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THE INFLUENCE OF BIG DATA ANALYSIS ON THE TIMING OF FINANCIAL REPORTS ITS EFFECTS ON INVESTOR DECISIONS

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ABSTRACT

The digital revolution has led to the proliferation of big data, which poses distinct obstacles to data analysis due to its large quantity, diverse nature, and high speed. These challenges are a direct consequence of the digital revolution. Hence, our article examines the notable impact of big data technology on investors' decision-making. This is seen in the choices made by investors to divest from their investments or reallocate their funds to other assets in response to perceived dangers in the Iraq market and by considering the indirect influence of the timing of financial reporting on gathering the necessary data. A survey was created based on the topics discussed in the studies. Our analysis focuses on the period from January to March 2024. A total of 157 respondents participated in this research, comprising academics from universities, financial experts, and investors in companies listed on the Iraq Stock Exchange. This study used the statistical program SPSS and the course analysis method. The study discovered a statistically significant impact of big data, including its attributes, such as quantity, diversity, and speed, on the timing of financial reporting. The effect of big data on investors' decision-making is statistically significant. The time of issuing information has a significant impact on investors' judgments. Furthermore, investing decisions in Iraqi companies listed on the Iraqi Stock Exchange are marginally impacted by the preparation of financial reports inside the big data framework.

Keywords: Big Data, electronic accounting, financial reporting, investor decisions, financial markets, globalization, Iraq

JEL Classification: P40, D92, E22, E63

INTRODUCTION

Investment decisions are the core of a central role in the contemporary business landscape, exerting either a good or negative influence on the financial prosperity of investors and other parties involved in a company. As a result of increased rivalry and convergence among financial markets in the era of globalization, investment decisions have become more intricate. They are intimately tied to future and historical data and information. In recent times, there has been a growing focus in the accounting literature on examining the influence of various factors on the efficacy of investment decisions and establishing a solid empirical foundation for them. This is particularly important in ensuring organizations' long-term viability and sustainability (He et al.,2020). Furthermore, information has become a significant aspect that impacts the effectiveness of investment decisions, particularly for investors and other stakeholders. This is because information can alter the direction of capital flow, both positively and negatively. Consequently, investigating the correlation between knowledge and investment choices has garnered worldwide interest, particularly in accounting research on the effectiveness of financial markets (Boreik et al., 2023). The exponential growth in dependence on information, the use of modern communication methods, and the expansion into global markets in the latter half of the twentieth century have resulted in a sequence of transformations in the business landscape. Consequently, corporations compete to optimize resource utilization to gain market dominance or maintain competitiveness. The significance of Big Data is growing, accompanied by both advantages and disadvantages. The pervasive utilization of electronic devices and their production, along with the extensive

accessibility of digital information, has radically transformed the continuous generation of vast amounts of data, sometimes called Big Data (Alrashidi et al.,2022), (Sahani&Thakur,2021).

Today, the importance of big data has increased significantly for businesses and governments. Analysing big data quickly and efficiently is crucial for generating timely financial reports. These reports have a positive impact on the decisions of both current and future investors, as well as benefiting all relevant parties involved. Hence, the study's primary objective is to comprehend the velocity at which organisations handle large volumes of data and its correlation with the timely issuance of financial reports, thereby impacting the informed judgments made by investors. To attain this objective, it is vital to comprehend the characteristics of big data, the techniques for processing large-scale financial data, the characteristics and timing of report issuance, and its correlation with investors' decision-making.

LITERATURE REVIEW

This study examines the influence of big data analysis on Iraqi enterprises, specifically focusing on how it affects the timing of financial reports and how it influences investors' decisions over whether to continue investing or explore alternative investment opportunities. We will comprehensively analyze the existing literature about these topics and examine the merits and drawbacks of high-data digital technology across different industries. Additionally, we will assess its influence on the future of financial markets, focusing on its implications for Iraq.

