Intangible Resources and Artificial Intelligence: New Opportunities for Enterprise Value Creation



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Comparative Dynamics of Tangible and Intangible Investment

Selected Economies, 2010–2025 (2010 = 100)

Fig. 1. Intangible Investment

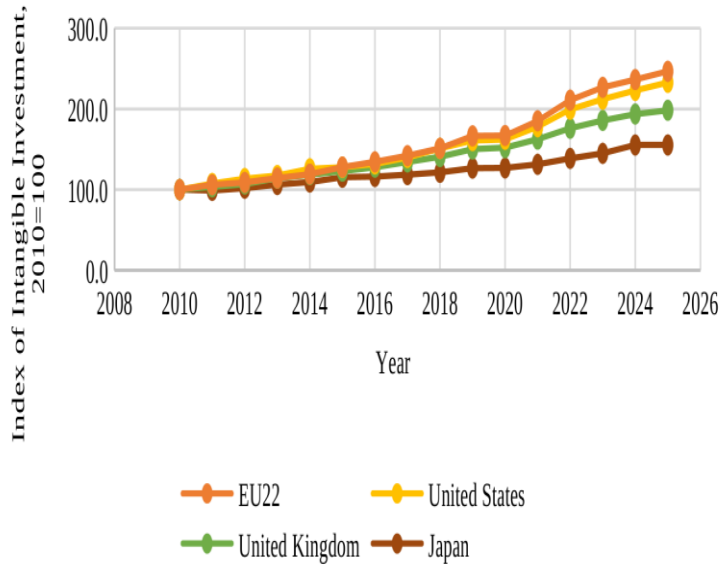
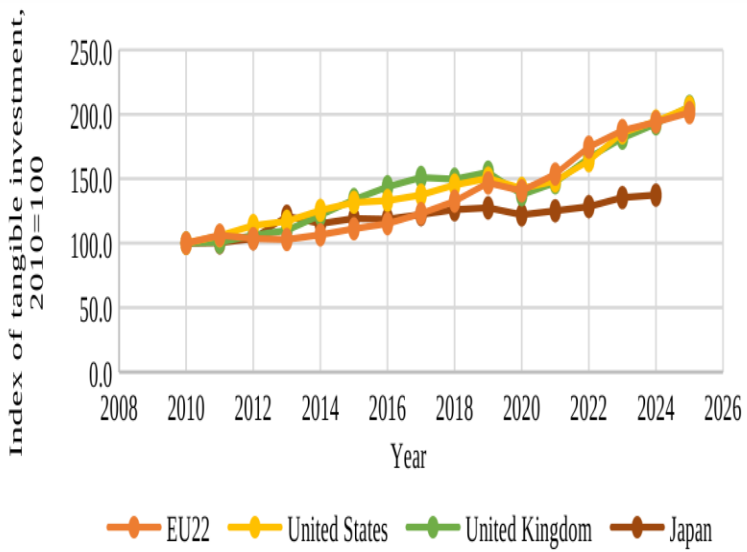
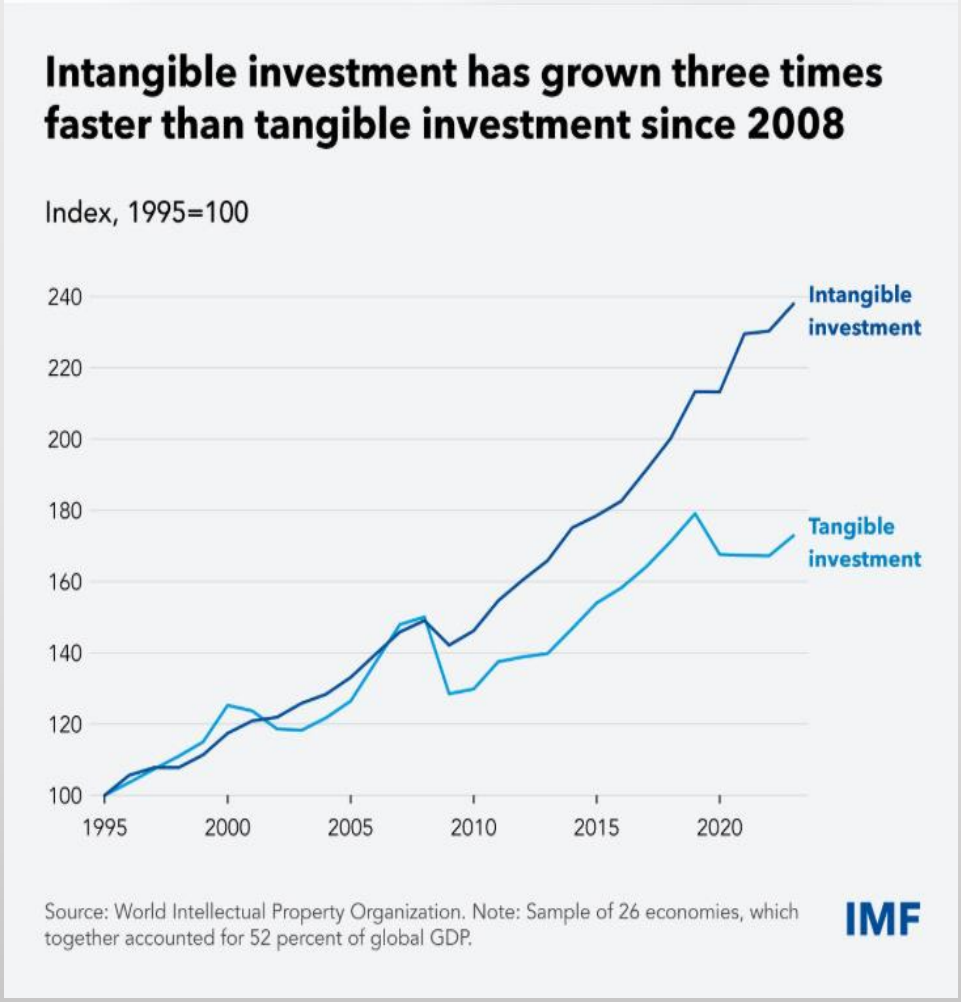


