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l comienzo del artículo titulado *[The relative and incremental value relevance of goodwill before and after SFAS No. 142](https://www.sciencedirect.com/science/article/abs/pii/S0278425421000892?via%3Dihub)*, escrito por Marcus Burger & He Wen, publicado por *Journal of Accounting and Public Policy*, Volume 40, Issue 6, October–November 2021, 106906, se explica que “*In 2001, the Financial Accounting Standards Board (FASB) updated the accounting for goodwill, replacing goodwill amortization with annual impairment testing with the intent to improve the information provided by goodwill.*”. Al concluir se sostiene: “*6. Conclusion ―In this paper, we examine the value relevance of goodwill relative to other accounting information and incremental to long-lived tangible assets to evaluate concerns that management is granted too much discretion over goodwill impairment testing subsequent to SFAS 142. Prior literature that examines the effects of SFAS 142 on the value relevance of goodwill performs simple comparisons between pre- and post-SFAS 142 goodwill (e.g., Ahmed and Guler, 2011; Hamberg and Beisland, 2014). A limitation of these evaluations is that the value relevance of accounting information changes across time (Collins et al., 1997; Francis and Schipper, 1999; Lev and Zarowin, 1999). We contribute to prior literature by using a benchmark to, ceteris paribus, control for temporal shifts in the value relevance of accounting information unrelated to SFAS 142. We also use the benchmarks to provide greater insight into the value relevance of goodwill compared to other accounting information. Our results indicate that goodwill is value relevant both before and after SFAS 142. However, we find that the explanatory power of goodwill beyond other accounting information has significantly increased after SFAS 142. In addition, the incremental sensitivity of market value to changes in goodwill to changes to long-lived tangible assets is greater after SFAS 142. In further analysis, we also find that the incremental value relevance of changes in goodwill to changes in other intangibles is greater following SFAS 142. Overall, despite concerns about the subjectivity of impairment tests after SFAS 142, our findings suggest that the value relevance of goodwill has improved following the adoption of SFAS 142*.”

En nuestro medio se sigue teniendo prevención respecto de los intangibles, porque todo lo que implica operaciones de valuación es considerado arbitrario. Nos gusta tomar los precios de las facturas, las escrituras, las listas de precios, o de elementos sucedáneos. Pero si tenemos que formular hipótesis ya no pensamos favorablemente. Sin embargo, el crédito mercantil, la fama, el fondo de comercio corresponden a recursos de reconocida existencia que producen nuevos ingresos. No permitimos que se vayan contabilizando los costos y gastos de formación y luego solo aceptamos el valor que se determine dentro de una transacción. Posteriormente vienen los problemas porque la determinación de si tal tipo de activos mantiene su valor es el que causa dificultades. Estos son asuntos para los cuales se requieren profesionales, quienes son los que han demostrado ser competentes para juzgar como contables.

*Hernando Bermúdez Gómez*