In 2012, Gartner IT Glossary, an IT research and consultancy organisation, published one of the prevailing definitions of big data. "Big Data" refers to extensive and rapidly growing information resources requiring novel data analysis methods. These resources are cost-effective and can improve business understanding and optimise decision-making for investors (Hartmann et al., 2016). The superior real-time analytics and updates this technology provides can reduce the time it takes for financial reporting. Instead of relying on historical information, this novel approach to corporate financial reporting can drastically shorten the reporting cycle. For a firm to thrive, there must be a significant transformation in how information is managed, reported, and audited. Nevertheless, this technique serves only one purpose (Al-Htaybat & von, 2017). Big data refers to the vast amount of data generated, saved, and processed by current technologies. This data is used to extract valuable insights and improve decision-making within firms, allowing them to understand their prospects better and use their strengths (Matthias et al., 2017).

The financial report and its comprehensive explanations are the principal means of conveying economic events and information about organisations to stakeholders. This information aids stakeholders in appropriately assessing the company's performance. They make logical decisions because the quality of financial reports is directly connected to the usefulness of the information revealed. (ALbawwat, et al., 2021), and (Biehl et al., 2024).

Based on a comprehensive examination of significant prior studies, it was discovered that numerous research efforts have concentrated on evaluating the impact of big data on organisations by exploring its potential for providing an important competitive advantage and facilitating informed investment decision-making. Companies create strategies to aid decision-making and future projections, particularly in the technological era. It also aids in identifying methods to enhance the security of sensitive information, boost operational effectiveness, improve the accuracy of financial reporting and performance, and expand possibilities for innovation in process and product creation and data utilisation. According to several studies on social media (Mehta et al., 2022; Salijeni et al., 2019; Sun et al., 2021), it has been found that thorough data analysis improves the quality of financial reporting and yields higher returns for investors. This results in the availability of relevant information that aids in making rational investment and financing decisions. Regarding applicability, most of the research was conducted in various foreign or Arab settings. Therefore, this study aims to analyze the impact of big data on the timing of report issues and its influence on investors' decision-making in Iraq.

Big data analysis is a contemporary technology that has the potential to impact the timing of financial reporting and influence investor confidence. Studies indicate that the efficiency and precision of analyzing large volumes of data can enhance financial scheduling and reporting procedures, resulting in faster disclosure and greater transparency. These meticulous procedures are expected to bolster investors' trust in financial statements that accurately represent the company's performance. Therefore, practical big data analysis is anticipated to improve confidence and stability in the capital market and strengthen investors' capacity to make well-informed investment decisions.

A conceptual framework for big data

The term "big data" has recently evolved and gained significant popularity, leading to the adoption of comprehensive data analysis by both startups and major enterprises. It also offered an opportunity to start corporations with niche enterprises. It facilitated the storage of large quantities of digital content within the organization, enabled efficient processing and

storage of data, and facilitated analysis to support enterprises and entities in making logical judgments for future advancements and occurrences (Günther et al., 2017). Contemporary corporations face a substantial obstacle in effectively governing, preserving, organising, and utilising their extensive data, which poses a genuine dilemma. Effective utilisation and analysis of big data is crucial for deriving value and making precise decisions based on its information (Alshehadeh et al., 2023; Janvrin & Watson, 2017).

"Big data" refers to companies collecting unstructured and semi-structured data to generate financial information. This information is then used in analytical accounting applications, predictive modelling, and machine learning initiatives to assist financial managers in making decisions (Tsai et al., 2015). Furthermore, integrating big data analytics tools and electronic systems for data production, processing, and archiving has become indispensable in corporate data management frameworks. Big data is frequently characterised by (Boreik et al., 2023):

Size: Modern business economics are typified by an abundance of data across several industries, resulting in the need for substantial storage capacity beyond what traditional databases can provide. Volume, in the context of corporate economics, refers to the quantity of unstructured data points generated, which can be substantial in size (Grable & Lyons, 2018).

