Publisher homepage: www.universepg.com, ISSN: 2707-4641 (Online) & 2707-4633 (Print)

https://doi.org/10.34104/ijma.023.0089098

International Journal of Management and Accounting

Journal homepage: www.universepg.com/journal/ijma

# The Effect of Cashflow Visibility on the Willingness of Financial Institutions Finance SMEs in Cameroon

**Clement Ndindah Ndifor[1]*, Nathan Musonda[2], and Siham Rizkallahi[3]**

[1]Business Program, School of Doctoral Studies,Unicaf University, Larnaca , Cyprus; [2]Dept. of Business, School of Doctoral Studies, Unicaf University, Larnaca, Cyprus; and [3]Faculty of Economics, Université Saint Joseph, Beyrouth, Lebanon.

*Correspondence: c.ndindah@unicaf.org (Dr. Clement Ndindah Ndifor, Program Leader of the PhD in Business in Business Program, School of Doctoral Studies, Unicaf University, Larnaca , Cyprus).

## ABSTRACT

The importance of small and medium-sized enterprises (SMEs) to the Cameroonian economy as well as other economies around the globe needs no further proof. Their contribution to GDP, employment, economic stability, and wealth distribution is considerable. However, their limited access to formal financing has been reported to constitute a significant limitation to their survival and growth. Given the documented reduced access of SMEs to financing from formal financial institutions due to information asymmetry, this study seeks to investigate if the cashflow visibility of SMEs is statistically meaningful to the willingness of banks and microfinance to provide loans to SMEs in Cameroon. Primary data was collected from 232 bank and microfinance employees through a pretested questionnaire. The results from the ANOVA analysis revealed a statistically significant difference in the willingness of financial institutions to provide loans to SMEs whose cash flows are visible to financial institutions compared to those SMEs whose cash flow is not visible (or opaque) to the financial institution. It is thus recommended that SMEs in Cameroon ensure considerable cashflow visibility to financial institutions to enhance their chances of obtaining formal financing. In addition, measures could be taken for e-cash providers or mobile money services provided to share information with lending institutions to enhance the cash flow visibility of SMEs.

**Keywords:** SMEs, Cashflow visibility, SMEs, E-cash, Mobile money, Capital access, and Unbanked operations.

## INTRODUCTION:

The issue of SME access to formal financing remains a considerable concern in multiple economies and is still a central preoccupation for multiple studies (Yao, & Yang, 2022; Paola *et al.,* 2021; Lu *et al.,* 2020; Ndindah *et al.,* 2023; Ogujiuba, 2023). Angeles *et al.* (2019) in their study posit that any company regardless of its size needs financial resources to develop. While SME contribution to the economy is considerable (Bunyaminu *et al.,* 2019; Civelek, 2021; Gyimah, *et al.,* 2019; Leboea, 2017; Lu *et al.,* 2020; Shakeyev *et al.,* 2021), financial institutions, especially commercial banks remain highly unwilling to provide them with the financing they need to run and grow their business (Ndindah, 2022; Schammo, 2019; Gyimah *et al.,* 2019; Wasiuzzaman & Nurdin, 2019; Wang *et al.,* 2019). This then leaves this category of businesses highly dependent on informal financing which is generally insufficient (Bunyaminu *et al.,* 2019; Archer *et al.,* 2020; Moulick *et al.,* 2020; Ullah *et al.,* 2020). This configuration is quite tragic and multiple studies are reporting that this limited access to formal financing is hindering SME growth and contributing significantly to the failure of SMEs (Wang *et al.,* 2019; Wasiuzzaman & Nurdin, 2019, Khan, 2021; El-Sady, 2022).

The case is Cameroon as well as other developing economies is no different. This category of business defined by law 2010/001 of April 13, 2010, to be those with not more than 100 employees and an annual turnover of not more than one billion XAF still experience considerable difficulties accessing formal financing (Kabange, & Simatele, 2022; Ndindah *et al.,* 2023; Njanbou, 2023). In fact, according to the World Bank Group (2019), this category of businesses experiences considerable difficulties accessing formal capital with about 88% of SMEs not being able to obtain formal financing in certain parts of Africa. This report also points out that this difficulty is not limited to informal SMEs as formally registered SMEs equally experience considerable difficulties accessing formal financing. Cameroon, being a developing economy is in a similar situation. In fact, according to the Chamber of Commerce Industry, Mines and Crafts, (2017) only 22% of registered SMEs have access to formal financing. If informal SMEs which constitute the larger population of SMEs in Cameroon (Mbodiam, 2021; Raoul, & Zenabou, 2020) were to be factored in, this percentage would drop considerably. This situation is a serious cause for concern given the relevance of SMEs to the Cameroonian economy. Such businesses amount to 99% of all business; employ up to 61% of working Cameroonians and accounts for about 36% of the GDP (Tsambou, & Fomba, 2017).

