C

omo se recordará se discute cómo debe reconocerse contablemente la plusvalía o Good Will pagado en una adquisición del control de otra empresa. Si esta suma debe o no ajustarse por inflación. Si puede aumentarse su valor por eventos económicos que ocurran en el mercado. Si debe o no amortizarse.

Allen, Lucy P. & Baez, Jorge, según aparece en *International Journal of Business, Accounting, & Finance*, Fall2020, Vol. 14 Issue 2, p59-67, realizaron una investigación bajo el título *The Short-Term Effect of Goodwill Impairment Announcements on Companies’ Stock Prices*. En esta concluyeron: “*This study examined the short-term stock price reaction to announcement of goodwill impairments after the adoption of ASU 2011-08. The results suggest that investors, following the most recent accounting changes, find no new information in impairment announcements. ASU 2011-08 identifies several “qualitative factors” that can be considered when evaluating whether it is necessary to perform an impairment test. Many of those “qualitative factors” are based on publicly available information, including a sustained decease in the stock price, the deterioration of macroeconomic conditions, and increased competition in the industry. Investors can analyze those qualitative factors and make their own determinations on the likelihood of an impairment prior to any announcement by the company. ―Following ASU 2011-08, one recently implemented change is ASU 2017-04, which further loosened the accounting standards concerning goodwill impairment, removing the need for the second step of the two-step impairment test. The transition to ASU 2017-04 officially started in 2020 and will last until 2022. In implementing this change, the Financial Accounting Standards Board (FASB) acknowledges that “many users have indicated that the most useful information is knowing whether an impairment charge is warranted, not the precise amount of that impairment” and that the drawbacks of the second step (i.e., its cost and complexity) outweighed the benefits of the test (i.e., precision and accuracy) (FASB, 2017). This change indicates a clear trend toward reducing the cost and complexity of impairment testing and acknowledges that the informational value of goodwill impairments may be limited, which is consistent with the results of this study.*”

A través de la información bursátil y de la intermedia divulgada por la empresa, los lectores de la información financiera pueden intuir muchas consecuencias que posteriormente afectarán los estados financieros, entre ellas el deterioro de activos, como el crédito mercantil. Esta es una característica de los mercados modernos que no esperan al fin de periodo para actualizar su imagen de las empresas. Se sabe que dicha información puede cambiar dentro del período, aumentando en cuantía o reduciéndose.

Corregido el entendimiento del crédito mercantil, porque no es la diferencia entre el precio y el valor histórico o el valor en libros, sino el mayor valor pagado por encima del valor razonable, debería ser objeto de amortización.

*Hernando Bermúdez Gómez*