Diversity: Data systems commonly store various kinds of data (Hariri et al., 2019), originating from various sources and may be in different forms. Furthermore, the wide range of information gathered necessitates analysts carefully selecting the specific information pertinent to their field of study (O'Leary, 2017). Diversity in big data refers to the range of data models that may be retrieved. This allows users, whether internal or external stakeholders, to select the data most relevant to their decision-making needs (Alshehadeh et al., 2022).

Speed: Refers to the rate at which a substantial volume of data is generated, collected, and analysed (Hariri et al., 2019). In this context, speed pertains to the rate at which we produce and retrieve information from data. Judging based on this information is critical (Alshehadeh, 2021). Speed refers to the duration required to gather information and formulate decisions. Due to their high volume and static nature, big data analytics solutions expedite handling a large amount of data from many sources, such as databases, social media, reports, financial statements, networks, and operational procedures. This velocity can assist those interested in extracting and constructing the necessary knowledge to make well-informed assessments (Alshehadeh et al., 2023; Van der Vlist, 2016).

Timeliness of financial reports

Large corporations are typically prompt in their financial reporting for various reasons. Firstly, they possess a greater abundance of resources, a more significant number of accounting personnel, and advanced accounting information systems, which produce more punctual annual reports. This is due to the intricate nature of financial transactions in giant corporations (TÜREL, 2010). The timeliness of corporate yearly financial reports is a critical aspect that impacts the usefulness of information provided to external users, particularly investors (Zandi & Abdullah, 2019). It is a crucial determinant that affects the value of information accessible to external users (Zandi, 2019). Prompt and punctual reporting of financial information is vital. Delaying the publishing of a company's annual report and financial statements diminishes the relevance and value of the information for external users, particularly investors (NAZ et al., 2021). According to Murti's research, the time required to report financial information is crucial for users of financial statements. Financial reports are essential for users as they provide critical information for making investment and credit decisions. The issue of timeliness in financial reporting is becoming more necessary as the corporate world advances, particularly when corporations postpone the release of financial reports to the public (Murti, 2021). The diagram below illustrates the significance of big data analysis in preparing financial reports (Figure 1).

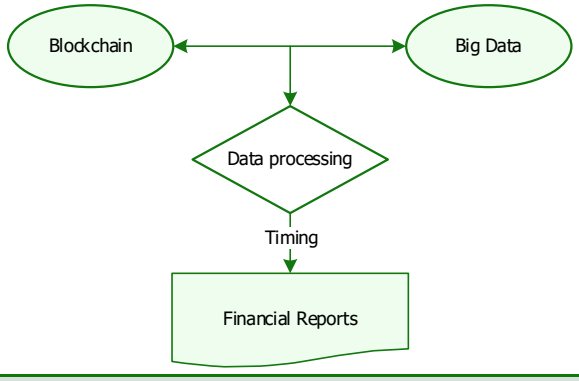

Figure 1. The role of big data analysis in preparing financial reports.

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Decision-making

Traditional finance theory posits that investors make logical decisions based on exhaustive financial reporting. Investors exhibit a risk-averse mentality when investing, preferring a more consistent and steady degree of risk tolerance and perception (Putri Pa et al., 2022). An investor's perception of risk fluctuates based on circumstances, while his attitude towards risk remains constant. Enhanced risk perception correlates with increased transaction frequency and reduced stock market investment. Market participants frequently engage in herd behaviour due to their impression of low risk, negatively impacting their investing choices. The phenomenon of herd behaviour substantially influences investors' decision-making processes (Almansour et al., 2023). Investment decisions pertain to allocating a company's cash to various assets. They are conducted by the company's directors, investment managers, and investors. An investor is an individual who allocates capital to investment vehicles to attain a projected financial gain. The investor's main objective is to optimise returns while limiting risk since investors sacrifice immediate advantages to attain greater long-term rewards. Each investment must attain a distinct set of objectives. By deciding between the trade-off of risk and return and implementing measures to protect against inflation, growth, and liquidity risks (Rahman & Gan, 2020).

