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Contribution of the intangible assets in the value of Mexican public companies listed on the Mexican Stock Exchange

Contribución de los activos intangibles al valor de la empresa que cotiza en la Bolsa Mexicana de Valores

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ABSTRACT

The objective of this research is to measure the contribution of the assets in the value of Mexican public companies. The general hypothesis states that the assets contribute significantly to the value of the company that is listed on the Mexican Stock Exchange (BMV), while the specific hypothesis is that intangible assets have a greater contribution to the value of the company that is listed on the BMV than the tangible assets. These hypotheses were confirmed through the use of a regression model with a static panel, controlled by fixed effects (time and companies). A simple regression was carried out to show the sensitivity of the value of the company with respect to intangible and tangible assets, obtaining the following results: intangible assets show a coefficient of 7.05 while tangible assets of 1.13.

Key words: value; tangible assets; intangible assets.

Jel Code: D46, G19, G32



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RESUMEN

La presente investigación tiene como objetivo medir la contribución de los activos en el valor de las empresas públicas mexicanas. La hipótesis general establece que los activos contribuyen significativamente al valor de la empresa que cotiza en la Bolsa Mexicana de Valores (BMV), en tanto que la hipótesis específica es que los activos intangibles tienen una mayor contribución al valor de la empresa que cotiza en la BMV que los activos tangibles. Dichas hipótesis fueron confirmadas a través de un modelo de regresión con panel estático, controlado por efectos fijos (tiempo y empresas). Se realizó una regresión simple para mostrar la sensibilidad del valor de la empresa respecto a los activos intangibles y tangibles obteniendo los siguientes resultados: los activos intangibles muestran un coeficiente de 7.05, en tanto los activos tangibles de 1.13.

Palabras clave: valor; activos tangibles; activos intangibles.

Código Jel: D46, G19, G32

INTRODUCTION

According to the November 2018 report by the World Federation of Stock Markets, quoted in the *El Economista* newspaper (2019), the companies that traded on the Mexican Stock Market (BMV) – also known as public companies – represent 30% of the Gross Internal Product (GIP) of the country. These companies are categorized into different indexes that show the behavior of the stock price that they include. The goal of this research work is to measure the contribution of assets in the value of public Mexican companies. In this work, concepts such as value, price, tangible and intangible assets, BMV, and the importance of valuation will be addressed.

LITERATURE REVISION

Value and price

Value and price are two variables that are commonly confused, but the Royal Academy of the Spanish Language (RAE, 2019) clarifies that “value” is defined as the “quality of things in virtue of which one has a certain amount of money or its equivalent.” On the other hand, companies ensure that their accountancy records follow standardized guidelines. Some of the most common financial statements are the General Balance or the Financial situation Statement, in which the company’s assets are recorded. Some of the classes or divisions of said assets are: tangible assets and intangible assets. Throughout the years, the literature has described them as an important factor for the creation of value in companies.

The Greek philosopher Aristotle expressed the first reflections on value and price: “Every property has two uses that are essentially inherent, although not in the same way: the first one is special to the thing itself, the other is not” (Aristotle quoted by Sánchez & Arias, 2012). Andrews (2014) mentions that Adam Smith in his book 1, chapter VII of *The Wealth of Nations*, makes a distinction between the concepts of natural price and the price of the market of assets. According to this author (Andrews, 2014), Smith mentions that the “natural price” is sufficient to cover the leasing of the land, working salaries, and earnings of the employed capital. Karl Marx (1971), from an economic point of view, defines value as:

A commodity is, first of all, an exterior object, a thing that thanks to its properties satisfies human needs of any kind [...] The usefulness of a thing is what makes it valuable to use. But said usefulness is not something that flutters around. It is conditioned by the properties of the commodity’s body. The commodity itself, whether it be iron, wheat, diamonds, etc. is the value of use of an asset.

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Warren Buffet, the well-known US investor and one of the richest men in the world, stated that “price is what you pay, value is what you get”.

Assets

According to the Norms of Financial Information (NFI), an asset is a resource that is controlled by the company as a consequence of past events. Out of it, the company expects to get, in the future, economic benefits. Said assets are accounted for in the General Balance or in the Financial Situation Statement of the company. Current assets, considered as short-term assets, include accounts such as: cash, clients, accounts receivable, inventories, etc.

Noncurrent assets, considered as long-term assets, include accounts like: property, factories, and equipment. According to Barone (2019), an asset is a resource with economic value of which an individual, corporation, or country has control, expecting it will provide some future benefit.

