

Summary of Paper: [The Impact of the Type of Cybersecurity Assurance Service and Cybersecurity Incidents on Investor Perceptions and Decisions](#)

What is this study about?

This article studies how voluntary cybersecurity assurance affects investor perceptions and investment decisions. It focuses on whether investors respond differently to a broad cybersecurity risk management examination versus a narrower vulnerability and penetration test.

What are the major findings of the study?

The study finds that both types of assurance can improve investor confidence compared with no assurance. However, investors only show a clear preference for the more comprehensive System and Organization Controls (SOC) for Cybersecurity examination when the company has recently disclosed a cybersecurity incident. In that setting, investors viewed the comprehensive examination as higher quality and were more willing to invest. Without a reported incident, the additional value of the more comprehensive service was not statistically clear.

Why is the study important?

Accounting professionals are increasingly involved in assurance over nonfinancial risks, including cybersecurity. This study shows that the type and timing of assurance matter. CPAs and advisory professionals may need to explain the scope, depth, and value of cybersecurity assurance more clearly, especially in a nonstandardized market.

What is the impact on professional practice and society at large?

The research has practical implications for boards, auditors, regulators, and investors. After a cyber incident, comprehensive assurance may help reduce uncertainty and support investor decision-making. More broadly, the study suggests that credible cyber assurance can strengthen trust in capital markets by helping users assess whether companies can prevent, detect, respond to, and recover from cybersecurity threats.