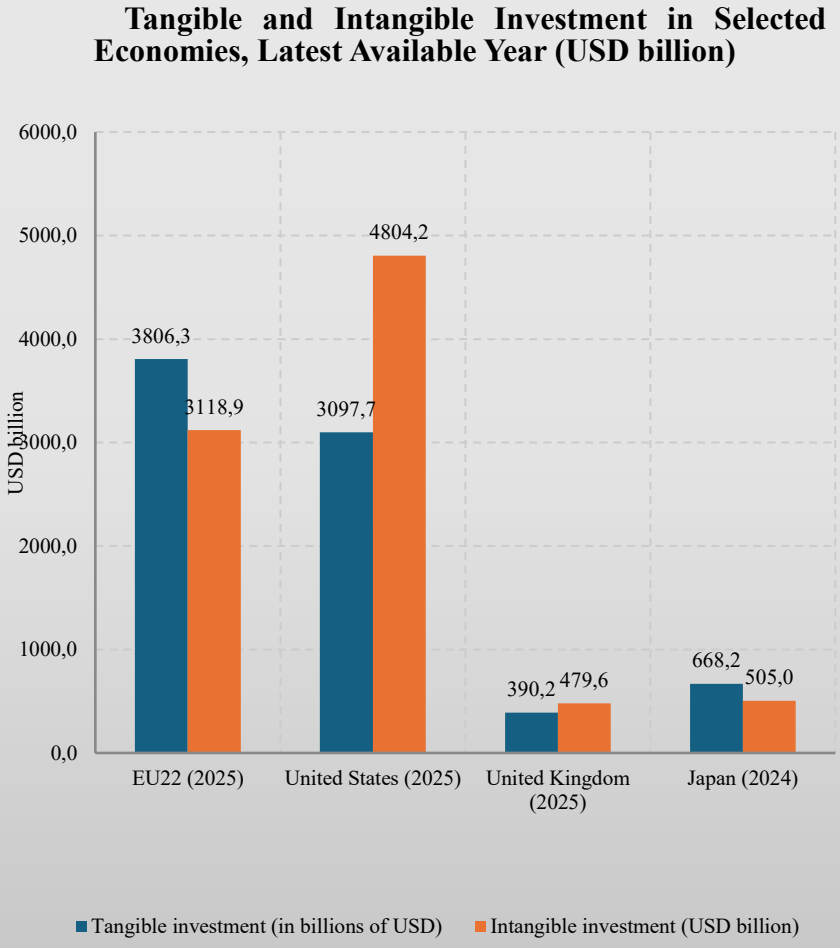
Fig. 2. Tangible Investment



Source: Authors' calculations based on WIPO and Luiss Business School, Global INTAN-Invest Database (2026).

Global Trends in Tangible and Intangible Asset Investment





Research Problem

The growing importance of intangible resources and the increasing adoption of AI are transforming enterprise value creation processes, highlighting challenges in the identification, valuation, and accounting recognition of new intangible assets.



Research Aim and Hypotheses

Research Aim

To assess the relationship between changes in the global value of intangible assets and economic growth, and to develop conceptual approaches to the identification and accounting recognition of intangible assets in the context of the increasing adoption of artificial intelligence.