Given this situation, multiple studies on factors that hinder SMEs from accessing formal financing have been carried out (Wasiuzzaman & Nurdin, 2019; Khan, 2021; El-Sady, 2022; Ndindah *et al.,* 2022; Bunyaminu *et al.,* 2019). Amongst others, the issue of information asymmetry has been pointed out as a considerable barrier to SME access to capital from formal financial institutions (Wang *et al.,* 2019; Lu *et al.,* 2021; Wasiuzzaman *et al.,* 2020; Liu & You, 2023; Ndindah, 2022). Information asymmetry which is a situation in which interacting actors are not at the same level of information is highly pronounced in the SME-financial institution relationships. Ndindah (2022), posits that this is principally caused by poor financial record keeping on the part of SMEs and the fact that financial statements from SMEs are not trustworthy since they are generally not certified by credible auditing agencies. This therefore renders the operations of this category of businesses opaque (Amadasun & Mutezo, 2023; Yu & Zhu, 2023). Worse still, though not properly documented, SMEs in Cameroon tend to carry out most of their operations in cash: meaning, cash received during sales is used to obtain supplies without passing through the banks. This then renders the cash flow of the business almost invisible to the financial institution. The lack of cash flow visibility limits the amount of trustworthy information available to the financial institution to make informed decisions when it comes to providing loans to SMEs.

**Problem Statement**

As indicated above, the visibility of SME cash flow in Cameroon is relatively limited since SMEs tend to carry out operations in cash. This limited exposure to financial institutions contributes to keeping financial intuitions in the dark. Thereby cutting them from trustworthy information relevant to decision-making when it comes to providing loans. The problem that calls for research then is: does the cash flow visibility have a statistically significant impact on the decision to provide loans to SMEs in Cameroon?

While this issue is quite relevant, studies on cash flow visibility in Cameroon are almost nonexistent, hence the need for research.

**Purpose Statement**

Given the above, it is the purpose of this quantitative study to investigate whether or not the visibility of SME cash flow to financial institutions has a statistically significant effect on the decision to provide loans to SMEs in Cameroon.

**Review of Literature**

**Information Asymmetry and SME financing**

The issue of information asymmetry has been declared by multiple studies as a considerable inhibitor of SME financing (Wang *et al.,* 2019; Lu *et al.,* 2021; Wasiuzzaman *et al.,* 2020; Liu & You, 2023; Ndindah, 2022). In that light Zinman, (2014) as well as Wahidi and Paturel, (2016) posit that the reluctance on the part of financial institutions to finance SMEs is due to their high degree of informality, the lack of guarantees, and the smallness of their credit. These authors conclude that these characteristics associated with an environment of asymmetric information in which the SMEs operate only increase the reticence of financial institutions to provide loans to micro-enterprises. In that same light, Amadasun, and Mutezo, (2023) point out that according to the finance gap theory: information asymmetry is among the major barriers to SME financing. The term Information asymmetry which refers to a configuration in which interacting actors are not at the same level of information turns out to be highly pronounced in SME-financial institution relationships (Ndindah, 2022; Mendes-Da-Silva & Ermel, 2022; Li *et al.,* 2023). This situation generally results from the inability and/or unwillingness of SME owners and managers who know their businesses quite well to effectively transmit such information to financial institutions (Ndindah, 2022). Though information asymmetry is reported to be present and playing a limiting role in the interactions between SMEs and other stakeholders like suppliers (Mendes-Da-Silva & Ermel, 2022; Li *et al.,* 2023; Cheng *et al.,* 2023) it is quite pronounced and sensitive when it comes to the domain of finance (Ndindah, 2022). Amadasun and Mutezo, (2023) argue that due to the increased uncertainty that arises due to information asymmetry, financial institutions view SMEs as high-risk segments and are therefore unwilling to provide financing to them.

SMEs in Cameroon are no exception to this issue. Several studies have pointed to information asymmetry as a considerable inhibitor to SME financing in Cameroon (Ngongang, 2012; Nguena, 2013; Kabange & Simatele, 2022; Njanbou, 2023). This may be because existing information transmission mechanisms do not work quite well for SMEs in Cameroon. In Cameroon, just like in multiple other economies, financial reporting activities of businesses that are classified as SMEs are not mandatory and/or regulated as those classified as big business. As a result, SMEs are less inclined to rigorously ensure proper financial reporting (Berthelo & Roger, 2019; Wangmo, 2015). This then renders the financial statements produced by SMEs less trustworthy. Therefore, while big businesses can make use of such financial statements as leverage or to effectively communicate the status of their businesses to financial institutions (Civelek, 2021), SMEs' ability to do so is quite limited. Worse still it is reported by multiple studies that SMEs tend to adopt poor record-keeping behaviors (Majadibodu, 2023; Amoah-Mensah, 2023; Hasanah *et al.,* 2018).

