or belonging to the same sectors of the economy. The choice of banks to study the level of transparency of websites can be justified by various factors, such as the size of the bank, the field of activity, geographical location, etc. Also, selecting entities from different countries can be useful when comparing the level of website transparency in different market conditions and cultural contexts. For example, a study of public and private entities may reveal differences in approaches to openness and accessibility of information. Thus, the following banks were selected to test this methodology:

1. Česká spořitelna: A leader in the Czech banking sector, founded in 1825, part of the Erste Group (Česká spořitelna).
2. ČSOB (Československá obchodní banka): Founded in 1964 and part of the KBC group, this Czech bank is known for its wide geographic coverage and variety of financial products (ČSOB).
3. Bank Pekao S.A.: Founded in 1929, it is a key player in the Polish financial market, offering various financial services (Bank Pekao S.A.).
4. PKO Bank Polski: Founded in 1919, it is one of the largest banks in Poland, known for its extensive network of branches and various banking and financial services (PKO Bank Polski).
5. PrivatBank: Founded in 1992, it is the largest bank in Ukraine, known for its innovative approach to technology and active participation in developing the country's financial sector (PrivatBank).
6. Oschadbank: Established in 1841, Oschadbank is the national bank of Ukraine with an extensive network of branches and a wide range of banking services (Oschadbank).

The study compared banks from the Czech Republic, Poland, and Ukraine regarding various indicators of transparency and information accessibility (Figure 4). The overall analysis of bank transparency shows that ČSOB is a leader among the banks analyzed. This bank is characterized by high transparency in all categories, including active transparency, public relations, economic and financial transparency, the right to access information, and corruption prevention. As for Česká spořitelna from the Czech Republic and Bank Pekao S.A. from Poland, although they have an average level of transparency, their scores are lower than ČSOB's in all categories, especially in active transparency and economic and financial transparency. PrivatBank of Ukraine also scored high in the overall ranking, particularly due to its high scores in economic and financial transparency and corruption prevention. Oschadbank from Ukraine and PKO Bank Polski from Poland showed moderate transparency, with PKO Bank Polski scoring lower in economic and financial transparency compared to other participants. The overall score is the result of the assessment in all categories, and ČSOB was the leader in this indicator, emphasizing its high level of transparency and information accessibility.

