E

l resumen del artículo *The Impact of Segment Information on Analysts’ Forecast Accuracy*, escrito por Pacheco Cosentino, Fábio; Dias Maragno, Lucas Martins; Morais dos Santos, Odilanei, publicado en *Pensar Contábil*, set-dez2023, Vol. 25 Issue 88, p15-24, dice: “*This study analyzed the impact of the level of disclosure of information by segment on the forecast accuracy of analysts between the years 2017 and 2020. For this, information by segment was collected manually following the checklist based on the requirements of CPC 22 and systematized by Nunes et al. (2020). Then, the disclosure level of each company was measured for each year. Regarding the forecast variables of revenues and net profits by the analysts, the collection was carried out in the Refinitiv database. Statistical methods were used, such as: descriptive statistics, correlations and regressions – POLS longitudinal regression models. Descriptive statistics showed that, on average, analysts are less accurate in predicting net profits when compared to revenue forecasts. The results showed a negative relationship between the level of disclosure of information by segment and the revenue forecast error, that is, the amount of information disclosed contributes to greater forecasting accuracy by analysts when they estimate revenues. However, the same cannot be said for the accuracy of earnings forecast. It is worth mentioning that the control variable for the year 2020 showed a positive relationship with the revenue forecast error, which demonstrates that the pandemic reduced analysts’ forecast accuracy. This evidence expands the understanding of the importance of CPC 22 in the quality of financial reports and its impact on reducing revenue forecasting errors, consequently impacting the efficiency of the Brazilian capital market. Thus, it contributes to the capital market, in particular, to regulators, preparers and market analysts.*” A pesar de las dificultades de los analistas, que dan mucho que pensar, es evidente que la información contable se usa para tratar de predecir el comportamiento futuro de una entidad. De acuerdo con el Marco conceptual para la información financiera aprobado por IASB: “*Financial information has predictive value if it can be used as an input to processes employed by users to predict future outcomes. Financial information need not be a prediction or forecast to have predictive value. Financial information with predictive value is employed by users in making their own predictions.*” Según la [Cepal](https://biblioguias.cepal.org/ProspectivayDesarrollo/Prospectiva) “*La prospectiva aporta teorías, métodos y herramientas útiles para la construcción de un futuro deseado. Supone movilizar capacidades sociales (técnicas, cognitivas, institucionales) para construir visiones compartidas del porvenir, identificar sus determinantes claves, así como los posibles elementos y factores tanto de ruptura como de continuidad. En breve, requiere disponer de las formas de organización y de acción necesarias para su consecución.*” Es fundamental que a los aspirantes a ser contadores les enseñemos prospectiva, para que sus opiniones sobre el futuro sean producto de un método, seguramente muy apoyado por la estadística. Cuando los contables se dedican a transcribir datos de los libros a formularios no piensan. Son como robots preparados para el efecto. Por ello no se les encuentra valor.

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