

From Disclosure to Periodicity: Evaluating Investor Risk Perception

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Abstract: In a competitive era, capital is considered to be the lifeline of any organization. Managing vast number of stakeholders and building trust with them require strategic communication on part of the organization. With huge amount of information and options of investment available for the investors, it is important for an organization to plan the communication such that the risk perception of individuals changes in a positive manner. This study is an effort to understand the impact of the six literary dimensions of financial communication individually and their combined effect on risk perception of the individuals by employing regression analysis. The research helps in identifying the core areas where an organization should focus so that financial communication attains its objectives.

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