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A global survey of institutional investors reveals that 79% of global investors believe that CEOs should be held accountable for a company's financial reporting errors. Surprisingly, only 38% of investors feel that CFOs should be held to account. The

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According to the survey, 63% of investors demand to know who is accountable if one of their portfolio companies misreports its finances. More than half of those surveyed added that they become frustrated when companies cannot communicate who is ultimately responsible for signing off on financial reports. Surprise disclosures or restated financial statements are viewed especially poorly, with 98% of investors revealing they would be adversely impacted if a company misreports its finances.

Investor trust is reduced further when reporting processes are not clear; 38% indicate that a lack of visibility over how financial data is gathered, checked or analyzed makes them doubt its accuracy. More than half (58%) of investors are increasingly concerned by this lack of transparency, pointing out that the status quo is not sustainable in the longer term, particularly in unpredictable and unstable economic periods.

As businesses across the globe attempt to navigate the uncertainties created by the COVID-19 pandemic, it is more crucial than ever for business leaders to have a clear view of the numbers. In fact, the majority (92%) of investors agree that real-time visibility into finances is critical if companies want to stay competitive in the next 12-18 months. "This is a challenging time for business leaders globally; never before has an accurate and up-to-date view of company financials been so important," said BlackLine CEO Therese Tucker. "The fact that investor trust is being impacted by perceived issues such as poor financial controls or lack of real-time visibility over the numbers is a concern in today's modern finance and accounting world where strategic implementation of the right technologies can give CEOs and CFOs the peace of mind and business insight they need to instill trust in investors and other stakeholders."

Encouragingly, many investors are now looking to technology to improve the way

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ensuring visibility over real-time financial data will not only improve investor confidence, but will also feed into achievement of longer-term business goals.”

The full findings are outlined in ‘*Accountability in Finance: The Buck Stops at the Top*’, the second whitepaper from BlackLine on the subject. To download a complimentary copy, go [here](#).

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