Because of their physical nature, assets could be tangible or intangible. A company's resources can be defined as the tangible and intangible assets that allow the company to develop and implement strategies to improve its efficiency and efficacy (Dragos & Iuliana, 2016).

Tangible Assets

They have a physical form and both the current and noncurrent assets are a part of them. These assets are recorded at their acquisition cost, and there is an accounting method of depreciation that enables you to record the depreciation of the asset due to its use. A tangible asset – as any other assets – must provide reasonably estimable future economic benefits and it must be the result of a previous transaction (e.g. a purchase).

The objective of its management is whether to improve the possible assignment within or outside the company that will lead to its optimization when used. The role of tangible resources is relevant for entrepreneurial management and each company will try to get them in a sufficient amount and quality (Navas, 2019). Old theories were based only on tangible assets and they did not explain the excess of value for some companies, nor for their different success in the market (Dragos & Iuliana, 2016).

Intangible assets

According to the C-8 NFI, non-monetary identifiable assets – without a physical substance – are the ones that will yield future economic benefits controlled by the entity. There are two main characteristics inherent to intangible assets:

- i. They represent the costs that have had to be paid or privileges that have been obtained, with the intention of having them provide specific economic benefits to the operations

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- of the entity during periods that go beyond the period in which the expense took place or in which they were acquired. The benefits that they provide might enable said operations to decrease their expenses or increase future income;
 - ii. Future benefits that are expected to be obtained by the entity are frequently represented, in the present, in an intangible way by means of an asset of incorporeal nature. This means that they have no material structure, nor do they offer a physical contribution to the production or the operation of the entity. The fact that they lack physical features does not deem them as valid assets. Their features as assets is what gives them their economic meaning more than its specific material existence.

An intangible asset is an economic resource that has no physical presence. Among them, we can account for patents, licenses, and brands (Barone, 2019). In 1985, the value on the books represented 50% of the companies' market value and 15 years later, the value on the books represents less than 20% of the market value of a company, in which the remaining 80% is assigned to intangible assets (Palomo, 2003).

The increasing importance of entrepreneurial intangible assets is being assimilated by companies all over the world, according to the last *Global Intangible Finance Tracker 2017* report, published by the Brand Finance advisory firm. According to David Haigh, CEO of Brand Finance and chairman of the Brand Finance Institute, the analysts and investors are still unsatisfied with the current lack of information about the value of intangible assets of the companies, to similar levels as the ones existing in 1997 (Vilariño, 2018).

According to Nichita (2019), there are different terms to describe an intangible concept: intangible, intangible assets, intangible values, intellectual capital, intellectual property, knowledge assets, and invisible assets. These represent a particular area of intangibles, or they are used as a synonym to designate an intangible vision in general.

According to Alcalde, Asato, and Jiménez (2016), intangible assets became of special relevance as of the mid-20th century. Before that, the success of companies was reflected by tangible assets, or it was a product of them, for example: facilities, buildings, machinery, inventories, and production, among others. In the second half of the 20th century, concepts such as brand value and intellectual property became especially important. By the end of that century and with the arrival of the digital era, the possibilities of development (or loss) of intangible resources were sensibly multiplied.

Intangible assets have always been present in organizations; however, the subject of their valuation and contribution to the benefit of the company is relatively new, and it has been considered as a competitive advantage for companies. Intangible resources can be considered, in regard to tangible assets, as a superior source of competitive advantage for the

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company (Sales, 2016). The problem with the valuation of intangible assets is that it plays a constant role of growth for companies in both developed and emerging economies (Tkachenko *et al.*, 2018).

In Mexico, there are rules and regulations for the management of intangible assets, but even with that, the regulations are insufficient and it is rather difficult to determine a transference price at market value prevailing for that type of assets (Vargas & Escobar, 2005).

Norms of Financial Information (NFIs)

The presentation of financial and accounting information is based on different standardized criteria:

The norms of financial information (NFIs) include a set of general concepts and particular norms that regulate the elaboration and presentation of the information included in the financial statements and that are accepted in a generalized manner in a determined place and time (CNCP, 2017).

The AF NFI offers basic elements of the financial statements, in addition to being issued with the intent to homologate the criteria regarding the International Norms of Financial Information (INFI). In it, some precisions on the definitions of assets and liabilities are included.

According to the A-5 NFI, an asset is controlled by an entity when the latter has the right to obtain for itself the future economic benefits arising from said asset, which represents the potential that the asset must make a favorable impact on the cash flows of the entity, or its capacity to cut costs. The asset is identified when the future benefits, which it may generate, can be determined, and they must also be quantified in monetary terms in a reliable manner.