Critical factors such as future cash flow projections or discount rates do not substantiate investor beliefs. Investors who adhere to conventional models typically exhibit either pessimism or optimism due to the relationship between trading activity and investor sentiment. The investor response, in this instance, corroborates the sentiment hypothesis. An example of the sentiment hypothesis is determining whether a company's stock should be sold based on basic research findings. Nevertheless, investors decide to retain the stock based on their perspectives or the opposite (Quang et al., 2023). Furthermore, investors' enthusiasm for big data greatly amplifies innovation and the influence of their enthusiasm on innovation. These goals are accomplished mainly by easing a company's financial limitations and discouraging agency expenses.

Moreover, these impacts are particularly noticeable in companies that receive extensive media and analyst attention and those led by highly reputable CEOs (Hao, 2023). Technological frameworks are cognitive structures encompassing knowledge and expectations, guiding stakeholders' interpretations and actions in information technology. According to their statement, investors share basic frameworks, but variations in their ideas can hinder the successful implementation of technology. Individuals within an enterprise possess varying interpretations of information technology, which can impact their behaviours and decisions linked to IT. Therefore, if investors and stakeholders have divergent perspectives and interpret technology and communications in varying ways, it can hinder the attainment of anticipated advantages (He et al., 2023).

AIMS AND OBJECTIVES

The current study aims to understand the reality of the Iraqi companies listed on the Iraqi Stock Exchange that use big data and the extent of its impact on investment decisions. It also aims to measure the effect of analysing the big data used by these companies on the timing of preparing financial reports. The study also seeks to provide scientific solutions for companies and investors based on the results.

METHODS

The study utilised two methodologies: an inductive technique to describe the concept of big data and its properties and a review of relevant existing research on big data. The study employed an analytical approach to analyse data from a sample of academics in universities, managers, accountants, and auditors in the companies being studied. Our research model evaluates the hypotheses based on the research variables in the following manner:

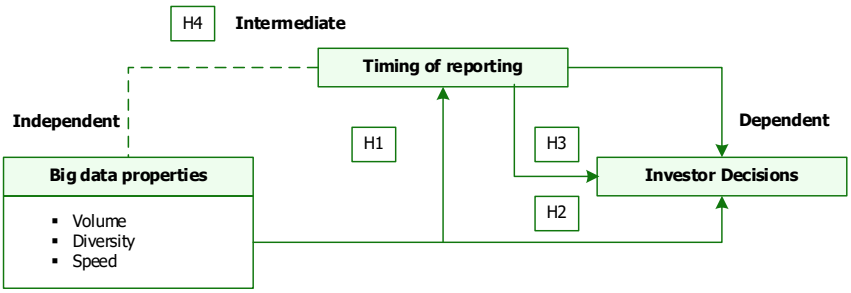

Figure 2. Sample of Research Variables.

Regarding the figure above, the initial phase of the study included developing a conceptual framework for analysing big data and a comprehensive survey of the literature related to the timing of financial reports and their impact on investors' decision-making processes. In the second stage, a questionnaire was created based on previous studies and presented to arbitrators with expertise in Iraqi universities, and it was distributed to 157 respondents. The questionnaire consists of four sections, each using a five-point Likert scale (ranging from "totally agree" to "totally disagree"). Scores on this scale range from 1 (disagree) to 5 (completely agree). The questionnaire also consists of 30 questions. The first axis of the survey included demographic factors such as gender, age, educational attainment, scientific specialisation, job title, and years of experience. The second axis is divided into three main characteristics of big data: volume, diversity, and speed. However, previous research has mainly focused on these traits, ignoring other important aspects such as honesty. There was a total of 12 questions. The timing of issuing financial reports refers to the third axis and includes nine inquiries, while investors' choices refer to the fourth and final axis and include nine inquiries. We analyzed this data using the SPSS statistical program and the AMOS RAM. To test hypotheses using the path analysis method. Specialized professors evaluated the questionnaire to verify the credibility of the research tool, considering only observations consistent with the viewpoints. We use Cronbach's alpha coefficient to assess the stability of the research tool, its suitability for testing hypotheses, and its ability to achieve the research objectives. This value measures the tool's power and potential to test hypotheses reliably. Cronbach's alpha coefficient reaches a minimum value of 0.70, according to Sekaran and Bo Ji (2016).