They tend to be carried away by daily activities so much so that recordkeeping is viewed as too bureaucratic (Ajibade & Khayundi, 2017; Hasanah *et al.,* 2018). It is equally reported that the financial statements of SMEs can be altered based on the purpose for which the SME intends to use them, such as tax returns (Wangmo, 2015). It is therefore obvious that the financial statements as well as tax return records from such organizations are not quite trustworthy in the eyes of financial institutions. Given this situation, the visibility of the cash flow in the bank account of the SME becomes a credible source of information on how well the business is fairing. Since such information is stored within the financial institution, it is therefore credible to them and can constitute a trustworthy source of information for decision-making when it comes to providing loans to SMEs. Given the above, this study sets off by assuming that the cashflow visibility of SMEs has a significant effect on the decision to provide loans to SMEs in Cameroon.

**Unbanked Business Activities**

Most developing countries like Cameroon have a considerable part of their populations that are still unbanked (Radwa, 2023). In fact, according to the World Bank, (2029) about 1.7 billion adults on the planet are unbanked. According to Mensah, (2023) close to 350 million adult Africans are unbanked. This represents close to half the adult population of Africa given that about 50% of Africans are below the age of 20 (World Bank, 2029). As for Cameroon, only about 12% of adults are bank (Kouam & Mokam, 2022).

With the limited banked population, businesses tend to carry out operations more in cash. They get supplies in cash and sell in cash, thereby keeping banks and other financial institutions in the dark. In addition to the above, the advent of mobile money which considerably reduces the inconveniences associated with cash transactions reduces the incentive to carry out operations through the banks. Robertson and Frank Sylvio (2020), in their study on mobile money adoption by SMEs in the economic capital city of Cameroon, revealed that the extensive usage of mobile money by SMEs was due to the fact that it is accessibility, safety, and convenience. They add that SMEs make considerable use of mobile money to obtain payments from clients as well as purchase supplies. Avom *et al.* (2021), on their part, report a widespread adoption of mobile money services across the major cities of Cameroon. Mvogo and Christèle (2022) report similar findings in Cameroon. Despite its wide usage, mobile money services in Cameroon are principally electronic cash services (Mvogo & Christèle, 2022; Avom *et al.,* 2021; Robertson & Frank Sylvio, 2020) which are mainly run without the involvement of banks and other financial institutions. However Kabange and Simatele, (2022) while pointing out the information opaqueness in the interaction between financial institutions and SMEs point out that there is a possibility of tracking the cash flow of SMEs through mobile money and that this could reduce information opacity. Despite this possibility, banks are still largely excluded from the day-to-day operations of SMEs and information asymmetry remains quite high.

**SME Financing in Cameroon**

The issue of SME finance is of considerable importance in most developing economies. In fact, according to the IFC (World Bank, 2019) only about 40% of the loan needs of SMEs are met in developing economies. The IFC (World Bank, 2019) estimates the borrowing needs of SMEs in such economies to be about $ 5.2 trillion annually. This amount is 140% of the amount of actual loans accorded to SMEs. In the same light, the Centre for Strategic and International Studies reported that just 20% to 33.3% of SMEs in Sub-Saharan Africa have bank loans or credit lines (Rude *et al.,* 2021). Lu *et al.,* (2020) equally point out that the issue of SME financing is much more considerable in developing economies compared to developed economies. In Africa, reports from multiple economies are indicating very low levels of SME financing (Osano & Languitone, 2016; Thompson Agyapong *et al.,* 2017). As for Cameroon, Multiple measures have been taken by the government. However, the level of SME finance is still considerably low. The Chamber of Commerce Industry, Mines and Crafts, (2017) reported that only about 22% of SMEs obtain loans from financial institutions. This reported percentage is exclusively for registered SMEs.

If informal SMEs were to be considered, this percentage would drop considerably. In Cameroon, while this category of businesses experiences considerable difficulties accessing formal financing, it is reported that banks have high liquidity levels (Njimanted *et al.,* 2017; Kamta *et al.,* 2020). They, however, are less inclined to provide loans to SMEs as they maintain their long-lasting preference for dealing with big and well-established organizations (Agyemang & Ansong, 2017; Akinboade, 2015; Ibrahim & Ibrahim, 2015). Unfortunately, it is being reported that this limited access to formal capital is affecting SME performance, growth, and survival negatively (Ndindah, 2023; St. Pierre *et al.,* 2015; Tsambou and Fomba, 2017; Akter, 2020)).

