
Reporting on artificial intelligence and investor relations among listed companies in Poland

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Aim: To assess the role of artificial intelligence in listed companies in Poland basing on the analysis of annual reports and to evaluate the possible impact of information concerning artificial intelligence in reports on the market value of companies.

Methodology / research approach: The content analysis of annual reports and rates of return of companies in the WIG20 and mWIG40 stock market indices.

Results: Research of the 2023 annual reports of listed companies in Poland conducted to assess companies' perceptions of artificial intelligence technology in their annual reports showed that 30 percent of companies in the WIG20 index and 52,5 percent of companies in the mWIG40 index do not consider trends in using artificial intelligence in any way. In the IT sector, only one of the eight companies in mWIG40 did not provide information on artificial intelligence in its annual report. Price analysis of companies in the WIG20 index, whose reports most extensively described information on artificial intelligence, allowed us to conclude that the publication of this information had no impact on the rate of return of their shares, and an artificial intelligence technology activity for only one of the companies in the mWIG40 index likely have a positive impact on its financial performance and the rate of return of its shares.

Limitations: A deeper understanding of the impact of artificial intelligence information from reports on the market value of companies can be obtained in future research using econometric methods.

Originality: The article is one of the first attempts in the Polish scientific community to fill the research gap on investor relations in connection with artificial intelligence.

Keywords: artificial intelligence, annual report, investor relations, stock, rate of return.