As for the C-6 NFIs Properties, plant, and equipment, a component that fits into the definition of real estate, machinery, and equipment must be deemed initially as well as afterwards as an asset if: a) it is probable that the future economic benefits attributable to said asset will flow into the entity, using reasonable and sustainable suppositions that represent the best estimation of the management of the set of economic conditions that will prevail during the life of such asset; and b) the acquisition cost of the component can be reliably valued to comply with the valuation postulate.

The C-8 NFI establishes the revelation and presentation criteria for the initial and posterior acknowledgement of intangible assets. In general terms, this NFI has the goal of acknowledging intangible assets when a purchase of them takes place through the activities carried out on a daily basis by the entity. In addition to acknowledging them, it seeks to represent, assess, and reveal said assets that are included in the accounting cycle as belonging

to an economic entity. This means that the intangible asset must be characterized as generating some future benefit.

Mexican Stock Market

In Mexico, there are two Stock Markets, and the most important one is the BMV

Grupo BMV is made up by several companies that, in combination, offer comprehensive services to facilitate the operation and post-negotiation of the stock market and the derivatives market in Mexico, supported by a modern technological and avant-garde infrastructure in each one of its companies (...) La Bolsa Mexicana de Valores, S.A.B. de C.V. is a financial entity that operates by means of a concession granted by the Secretariat of Finance and Public Credit, as provided for by the Stock Market Act (BMV, 2019).

Among the financial markets in which the BMV takes part, we can find the capital markets wherein the purchase-sale of the representative instruments of a company's capital occurs, among which shares are worth mentioning.

The BMV is where the operations of the organized share market take place in Mexico. Its objective is to facilitate the transactions with securities and to procure the development of the market, encouraging its expansion and competitiveness (BMV, 2019).

One of the primary reasons to issue shares is that it allows the company, acting as the issuer, to obtain financing through the acceptance of new partners without the need of increasing their liabilities. Once the company trades on the market, it goes public and provides all of the information that is deemed necessary to its investors. In addition, there are other benefits, such as the increase in the company's value since "they become more attractive nationally and internationally, because their management is institutional and provides information to the investing public" (BMV, 2019).

Stock Market Indexes

According to the BMV (2019), their main indexes are based on different focuses and specialties and are indicators that reflect the behavior of the Mexican stock market:

The S&P/BMV Index of Prices and Estimations (S&P/BMV IPC) is the main indicator of the Mexican Stock Market; it expresses the yield of the stock market based on the variations in prices of a balanced, averaged and representative sample of the set of issuers that trade in the market, based on the best international practices (...) based on October, 1978, has as a main objective to become an indicator that is representative of the Mexican Market to be a reference and underlying of financial instruments (BMV, 2019).

The index seeks to measure the behavior and yield of the most important Mexican shares in terms of size and liquidity; it is an ample, representative, and replicable index. Its consideration is carried out by means of the market capitalization of the companies, in

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addition to other requirements (S&P Dow Jones Indexes, 2019). Therefore, the S&P/BMV IPC measures the behavior of the prices of the shares in it. The price is established by investors using different suppositions, one of them being the *value investing* theory, whose objective is to find companies that have a value above the market price, which would suppose a convergence of the price with the value of the company.

The investors, by purchasing and selling stocks, establish their price. The price is used to estimate the market's capitalization, and once the debt of the issuer is added, the result becomes the company's value. The analysis of the stock indexes that are most widely used help us determine the market value of the company and, therefore, investors who are looking for valuable companies that are highly estimated analyze the market indexes to make investment decisions (Ion & Vasile, 2017).

Valuation

The premise of valuation is that the value of different assets can be reasonably estimated, and that the same fundamental principles determine the value of all sorts of assets, both real and financial. The value of some assets is easier to determine than others, but the main principles remain the same. Traditionally, academicians and professionals are in relative agreement on what drives the fundamental value of a company, mainly its current assets and the future flow of cash (Mazzariol & Thomas, 2016).

In time, several company valuation methods have been developed using their assets. According to Fernández (2008), the representative methods of the balance that allow obtaining the value of a company through its assets are: accounting value, adjusted accounting value, liquidation value, substantial value, and real net asset. The asset valuation method is generally accepted, every company has tangible or intangible assets – or both – and that method enables valuating them. There are several approaches for the valuation: asset accumulation method, net adjustment of asset value method, value in tangible books, etc. (Reilly, 2008).