## METHODOLOGY:

**Sampling and Data Collection.**

Data for this investigation was obtained through the use of a pretested questionnaire which was administered to a randomly selected sample of 240 employees of commercial banks and microfinances across Cameroon. All participants had a minimum of 2 years of experience in the financial sector at the time of data collection and had loan processing experience. The research instrument was administered on a face-to-face basis and online. Before the analysis, consis-tency checks were conducted after which 232 questionnaires were retained for analysis.

**Variables and Measurement**

The inclination of banks and micro finances to provide loans to SMEs whose cash flow is visible to the financial institution and SMEs whose cash flow is not visible to the financial institution was measured using a Likert scale.

**Data Analysis**

Due to the nature of the data collected**, t**he One-Way ANOVA analysis in SPSS was employed to analyze and bring out meaning from the raw data.

## RESULTS:

The results of the analysis are as follows.

**Table 1:** ANOVA.The willingness of financial institutions to provide loans based on Cash flow visibility**.**

| | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| Between Groups | 71.780 | 1 | 71.780 | 59.239 | .000 |
| Within Groups | 273.847 | 226 | 1.212 | | |
| Total | 345.627 | 227 | | | |

**Table 2:** Robust Tests of Equality of Means. The willingness of financial institutions to provide loans based on Cash flow visibility.

| | Statistic[a] | df1 | df2 | Sig. |
|---|---|---|---|---|
| Welch | 56.592 | 1 | 168.928 | .000 |
| Brown-Forsythe | 56.592 | 1 | 168.928 | .000 |
| a. Asymptotically F distributed. | | | | |

**Interpretation**

**Table 1** displays the results from the ANOVA analysis. Here, the mean willingness of financial institutions to provide SMEs with cashflow visibility is compared with the mean willingness of financial institutions to provide loans to SMEs with limited cashflow visibility. The F statistic on this is 59.239 resulting from this analysis as statistically significant ($p = 0.000 < 0.05$). This implies that the cash flow visibility is statistically meaningful to the willingness of financial institutions to provide loans to SMEs. **Table 2** displays the results of two robust tests which serve as confirmation of the ANOVA analysis. the Brown-Forsythe test and the Welch test which are similar to the ANOVA but which do not consider the assumption of homogeneity of variance and equal sample size both reveal statistical significance for their respective F statistics ($p = 0.000 < 0.05$). This therefore confirms the results of the ANOVA analysis. Therefore, the cash flow visibility of SMEs is meaningful to the willingness of financial institutions to provide loans to SMEs in Cameroon.

## DISCUSSIONS:

From the above, the visibility of the cash flow of SMEs is statistically meaningful to the willingness of financial instructions to provide loans to SMEs in the Cameroonian economy. It therefore follows logically that greater visibility of the cash flow of SMEs will contribute considerably to improving SME access to finance in the aforementioned economy. This result goes in line with the reports from multiple studies that have pointed out the issue of information asymmetry as a considerable barrier to SME access to financing (Wang *et al.,* 2019; Lu *et al.,* 2021; Wasiuzzaman *et al.,* 2020; Liu & You, 2023; Ndindah, 2022). Not offering financial institutions the chance to get a clear view into the financial operations of the SME will impact the decision to provide loans. Amadasun, and Mutezo (2023) in this light disclose the finance gap theory as they declare that information asymmetry is counted among the major barriers to SME financing. This implies that the perpetuation of the tradition by SMEs to carry out unbanked financial transactions, thereby keeping financial institutions in the dark contributes to information asymmetry which then negatively affects the willingness of banks to provide them with loans. Worse still the advent of mobile money which according to Robertson and Frank Sylvio, (2020) greatly reduces the constraints involved in cash operations further consolidates SMEs in their habit of carrying out financial transactions without the involvement of financial institutions. Given the convince of mobile money which in Cameroon is essentially electronic cash Avom *et al.* (2021) as well as Mvogo and Christèle, (2022) from their studies firmly declare that there is extensive adoption of mobile money services in Cameroon and that it is being used considerably by SMEs in this economy. While this mobile money or electronic cash system is highly advantageous as it is reported by Cameroonian SMEs to be accessible, safe, & convenient (Robertson & Frank Sylvio, 2020) unless the organizations that offer these services, share the information with financial institutions, and banks' visibility of SME financial operation will stay considerably opaque.

