

THE ROLE OF SUSTAINABILITY ACCOUNTABILITY STANDARDS (SAS) IN SUSTAINABILITY REPORTING AND ATTRACTING FOREIGN INVESTMENT

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Abstract

This research sought to demonstrate the role played by the standards issued by the Sustainability Accounting Standards Board in reporting sustainability and this has raised the attraction of foreign investment, and to achieve the goal of the research the researchers selected four Gulf giants in the telecommunications side and study sustainability reports issued by these companies for three years (2018-2019-2020) through the use of content analysis method and the researchers resorted to the selection of Gulf telecommunications companies due to the failure of Iraqi companies registered in the Gulf telecommunications companies The Iraqi securities market issued sustainability reports, and the research reached a number of conclusions, the most important of which is a difference in the rate of reporting sustainability by the companies of the research sample from year to year, as well as a difference in the rate of reporting sustainability by companies during a certain year according to the criteria issued by the Sustainability Accounting Standards Board, and in the end the researchers recommend Iraqi companies to prepare sustainability reports In light of the standards issued by the Sustainability Accounting Standards Board due to the role played by this reporting in increasing the value of the company and improving its image in front of the community as well as its role in attracting foreign investment.

Keywords : Sustainability Accounting Standards Board, Reporting sustainability, attracting foreign investment

1. Introduction

The term sustainability is an irrelatively new aspect of the economic language and accounting, although it has old roots in the world by advocating a life approach that is supposed to be in line with a balanced and orderly world in exploiting existing resources and benefiting from them without affecting or affecting the share of future generations, and interest in achieving sustainability in the countries of the world has increased and has become the issue of laws and legislation and the holding of conferences and the increase of literature dealing with this subject and encouraging the preservation of the share of future generations. The resources of future generations and reducing their depletion promised sustainability a future approach for companies seeking to achieve, especially after the increase in claims from the organizations and professional groups that are able to report sustainability and promise a complementary part of the financial lists, a delegation that the U.S. Accounting Standards Board crystallized its efforts in 2010 with the official initiative to establish the Sustainability Accounting Standards Board, which took it upon itself to issue sustainable accounting standards in light of the Global Reporting Initiative (Jacob, 2019: 537) At present, many companies are issuing sustainability reports to report on their commitment to maintaining the environment in which it works in addition to achieving social goals as well as economic goals for which the company was founded and these reports contribute

to improving the image of the company towards society in addition to adding value to it and attracting foreign investments, hence the researchers try to study the reports sample of Gulf companies operating within the telecommunications sector to measure the degree of Reporting on sustainability in light of the standards issued by the Sustainability Accounting Standards Board and its role in attracting foreign investment. The continuity of companies is largely linked to the view of the community in which the company works alongside direct stakeholders (shareholders) and sustainability has come to reflect the point of view of stakeholders, including investors, the process of influence of society and investors reflects on the company and its sustainability and vice versa, and the process of evaluating reporting is also important for each company and It has to do it to find out the positive and negative aspects of its work to keep sustainability away. The research aims to employ standards issued by the Sustainability Accounting Standards Board to analyze the content of sustainable reports to a sample of Gulf contact companies that did not know the extent of their commitment to reporting their activities to demonstrate their responsibility to those who have not met according to the perspective of sustainability and the role of this reporting in attracting foreign investment The problem with research is that there is a weakness in reporting sustainability under the criteria issued by the Sustainability Accounting Standards Board by Gulf telecommunications companies, which affects the attraction of foreign investment, and this problem results in the following questions:

1. How committed are telecommunications companies to the research sample to report sustainability under standards issued by the Sustainability Accounting Standards Board ?
4. How much role is sustainability reporting in attracting foreign investment ?

2. Literature Review

2.1: The concept of reporting sustainability

The history of sustainability reporting dates back to the early 1970s, when companies began to recognize their role in society as well as maximizing profit (Brockert and rezaa, 2021:27) and over time sustainability reporting has evolved from its primary focus on environmental issues to focusing on corporate social activities and currently many companies in the world are reporting all the information needed to achieve triple reporting (TBL). Information on the dimensions of sustainability, it has been defined as "a statement of how companies deal with important financial and non-financial realities such as matters related to governance, environmental, social, economic, risks and opportunities that can affect the future performance of companies and their income and value" (Abu Zar and Al Atum, 2016: 134)