Ocean Tomo is a pioneering company in the intellectual capital field. It is based in Chicago, in the United States, and it has conducted research about the increasing importance of intangible assets in the value of the 500 companies that are part of the S&P 500 Index during a 35-year period (Nacer, 2017). In 1975, 17% of the value that the market designated to the 500 companies that were a part of the S&P 500 Index was represented by intangible assets, that, until that moment, were only expressed in the form of patents and brands. The remaining 83% were tangible assets, such as land, buildings, machinery, equipment, and furniture. By the year 2005, the ratio has changed to 20% for tangible assets and 80% for intangible assets (Nacer, 2017).

Specifically, the research of that company produces a graphic in which three elements are presented: tangible assets, intangible assets acknowledged by the accounting norms, and the *market premium*, which are intangible assets that find no location within the previously mentioned norm, but to which the market does assign value (Nacer, 2017).

PRESENTATION OF THE PROBLEM

There are studies, such as the one that has previously been described, that explains the proportion of the contribution of the assets – both tangible and intangible – in the value of the company. What this research seeks to attain is to analyze the contribution of said assets applied to companies that trade in the Mexican Stock Market (BMV), also known as “public companies”.

It is important for the companies to know their value because of different reasons, among which: purchase-sales operations such as mergers, acquisitions, acceptance of new partners, and *benchmarking* since it allows a comparison with other companies in similar situations. It also has implications in strategic topics and in decision-making processes, such as the creation of new products and new business lines. It can be inferred therefrom that the value of the company is determined by its assets – both tangible and intangible. The literature has described their importance and, therefore, the objective of this research is to measure the contribution of assets to the value of Mexican public companies.

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The general hypothesis establishes that assets significantly contribute to the value of the company trading in the BVM, and the specific hypothesis specifies that intangible assets have a greater contribution to the value of the company trading in the BMV compared to tangible assets. The relevance of the research topics resides in the fact that the information obtained will have a great impact on Mexican public companies, since it will serve to know how impactful tangible and intangible assets are in the estimation of the value of a Mexican public company. On the other hand, it will offer ideas and suggestions for further research projects in the field of valuation.

METHODOLOGICAL ANALYSIS

The research has a correlational character because it intends to know the degree of association between the dependent and independent variables to get their contribution on the value of the company. A regression model with a static panel is used, controlled by fixed effects (time and companies). The sample takes into consideration companies that trade on the S&P/BMV IPC of the BMV, excluding the companies of the financial sector that already use a different

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accounting. The sample of the research is 29 companies (Table 1), considered as those with the greatest market value and tradability in Mexico. The information used was extracted from the 2011–2018 annual financial statements, expressed in millions of pesos for all 29 companies selected from the S&P/BMV IPC index. The information is shown under the terms established by NFIs for their publication.

Table 1
Sample of the S&P/BMV IPC Index

Company	
Alfa SA A	Grupo Aeroportuario del Sureste SAB de CV B
Alpek S.A.B. de C.V.	Grupo Bimbo S.A.B.
Alsea SA	Grupo Cementos de Chihuahua SAB de CV
América Móvil SAB de CV L	Grupo Elektra S.A.B. de C.V.
Arca Continental, SAB de CV	Grupo Lala S.A.B. de C.V.
Becle, S.A. De C.V.	Grupo México SAB de CV B
Cemex SA CPO	Grupo Televisa SAB CPO
Coca-Cola Femsa SAB de CV L	Industrias Penoles
El Puerto de Liverpool SAB de CV	Infraestructura Energética Nova S.A.B. de C.V.
Fomento Económico Mexicano S.A.B. de C.V.	Kimberly Clark de México S.A.B. de C.V. A
Genomma Lab Internacional SA de CV	Megacable Holdings SAB de CV
GMexico Transportes S.A.B. de C.V.	Mexichem SAB de CV
Gruma SAB B	Promotora y Operadora de Infraestructura SAB de CV
Grupo Aeroportuario del Centro Norte, S.A.B. de C.V.	Walmart de México SAB de CV
Grupo Aeroportuario del Pacífico, S.A.B. de C.V.	

Source: Own elaboration with information from Bloomberg.

Variables of the study

Once the literature was reviewed, the value of the company was selected as a dependent variable; total assets, intangible assets, and tangible assets were selected as independent variables (Table 2).

