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PROPER ACCOUNTING IS VITAL FOR SUSTAINABLE BUSINESS GROWTH

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Abstract

This study explains the role of accounting in business growth. In addition, this study clarifies how accounting offers support for business processes. This paper demonstrates the types of services that are performed by accounting. The research indicates how accounting information can be used in order to meet the needs of a business, make right decisions, and improve the company's profitability. This article also examines why business organization often needs a way to keep score when conducting business operations. It also seeks to find how accounting usually fits this need because it allows the company to create financial reports that enable business owners and managers to review the efficiency of operations. The conclusion of this study shows the importance of using accounting as a sophisticated financial management system for business organization's performance, growth, and expansion.

Keywords: Accounting Services, Accounting tools, Accounting systems, Accounting procedures, Accounting information.

JEL Classification: M40

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I. Introduction

I.1 Background

Business growth and development are important to the sustainability of a business. When a business operates efficiently profit is increased and wastage is decreased. Effective accounting policies and procedures must be in place for growth to occur. In today's era, where business is getting more complex, individuals rely on accounting knowledge to manage their financial terms. Anyone who manages or owns a business knows very well the importance of accounting tools for the management of business transactions in an effective way.

Also, generally accepted accounting principles (GAAP) provide companies with basic understanding of how to record information for internal and external business use. Because these principles are based on a conceptual framework, business owners have some ability to develop accounting policies by applying GAAP to their business. Therefore, accounting has various services that are essential for sustainable business growth.

However, many business owners tend to focus on the more glamorous aspects of their businesses such as sales, marketing, products, and services development. As a result, accounting does not get the attention it deserves because there is poor knowledge and misunderstanding of the role of accounting in business. In addition to the perception that accounting does not necessarily add value to a business, it can also be a little intimidating. Thus, when business owners, managers, and employees neglect accounting as a backbone for all financial services, business process management (BPM) will be ineffective for running business.

While accounting tools are important for business survival and growth, it is the often neglected area of the business (Padachi, 2010). This has negative impact on business performance ultimately. Accordingly, each business organization should realize that accounting is the lifeblood of any business, and there will be no business without it. Accounting can be an extremely powerful tool for business owners. The purpose of accounting remains in need to measure business financial performance and make right decisions. It is necessary for accurately extracting financial information from business transactions in a form that can be analyzed for issues related to taxes, financial reporting, and the financial position of the business. Accounting is the pulse of a business and by its

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tools the business can know where it stands and how healthy or unhealthy it is. The goal of most businesses is to make profit and growth. This goal is achievable by relying on efficient accounting services.

I.2 Objectives of the Study and Research Questions

The objectives of the study are to conduct a research concerning the role of accounting in business growth and identify how accounting services are required to fill the needs of the successful business. This study is necessary in order to assess the accounting functions that use to direct and control operating activities of a business. This paper therefore attempts to prove that accounting is a key aspect that should be taken into account when doing business.

This study will answer the following questions:

1. What is the vital role of accounting in business growth?
2. Why some basic accounting services and financial awareness are essential for survival?
3. How can appropriate accounting routines play a leading role in establishing an efficient business process management (BPM) for creating a sustainable competitive advantage?

During the research process a questionnaire was sent to investors, business owners, managers, and employees in different types of business organizations to seek their views about the role of accounting in business growth. There were some interviews with businesspeople in order to know in depth their perception about the accounting functions in business. Also, the researcher asked question regarding to this study via www.quora.com. This is substantial in order to know what problems and concerns business entrepreneurs when doing business without solid accounting functions. This study comes up with some findings and provides insightful recommendations related to the pivotal role of accounting in business growth.

The findings of this study would help the researcher to provide solution for the research problem and answers for the research questions. It is designed to build a solid background for the other researchers in order to enable them successfully conduct more researches and studies. The research can serve as sources of information. The study will assist to increase the financial and accounting awareness for investors, business owners,

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managers, and staff. The findings of the research will help to provide valid recommendations and advices for the business organizations.

I.3 Research Hypothesis

When there are proper accounting services, functions, and systems in a business enterprise, it can have better management control, make right decisions, access new markets, and maximize profits. This may be the main factor in order to determine how to improve business performance in the business world.

II. Literature Review

II.1 The Role of Accounting in Business

Managing a business effectively is the basic factor to the survival and growth of the business. At present, the process of starting and managing a business requires a lot of analysis, accuracy, and objectivity. Therefore, the key to successful business management is to perform its functions based on effective accounting systems that provide the potential growth and financial viability of the business.