According to this definition, the essence of sustainability reporting is that there is a sustainable accounting system to measure the company's non-financial performance as well as financial performance through its ability to maintain and report on measures related to the economy, environment and society in financial reports or separately, and that this system should be characterized by a comprehensive conceptual framework defined by a set of high quality principles and standards that are understandable and applicable at the global level. Various types of companies aim to improve and enhance the level of transparency in the reporting of financial and non-financial information of companies in order to reflect financial and non-financial realities related to economic, environmental, social, risks and opportunities that can affect the future

performance of companies and their income and value (Khafaji, 2018: 48-49), where companies seek to do not lack the need to sustain several objectives, including assessing aspects of their performance. Economic, social and environmental reporting and reporting on the efforts and progress achieved in relation to the sustainable disease practiced by the company is also a measure of the effectiveness of initiatives that are not It is organized as a guide and reference for future initiatives to help create new opportunities as well as the ability to improve impact on society and provide a sophisticated and effective infrastructure that forms a solid foundation for building sustainable cities and building a dynamic economy that provides long-term growth.

2.2 : Scientifically issued guidelines to regulate sustainability reporting.

As part of the growing global interest in the issue of sustainability at the corporate level, many global initiatives have been launched aimed at formulating a range of standards, directives and guidelines related to reporting on the dimensions of sustainability in order to support and enhance the ability of businesses in the brain sectors to provide sustainable information at high quality levels to users, the most important of which are the guidelines: (Al-Kholi et al., 2021: 950-951)

1. The guideline framework issued by the Global Reporting Initiative.

It is an independent international organization founded in 1997 that helps other organizations, including companies and governments, understand and report on the impact of activities resulting from economic, environmental, social and governance performance on important sustainability issues that enable companies to continue for an unlimited period, and has issued several copies of the guidelines, which represent a global framework for comprehensive sustainability reporting, and the last version was version 4 (G4) in 2013.

2. Directives issued by the Un Global Charter.

In May 2010, the United Nations launched an initiative known as the Global Compact initiative of the United Nations, during which it promoted 10 key principles covering the environmental and social dimensions of sustainability emanating from four main groups: human rights, labour and environmental practices and anti-corruption practices, the aim of which is to encourage companies to support, root and adopt those key principles in all their different influences on society and the surrounding environment.

3. Standards issued by the Sustainability Accounting Standards Board.

It is an independent sustainability standards organization established in 2011 in the United States of America and the Board has issued a set of standards aimed at helping companies report material and financial information to investors in a cost-effective form to help them make appropriate decisions as the process of establishing transparent, comprehensive and rigorous SASB standards is based on substance and Relying on evidence and market media, it has so far issued standards for 79 industries in 11 sectors (Girella,2018:58), and the Board consists of five to nine members including the President and the purpose is to increase views to reach a high level in the decision-making process, and its mission is to develop and publish industry accounting standards for material sustainability issues for integrated reporting purposes and designed the standards to be cost-effective for users and useful to investors, giving both parties The ability to compare and measure performance (Saudi and Adly, 2020:84), and its members appoint directors based on the nominations of the governance committee for a period of three years, and the Board works in accordance with its main administrative documents, procedural rules and conceptual framework, and defines the conceptual framework concepts, principles, definitions and basic objectives that

guide the Board with regard to the development of standards on sustainability topics, and the rules of procedure define the processes and practices followed by the Council in its activities related to the development of standards and in supervising the relevant work. Carried out by board staff, the Board works in its guiding and supervisory role in the structure of the Sector Committee, which appoints at least three members of the Standards Board for each sector to review, discuss and communicate with employees (Thumer, 2020:15), and the researchers will focus on these standards for use in sustainability reporting.

4. ISO standard for social responsibility.

This standard was launched by the World Standard-Setting Organization in 2010 and was intended to identify areas and dimensions of the social responsibility of the company and encourage it to fulfil its social responsibility towards all parties to which companies are responsible, to have a high degree of transparency and credibility towards their social responsibility practices and community implications for their activities. and its organizational culture.

As we have explained, the Board has issued standards for 10 sectors and here the researchers will focus on the telecommunications sector, where with regard to the standards issued by the Sustainability Accounting Council for the telecommunications sector, the Board issued a standard for the telecommunications sector under the name (TCO301 TCO301), and the telecommunications services industry consists of telecommunications companies as well as companies that provide cable and satellite services, and The wireless services sector provides direct communication through cellular radio networks and operates and maintains associated transmission and transmission facilities and voip and television, while the wire line provides local and away voice communication via the public network of God and Aft, and cable services companies and Satellites distribute television programs through satellite broadcasts orbiting the Earth or through ground stations, and under the standard companies should report sustainability based on a set of indicators and metrics in six dimensions as follows:

1. Environmental footprint of operations: Telecommunications services companies consume large amounts of energy and depend on the source of energy and the efficiency of their generation, where total energy consumption increases with the expansion of the communications infrastructure and data traffic, so the company should report the total amount of energy it consumes as well as the amount of energy it has consumed, including solar or wind-produced energy.