**Limitation**

This research is crossectional, implying that, unlike longitudinal studies, changes that occur over time might not be captured by the research. More to that, this research might be considered early research since studies on the visibility of SME cash flow are almost nonexistent in the Cameroonian economy. It is an early study that makes use of the quantitative approach. This implies the likelihood of some ground realities not being captured by the research.

## CONCLUSION AND RECOMMENDATIONS:

Given the documented reduced access of SMEs to financing from formal financial institutions due to information asymmetry (Wang *et al.,* 2019; Lu *et al.,* 2021; Wasiuzzaman *et al.,* 2020; Liu & You, 2023; Ndindah, 2022) and the impact of limited access to formal financing on the wellbeing of SEMs (Ndindah, 2023; St. Pierre *et al.,* 2015; Tsambou and Fomba, 2017), this research seeks to investigate if the cashflow visibility of SMEs is statistically relevant to the wiliness of banks and microfinance to provide loans to SMEs in Cameroon. Data collected from 232 bank/ microfinance employees through a pretested questionnaire was used for this purpose. The results from the ANOVA analysis revealed a statistically significant difference in the willingness of financial institutions to provide loans to SMEs whose cash flow is visible to them compared to those SMEs whose cash flow is opaque to the financial institution. It is thus recommended SMEs in Cameroon ensure considerable cashflow visibility to financial institutions to improve their chances of obtaining formal financing. It flows logically from this study that SMEs in Cameroon need to render their cash flow as visible as possible to financial institutions so as to enhance the willingness of financial institutions to provide them with loans. It can also be recommended that a means be found to share information from mobile money or electronic cash service providers with financial institutions in order to improve the visibility of the cash operations of SMEs to financial institutions. In addition, it is recommended that the government as well as other relevant actors take meaningful actions to reduce information asymmetry between SMEs and financial institutions. As for future research, it is recommended that the wider issue of information asymmetry be addressed & models be proposed on how the information gap between SMEs and financial institutions can be reduced.

## ACKNOWLEDGEMENT:

The authors of this paper are thankful to the employees of financial institutions in Cameroon who provided adequate data for this study. They equally acknowledge the efforts of research assistants who assisted in the data collection process. Finally, the authors are grateful to Unicaf University for providing high-quality, accessible higher education to multiple Africans, thus contributing meaningfully to their development.

## CONFLICTS OF INTEREST:

This study declares no conflict of interest

## REFERENCES:

1) Agyemang, O. S., & Ansong, A. (2017). Corporate social responsibility and firm performance of Ghanaian SMEs. *J. of Global Responsibility*, **8**(1), 47-62. http://dx.doi.org/10.1108/JGR-03-2016-0007
2) Ajibade, P., & Khayundi, F. E. (2017). The role of records management in small micro and medium enterprises (SMMEs) in South Africa and its implications for business sustainability. *African J.* of *Library, Archives & Information Science*, **27**(2), 175-188.
3) Akinboade, O. A. (2015). Determinants of SMEs growth and performance in Cameroon's central and littoral provinces' manufacturing and retail sectors. *African J. of Economic and Management Studies*, **6**(2), 183-196. https://ideas.repec.org/a/eme/ajempp/v6y2015i2p183-196.html
4) Akter S. (2020). Women employment opportunity on SMEs sector: Bangladesh perspective, *Int. J. Manag. Account*. **2**(5), 105-118. https://doi.org/10.34104/ijma.020.01050118
5) Amadasun, E. O. D., & Mutezo, A. T. (2023). Factors of market-driven strategies and access to finance affect on SMEs competitive performance in Lesotho. *The Southern African J. of Entrepreneurship and Small Business Management*, **15**(1). https://doi.org/10.4102/sajesbm.v15i1.663
6) Amoah-Mensah, A. (2023). Are accounting gurus in sync with petty traders' indigenous & innovative record-keeping? The Qualitative Report, **28**(3), 677-699. https://doi.org/10.46743/2160-3715/2023.5606