Despite the importance of accounting in the business process management (BPM), this area is often misunderstood and poorly implemented, primarily because people focus on the outputs rather than the process of management. Accounting is often called "the language of business" because it plays an important role in business management by helping to track financial information for business functions.

The role of accounting is to provide accurate financial information about the business to the investors, business owners, managers, and other stakeholders in order for them to make better business decisions (Collins, 2012). It also allows each business to translate raw numbers into an understandable statement about profitability and performance. Accounting provides a statement showing the mode of trade in business for a specific period.

Both internal and external users rely on the accounting information in order to determine the business' present and future direction. Every business organization considers its accounting department a reliable source for financial advice. Thus, the role of accounting is major in business in order to keep track of the money, analyze performance, make decisions, and stay in legal status.

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2.1.1 Financial Control

Financial control is the means by which a business organization's resources are directed, monitored, and measured. Accounting procedures are one of the most important aspects of an internal control system. These procedures play an important role in ensuring the accuracy of reporting, eliminating fraud, and protecting the organization's resources. Therefore, each business organization usually uses a mix of managerial and financial accounting with its business operations in order to aid the performance of control functions.

Establishing effective accounting control procedures early in a business helps to create a successful financial management and follow-up of its activities in order to achieve the goals. Accounting systems are a key element of internal control and business organization depends on them as a solid foundation for control systems (Lenghel, 2015). Accounting forms a basic set of financial controls for any business. It records all business transactions, summarizes the amounts in financial statements, flows of finance, and analyzes the financial position of a business.

Its procedures create a solid base and the most important measurement tool for business operations at large. Where accounting systems and procedures are sound and contain adequate controls, the reliability of business's financial accounts increases. This is necessary for promoting effective and efficient business practices. Therefore, more disciplined accounting control systems are a major contributory factor for business survival and growth because they are the best tool to determine how well the business is doing and what it may need in order to improve its financial viability.

2.1.2 Performance Measurement

Business Performance Measurement (BPM) systems are an important way of keeping track on the progress of any business. Accounting measures are an important part of measuring the performance and running a growing business. Therefore, business organization based its higher managerial-level results controls on accounting measures of performance. Accounting measures have some significant advantages over all other measurement alternatives because they are indicators of changes in a business value.

In particular, they provide a useful summary of results of the many actions that investors, business owners, and managers take. Accounting ratio analysis can be a

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powerful tool to measure profits and return on investment and their components (revenues, costs, assets, and liabilities). The four main methods of accounting ratios analysis are liquidity, solvency, efficiency and profitability. They are important tools to be used by investors, business owners, managers, and even researchers in order to get an invaluable insight into a business' performance.

Accounting measures became the central component in assessing the performance of each business organization (Neely, 2002). They play a pivotal role in analyzing the overall functions of the business activities. Accounting measures are basic rules and important indicators that explain how well business management is using the assets that it has in order to increase the entire business value (Eccles & Pyburn, 1992). Hence, accounting provides financial information to investors, business owners, and managers in a manner that enables them to assess a business' performance in an effective way.

2.1.3 Decision-Making

Accounting plays an essential role in the decision making process and management activity of a business. The accounting process encompasses of measuring and summarizing business activities, interpreting financial information, and communicating the results to the management and other decision makers. Accounting systems provide financial information regarding the financial situation and the performance of a business. This accounting information is important to investors, business owners, managers, and other stakeholders in order to make right business decisions and achieve the objectives of the business ultimately. They need that financial information in order to determine the direction of their business.

Accounting information is also essential for decision-making processes, planning, control, and performance measurement in any business organization. Therefore, the main role of accounting in business is to help interested parties (internal and external) to make good business decisions and improve the efficiency and effectiveness of their business operations (Drury, 2005). Accounting department in each business organization provides data-driven advices for decision makers regarding how to improve and grow a business. Accounting information is used as a guide that helps at all levels of decision-making in order to determine the current and future situation of the business. Thus, accounting systems produce financial and nonfinancial information for interested parties (internal and external) and they have a direct impact on the decision-making process.

2.1.4 Transparency

Transparency in business has a high value because it can greatly improve productivity, increase employees' morale, and enhance the business' public image and reputation. Accounting practices and transparency in business have an intimate connection. Accounting systems increase transparency in any business by exposing accurate financial information and reports. Accounting tools are important for financial transparency that can help a business to attract necessary investment. A business with good accounting services that produce effective financial statements is more likely to receive credit as the banks will have more information on how to base their lending decisions by possibly reducing their need to require high levels of collateral.