2. Data Privacy: Since subscribers are increasingly interested in privacy issues related to mobile phones, internet and e-mail services, Communications services companies must implement strong management practices and relevant guidelines for their use of subscriber data, here the company should describe the nature, scope and implementation of its policies and practices related to the privacy of subscriber data. Focusing on how to process the collection, use and retention of information as well as the total amount of cash losses as a result of legal proceedings related to the privacy of participants.

3. Data Security: The telecommunications services industry is particularly vulnerable to data security threats, where companies manage a huge volume of data, including personal data, as well as demographic, behavioral, and location data, and this data is exposed to cyberattacks by competitors or others, and when the company develops measures and prevention and treatment of data security threats lead to In addition to the demand for the services provided by the company

in addition to protecting the reputation of the company, the company should report the measures it has developed for the purpose of protecting data from any threats in the sustainability report and the total number of data violations specified during the reporting period as well as the number of subscribers affected and how to deter attacks on its information systems. This step will have a positive impact on the company's profits, thereby increasing market share and attracting investment.

4. End of the product life cycle: Due to the rapid obsolescence of communication devices, especially mobile phones, it requires the treatment of electronic waste produced as a result of the non-use of these phones by subscribers, so many companies have established a system to collect, treat, recycle and use it in the production process or proper disposal. Due to growing concerns about electronic waste from telecommunications devices, this step requires companies to pay for these devices, and here companies should report the amount of tons of material recovered through product drivers and recycled services.

5. Competitive behavior and open Internet: Due to the special nature of telecommunications, cable and satellite companies, they should manage their growth strategies within the criteria designed to ensure competition, and given the nature of the contractual relationship between the subscriber and the company, this relationship is the basis of much discussion about the need to protect the open Internet. Where all online data is handled on the basis of equality in terms of performance and access, the sector faces ongoing legislative and regulatory measures aimed at ensuring competition, which can limit market share and growth potential of some major competitors, and here the company should report the total amount of cash losses as a result of legal procedures related to competitive behavior along with the average speed of sustainable actual loading and description of risks and opportunities associated with network neutrality and related practices.

6. Managing systemic risks from technology disturbances: Due to the importance of telecommunications networks, companies will face increasing threats to their network infrastructure, where the system may be disabled due to use or due to extreme weather events associated with climate change, and in order to counter those threats some companies have good measures to address them, and here they must. The company reports the system outage rate, the average network outage time for the subscriber, and what is the alternative if the network is disconnected.

The researchers will rely on this criterion to measure the compliance of the telecommunications companies with the research sample to report sustainability.

2.3 : The concept of foreign direct investment

There is no unified concept of investment due to the multiplicity of sources, the difference in purpose and objectives, whether between countries between them or between countries and foreign investors, and the difficulty in finding a specific definition is due to the fact that investment is an economic term everyone looks at differently, and its content has changed with the development of international economic relations, moving from a classic concept of light to a broad concept, where it includes all forms of investment. Investment has been defined as a process of developing a country's financial base through the cross-border movement of its owned capital and its entry into economic projects that provide different needs and generate financial profits. (Hadrouk, 2015: 6)

It is also known as a migration of money from one country to another and occurs when a person or company from one country owns assets in another country in order to participate or manage these assets, with the possibility of the host country benefiting from modern technology and administrative skills associated with such investments, which are reflected in the increase in the exports of the host country and an increase in its economic growth rate.(Razig and Bahit, 2022: 420)

Therefore, the economy considers investment to be a process of exploiting the capital of the money to make a profit or surplus, and it is clear from this that economists have focused on the objective of the investment process, and the resulting in not being able to develop an inclusive definition against the idea of investment so that the elements of this work and its pillars can be reached.