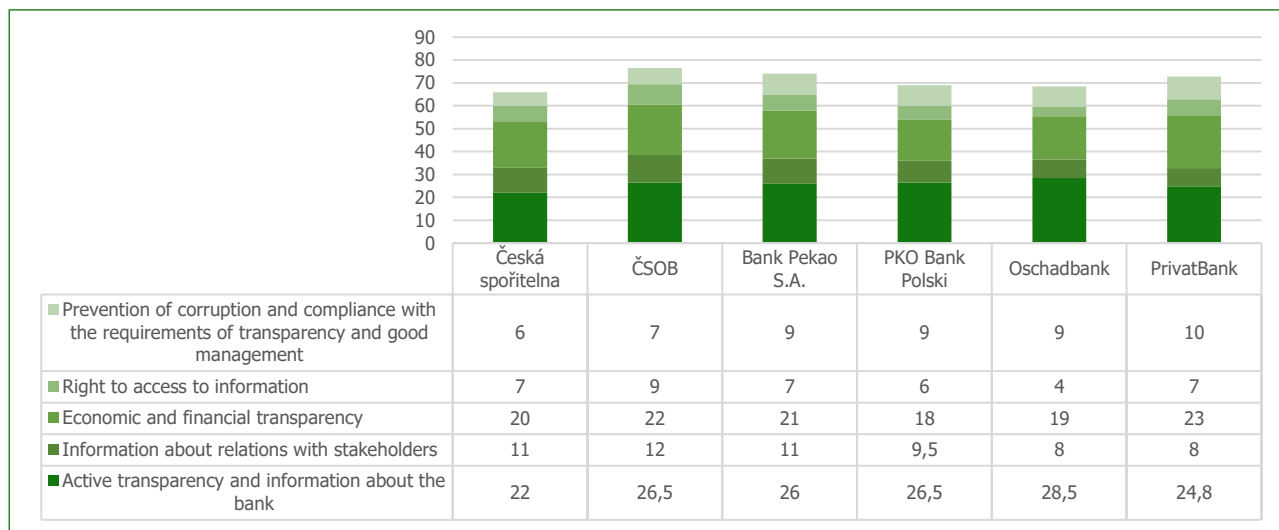


Figure 4. Results of determining the level of transparency of banks.

However, it should be noted that comparing the level of transparency based on the analysis of the entities' websites may be incomplete and insufficient, as some important information may not be available on the entities' websites. Therefore, while the comparison of these six entities may provide a general idea of their level of transparency, additional research and analysis is required to obtain complete and accurate information.

DISCUSSION

The study's results underscore the significance of transparency in banking, emphasizing that a comprehensive and accessible presentation of information on bank websites is essential for fostering trust, accountability, and stakeholder engagement. The methodology developed in this research, which evaluates transparency across 45 distinct indicators grouped into five main categories, offers a detailed approach to assessing transparency. This multifaceted evaluation framework encompasses financial information, stakeholder relations, economic transparency, access to information, and anti-corruption practices, thus providing a holistic view of the factors contributing to a bank's public accountability.

The findings indicate that banks with higher transparency scores prioritize the availability and accessibility of critical information regarding their organizational structure, management policies, and financial performance. This focus on openness can foster better public understanding and promote confidence in the bank's operations, particularly in how it manages resources, addresses conflicts of interest, and safeguards stakeholder interests. For stakeholders, including clients, investors, and regulatory bodies, accessing reliable and timely information is instrumental in making informed decisions about engaging with these institutions. Additionally, the transparency assessment highlights the variations in practices across banks, indicating that even in a similar regulatory environment, banks may differ significantly in how they implement and prioritize transparency-related practices.

The present study contributes to the ongoing dialogue on bank transparency by expanding on existing research on how transparency impacts financial performance, stakeholder trust, and risk management. For instance, (Oino, 2019) emphasizes that transparency and disclosure positively affect financial performance metrics like profitability and loan portfolio quality. While Oino's work underscores the quantitative gains of transparency, our study proposes a more comprehensive view, suggesting that transparency enhances ethical governance and public accountability, indirectly strengthening financial stability and market positioning.

Similarly, (Losada-Otálora & Alkire, 2019) explored the transformative impact of bank transparency on consumers' financial well-being (FWB), suggesting that transparency can enhance consumer trust and financial self-efficacy. While this customer-centric approach highlights the personal benefits of transparency, our study broadens the perspective by analyzing transparency's organizational impact. We argue that transparency boosts consumer confidence and reinforces internal practices, thus contributing to an institution-wide culture of accountability and ethical governance that benefits all stakeholders.

Authors (Bashir et al., 2021) examine transparency's effect on financial stability within Chinese banks, indicating that greater transparency combined with market power reduces insolvency and credit risks. Although Bashir's research focuses

on market dynamics and risk mitigation, our study extends this analysis by showing that transparency's stabilizing effects transcend specific market structures and benefit banks universally. Our findings reinforce that transparency is a fundamental pillar supporting institutional stability and ethical decision-making, particularly in turbulent market conditions.

Furthermore, (Lamanda & Tamásné Vőneki, 2024) investigate the relationship between ESG (environmental, social, governance) disclosures and bank performance, finding that ESG transparency correlates more with sustainability rather than direct financial gains. While their study highlights ESG as a critical transparency component, our research suggests that transparency's benefits extend to core governance functions, such as anti-corruption practices and stakeholder engagement. This broader framework integrates ESG aspects with financial and ethical dimensions, providing a more versatile tool for assessing a bank's transparency and resilience.

