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Theory and Practice of the Design of Monthly Reports

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Author(s)

Bernhard Hirsch, Anne Paefgen, Sven Schaier

ABSTRACT

This paper focuses on the design of management reports. Based on theoretical considerations concerning the personal information demand, hypotheses were developed and tested in a field study in German major enterprises. The findings from the field study show a high diversity of monthly reports to the top management. Furthermore it is shown how design improvements for these reports can be derived from the personal information demand of the recipients. The paper will also discuss deficits of the reporting system during the study.

KEYWORDS

Recipients of Reports, Design of Reports, Field Study, Provision of Information, Monthly Report

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