2.4 : Forms of foreign direct investment

FDI has several forms that vary according to multinational companies and the host country, and the choice of a particular form is based on the political ideology, economic and social system of the host country and on the status and objective of the country behind those investments, and FDI may be through the partial or absolute ownership of the investment project by the foreign company, and foreign investment takes the following forms : (Hussein and Hafez, 2021: 520)

1. Joint investment: it is not an investment in which two or more countries participate through an international company of activity, and the parties are not involved in a permanent investment, and participation in capital as well as project management.
2. This type is more conducive than multinational companies, because there is no national partner for the investor, not my side, and all companies have no investments, so they have full freedom to supervise and organize and not to look at projects.
3. Projects or assembly processes: These projects take the form of an agreement between two parties, one foreign party and the other national, whether public or private, whereby the first party provides the other party with the components of a particular product to assemble it to become a final product in exchange for the foreign party equipping the national party with the expertise of the national party with the expertise of the national party and the expertise of not political and no need to carry out operations Production.
4. No direct investment that is not related to ownership: the investor can get an effective voice in the management of the project through means other than a share of the shares, this type of investment may be in the form of direct or indirect investments, and forms of this investment are (licensing contracts, turnkeys, contracts for a house).

In the end, we can say that the purpose of sustainability-focused guidelines and standards, such as those issued by the Sustainability Accounting Standards Board (SASB), is to enable all companies regardless of size, sector or location to report sustainability information, and with greater investor awareness of issues related to sustainability, and the introduction of those issues and not Considerations within decision-making processes are not investment and by reporting sustainability the requirements of investors can be met, and reporting only sustainability is positive in rationalizing the s of the investment as it leads to the submission of the The environmental and social impacts help to assess the company's performance more accurately and improve efficiency, as well as allow investors to predict the future return of the company. The expected cash flows to the company as well as the expected capital gains resulting from the

appreciation of the value of the company, the investments in the companies are always seeking to achieve some gains. So, without affecting their positive contribution to economic, environmental and community development, they need to be constantly destroyed and died in a company that helps them study, analyze and evaluate the investment available and here you can report no sustainability in providing with land matt as a sufficient and transparent m for the needs of the investors not to be able to provide this mandatory reporting to help They are in rationalizing their decisions not investments

3. Search tools

From this part we are trying to determine the extent to which the research sample applied the standards issued by the Sustainability Accounting Standards Board, and because the Iraqi companies registered on the Iraqi stock market did not prepare sustainability reports, the researchers selected a sample of gulf companies giant in the telecommunications side, which are all From (Emirates Telecommunications Company, **Zain** Telecommunications Company, **Omantel** Telecommunications Company, Saudi Telecom Company) the reason for choosing the telecommunications sector is due to the fact that the sector is the most active sector in the local environment and the most advanced in terms of the use of modern technology in work not because it is more committed to applying the standards issued by international professional organizations, in addition to its interest in the environment and its preservation and its pursuit of many social goals.

In order to measure the extent to which the research sample reports sustainability, indicators issued by the Board will be relied upon , as each indicator contains a set of requirements for sustainability reporting consisting of six sets of requirements, and if the company reports the requirement, it will be indicated if it is not reported or not applied in For search sample companies, it will not be indicated, after which we extract the percentage of the reported requirements on the total requests, thus reaching the measurement of the reporting of information to the total demands according to the following equation:
$$\text{Requirements reported per single} / \text{total requirement} * 100\%$$

There search is based on the basic hypothesis that there is a relationship between poor reporting of sustainability in its three aspects and attracting foreign investment, and this basic hypothesis is derived from the hypothesis of two sub-figs as follows:

1. There is a difference in the reporting of sustainability by Gulf telecommunications companies in accordance with the standards issued by the Sustainability Accounting Standards Board.
4. There is a role to report sustainability in attracting foreign investment.

4. Analysis and discussion of results

The researchers analyzed the sustainability reports of the research sample company and presented the results as follows:

4.1.Emirates communications Company

Table 1
Report sustainability For Emirates Telecommunications Company under Sustainability Accounting standards Board

Reported vocabulary	Reporting requirements	years					
		2018		2019		2020	
		Reported requirements	Unreported requirements	Reported requirements	Unreported requirements	Reported requirements	Unreported requirements
Environmental footprint of operations							
Report the total amount of energy you consume and the amount of energy it has consumed.	1	✓		✓		✓	
Total	1	1	0	1	0	1	0
Data privacy							
Describe policies and practices related to behavioral advertising and customer privacy.	1		✓	✓		✓	
Number of subscribers whose information is used for secondary	1		✓		✓		✓

y purposes							
The total amount of cash losses as a result of legal proceedings associated with the privacy of participants.	1	✓		✓		✓	
The number of law enforcement requests related to subscriber information, the number of customers whose information has been requested, the percentage resulting from disclosure.	1		✓		✓		✓
Total	4	1	3	2	2	2	2