Lastly, (Kusi, 2021) addresses how private and public sector transparency influences bank interest margins within varying institutional setups. Kusi's findings show that institutional quality moderates transparency's effect, suggesting that strong regulatory environments enhance transparency's positive outcomes. Our study complements this view by showing that transparency is universally beneficial but that supportive regulatory environments amplify its effects. This insight underscores the importance of regulatory support for maximizing transparency's potential to reinforce financial stability and ethical practices within banking.

Through these comparisons, our study establishes its contribution to the literature by providing a comprehensive transparency framework that enhances financial performance and promotes ethical governance, resilience, and stakeholder trust in diverse banking contexts.

The study also highlights specific areas for improvement within the assessed banks. Many institutions performed strongly in certain categories, such as financial transparency, while others scored lower in stakeholder relations and public access to information. This uneven distribution of transparency practices suggests that some banks may need to refine specific aspects of their transparency strategies to meet stakeholder expectations fully. Furthermore, the study underscores the potential of transparency as a competitive advantage, as banks with higher transparency scores are likely to be viewed more favourably by stakeholders. This advantage can translate into greater customer loyalty, a stronger public reputation, and enhanced competitiveness in the financial market.

CONCLUSIONS

This study has underscored the critical importance of transparency in the banking sector, highlighting it as a fundamental aspect of modern public trust, accountability, and competitive positioning. Through the development and application of a comprehensive methodology based on 45 transparency indicators, this research provides a detailed framework for assessing transparency across multiple dimensions, including financial disclosures, stakeholder relations, economic transparency, access to information, and anti-corruption practices. The study's findings reveal that transparency not only enhances a bank's reputation but also builds stronger relationships with stakeholders by demonstrating a commitment to openness, ethical behaviour, and corporate responsibility.

One of the central conclusions of this research is that banks demonstrating higher levels of transparency are better equipped to foster trust with their clients, investors, and regulators. By providing clear, accessible, and comprehensive information about their operations, financial health, and governance practices, these banks offer stakeholders a basis for informed decision-making. This trust is particularly crucial in the banking sector, where confidence in financial institutions directly impacts their stability and overall success. Transparency, therefore, is not merely a regulatory requirement but a strategic tool for building long-term relationships and achieving business sustainability.

The study's results also emphasize that transparency practices are not uniformly implemented across banks. While many institutions excel in certain areas, such as financial disclosures, others show room for improvement, particularly in stakeholder relations and public access to information. This disparity suggests that while some banks recognize and leverage transparency as a core value, others may still view it as a regulatory formality. Encouragingly, the research indicates that transparency can serve as a motivator for continuous improvement. Banks that adopt the study's indicators as a benchmark can identify and address gaps in their transparency efforts, ultimately contributing to a more resilient financial system that is responsive to stakeholder expectations.

The methodology developed in this research offers practical applications for both banks and their stakeholders. For banks, it provides a structured approach to evaluating and enhancing transparency, enabling them to monitor their practices, adapt to evolving expectations, and benchmark their progress against industry standards. For stakeholders, the transparency indicators serve as a valuable tool for assessing the trustworthiness and openness of financial institutions, helping

them make informed decisions and reducing information asymmetry. This assessment framework can thus support more transparent, reliable, and ethical practices within the banking sector, which in turn strengthens public trust and confidence in the financial system.

The findings of this study also point to broader implications for policy and regulatory practices. As transparency increasingly becomes a focus of public policy and industry regulation, the study's methodology could inform regulatory bodies about the specific indicators and benchmarks most critical to transparency in banking. Regulators can use these findings to refine transparency guidelines, establish clearer standards, and ensure banks adhere to practices that support both ethical behaviour and public confidence. Additionally, transparency assessments like the one developed here could serve as a foundation for industry best practices, promoting greater consistency across financial institutions and encouraging banks to adopt transparency as a core operational principle.