7) Angeles, I. T., Calara, M. S., & De Guzman, A. B. (2019). The mediating effect of microfinancing on access to finance and growth of micro-enterprises: Evidence from the Philippines. *J. of Global Entrepreneurship Research*, **9**(1). https://doi.org/10.1186/s40497-019-0150-x
8) Archer, L., Sharma, P., & Jen-Je Su. (2020). SME credit constraints and access to informal credit markets in Vietnam. Credit constraints and informal credit markets. *Inter J. of Social Economics*, **47**(6), 787-807. https://doi.org/10.1108/IJSE-11-2017-0543
9) Avom, D., Bidiasse, H., & Mvogo, G. (2021). Adoption et usage du mobile money au cameroun: Analyse comparative des determinants entre les villes de douala et de yaounde. Adoption & use of mobile money in Cameroon: Comparative analysis of determinants between the cities of Douala & Yaounde. *African Development Review*, **33**(1), 67-78. https://doi.org/10.1111/1467-8268.12491
10) Berthelo, K.W., & Roger, F.J. (2019). The problem of audit quality: An evaluation of the criteria for choice of legal audit firms in Cameroon. *Inter J. of Innovation and Applied Studies*, **26**, 777-789.
11) Bunyaminu, A., Mohammed, I., & Issah, M. (2019). Business failure prediction: A tri-dimensional approach. *J. of Applied Business Economics*, **21**(2), 80-100. https://doi.org/10.33423/jabe.v21i1.1456
12) Cameroon Chamber of Commerce, Industry, Mines and Crafts, (2017). Survey of SMES in Cameroon. http://www.ccima.cm/en/phocadownload/2016_OPINION_SURVEY_OF_SMEs.pdf
13) Cheng, H., Lu, J., & Xiang, Z. (2023). Incentive-driven information sharing in leasing based on a consortium blockchain and evolutionary game. *J. of Theoretical and Applied Electronic Commerce Research*, **18**(1), 206. https://doi.org/10.3390/jtaer18010012
14) Civelek, M. (2021). The mediating role of SMEs' performance in the relationship between entrepreneurial orientation and access to finance. *Brazilian Administration Review*, **18**(4), 1-25. http://dx.doi.org/10.1590/1807-7692bar2021210045
15) Clement NN. (2022). Rotating savings and credit associations, an alternative source of SME financing: The case of the inhabitants of the Western region of Cameroon, *Int. J. Manag. Account*. **4**(3), 59-68. https://doi.org/10.34104/ijma.022.00590068
16) El-Sady, H., Ahmed, H., & Hamdy, H. (2022). The impact of assets structure and the components of cash conversion cycle on the Egyptian SMEs financial failure predictability. *The J. of Entrepreneurial Finance*, **24**(1), 25-43. Retrieved from https://www.proquest.com/scholarly-journals/impact-assets-structure-components-cash/docview/2640414298/se-2
17) Gyimah, P., Marom, S., & Lussier, R. N., (2019). Small business success or failure prediction: a comparative study in Ghana and Israel. *J. of Applied Business and Economics*, **21**(3), 37-52. https://doi.org/10.33423/jabe.v21i3.2079
18) Hasanah, N., Anggraini, R., & Purwohedi, U. (2018). Accounting standards: the lessons from small and medium enterprises. *Academy of Accounting and Financial Studies J.*, **22**(5), 1-10.
19) hompson Agyapong, G., Mmieh, F., & Mordi, C. (2017). Factors influencing the growth of SMEs: The case of Ghana. *Thunderbird International Business Review*, **60**(4), 549-563. https://www.researchgate.net/publication/319882202_Factors_influencing_the_growth_of_SMEs_The_case_of_Ghan
20) Kabange, M. M., & Simatele, M. (2022). Constraints to formal small business performance in the service sector in Cameroon. *African J. of Economic and Management Studies*, **13**(3), 344-365. https://doi.org/10.1108/AJEMS-07-2021-0331
21) Kamta, M. T., Mekia, A. B. N., & Tsobjio, F. D. (2020). Identification of risk-taking channel of monetary policy in Cameroon. Economic Research Guardian, **10**(2), 83-96. https://econpapers.repec.org/scripts/redir.pf?u=https%3A%2F%2Fwww.ecrg.ro%2Ffiles%2Fp2020.10%282%2919y2.pdf;h=repec:wei:journl:v:10:y:2020:i:2:p:83-96
22) Khan, N. U., Sultan, W., & Khan, R. U. (2021). Financial pattern of small and medium enterprises

(SMEs) of Pakistan. Business and Economic Review, **13**(4), 1-23. https://doi.org/10.22547/BER/13.4.1

23) Kouam, J.C. & A.V. Mokam, (2022). The Impact of Financial Inclusion on Cameroon's Economic Growth. Nkafu Policy Institute.