Research Hypotheses

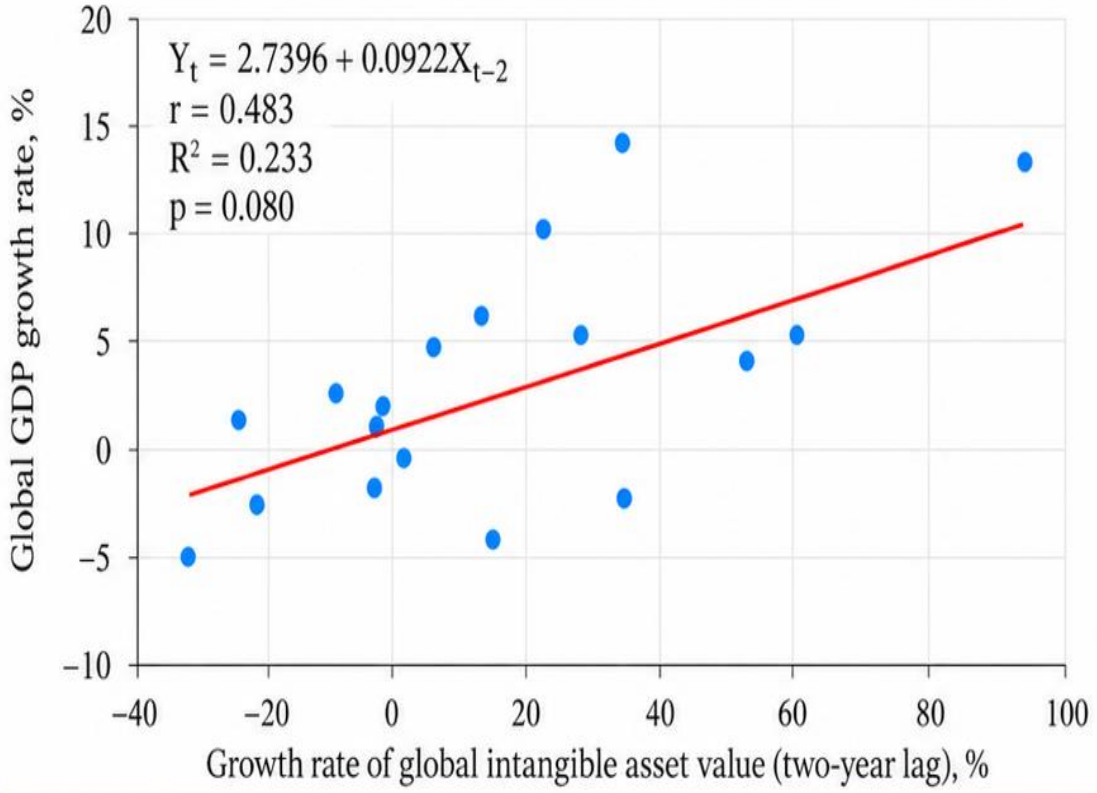
H1. Growth in the global value of intangible assets is positively associated with changes in global GDP.

H2. Artificial intelligence can function as a generative intangible asset, creating new intangible assets and resources whose contribution to enterprise value can be assessed through financial and management accounting.

Research Methods

- Comparative and trend analysis of tangible and intangible investment.
- Correlation and regression analysis of the relationship between global intangible asset value and global GDP dynamics, incorporating a two-year lag.
- Critical analysis of IAS 38 and approaches to the identification, valuation, and accounting recognition of intangible assets.
- Conceptual modeling of an accounting and analytical framework for assessing AI's contribution to enterprise value creation.

Global Intangible Asset Value and Economic Growth: Two-Year-Lag Regression Analysis



Results of the correlation and linear regression analysis
(two-year lag)

Indicator	Value
Observations (n)	14
Pearson correlation coefficient (r)	0.483
Coefficient of determination (R^2)	0.233
Adjusted R^2	0.170
Intercept (a)	2.7396
Slope (b)	0.0922
t-statistic (b)	1.9119
p-value (b)	0.0801
F-statistic	3.6553
p-value (F)	0.0801

1 Moderate positive association

r = 0.483 indicates a moderate positive relationship between the growth of global intangible asset value and global GDP growth (with a two-year lag).

2 Limited explanatory power

R^2 = 0.233: changes in the global intangible asset value explain 23.3% of the variation in global GDP growth.