Nevertheless, this study also highlights certain limitations and areas for future research. By focusing on publicly available information on bank websites, the study may not fully capture the range of transparency practices employed by banks across different channels. Future studies could expand this approach by incorporating additional data sources, such as social media disclosures, third-party audit reports, and customer feedback, to provide a more comprehensive picture of banks' transparency practices. Furthermore, as digital technologies evolve, banks may adopt new methods for transparency, such as real-time financial data sharing and blockchain-based verification. Future research could explore how these innovations impact transparency and contribute to a more interconnected, trustworthy financial system.

In conclusion, this study provides a robust and versatile framework for assessing the transparency of banks, reflecting the growing demand for openness, accountability, and ethical practices within the financial sector. The indicators developed herein offer valuable insights for banks striving to improve their transparency and align with stakeholder expectations, as well as for policymakers seeking to reinforce the financial system's stability through transparency-focused regulations. By embracing transparency not just as a compliance measure but as a strategic asset, banks can build stronger relationships, enhance their public image, and contribute to the integrity and sustainability of the global financial system. The findings of this study thus contribute significantly to the understanding and advancement of transparency practices, underscoring their essential role in the development of a more resilient, responsible, and trusted banking industry.

ADDITIONAL INFORMATION

AUTHOR CONTRIBUTIONS

All authors have contributed equally.

FUNDING

This work was supported by the Ministry of Education and Science of Ukraine (0122U000774 «Digitalization and transparency of public, corporate and personal finance: the impact on innovation development and national security»).

CONFLICT OF INTEREST

The Authors declare that there is no conflict of interest.

REFERENCES / ЛІТЕРАТУРА

1. Azarenkova, G., Dziubliuk, O., Korneev, V., Golovko, O., & Onishchenko, I. (2022). Diagnostics of transparency of Ukrainian banking institutions using multivariate analysis methods. *Scientific Horizons*, 25(8). [https://doi.org/10.48077/scihor.25\(8\).2022.85-105](https://doi.org/10.48077/scihor.25(8).2022.85-105)
2. Bank Pekao S.A. (2024). Website. <https://www.pekao.com.pl/>
3. Bashir, U., Khan, S., Jones, A., & Hussain, M. (2021). Do banking system transparency and market structure affect financial stability of Chinese banks? *Economic Change and Restructuring*, 54(1), 1–41. <https://doi.org/10.1007/s10644-020-09272-x>
4. Bukhtiarova, A., Dukhno, Y., Kulish, G., Kurochkina, I., & Lypchanskyi, V. (2019). Ensuring transparency of key public finance authorities. *Investment Management and Financial Innovations*, 16(2), 128-139. [http://dx.doi.org/10.21511/imfi.16\(2\).2019.11](http://dx.doi.org/10.21511/imfi.16(2).2019.11)
5. Buriak, A.V., Tsiavuk, A.O., & Yemtseva, K.Iu. (2017). Theoretical aspects of the transparency of banks of Ukraine. *Odesa National University Herald. Economy*, 4(57), 97-101. <http://irbis->