Accounting department in each business organization always plays an important role in preparing these statements and making them comprehensible to the general public. There is a positive relationship between the accounting policies and the levels of transparency in every business. When a country has effective accounting policies, there are high levels of transparency in its business organizations. This will attract the investors and lead to business growth eventually (Drabek & Payne, 2002). The implementation of proper accounting standards by business organizations will increase transparency, enhance competitiveness, and protect the investment (Nyor, 2012). Also, accounting procedures are important to stay in legal financial status of business. These procedures help steer the business straight and keep it out of trouble with the Internal Revenue Service (IRS) by filing accurate financial statements that meet tax requirements. Therefore, Accounting is the cornerstone to a successful enterprise because it is essential in promoting transparency and honesty in business.

II.2 Accounting Strategies for Growing a Business

Accounting is an important business function company's use to gather, record, and analyze financial information. This financial information often provides detailed information regarding business operations. Companies may also use historical financial information to plan new strategies for growing business operations. Developing a growth strategy centered on financial information may give business owners and managers reasonable expectations for future operations. Owners and managers may also use financial information to determine where to make improvements in their businesses.

When business management chooses proper accounting procedures, this will produce accurate financial statements that are important to attract lending institutions, creditors, and investors (Leichti, 1981). Therefore, accounting is an important business operation that should be practiced correctly by entrepreneurs. Keeping track of business finances gives the management an overview of the overall operation and profitability of the business. It helps owners and managers to determine where the money goes and gives them details for potential growth and analysis for increase in return of investment. Successful companies know how important accounting is.

The financial status of business owners affects their decisions. This makes it critical to have proper accounting and financial management for growing a business. Business owners and managers should have a proper way to gather, document, and analyze the financial information because it helps them to gauge how their business is working. It also makes it easy for management to predict the financial position of a business in future.

2.2.1 Business Budget

A budget is an estimation of the revenue and expenses over a specified period of time in the future. It can be made for a person, family, group of people, business, government, and country in order to determine how to make and spend money. Each business may need a budget in order to model what its future results and cash flows will look like. Doing so gives management a reasonable idea of how much it can spend, and how much new revenue it should expect.

Budgeting incorporates planning and enacting a fiscal plan. The accounting process involves a detailed collection and reporting of the expenditures and revenues involved in a business or company’s operation. Accounting tracks the financial details of the firm, including the funds taken in and money spent by the company and the staff. Generally, business owners and managers rely on accounting tools in the preparation of their business budget.

The U.S. Small Business Administration recommends companies to prepare a business plan for both short- and long-term operations. The accounting department in

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every business organization assists the management in the preparation of the overall plan by evaluating the cost of services and the types of company operations earning the most profits. This information helps the business owners and managers orient the firm to the more profitable operations and avoid losing money by paying staff for work that produces less income. Accounting procedures are key tools to track expenses and profits and help company owners to focus on the profits using factual information rather than hunches or best guesses about business operations.

Although budgeting may seem tedious, it is critical for a business' success to forecast its income and expenses. Business process faces many challenges and this requires considerable effort by management in order to coordinate its tasks in an effective way (Walther, 2010). Business budget is one of the most powerful financial tools available for business owners and managers. This enables them to maintain a good short- and long-range financial plan and control business cash flow.

2.2.2 Cash Flow Analysis

Cash flow is the movement of money into or out of a business, project, or financial product from operating, investing, and financing activities. It is usually measured during a specified, finite period of time, or accounting period. The measurement of cash flow can be used for calculating other parameters that give information on a company's value, liquidity or solvency, and situation. Without positive cash flow, a company cannot meet its financial obligations.

In the case of business that is run for profit, cash is paid out in return for the labor and materials that are used to provide goods and services that can be sold. The revenue received provides cash that can then be used to finance further production and sales as well as increasing the organization's economic value. Therefore, when each business expands, cash flow management becomes more complicated (Berry, 2008).

Business management needs to understand how cash flows are generated and what factors impact those flows. This knowledge is an integral part of making financial decisions that increase a firm's economic value. The management of cash flow is one part of a larger management responsibility known as the management of working capital, which refers to the operating liquidity available for a business.

Cash flow accounting is the process of preparing and tracking cash flow statements. These financial statements measure the inflow and outflow of cash for a given business over a specific period of time. While cash flow is just one area of financial accounting, it has special importance to business leaders, investors, and analysts. They can examine cash flow statements and use the data to identify trends over time. This is not the case with financial statements that use absolute dollar amounts at solitary points in time. These trends in cash flow accounting are useful in measuring the financial stability of a business despite what other financial statements and performance results may indicate.