The study Problem

The study's questions represent the primary focus of scientific research, and the research must provide a rationale for its findings. As a result, the following two primary questions were determined for this study:

1. Is there an influence or connection between extensive data analysis and the timing of issuing financial reports?
2. Is there a relationship between the timing of issuing financial reports in the context of big data and investors' decisions?

The hypotheses

To address the inquiries of the study, four hypotheses were devised to subject them to statistical and analytical testing:

- H1: A statistical significance effect of big data appears on the timing of financial reporting.
- H2: It has a statistically significant impact of big data analytics on investors' decisions.
- H3: It has a statistically significant impact on the timing of the issuance of financial reports on investors' decisions.
- H4: The timing of financial reporting mediates the influence of big data properties on investors' decisions.

RESULTS

Cronbach Alpha Coefficient test

Table 1 displays the results of the Cronbach's Alpha Coefficient test conducted using the SPSS program.

Table 1. Cronbach alpha and half-hash coefficients for scale stability test.

Variables	Icon	Cronbach Alpha, %	split-half reliability Guttman Spearman-Brown, %
Big Data Analytics	BDA	84.3	80.9
Timing of financial reports	FRT	79.1	71.9
Investor Decisions	ID	78.6	78.1

The above Table 1 shows the high stability coefficients of the two axes of the resolution and that the stability coefficient of all axes is more than 70%.

Pearson correlation coefficient was used to calculate the internal consistency of the questionnaire dimension and its constituent questions, and the results are in Table 2.

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Table 2. Measuring the validity of the questionnaire. Note: *- Correlation is significant at the 0.05 level (2-tailed). **- Correlation is significant at the 0.01 level (2-tailed).

Correlations												
		X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12
START	Pearson Correlation	636**	537**	495**	681**	637**	504**	664**	593**	696**	544**	648**	650**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
EX	Pearson Correlation	609**	619.	569**	635**	608**	650**	651**	512**	673**			
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000			
ID	Pearson Correlation	697**	637**	598**	692****	498**	443**	716**	693**	548**			
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000			

Results of testing the study hypothesis

H1: A statistical significance effect of big data appears on the timing of financial reporting.

The "linear regression" model tests this hypothesis:

$$FRT_{it} = B_0 + \beta_1 BDA_{it} + \varepsilon_{it} \quad (1)$$

where: FRT *= Intermediate variable: timing of financial reporting;* BDA *=Independent variable: big data analytics;* B_0 *= The constant of the regression equation, representing the dependent variable if the independent one is zero;* β_1 *= Inclination, which measures the type and amount of impact;* ε_{it} *= Estimation errors or so-called statistical remainders.*

Table 3 displays a correlation value (R) of 0.524 between the independent and median variables, along with a coefficient of determination R Square of 0.275. The independent variable accounts for 27.5% of the variance in the intermediate variable. Furthermore, the computed value of F for the independent variable increased to 58. The test's significance, as indicated by a Sig value of 0.000, is smaller than the accepted error in the social sciences, which is predetermined to be 0.05. Therefore, the research hypothesis is accepted with a score of 0.498, indicating a direct effect between the two variables of 49.8%.

Table 3. Results of the first hypothesis test.

R	R Square	F	Sig	B	Result
0.524	0.275	58.711	0.000	0.498	Acceptance of the hypothesis

H2: It has a statistically significant impact of big data analytics on investors' decisions.