- nbuv.gov.ua/cgi-bin/irbis_nbuv/cgiirbis_64.exe?C21COM=2&I21DBN=UJRN&P21DBN=UJRN&IMAGE_FILE_DOWNLOAD=1&Image_file_name=PDF/Vonu_econ_2017_22_4_22.pdf
6. Butenko, V.V., & Belinska, Yu.V. (2022). Transparency of the banking sector of Ukraine. Research of financial institutions and development tools of the state, territories and business entities: theoretical, methodological and practical aspects. Proceedings of the VI International Scientific and Practical Conference on February 18, 2022, Odesa.; ONU named after Mechnikova. Odesa: M.A. Bondarenko, 30-32.
 7. Česká spořitelna. (2024). Website. <https://www.csas.cz/cs/osobni-finance>
 8. ČSOB. (2024). Website. <https://www.csob.cz/>
 9. D`iakonova, I.I., & Siniahovskiy, Yu.V. (2020). Transparency as a factor in preventing the emergence of banking crises. Problems and prospects of developing the financial and credit system: materials of the International Scientific and Practical Conference, 20 November, Sumy: Sumy State University, 32-35. <https://doi.org/10.32702/2307-2105-2020.11.8>
 10. Farvaque, E., Refait-Alexandre, C., & Saidane, D. (2011). Corporate disclosure: A review of its (direct and indirect) benefits and costs. *International Economics*, 128, 5-32. [http://dx.doi.org/10.1016/S2110-7017\(13\)60001-3](http://dx.doi.org/10.1016/S2110-7017(13)60001-3)
 11. Firmansyah, F., & Layli, M. (2023). The Role of Transparency on the Effect of Leverage on Company Value. *Journal of Auditing, Finance, and Forensic Accounting*, 11(1), 20–32. <https://doi.org/10.21107/jaffa.v11i1.17911>
 12. Goergen, M., & Tonks, I. (2019). Introduction to Special Issue on Sustainable Corporate Governance. *British Journal of Management*, 30(1), 3–9. <https://doi.org/10.1111/1467-8551.12325>
 13. Hrytsenko, L., Zakharkina, L., Zakharkin, O., Novikov, V., & Chukhno, R. (2022). The impact of digital transformations on the transparency of financial-economic relations and financial security of Ukraine. *Financial and credit activity problems of theory and practice*, 3(44), 167–175. <https://doi.org/10.55643/fcaptop.3.44.2022.3767>
 14. Hrytsenko, L., Boiarko, I., Tverezovska, O., Polcyn, J., & Miskiewicz, R. (2021). Risk-management of public-private partnership innovation projects. *Marketing and Management of Innovations*, 2, 155-165. <https://doi.org/10.21272/mmi.2021.2-13>
 15. Iorgachova, M. (2018). Information transparency of the company - a component of the corporate governance model. *Economy and society*, 17, 543-550. https://economyandsociety.in.ua/journals/17_ukr/80.pdf
 16. Krasnokutska, N., Kruhlova, O., Kozub, V., & Martíšková, P. (2019). Transparency of the enterprise: from theory to practice of evaluation (on the example of retail networks). *Economic Annals-XXI*, 175(1-2), 58–62. <https://doi.org/10.21003/ea.V175-10>
 17. Kusi, B. A. (2021). Financial sector transparency and bank interest margins: Do quality of political and financial regulatory institutions matter? *Journal of Financial Regulation and Compliance*, 29(4), 409–433. <https://doi.org/10.1108/JFRC-10-2020-0097>
 18. Kutsyk, V.I., & Moiseienko, I.V. (2018). Methodological bases for evaluation of social responsibility of the enterprise, *Sustainable development of the economy*, 3(40), 92-99. <https://economdevelopment.in.ua/index.php/journal/article/view/140>
 19. Kuznyetsova, A., Klishchuk, O., Lisnyak, A., Kerimov, A., & Babayev, A. (2020). Innovation Mechanism in Monetary Policy Forecasting: Unification of all Macroeconomic Puzzles in SVAR Model. *Marketing and Management of Innovations*, 4, 219-230. <http://doi.org/10.21272/mmi.2020.4-17>
 20. Lamanda, G., & Tamásné Vőneki, Z. (2024). Is ESG disclosure associated with bank performance? Evidence from the Visegrad Four countries. *Management of Environmental Quality*, 35(1), 201-219. <https://doi.org/10.1108/MEQ-02-2023-0064>
 21. Lauesen, L. M. (2019). Sustainable investment evaluation by means of life cycle assessment. *Social Responsibility Journal*, 15(3), 347-364. <https://doi.org/10.1108/SRJ-03-2018-0054>
 22. Losada-Otálora, M., & Alkire (née Nasr), L. (2019). Investigating the transformative impact of bank transparency on consumers' financial well-being. *International Journal of Bank Marketing*, 37(4), 1062-1079. <https://doi.org/10.1108/IJBM-03-2018-0079>
 23. Oino, I. (2019). Do disclosure and transparency affect bank's financial performance? *Corporate Governance*, 19(6), 1344-1361. <https://doi.org/10.1108/CG-12-2018-0378>
 24. Oleksich, Z., & Yaroshyna, A. (2023). Method of calculating the integral indicator of transparency of Ukrainian banks. *Bulletin of V. N. Karazin Kharkiv*