Table 2
Example of a selected company

Year	Company	Value of the company	Total Assets	Intangible assets	Tangible assets
2011	Alfa SA A	\$ 134,681.80	\$ 151,194.00	\$ 8,125.00	\$ 143,069.00
2012	Alfa SA A	\$ 187,744.48	\$ 154,225.00	\$ 18,316.00	\$ 135,909.00
2013	Alfa SA A	\$ 242,598.35	\$ 165,390.00	\$ 22,275.00	\$ 143,115.00
2014	Alfa SA A	\$ 252,832.43	\$ 232,880.00	\$ 26,118.00	\$ 206,762.00
2015	Alfa SA A	\$ 273,320.05	\$ 266,705.00	\$ 29,015.00	\$ 237,690.00
2016	Alfa SA A	\$ 276,930.85	\$ 348,563.00	\$ 41,680.00	\$ 306,883.00
2017	Alfa SA A	\$ 256,338.55	\$ 358,968.00	\$ 29,011.00	\$ 329,957.00
2018	Alfa SA A	\$ 258,200.00	\$ 354,660.42	\$ 25,258.00	\$ 329,402.42

Source: Own elaboration with information from Bloomberg.

RESULTS

Given the general hypothesis, the correlation coefficient between the dependent variable “Value of the company” and the independent variable “Total assets” is analyzed (Table 3). The coefficient quantifies a positive relationship in .895, in which it shows the interdependence or level of association between the variable Value of the company and “Total assets”.

Table 3
Correlation coefficient

	Value of the company	Total Assets
Value of the company	1	
Total Assets	0.895059272	1

Source: Own elaboration.

Up next, the following regression equation is presented:

$$ValEmp = \beta_0 + \beta_1 ActTot + \epsilon$$

Where:

ValEmp – Value of the Company

ActTot – Total Assets

β_0 – Constant of the straight

β_1 – Variation coefficient

ϵ – Error

Regression statistics show an R^2 adjusted of .800, which means the dependent variable “Value of the Company” is explained in 80% by the independent variable “Total Assets”, and the result can be deemed as significant (Table 4).

Table 4
Statistics of the regression

Multiple correlation coefficient	0.895059272
Coefficient of determination R^2	0.801131101
Adjusted R^2	0.800266453
Std. Error	130706.0147
Observations	232

Source: Own elaboration.

Table 5
Coefficients

	Estimate	Std. Error	T Value	Probability
Intercept	62154.74437	10051.65165	6.183535455	2.83288E-09
Total Assets	1.046989766	0.034396176	30.43913304	1.26905E-82

Source: Own elaboration.

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It can be seen, regarding the Total Assets variable, that it creates a 1.046 coefficient t – for each peso of increase in Total Assets, there is a 1.046-peso increase in the Value of the company. The significance of the parameter can be seen through the probability where $1.26905E-82 < .05$ (Table 5). With this, the general hypothesis is accepted: assets contribute in a significant manner to the value of the company that trades in the BMV. Given the specific hypothesis, the correlation coefficient between the dependent variable “Value of the company” and the independent variables “Intangible assets” and “Tangible assets” is analyzed (Table 6).

Table 6
Correlation coefficient

	Value of the company	Intangible assets	Tangible assets
Value of the company	1		
Intangible assets	0.714276245	1	
Tangible assets	0.887073119	0.698184327	1

Source: Own elaboration.

The coefficient t quantifies a positive correlation in .714 between the Value of the company variable and the Intangible assets variable. In addition, a positive correlation is shown in .887 between the variable Value of the company and Tangible assets, and the coefficient shows the interdependence or the level of association between the variable Value of the company and the Intangible and Tangible Assets. Up next, the following regression equation is presented:

$$ValEmp = \beta_0 + \beta_1 ActInt + \beta_2 ActTan + \epsilon$$

Where:

ValEmp - Value of the Company

ActInt – Intangible Assets

ActTan – Tangible Assets

β_0 – Constant of the straight

β_1, β_2 – Variation coefficient

ϵ – Error

Table 7
Regression Statistics

Multiple correlation coefficient	0.89692994
Coefficient of determination R ²	0.804483318
Adjusted R ²	0.802775749
Std. Error	129882.3758
Observations	232

Source: Own elaboration.

Regression statistics show an R^2 adjusted of .802, which means the dependent variable “Value of the Company” is explained in 80% by the independent variables “Intangible Assets” and “Tangible Assets” in which the result can be deemed as significant (Table 7).

Table 8
Coefficients

	Estimate	Std. Error	T Value	Probability
Intercept	58732.74004	10147.4299	5.787942425	2.3301E-08
Intangible Assets	1.829126349	0.403043241	4.538288109	9.1593E-06
Tangible Assets	0.969936548	0.052242951	18.56588359	1.4567E-47

Source: Own elaboration.