The linear regression model tests the hypotheses:

$$ID_{it} = B_0 + B_1 BDA_{it} + \varepsilon_{it} \quad (2)$$

Here: ID *= Dependent variable: Investors' decisions.*

According to and using the statistical program SPSS with the following results (Table 4).

Table 4. Second Hypothesis Test.

R	R Square	F	Sig	B	Result
0.619	0.383	96.394	0.000	0.597	Acceptance of the hypothesis

Table 4 shows that the correlation (R) between the independent and dependent variables increased to 0.619. The coefficient of determination (R Square) was 0.383, indicating that the independent variable explains 38.3% of the variance in

the dependent variable. The calculated F value for the independent variable was 96.394, and the test's significance (Sig) was 0.000, smaller than the predetermined error value of 0.05 commonly accepted in social sciences. The hypothesis has been confirmed, with a value of 0.597 indicating a direct effect between the two variables of 59.7%.

H3: It has a statistically significant impact on the timing of the issuance of financial reports on investors' decisions.

This hypothesis is tested by:

$$ID_{it} = B_0 + B_1 FRT_{it} + \varepsilon_{it} \quad (3)$$

The statistical program SPSS is shown in Table 5.

Table 5. Third Hypothesis Test Results.

R	R Square	F	Sig	B	Result
0.728	0.530	174.443	0.000	0.738	Acceptance of the hypothesis

The correlation coefficient R between the median and function of the variable is 0.728, with a determination coefficient (R Square) of 0.530. These results indicate that the independent variable accounts for 53% of the variation in the dependent variable. The calculated F-value for the intermediate variable increased by 174.443, and the significance of the test (Sig) was 0.000, which is smaller than the preset error value of 0.05 commonly accepted in the social sciences. The hypothesis has been accepted, with a value of 0.738. The positive sign indicates a direct effect between the two variables, accounting for 73.8%.

H4: The timing of financial reporting mediates the influence of big data properties on investors' decisions.

The hypothesis will be tested using path analysis, which examines the link between the independent and intermediate variables to measure their influence on the dependent variables. Furthermore, the preceding test hypotheses have demonstrated that the necessary conditions for track analysis are satisfied in the following manner:

- the first hypothesis demonstrates the impact of the independent variable, big data analytics, on the intermediate variable, the timing of financial reporting;
- the third hypothesis provides evidence of the impact of the intermediate variable, the date of delivering financial reports, on the dependent variable, user decisions. Consequently, a path was delineated to examine the presence and nature of mediation.

Figure 3 represents the fourth path of the hypothesis test.

