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finance and accounting professionals at business-to-business (B2B) companies are not open to the idea of accepting cryptocurrency as a form of payment.

**Isaac M. O'Bannon** • Nov. 12, 2021



A new survey conducted by Invoiced and PaymentsNEXT finds that 59% of U.S. finance and accounting professionals at business-to-business (B2B) companies are not open to the idea of accepting cryptocurrency as a form of payment. The new findings suggest a wide gulf between the exuberance surrounding cryptocurrency asset investments and the B2B world's practical interest in accepting cryptocurrency payments from customers.

The study, entitled “The State of B2B Payment Acceptance,” also reveals many new

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- 64% of respondents are open to, planning to or already accepting virtual card payments from their customers.
- Cross-border payments show strong interest among B2Bs, with 62% of respondents open to or already accepting these payments.

The full report can be downloaded for free [here](#).

“Our new research suggests that B2B companies are largely aware of and in tune with the latest and greatest payment technologies and innovations,” said Adam Weinroth, chief marketing officer for Invoiced. “But while the companies we polled want to advance their payment acceptance capabilities, they’re clearly hesitant to be lured in by hype alone — new forms of payment still have to make practical business sense for both sides of the transaction,” he added.

“This latest research highlights the urgent need for B2B payments leaders to respond to the new expectations of business customers for faster payments, easier payment processes, more efficiencies, and more security and less friction in cross-border transactions. The best way for finance and accounting leaders to get there is through well-thought-out implementation strategies and smarter adoption of technology that delivers a bottom-line impact,” Douglas Hall, publisher for PaymentsNEXT, said.

“The State of B2B Payment Acceptance” study was fielded in August 2021 and published in November 2021. The study is based on online survey responses from 269 U.S. finance and accounting professionals employed with B2B companies on a full-time basis.

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