Cash flow accounting delivers practical results that reflect the actual money that a business receives and pays out over a given period of time, such as a fiscal year. Cash flow is different from other measures of income and expenses since it doesn't include the money that a business will need to pay out in the future or income it expects to receive. The fact that it only refers to actual numbers and real-world scenarios makes cash flow accounting data useful to many groups, including lenders who want to know if a business will be likely to have enough cash at hand each month to pay back its loans.

Cash flow accounting allows a business to divide its cash income and expenses into useful categories. Standard accounting practices use three categories to break down cash flow from different types of activities: operating activities, investing activities, and financing activities. While these three categories are unlikely to produce comparable results in terms of profit or cash flow, they do indicate where a business spends and receives its money from. This may indicate where a business should look to increase its cash flow or where it can cut costs to reduce expenses and retain more of the cash it takes in.

Being profitable does not necessarily mean being liquid. A company can fail because of a shortage of cash even when it is profitable. Cash flow is often used as an alternative measure of a company's profitability when it is believed that accrual accounting concepts do not represent economic realities. For example, a company may be profitable but generate little operational cash (as may be the case for a company that barters its products rather than selling for cash or when, its accounts receivable turnover is long). In such cases if needed, the company may derive additional operating cash by issuing shares, raising additional debt finance, or selling its assets. In addition, cash flow

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can be used to evaluate the "quality" of income generated by accrual accounting. When net income is composed of large non-cash items, it is considered low quality.

2.2.3 Financial Forecasting

A business financial forecast is an important piece of financial information often used by lenders or vendors to assess business stability before they agree to go in business with the owner. A good financial forecast must be based on fact drawn from prior operation income and expense of the business with a logical method of increasing or decreasing the costs for the future year. Creating a business financial forecast is a labor-intensive process that forces the business owner to assess every line of income and expense for his or her business, but it's enormously beneficial for making management decisions as well as applying for loans.

Preparing accurate financial forecasts is one of the most important management tasks for business owners. All major business decisions should stem from these forecasts — from how many employees to hire and whether to borrow money to how to control costs and take advantage of expansion opportunities. Financial forecasts assist business owners in managing their finances. They are a future prediction of a business's financial situation, as compared with statements, which provide details of actual results or progress.

Accounting information is used to forecast a company's potential financial performance in the future. Accounting process produces useful financial information that helps business owners and other users to make better financial decisions and determine any future course of action (Wolinski & Coates, 2015). Business management usually uses accounting information for analyzing the business performance and position and taking appropriate measures to improve its results. Accounting information is presented to internal users usually in the form of management accounts, budgets, forecasts, and financial statements.

Financial forecasting is necessary to attract investors and help business owners and managers to develop long-term strategic plans. At the simplest level, financial forecasting is based on assumptions and estimates. Sales forecasts, production forecasts, and cash forecasts are some of the most commonly-used financial planning tools. The goal is simple: by analyzing historical data (if available) and market research, and making

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a few key assumptions, financial forecasting is used to create plans for the future of the business.

2.2.4 Banking and Loans

Money is the lifeline of any business. Many business owners realize that securing financing is a major factor for running their business. Business owners need money to grow their business but they are unsure of how to represent owner notes and loans on their balance sheets. Also, they may be concerned about how to represent such notes to potential lenders and buyers. The issue of business owners and how they relate to their business' finances is complex. Requesting a business loan without adequate preparation sends a clear message to the lender that there is a high risk. Therefore, it is always best to take advantage of accounting services in order to make sure that all financial transactions and loans will appear slightly to lenders and investors.

Business owners and managers cannot get loan from financial institutions if they cannot present their financial state of affairs in an acceptable manner. Accounting as a communication tool obviously has generally accepted formats, which financial institutions and bank use as a basis for measuring the risk of a business. Accounting treatments are significant in banking activities and operational strategies because they offer variety of business financing solutions that meet each business needs (Werner, 2014).

The primary objectives of accounting are recording and reporting a wealth of information that is useful to various users of financial information. Banks and other financial institutions who lend money to a business require this information in order for them to determine whether loans and interest will be paid when due. Accounting information allows banks and other financial institutions to understand the financial health and stability of a business. They usually rely on the accounting information in their lending decisions (Danos, Holt, & Imhoff, 1989).