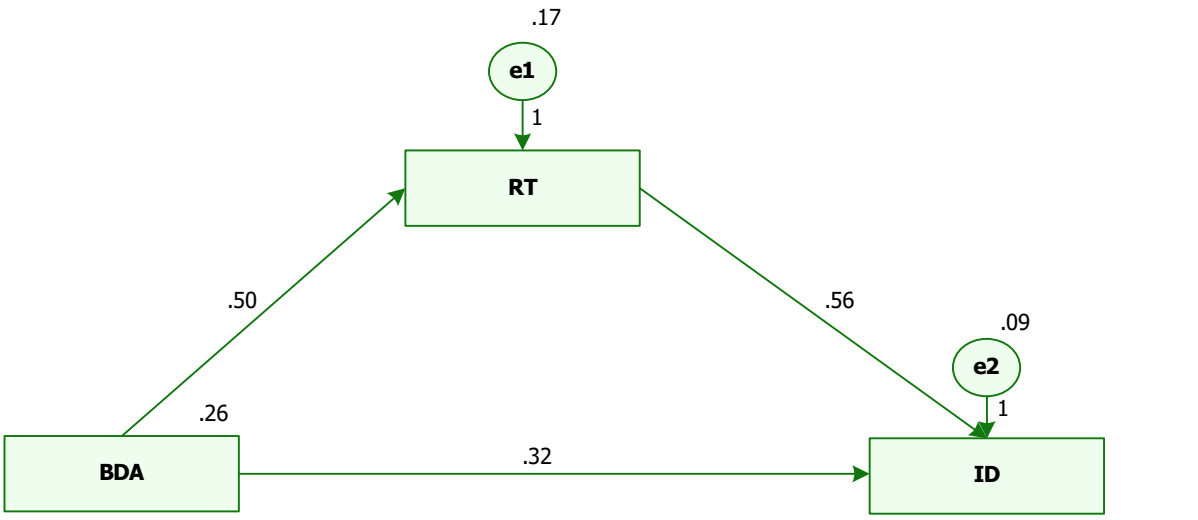

Figure 3. The fourth hypothesis tests the path.

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Based on the path analysis Table 6 provided, it can be shown that the independent variable (big data analytics) continues to have an impact on the intermediate variable (time of financial reporting) since the P-value for this path is 0.000, which is lower than the recognised error value of 0.05 commonly used in the social sciences. Furthermore, the intermediate variable, namely the date of financial reporting, continues to impact the dependent variable, investor decisions, due to the significance of the P-value.

Table 6. Fourth hypothesis test results.

Regression Weights: (Group number 1 - Default model)						
Path			Estimate	S.E.	C.R.	P
RT	<---	BDA	0.498	0.065	7.687	0.000
ID	<---	RT	0.564	0.06	9.437	0.000
ID	<---	BDA	0.316	0.057	5.567	0.000

Thus, the path has reached a value of 0.000, which is lower than the accepted error threshold of 0.05 in the social sciences. Additionally, the independent variable continues to have a statistically significant effect on the dependent variable, as indicated by the P-value for that path, which is 0.00, below the accepted error threshold of 0.05 in the social sciences. Therefore, the research hypothesis is approved since the timing of delivering financial reports partially mediates the influence of the independent variable (big data analytics) on the dependent variable (investor decisions); stated differently, Iraqi Companies Law No. 22 of 1997 amending the issuance of financial reports imposes timing restrictions of no more than 90 days after the end of the fiscal year on December 31. This means that big data analysis does not negatively impact the timing of financial reports for Iraqi companies listed on the Iraqi Stock Exchange. Regardless of whether it does business utilising information and communications technology.

DISCUSSION

Big data is a crucial digital technology that plays a significant role in digital transformation. Based on our research, we found that big data's characteristics directly influence the timing of financial reporting. Additionally, big data analytics directly affect investors' decisions. These findings align with the results of previous studies conducted by Sahoo et al. (2020), Mehta et al. (2021), Sharma et al. (2021), and Rajeswari et al. (2024). The timing of the issuance of financial reports has a statistically significant impact on investors' decisions. Additionally, the timing of the issuance of financial reports plays a mediating function in the effect of thorough data analysis on investors' judgments. However, there are significant obstacles to using big data in a developing country like Iraq. These issues include the requirement for individuals with specialised skills and expertise in data science who can efficiently handle it. Therefore, it is imperative for regulatory and supervisory bodies to consistently provide training and development opportunities for firm employees, specifically through offices and workshops, to enhance their proficiency in utilising this technology. The report suggests addressing the deficiencies in the infrastructure and systems used for receiving, processing, and analysing this data in a timely and efficient manner, which poses a challenge to its implementation in Iraq. Companies must meet application requirements to improve transparency and respond quickly to market changes. Analysing big data based on our research results allows for accurate timing of financial report issuance, increasing investor confidence and improving investment decisions.

CONCLUSIONS

A study has been conducted on the influence of big data analysis on the degree of readiness and timing of financial report issuance for companies listed on the Iraq Stock Exchange. Management should strive to develop a harmonious equilibrium between the goals of financial reports and their timing. This includes balancing the expense of analysing large amounts of data and the date of their release if it ultimately benefits all parties involved.