Data security							
Data violations, percentage containing personal identification information, number of affected subscribers.	1		✓		✓		✓
Describe the approach to identifying and addressing data security risks.	1	✓		✓		✓	
Total	2	1	1	1	1	1	1
End of product life cycle							
Materials recovered through software recovery, percentage of recovered and recycled materials	1		✓		✓		✓

,percentage of materials destroyed							
Total	1	0	1	0	1	0	1
Competitive behavior and open internet							
Total amount of cash losses as a result of legal proceedings associated with competitive conduct regulations	1		✓		✓		✓
Average sustainable actual loading speed through what is owned, commercially linked and not commercially related.	1		✓	✓		✓	
Describe the risks and opportunities associated with	1		✓		✓		✓

network neutrality and related practices							
Total	3	0	3	1	2	1	2
Systemic risk management of technology disturbances							
Average network outage and average subscriber outage duration.	1		✓		✓		✓
Discussion of alternative service delivery systems unhindered during service interruptions.	1		✓		✓		✓
Total	2	0	2	0	2	0	2
Total	13	3	10	5	12	5	12

Source: Prepared by the two researchers

From the table above, it appears that with regard to the environmental footprint of the operations, the company reported the total amount of energy consumed during the years of the search period and therefore the reporting rate for this individual is (%7.69) for the three years, but in terms of data privacy, the company did not report policies and practices related to behavioral advertising during 2018 as well as the number of subscribers used for information In addition to the number of law enforcement requests related to subscriber information and the number of subscribers requested, while reporting the total amount of cash losses as a result of legal procedures related to the privacy of participants, the reporting rate for this individual during 2018 is also (%7.69) but in 2019 and 2020 the company did not report both policies and practices related to behavioral advertising as well as the number of law enforcement requests for subscriber information and the number of subscriber information. Whose information has been requested while the number of participants whose information is used for secondary purposes as well as the total amount of cash losses as a result of the legal procedures associated with the privacy of the participants, therefore

the reporting rate for this individual during the years 2019 and 2020 is (%15.38), but for the third individual data security, which consists of two paragraphs during the For the three years, the company has not reported the number of violations of the environment and has reported the method of identifying and addressing the risks of data security, so the reporting rate during the three years is (%7.69), but for the fourth individual end of the product life cycle, which consists of one paragraph that the company has not reported during the three years, therefore the reporting rate for this individual during the three years is (0%), as for the fifth single competitive behavior and open Internet, which consists of three paragraphs that the company did not report during 2018, therefore the reporting rate during the year in question is (%0), but in 2019 and 2020 it reported one paragraph, which is the average speed of the actual sustainable loading, so the reporting rate during the years mentioned is (%7.69), while for the sixth and final individual management of systemic risks of technology disturbances the company did not report during the years mentioned is (%7.69), while for the sixth and final individual management of systemic risks of technology disturbances the company did not report during the years mentioned. For the next three years, the reporting rate for this individual is (%0).

Table 2

Sustainability vocabulary reporting ratios for Emirates Communications Company

vocabulary	Years		
	2018	2019	2020
Environmental footprint of operations	%7.69	%7.69	%7.69
Data privacy	%7.69	%15.38	%15.38
Data security	%7.69	%7.69	%7.69
End of the product's life cycle	%0	%0	%0
Competitive behavior and open internet	%0	%7.69	%7.69
Systemic risk management of technology disturbances	%0	%0	%0
Total	%23.07	%38.45	%38.45

Source: Prepared by the two researchers

4.2. Omantel Communications Company

Table 3

Report sustainability For Omantel Communications Company under Sustainability Accounting standards Board

Reported vocabulary	Reporting requirements	years					
		2018		2019		2020	
		Reported requirements	Unreported requirements	Reported requirements	Unreported requirements	Reported requirements	Unreported requirements
Environmental footprint of operations							
Report the total	1	✓		✓		✓	

amount of energy you consume and the amount of energy it has consumed.							
Total	1	1	0	1	0	1	0
Data privacy							
Describe policies and practices related to behavioral advertising and customer privacy.	1	✓		✓		✓	
Number of subscribers whose information is used for secondary purposes	1		✓		✓		✓
The total amount of cash losses as a result of legal proceedings associate	1		✓		✓		✓

d with the privacy of participants.							
The number of law enforcement requests related to subscriber information, the number of customers whose information has been requested, the percentage resulting from disclosure.	1		✓		✓		✓
Total	4	1	3	1	3	1	3
Data security							
Data violations, percentage containing personal identification	1		✓		✓		✓