24) Leboea, T., S. (2017). The Factors Influencing SME Failure in South Africa. University of Cape Town. https://open.uct.ac.za/bitstream/handle/11427/25334/thesis_com_2017_leboea_sekhametsi_tshepo.pdf?sequence=1

25) Li, H., Lu, Z., & Yin, Q. (2023). The development of fintech and SME innovation: Empirical evidence from China. *Sustainability,* **15**(3), 2541. https://doi.org/10.3390/su15032541

26) Liu, Q., & You, Y. (2023). FinTech and green credit Development - Evidence from China. *Sustainability*, **15**(7), 5903. https://doi.org/10.3390/su15075903

27) Lu, Q., Deng, Y., Yu, M., Song, H., & Liu, B. (2021). Supply chain network and financing performance of small and medium enterprises in China: A survey and quasi-replication using fuzzy-set qualitative comparative analysis. Financing performance of SMEs in China. *Baltic J. of Management*, **16**(5), 785-803. https://doi.org/10.1108/BJM-09-2020-0331

28) Lu, Z., Wu, J., & Liu, J. (2020). Bank concentration and SME financing availability: The impact of promotion of financial inclusion in China. *The Inter J. of Bank Marketing*, **38**(6), 1329-1349. http://dx.doi.org/10.1108/IJBM-01-2020-0007

29) Majadibodu, M. J., Ramasimu, N. F., & Ladzani, M. W. (2023). Support from the government for SMEs in South Africa. *Inter J. of Research in Business and Social Science*, **12**(5), 381-394. https://doi.org/10.20525/ijrbs.v12i5.2525

30) Mbodiam, B. (2021). The informal sector weighs as much in GDP as in South Africa and Mauritius, but less than in Nigeria. *Business Cameroon*. https://www.businessincameroon.com/companies/1307-7263-in-cameroon-the-informal-sector-weighs-as-much-in-gdp-as-in-south-africa-and-mauritius-but-less-than-in-nigeria

31) Mendes-Da-Silva, W., & Ermel, M. D. A. (2022). Trade credit management and information asymmetry in small and medium-sized businesses in an emerging market. *Revista Brasileira De Gestão De Negócios*, **24**(4), 739-754. https://doi.org/10.7819/rbgn.v24i4.4201

32) Mensah, S. (2023). What does it feel like to be unbanked? Africa Nenda - https://www.africanenda.org/en/blog/2023/what-does-it-feel-like-to-be-unbanked#:~:text=Over%20350%20million%20financially%20excluded,have%20proof%20of%20legal%20identity

33) Moulick, R. K. (2020). Determinants predicting credit accessibility of SME: Evidence from Bangladesh. *J. of Internet Banking and Commerce*, **25**(3), 1-9. https://www.proquest.com/scholarly-journals/determinants-predicting-credit-accessibility-sme/docview/2436887904/se-2

34) Mvogo, G., & Christèle Gladisse, A. D. (2022). Effet du mobile money sur la résilience des ménages exerçant des activités génératrices de revenus au cameroun. Effect of mobile money on the resilience of households carrying out income-generating activities in Cameroon. African Development Review, **34**(4), 459-471. https://doi.org/10.1111/1467-8268.12674

35) Ndindah, N.C. (2022). Rotating savings and credit associations, an alternative source of SME financing: The case of the inhabitants of the Western region of Cameroon, *Inter J. of Management and Accounting*, **4**(3), 59-68. https://doi.org/10.34104/ijma.022.00590068

36) Ndindah, N.C., & Tripathi, A. (2022). A Study of factors that account for the success of SMEs in the Western Region of Cameroon. *Pacific Business Review* (*Internationa*l), **14**(7), 56-67. http://www.pbr.co.in/2022/January5.aspx

37) Ndindah, N.C., Musonda, M. & Gyampoh, E.O. (2023). Blended finance: a tool for inciting commercial financial institutions to provide financing machinery acquisition for SMEs in Cameroon. *Inter J. of Scientific and Management Research*, **6**(7), 2018-230. http://doi.org/10.37502/IJSMR.2023.6801