Banks may want to be appraised of a financial situation in regards to a business, making communication of accounting matters a priority in business. In case dealing with bank loans, there may be periodic reports using accounting information. Banks are usually interested in cash flows and may require special reporting regarding a business's liquidity, including short-term accounts receivables and payables. All this information must be communicated clearly to the bank, or the business may not obtain the loan. Therefore, reputation and business credit scores can be improved by the simple act of establishing and operating a sound accounting information system in an organization. It is fact that any company that has a proper accounting system in place will be efficient in all other aspects of business operations.

2.2.5 Pricing Strategy

Pricing of products and services needs to be taken into consideration when doing business. Effective pricing strategy consider more than just math and it has host of implications on a business. Many business owners and managers use price to compete and to change their market share in order to create different revenue scenarios. Therefore, they need to understand how pricing impact their business model. This will help business management to choose better price levels for their products and services. It may be necessary for a business to alter its pricing strategy over time as its market changes.

Accounting is an important aspect to take into account when deciding what pricing strategy to implement in a business. It is a set of practices and techniques that aim to provide business owners and managers with financial information to help them make decisions and maintain effective control over business resources. For example, accounting in a business answers questions that are related to the pricing strategy such as: What is the company's average cost per unit of labor (enterprise wide or within specific departments)? How many dollars in sales does each marketing dollar bring in? What is the required rate of return to make a new investment worthwhile? Which activities require the greatest expenditures and which earn the greatest profits?

Accounting procedures are intended primarily to supply knowledge to decision makers within a business organization. Accounting is concerned with providing information to stockholders, government agencies, creditors, and others who are outside the organization. It can provide valuable information about other businesses in the market and this in turn can help a specific business management team to get their pricing strategy correct and increase their business profitability (Adams, 2006). Therefore, business owners and managers depend greatly on the information provided by accounting in order to develop effective business strategies. The information presented by accounting affects the business management ability to make sound business decisions and pricing strategies.

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III. Methodology

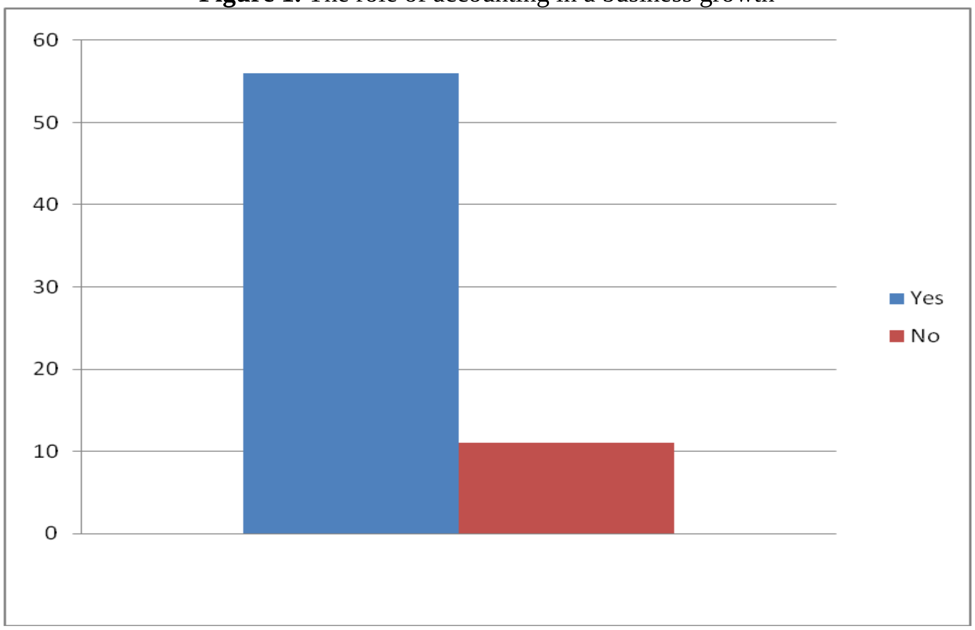
The research methodology is designed according to quantitative method. Quantitative research is conducted by analyzing a random collected sample, in which a certain research hypothesis will be tested. It uses measurable data to formulate facts and uncover patterns in research (Kothari, 2004). The data for this study was collected using a survey distributed through the Qualtrics website and interviews in various types of business organizations in Connecticut, United States of America. This study uses quantitative method since our sample size is large enough to use this aforementioned method. This method was adopted to survey a large population of investors, business owners, and managers. The survey distribution and interviews were conducted between the months of February and April 2016.