information, number of affected subscribers.							
Describe the approach to identifying and addressing data security risks.	1	✓		✓		✓	
Total	2	1	1	1	1	1	1
End of product life cycle							
Materials recovered through software recovery, percentage of recovered and recycled materials, percentage of materials destroyed	1		✓	✓		✓	
Total	1	0	1	1	0	1	0
Competitive behavior and open internet							
Total amount of cash	1		✓		✓		✓

losses as a result of legal proceedings associated with competitive conduct regulations							
Average sustainable actual loading speed through what is owned, commercially linked and not commercially related.	1		✓	✓		✓	
Describe the risks and opportunities associated with network neutrality and related practices .	1		✓		✓		✓
Total	3	0	3	1	2	1	2
Systemic risk management of technology disturbances							
Average network	1		✓		✓		✓

outage and average subscriber outage duration.							
Discussion of alternative service delivery systems unhindered during service interruptions.	1		✓		✓		✓
Total	2	0	2	0	2	0	2
Total	13	3	10	5	8	5	8

Source: Prepared by the two researchers

From the table above we note that with regard to the environmental footprint of operations, **Omantel** Communications has reported the total amount of energy consumed during the years of the search period and therefore the reporting rate for this individual is (%7.69) for the three years, but for the second individual data privacy, which contains four paragraphs, the company has reported one paragraph, which is the description of policies and practices related to behavioral advertising and the privacy of customers and therefore the reporting rate is During the three years also is (%7.69), as for the third single data security, which contains two paragraphs, the company reported during the three years one paragraph, which is the description of the method of identifying and addressing the risks of data security, so the reporting rate during the three years is also (%7.69), while for the fourth individual the end of the product's life cycle Which includes one paragraph, the company did not report it and therefore the reporting rate of this individual during 2019 is (%0) but in 2019 and 2020 it reported it and therefore the reporting rate during the Two years is (%7.69), but for the fifth single competitive behavior and open Internet, which includes three paragraphs, the company did not report it during 2018, so the reporting rate for this individual during the year in question is (%0) but in In 2019 and 2020, it reported the average speed of sustainable actual loading, so the reporting rate during the two years is (%7.69), but for the sixth and final singles, which contain two paragraphs that the company has not reported in the three years, therefore, the reporting rate during the three years is (%0). After analyzing the content of **Omantel** Communications' sustainability reports, the reporting rate per single can be indicated within the three years as scheduled below.

Table 4
Sustainability Vocabulary Reporting Ratios for Omantel Communications

vocabulary	Years		
	2018	2019	2020
Environmental footprint of operations	%7.69	%7.69	%7.69
Data privacy	%7.69	%7.69	%7.69
Data security	%7.69	%7.69	%7.69
End of the product's life cycle	%0	%7.69	%7.69
Competitive behavior and open internet	%0	%7.69	%7.69
Systemic risk management of technology disturbances	0%	0%	%0
Total	%23.07	%38.45	%38.45

Source: Prepared by the two researchers

4.3.Zain Communications Company

Table 5
Report sustainability For Zain Communications Company under Zain Sustainability Accounting standards Board

Reported vocabulary	Reporting requirements	years					
		2018		2019		2020	
		Reported requirements	Unreported requirements	Reported requirements	Unreported requirements	Reported requirements	Unreported requirements
Environmental footprint of operations							
Report the total amount of energy you consume and the amount of energy it has consumed.	1	✓		✓		✓	
Total	1	1	0	1	0	1	0
Data privacy							
Describe policies	1	✓		✓		✓	

and practices related to behavioral advertising and customer privacy.							
Number of subscribers whose information is used for secondary purposes	1		✓		✓		✓
The total amount of cash losses as a result of legal proceedings associated with the privacy of participants.	1		✓		✓		✓
The number of law enforcement requests related to subscrib	1		✓	✓		✓	

er informati on, the number of customer s whose informati on has been requeste d, the percenta ge resulting from disclosur e.							
Total	4	1	3	2	2	2	2
Data security							
Data violation s, percenta ge containin g personal identific ation informati on, number of affected subscrib ers.	1		✓		✓		✓
Describe the approach to identifi ng and addressi	1	✓		✓		✓	

ng data security risks.							
Total	2	1	1	1	1	1	1
End of product life cycle							
Material s recovere d through software recovery, percenta ge of recovere d and recycled materials , percenta ge of materials destroye d	1	✓		✓		✓	
Total	1	1	0	1	0	1	0
Competitive behavior and open internet							
Total amount of cash losses as a result of legal proceedi ngs associate d with competit ive conduct regulatio ns	1		✓		✓		✓
Average sustainab	1	✓		✓		✓	