- National University Economic Series*, 104, 31–36. <https://doi.org/10.26565/2311-2379-2023-104-04>
25. Oschadbank. (2024). Website. <https://www.oschadbank.ua/>
26. PKO Bank Polski. (2024). Website. <https://www.pkobp.pl/>
27. PrivatBank. (2024). Website. <https://privatbank.ua/>
28. Savchenko, T., Yaroshyna, A., & Kasianenko, O. (2021). Bank management report as a tool of detinization Ukrainian economy. *Economy and society*, 24. <https://doi.org/10.32782/2524-0072/2021-24-32>
29. Zhang, Z., Hu, D., & Liang, L. (2021). The impact of supplier dependence on suppliers' CSR: The moderating role of industrial dynamism and corporate transparency. *Journal of Purchasing and Supply Management*, 100702. <https://doi.org/10.1016/j.pursup.2021.100702>

Гриценко Л., Захаркін О., Захаркіна Л., Хедегаард М., Кузнєцова А., Новікова Л.

ОЦІНКА РІВНЯ ІНФОРМАЦІЙНОЇ ТРАНСПАРЕНТНОСТІ БАНКІВ

Метою дослідження є розробка методики оцінювання рівня прозорості банків через аналіз їхніх вебресурсів. Застосування цієї методики дозволяє робити висновки про відкритість банків, їхню готовність до взаємодії зі своїми клієнтами, партнерами, регуляторними органами, громадськістю та іншими стейкхолдерами. На основі бібліометричного аналізу та аналізу сайтів банків було виокремлено ті показники, які найчастіше є на сайтах, тому можуть бути зіставними при порівняльному аналізі. Ці зіставні показники було об'єднано в 5 груп: 1) «Активна прозорість та інформація про банк»; 2) «Інформація про відносини з громадськістю, користувачами або зацікавленими сторонами, включаючи механізми взаємодії та співпраці з ними»; 3) «Економічно-фінансова прозорість»; 4) «Право на доступ до інформації»; 5) «Запобігання корупції та дотримання вимог прозорості й добросовісного управління». У роботі застосовано метод бального оцінювання показників, на основі чого розроблено методику оцінювання рівня прозорості сайтів банків, яка містить 45 критеріїв рівня прозорості їхніх сайтів. Здійснено апробацію цієї методики за даними шести банків, за результатами чого отримані висновки щодо рівня прозорості цих суб'єктів господарювання. Результати апробації показали, що методика може бути успішно використана для оцінювання рівня прозорості банківських вебресурсів. Ця методика оцінювання рівня прозорості сайтів банків стане корисним інструментом і для внутрішніх, і для зовнішніх стейкхолдерів. Для банків вона може стати додатковим мотиваційним інструментом для покращення якості та доступності інформації на їхніх вебресурсах, а для споживачів (клієнтів, контрагентів, інвесторів, органів контролю, аудиторів тощо) – джерелом зручної та зрозумілої інформації про діяльність банків і їхніх продуктів. У цілому проведене дослідження допомагає забезпечити більшу прозорість і довіру між банками та їхніми стейкхолдерами, що, в свою чергу, сприятиме розвитку сучасної економіки.

Ключові слова: прозорість, банки, вебсайти, методика, бальне оцінювання

JEL Класифікація: M10, M21, M48