280 businesspersons were invited to participate in the questionnaire for this study. Their ages were between 25 to 65 years old. The survey received 67 responses from the target population for the study, representing a 23% response rate. The target population for the study was limited to businesspersons in some business organizations. This is due to constraints such as money, time, and limited resources. The analysis process did not address the classification of business organizations due to respect of confidential information. However, the participants in the questionnaire of this study provide all the data needed for this research work to be conducted.

The data analysis process in this study is based on nominal, ordinal, and ratio (scale) measurements. It is helpful in evaluation because it provides quantifiable, is easy to quantify and it is also easy to understand the results. The general results of this study are shown in figure 1, figure 2, figure 3, and figure 4. They start with defining the research problem, questions, and objectives related to the hypothesis.

During the course of the survey, the researcher asked questions about the role of accounting in business growth. The survey results had 67 responses from businesspersons, after adjusting some values and consolidating questions, it showed that 56 respondents with a percentage of 84% answered yes; that accounting helps business management and other interested parties, adds value to the business, provides valuable financial information for decision makers, and tracks performance. However, 11 respondents with a percentage of 16% answered no; that accounting is not essential for growing a business as shown in Figure 1 below:

Figure 1. The role of accounting in a business growth



Sources: The researcher calculation

In addition, there were 4 various responses regarding the main purpose of accounting in business. The responses showed that 15 respondents with a percentage of 23% answered that the main purpose of accounting is bookkeeping, while 16 respondents with a percentage of 24% answered that accounting tools are necessary in the budget preparation process. Also, there were 22 respondents with a percentage of 33% answered that accounting procedures are good systems for financial control, while 14 respondents with a percentage of 20% answered that a wide range of accounting knowledge plays an important role in the tax preparation process as shown in Figure 2 below:

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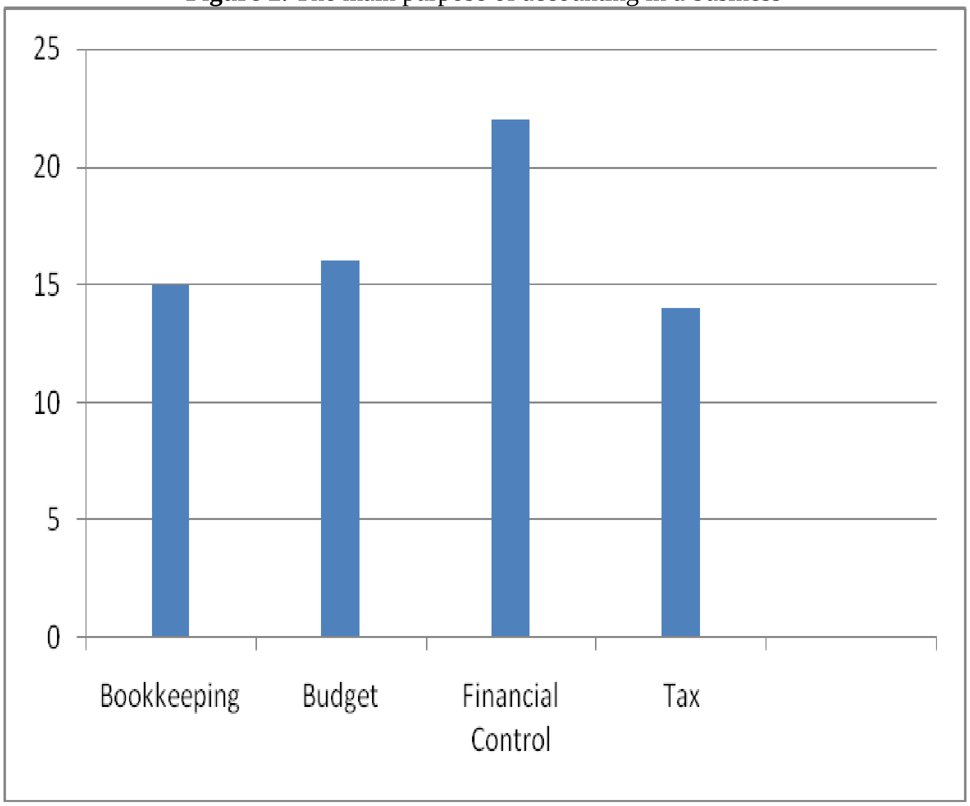
Figure 2. The main purpose of accounting in a business



Sources: The researcher calculation

Further, the views were different when businesspeople seek strategic advice from an accounting/finance department. The responses showed that 40 respondents with a percentage of 60% answered that they always seek financial advice from accounting/financial department, while 7 respondents with a percentage of 10% answered that they usually depend on it in order to obtain reliable advice. Also, there were 10 respondents with a percentage of 15% answered that they sometimes ask for advice from an accounting/financial department, while 10 respondents with a percentage of 15% answered that they never need to receive advice from an accounting/financial department as shown in Figure 3 below:

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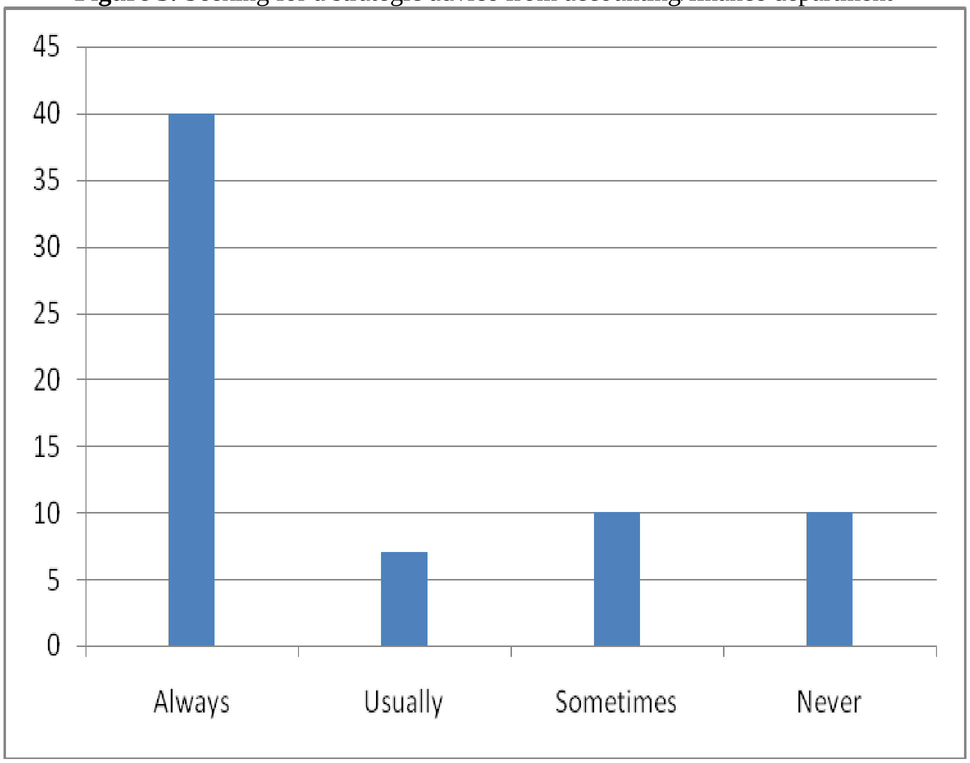
Figure 3. Seeking for a strategic advice from accounting/finance department



Sources: The researcher calculation

Moreover, the opinions were various in assessing how a business can grow when there is a proper accounting system. The responses showed that 49 respondents with a percentage of 73% answered that every business grows at a good rate when there is a proper accounting system, as well as 7 respondents with a percentage of 10% answered that the business increases at an acceptable rate or fair. However, there were 11 respondents with a percentage of 16% answered that the rate of growth is poor because there is no relevance between the accounting system and business growth as shown in Figure 4 below:

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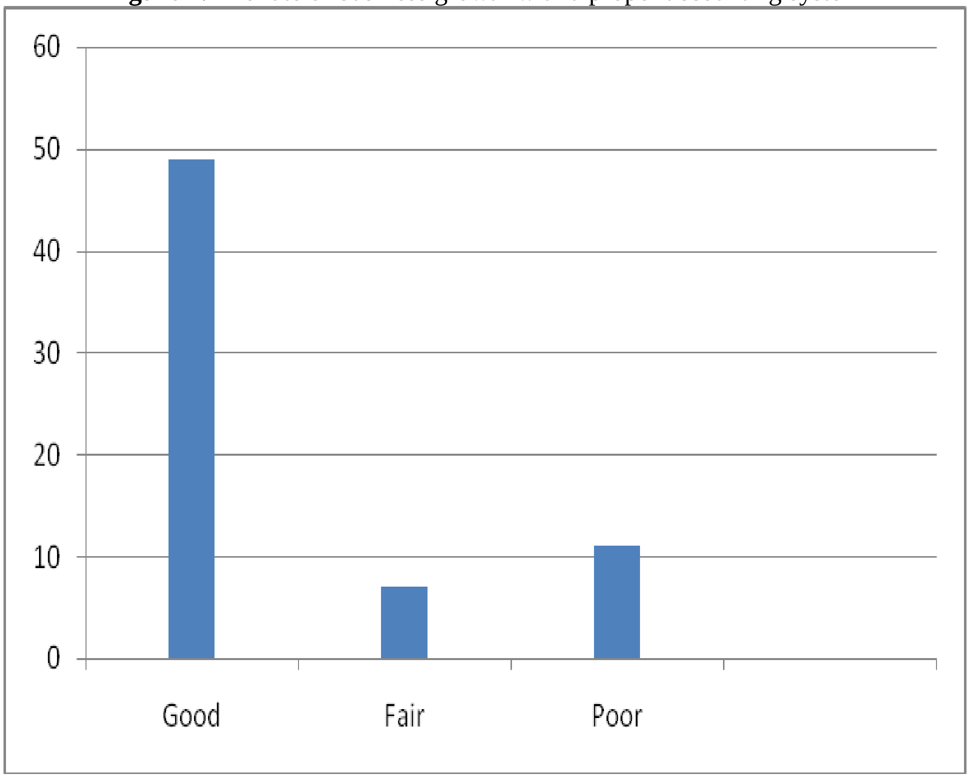
Figure 4. The rate of business growth with a proper accounting system