38) Ngongang, D. (2012). Le financement du haut de bilan dans les PME camerounaises et tchadiennes. *Revue Congolaise de Gestion*, **15**(16), 45-80. https://doi.org/10.3917/rcg.015.0045
39) Nguena, C. L. (2013). SME Financing issue in Cameroon in the context of Financial Crises. *Munich Personal RePEc Archive*, 49417. https://mpra.ub.uni-muenchen.de/49417/
40) Njanbou, J. R. T. (2023). The determinants of governance mechanisms and their effects on the tax risk management of Cameroonian companies. *J. of Accounting, Finance & Management Strategy*, **18**(1), 119-162. Retrieved from https://www.proquest.com/scholarly-journals/determinants-governance-mechanisms-their-effects/docview/2827989021/se-2
41) Njimanted, G. F., Akume, A. D., & Aquilas, N. A. (2017). Modeling the impact of liquidity trend on the financial performance of commercial banks and economic growth in Cameroon. *Inter J. of Financial Research*, **8**(3), 121. https://doi.org/10.5430/ijfr.v8n3p121
42) Ogujiuba, K. K., Eggink, M., & Olamide, E. (2023). Impact of elements of finance and business support on the SME business ecosystem in South Africa: An econometric analysis. *Sustainability*, **15**(11), 8461. https://doi.org/10.3390/su15118461
43) Osano, H.M., & Languitone, H. (2016). Factors influencing access to finance by SMEs in Mozambique: case of SMEs in Maputo central business district. *J Innov Entrep,* **5**(13). https://doi.org/10.1186/s13731-016-0041-0
44) Paola, B., Annalisa, F., Rossi, E., & Monica, R. (2021). SME access to market-based finance across eurozone countries. *Small Business Economics*, **56**(4), 1667-1697. https://doi.org/10.1007/s11187-019-00285-z
45) Radwa, A. A., Hebatalla, A. E., & Nagwa, A. S. (2023). Financial inclusion & human development: Is there a nexus? *J. of Humanities and Applied Social Sciences*, **5**(3), 163-177. https://doi.org/10.1108/JHASS-11-2021-0178
46) Raoul, E. E., & Zenabou, T. (2020). Informal economy and economic growth in Cameroon. *Inter J. of Scientific and Research Publications*, **10**(05), 518-525. https://www.researchgate.net/publication/341905555
47) Robertson, K. T., & Frank Sylvio, G. T. (2020). Mobile money as a sustainable alternative for SMEs in less developed financial markets. *J. of Open Innovation: Technology, Market, and Complexity*, **6**(4), 163. https://doi.org/10.3390/joitmc6040163
48) Shakeyev, S., Daribekov, S., & Kizimbayeva, A. (2021). Influence of environmental factors and impact on financing innovation of SMEs. *J. of Environmental Management & Tourism*, **12**(5), 1248-1262. http://dx.doi.org/10.14505/jemt.v12.5(53).10
49) Tsambou, A. D., & Fomba, K. B. (2017), Performance perspectives for small and medium enterprises in Cameroon: innovation and ICTs. *Timisoara J. of Economics and Business*, **10**(1), 68–87. https://doi.org/10.1515/tjeb-2017-0005
50) Ullah, S., Majeed, M. T., & Arif, B. W. (2021). Social capital and firms' choice of financing under credit constraints: Microeconomic evidence from Pakistan. *Decision*, **48**(1), 3-13. https://doi.org/10.1007/s40622-020-00256-4
51) Wahidi, I., & Paturel, R. (2016). L’octroi de credits aux femmes entrepreneuses libanaises par Les banquiers : Le cas du dispositif Kafalat. *La Revue Gestion et Organisation*, **8**(1), 40-52. https://doi.org/10.1016/j.rgo.2016.03.005
52) Wang, R., Lin, Z., & Luo, H. (2019). Blockchain, bank credit, and SME financing. Quality and Quantity, **53**(3), 1127-1140. https://doi.org/10.1007/s11135-018-0806-6
53) Wangmo, C. (2015). Small Medium enterprise (SME) bank financing constraints in developing countries: a case study of Bhutan. Inter *J. of Arts & Sciences*, **8** (5), 569-590. https://www.proquest.com/scholarly-journals/small-medium-enterprise-sme-bank-financing/docview/1764690575/se-2?accountid=188730
54) Wasiuzzaman, S., & Nurdin, N. (2019). Debt financing decisions of SMEs in emerging markets : Empirical evidence from Malaysia. *The Inter J. of Bank Marketing*, **37**(1), 258-277. https://doi.org/10.1108/ijbm-12-2017-0263
55) World Bank (2019). Improving SMEs’ access to finance and finding innovative solutions to unlock

sources of capital. *Small and Medium Enterprises (SMEs) Finance*. https://www.worldbank.org/en/topic/smefinance

56) Yao, L., & Yang, X. (2022). Can digital finance boost SME innovation by easing financing constraints?: Evidence from Chinese GEM-listed companies. *PLoS One*, **17**(3) https://doi.org/10.1371/journal.pone.0264647

57) Yu, W., Huang, H., & Zhu, K. (2023). Enhancing construction enterprise financial performance through digital inclusive finance: An insight into supply chain finance. *Sustainability*, **15**(13), 10360. https://doi.org/10.3390/su151310360

58) Zinman, J. (2013). Consumer credit: Too much or too little (or just right)? https://doi.org/10.3386/w19682

**Citation:** Ndifor CN, Musonda N, and Rizkallahi S. (2023). The effect of cashflow visibility on the willingness of financial institutions finance SMEs in Cameroon, *Int. J. Manag. Account.* **5**(5), 89-98. https://doi.org/10.34104/ijma.023.0089098