Examining large corporate datasets is a method of comprehending clients by scrutinising their complete requirements for financial and non-financial information generated by the company's electronic accounting system. Furthermore, contemporary investors exhibit distinct characteristics compared to investors before the rapid advancement of information and communications technologies. The human mind continuously evolves in response to environmental, social, political, and technological advancements. Consequently, the needs of investors are subject to constant change based on these factors. Investors must comprehend the analysis of big data and its influence on the timing of financial report issuance. This

necessitates efficient collaboration among executive departments to meet the investors' demands. The untimely release of economic reports may lead investors to make ill-advised decisions, which may not directly affect the investment climate of the company in question but will have broader repercussions on the country's economy.

The rapid advancement of data processing units in desktop and cloud devices has led to significant progress in electronic accounting systems and the speed at which data is processed. These systems can generate accurate reports in a short period. However, it is important to note that they are not without risks. Incorrect entries can potentially jeopardise the decisions made by stakeholders or deception. The crucial factor is not the optimal timing for releasing financial reports but rather the precision and effectiveness in managing these systems together, which will result in favourable outcomes for the benefit of everybody.

ADDITIONAL INFORMATION

AUTHOR CONTRIBUTIONS

Conceptualization: *Bashaer Alkhafaji, Riyam Mohammed*
Data curation: *Karrar Hameedi*
Formal Analysis: *Karrar Hameedi, Asaad Wahhab*
Methodology: *Karrar Hameedi, Asaad Wahhab*
Software: *Karrar Hameedi*
Resources: *Bashaer Alkhafaji, Riyam Mohammed*
Supervision: *Asaad Wahhab*
Project administration: *Asaad Wahhab*
Funding acquisition: *Bashaer Alkhafaji, Riyam Mohammed, Karrar Hameedi, Asaad Wahhab*
Writing – review & editing: *Asaad Wahhab*
Writing – original draft: *Bashaer Alkhafaji, Riyam Mohammed*

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CONFLICT OF INTEREST

The Authors declare that there is no conflict of interest.

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ВПЛИВ АНАЛІЗУ ВЕЛИКИХ ДАНИХ НА ТЕРМІНИ СКЛАДАННЯ ФІНАНСОВИХ ЗВІТІВ І РІШЕННЯ ІНВЕСТОРІВ

Цифрова революція призвела до поширення великих даних, які створюють явні перешкоди для аналізу даних через їх велику кількість, різноманітний характер і високу швидкість обробки. Ці виклики є прямим наслідком цифрової революції. Отже, у нашій статті розглядаємо помітний вплив технології великих даних на ухвалення рішень інвесторами. Це видно з вибору, зробленого інвесторами щодо відмови від своїх інвестицій або перерозподілу своїх коштів на користь інших активів у відповідь на передбачувані небезпеки на ринку Іраку, а також із розгляду непрямого впливу термінів складання фінансової звітності на збирання необхідних даних. На основі проблем і гіпотез, які обговорювали в дослідженнях, було створене опитування. Наш аналіз зосереджений на періоді з січня по березень 2024 року. Загалом у цьому дослідженні взяли участь 157 респондентів, серед яких науковці з університетів, фінансові експерти та інвестори компаній, акції яких котируються на Іракській фондовій біржі. У дослідженні використано статистичну програму SPSS і метод курсового аналізу. Дослідження виявило статистично значущий вплив великих даних, включаючи їхні атрибути, такі як кількість, різноманітність і швидкість, на терміни складання фінансової звітності. Вплив великих даних на ухвалення рішень інвесторами є статистично значущим. Час видачі інформації має значний вплив на судження інвесторів. Крім того, підготовка фінансових звітів у рамках великих даних має незначний вплив на рішення щодо інвестування в іракські компанії, зареєстровані на Іракській фондовій біржі.

Ключові слова: великі дані, електронний облік, фінансова звітність, рішення інвесторів, фінансові ринки, глобалізація, Ірак

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