Sources: The researcher calculation

The survey results explain the importance of accounting services in a business. Accounting is an important business function that allows a business to review the efficiency of its operations. Accurate financial information helps business owners and managers make proper business decisions and improve the profitability of the company. Though accounting provides a clear picture of their business success, some businesspeople overlook the importance of accounting. Accounting services are a necessity for the survival of a business and can even save businesspeople a lot of money by increasing the business efficiency. These services are needed for the assessment of business solvency and productivity.

IV.Conclusion & Recommendation

Accounting is necessary in any business. Following basic accounting principles is essential for business' success, savvy record-keeping, and financial analysis. Accounting is key to monitoring business expenses and can help discover new avenues of growth. In addition, it ensures business management stays responsible for their tax obligations to the government and to their employees. Accounting entails more than just managing credits and debits, and it comes into play as a vital role in everyday business decisions. Accounting system is primarily a business' performance indicator and a financial control tool.

Accounting is a major means for helping business owners, managers, equity investors, creditors and bondholders, suppliers and customers, and other stakeholders to make the right decisions. A comprehensive business planning process requires the kind of information that an accounting department generates. When business management understands the relevance of accounting data in business decision-making, then they can better utilize the critical business information being generated each day. Accounting data is used by business owners, managers, and potential investors in order to determine the funding needs for their business.

Since securing bank finance is still expected to be challenging each year, it is imperative to rely upon accounting services as important management tools. Upgrading to integrated accounting system reduces the time required on each account, creating greater opportunities to forecast growth, and finance projections. Business owners and managers often use accounting information to secure bank loans or investor financing for their business. Each business requires startup capital when beginning the business operations process. Entrepreneurs and business owners will often prepare pro forma financial statements to provide banks and investors with information relating to the business's expected financial return. They provide banks and investors with a track record of their company's financial accounting information in order to obtain additional financing during business operations.

The role of accounting in business is perhaps one of the most reliable functions in business. While a few basic procedures or methods have changed, the purpose of accounting remains the same. Accounting allows business owners and other interested parties to analyze their company's financial information and measure its performance

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(Collins, 2012). By using accounting business management can help discover basic financial analysis through examining a company's operational performance. Thus, having a proper accounting system, procedures, tools, and skills can pave the way to a business's success. Each business organization can also successfully use accounting for growth, stability, and continuity.

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Appendix

Survey: The role of accounting in business

Thank you for agreeing to take part in this important survey measuring the role of accounting in business. Today, I need your thoughts and opinions in order to obtain the best results. This survey will only take 5 - 8 minutes to complete. Be assured that all answers you provide will be kept in the strictest confidentiality. Please click on the link below to start.

https://qtrial2016q2az1.qualtrics.com/SE/?SID=SV_6hs5YWflouQC72d

1. Does the role of accounting in business help management and other interested parties?

   Yes No

2. Does an accounting function add value to a business?

   Yes No

3. Do you think that financial information play a vital role in business decisions?

   Yes No

4. Do you think that accounting tools are essential to track business performance?

   Yes No

5. What is the main purpose of accounting in a business?

   Bookkeeping Budget Financial control Tax

6. Do you seek strategic advice from an accounting/finance department?

   Always Usually Sometimes Never

7. How well a business can grow when there is a proper accounting system?

   Good Fair Poor