The variable Intangible Assets creates a 1.829 coefficient – for each peso of increase in Intangible Assets, there is a 1.8298-peso increase in the Value of the company. The significance of the parameter can be seen through the probability, where $9.1593E-06 < .05$ (Table 8). Regarding the Tangible Assets variable, it creates a .969 coefficient, which means for each peso of increase in Tangible Assets, there is a .969-peso increase in the Value of the Company.

Simple linear regression

To accept the specific hypothesis, a linear regression for each one of the variables is carried out. First of all, the variable “Intangible assets” is analyzed. The coefficient quantifies a positive correlation in .714 between the variable Value of the company and Intangible Assets. The coefficient shows the interdependence or the level of association between the Value of the company and the Intangible Assets (Table 9).

Table 9
Correlation coefficient

	Value of the company	Intangible Assets
Value of the company	1	
Intangible Assets	0.714276245	1

Source: Own elaboration.

Up next, the following regression equation is presented:

$$ValEmp = \beta_0 + \beta_1 ActInt + \epsilon$$

Where:

ValEmp – Value of the company

ActInt – Intangible assets

β_0 – Constant of the straight

β_1 – Variation coefficient

ϵ – Error

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Table 10
Statistics of the regression

Multiple correlation coefficient	0.714276245
Coefficient of determination R²	0.510190555
Adjusted R²	0.508060949
Std. Error	205128.3638
Observations	232

Source: Own elaboration.

Regression statistics show an R² adjusted of .508, which means the dependent variable “Value of the Company” is explained in 50% by the independent variable “Intangible Assets” (Table 10).

Table 11
Coefficients

	Estimate	Std. Error	T Value	Probability
Intercept	96604.60326	15699.0866	6.15351745	3.3338E-09
Intangible Assets	7.053537665	0.45571198	15.4780608	1.6523E-37

Source: Own elaboration.

The variable Intangible Assets creates a 7.053 coefficient – for each peso of increase in Intangible Assets, there is a 7.053-peso increase in the Value of the company. The significance of the parameter can be seen through the probability, where $1.6523E-37 < .05$ (Table 11). Regarding the Tangible Assets variable, the coefficient quantifies a positive correlation in .887 between the variable Value of the company and the Tangible assets. The coefficient shows the interdependence or the level of association between the variable Value of the company and the Tangible Assets (Table 12).

Table 12
Correlation coefficient

	Value of the company	Tangible Assets
Value of the company	1	
Tangible Assets	0.887073119	1

Source: Own elaboration.

Up next, the following regression equation is presented:

$$ValEmp = \beta_0 + \beta_1 ActTan + \epsilon$$

Where:

ValEmp – Value of the company

ActTan – Tangible assets

β_0 – Constant of the straight

β_1 – Variation coefficient

ϵ – Error

Table 13
Statistics of the regression

Multiple correlation coefficient	0.88707312
Coefficient of determination R²	0.78689872
Adjusted R²	0.78597219
Std. Error	135302.297
Observations	232

Source: Own elaboration.

Regression statistics show an R² adjusted of .785, which means the dependent variable “Value of the Company” is explained in 78% by the independent variable “Tangible Assets” (Table 13).

Table 14
Coefficients

	Estimate	Std. Error	T Value	Probability
Intercept	68866.8663	10311.7493	6.67848535	1.7941E-10
Tangible Assets	1.13547156	0.03896242	29.142735	3.6269E-79

Source: Own elaboration.

The Tangible Assets variable creates a 1.135 coefficient (Table 14) – for each peso of increase in Tangible Assets, there is a 1.135-peso increase in the Value of the company. Given all of the previous results, the specific hypothesis is accepted: intangible assets have a greater contribution to the value of the company that trades in the BMV compared to tangible assets.

CONCLUSIONS

In this research work, the contribution of assets was analyzed – whether they are intangible or tangible – in the value of the companies that trade in the BMV. The literature mentions the importance of said assets for the company, and it was confirmed that the BMV total assets have a positive correlation as well as a high degree of explanation regarding the value of the company. Furthermore, it was proven that intangible assets become more relevant due to a greater contribution to the value of the company compared to tangible assets. For future research jobs, it is recommended to segment the companies into different sectors and conduct analysis to see the impact of assets in a segmented way. In addition, the different existing assets in the companies should be separated in order to observe which one of them reflects a larger contribution to the value of the company in a particular way.

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