le actual loading speed through what is owned, commercially linked and not commercially related.							
Describe the risks and opportunities associated with network neutrality and related practices .	1		✓		✓		✓
Total	3	1	2	1	2	1	2
Systemic risk management of technology disturbances							
Average network outage and average subscriber outage duration.	1		✓		✓		✓
Discussion of alternative service delivery systems unhinder	1		✓		✓		✓

ed during service interruptions.							
Total	2	0	2	0	2	0	2
Total	13	5	8	6	7	6	7

Source: Prepared by the two researchers

From the table above it appears that with regard to the environmental footprint of the operations, the company has reported the total amount of energy consumed during the years of the search and therefore the reporting rate for this individual is (%7.69) for the three years, as for the privacy of the data, which includes four paragraphs. The company reported policies and practices related to behavioral advertising during 2018, so the reporting rate for this individual during 2018 is also (%7.69) in 2019 and 2020 The company has reported both policies and practices related to behavioral advertising as well as the number of law enforcement requests related to subscriber information, so the reporting rate for this individual during 2019 and 2020 is (%15.38) as for the third data security vocabulary, which consists of two paragraphs, during the three years the company did not report the number of violations of the environment and has reported the method of identifying and addressing the risks of data security and therefore the ratio of reporting during the three years It is (%7.69), as for the fourth individual end of the product life cycle, which consists of one paragraph, the company reported it during the three years and therefore the reporting rate for this individual during the three years is also (%7.69), but for the fifth single competitive behavior and open Internet, which consists of three paragraphs, the company reported one paragraph, which is the average speed of the actual sustainable load and therefore the reporting rate during the years The three mentioned are (%7.69), but for the sixth and final individual systemic risk management of technology disturbances, the company has not reported them in the three years and therefore the reporting rate for this individual is (%0). After analyzing Zain Communications' sustainability reports, the results can be indicated as follows:

Table 6
Zain Communications Sustainability Vocabulary Reporting Rates

vocabulary	Years		
	2018	2019	2020
Environmental footprint of operations	%7.69	%7.69	%7.69
Data privacy	%7.69	%15.38	%15.38
Data security	%7.69	%7.69	%7.69
End of the product's life cycle	%7.69	%7.69	%7.69
Competitive behavior and open internet	%7.69	%7.69	%7.69
Systemic risk management of technology disturbances	0%	0%	0%
Total	%38.45	%46.14	%46.14

Source: Prepared by the two researchers

4.4. Saudi Communications Company

Table 7
Report sustainability For Saudi Communications Company under Sustainability Accounting standards Board

Reported vocabulary	Reporting requirements	years					
		2018		2019		2020	
		Reported requirements	Unreported requirements	Reported requirements	Unreported requirements	Reported requirements	Unreported requirements
Environmental footprint of operations							
Report the total amount of energy you consume and the amount of energy it has consumed.	1	✓		✓		✓	
Total	1	1	0	1	0	1	0
Data privacy							
Describe policies and practices related to behavioral advertising and customer privacy.	1	✓		✓		✓	
Number of subscribers whose information is used for secondary purposes	1		✓		✓		✓
The total amount of cash losses as a result of legal proceedings associated with the privacy of participants.	1		✓		✓		✓

The number of law enforcement requests related to subscriber information, the number of customers whose information has been requested, the percentage resulting from disclosure.	1		✓		✓		✓
Total	4	1	3	1	2	1	3
Data security							
Data violations, percentage containing personal identification information, number of affected subscribers.	1		✓		✓		✓
Describe the approach to identifying and addressing data security risks.	1	✓		✓		✓	
Total	2	1	1	1	1	1	1
End of product life cycle							
Materials recovered through software recovery, percentage of recovered and recycled materials ,	1	✓		✓		✓	

percentage of materials destroyed							
Total	1	1	0	1	0	1	0
Competitive behavior and open internet							
Total amount of cash losses as a result of legal proceedings associated with competitive conduct regulations	1		✓		✓		✓
Average sustainable actual loading speed through what is owned, commercially linked and not commercially related.	1		✓	✓		✓	
Describe the risks and opportunities associated with network neutrality and related practices.	1		✓		✓		✓
Total	3	0	3	1	2	1	2
Systemic risk management of technology disturbances							
Average network outage and average subscriber outage duration.	1		✓		✓		✓
Discussion of alternative service delivery systems	1		✓		✓		✓

unhindered during service interruptions.							
Total	2	0	2	0	2	0	2
Total	13	4	9	6	7	3	10

