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The Content Analysis of the Investor Relations Website in the Real Estate Investment Trusts

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ABSTRACT

The aim of every company is to be well represented in capital market, have good relation with competitors and maintain transparent communication. With the help of analysts and media, investor relations can help companies to reach those aims. The reputation of company can affect potential investors, possibility of having new finance from capital market. One of the most important aims of investor relations is to create competitive advantage for its company. Another aim of investor relations is to apply feedback with target audiences for improvement of companies' management and its productivity and resources. Recently, the importance of investor relation has been increasing in emerging market as our country due to regulation or from the need of market participant. The research studies how companies use their websites to manage investor relations. In this study we are evaluating companies' investor relation management through internet website in Real Estate Investment Trust sector. The questions used in our study were the same that used from TÜYİD for investor relation award.

KEYWORDS Investor Relations Management; Web site; Real Estate Investment Trust

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