Source: Prepared by the two researchers

From the above table, we note that with regard to the environmental footprint of operations, Saudi Etisalat Company has reported the total amount of energy consumed during the years of the research period, and accordingly, the reporting rate for this item is (%7.69) for the three years, as for the second item, data privacy, which contains four Paragraphs, the company has reported one paragraph, which is a description of the policies and practices related to behavioral advertising and customer privacy, and accordingly, the percentage of reporting during the three years is also (%7.69). As for the third item, data security, which contains two paragraphs. During the three years, the company reported One paragraph, which describes the approach to identifying and addressing data security risks, so the reporting rate during the three years is also (%7.69). The two years are (%7.69), as for the fifth item, competitive behavior and the open internet, which includes three paragraphs, the company did not report during the year 2018, so it is The reporting rate for this item during the mentioned year is (%0), but in the years 2019 and 2020, it reported one paragraph, which is the average actual sustainable download speed, and accordingly, the reporting rate during the two years is (%7.69), as for the sixth and last item, which includes two paragraphs that did not The company reports it during the three years, and accordingly, the percentage of reporting during the three years is (%0).

After analyzing the sustainability reports during the three years of the Saudi Etisalat Company, the results can be shown according to the table below.

Table 8

Sustainability vocabulary reporting ratios for Saudi Etisalat Company

vocabulary	years		
	2018	2019	2020
Environmental footprint of operations	%7.69	%7.69	%7.69
Data privacy	%7.69	%7.69	%7.69
Data security	%7.69	%7.69	%7.69
End of the product's life cycle	%7.69	%7.69	%7.69
Competitive behavior and open internet	%0	%7.69	%7.69
Systemic risk management of technology disturbances	%0	%0	%0
Total ratios	%30.76	38.45%	%38.45

Source: Prepared by the two researchers

After analyzing the sustainability reports of the four companies, the researchers noticed that there is a discrepancy and a difference in the sustainability reporting rates from year to year, and in addition to the variation in the sustainability reporting rates among the four companies, and this confirms our hypothesis, which states that there is a discrepancy between the sustainability reporting rates from year to year. other.

By reviewing the financial statements of the research sample companies, the researchers noticed that there is an increase in investment in two of the induction sample companies, as shown in the following table:

Table 9
Change in the amounts invested in the research sample companies

Company name	2020	2018	2019	2020	2021
Emirates Communications Company	11516082 dirhams.	12298376 dirhams.	11155790 dirhams	11516082 dirhams.	9977786 dirhams
Zain Communications Company	619108 D.K.	366070 KD	D.K.379,839	619108 D.K.	622581 D.K.
Omantel Communications Company	2319718 R.I.A.	2066039 R.I.A.	2056910 R.R.	2319718 R.I.A.	2187848 R.I.A.
Saudi Communications Company	1321233 riyals.	1147914 riyals.	1292452 riyals.	1321233 riyals.	2115474 riyals.

Source: Prepared by the two researchers

As we have previously explained that there is an increase in the percentage of sustainability reporting for the research sample companies from year to year, and this may have a role in attracting foreign investments. As we note, as in the table above, with regard to Zain Communications we note that there is an increase in investment attraction from year to year, as well as the current case for Saudi Com Company. As for Omantel Communications Company, there is a decrease in attracting foreign investments from 2019 compared to 2018, to rise In the year 2020, to decrease again in the year 2021, and for Emirates Communications Company, the investment decreased from 2019 than it was in 2018, but increased in 2020 to decrease again in 2021, and this confirms the proof of the fourth hypothesis of the research, which is that an increase in Sustainability reporting has a role in attracting foreign investment.

5. Conclusion

This research dealt with a vital topic, which is reporting on sustainability. In recent years, many international companies, including the Gulf ones, have prepared sustainability reports annually in order to show their efforts in preserving natural resources as well as their social contributions within the environment in which they operate, and when these companies issue reports Sustainability aims as a result of this to achieve several goals, including increasing the value of the company and improving its image in front of the community in which it operates, as well as attracting foreign investments. Sustainability from year to year, according to the standards issued by the Sustainability Accounting Standards Board, in addition to a difference in the percentage of reporting on sustainability by the research sample companies. Iraqi companies issue sustainability reports annually in accordance with the standards of the Sustainability Accounting Council, with the aim of giving information about the extent of their contribution to the Preserving the environment in addition to its economic and social contributions.

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