3 Statistical limitations

- The relationship is significant at the 10% level (p = 0.080), but not at the 5% level.
- The two-year lag is theoretically justified, but its optimality requires further statistical verification.
- **The results provide limited empirical evidence of a positive relationship between the dynamics of global intangible asset value and global GDP growth with a two-year lag, leaving the question of causality open.**

Global Intangible Asset Value and Intangible Investment: Dynamics and Growth

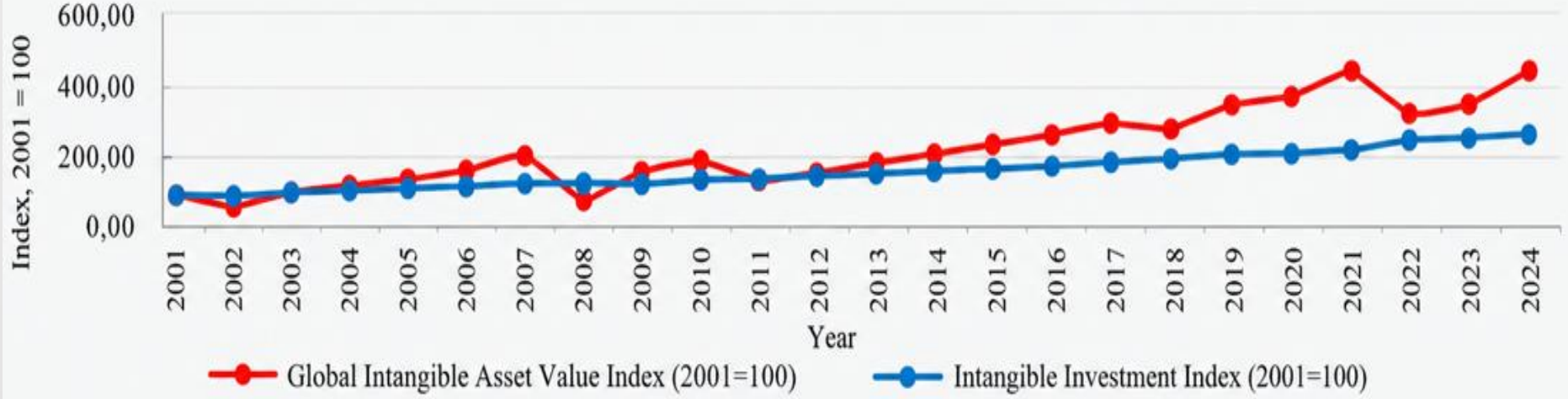


Fig. 5. Global Intangible Asset Value and Intangible Investment Indices (2001 = 100).

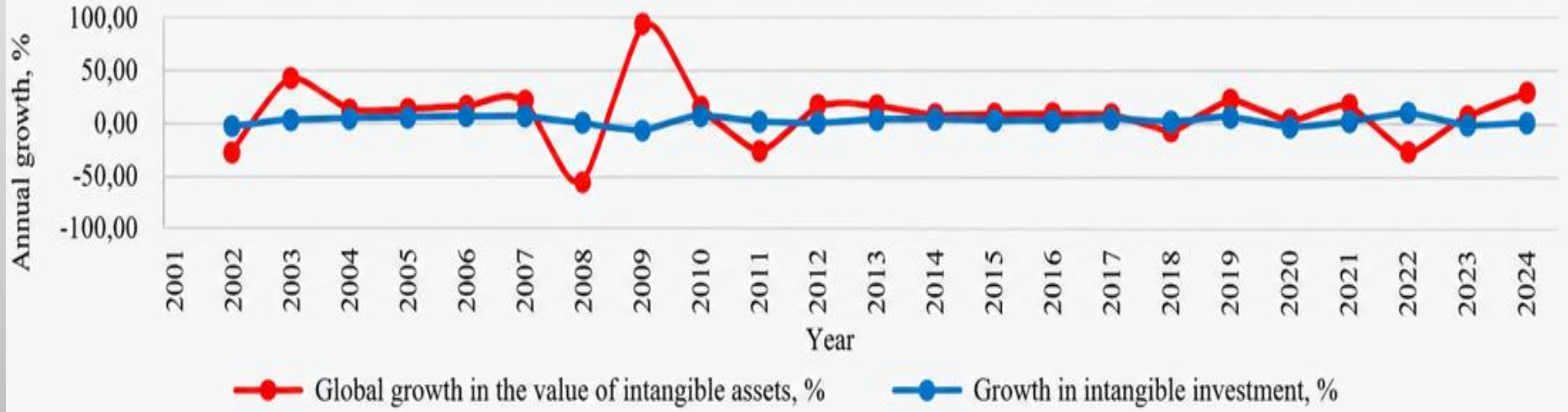


Fig. 6. Annual Growth Rates of Global Intangible Asset Value and Intangible Investment, 2001–2024.

The Generative Role of Artificial Intelligence in Creating Enterprise Value

1. Enterprise intangible resources

- Data
- Software
- R&D and knowledge
- Human capital and competencies
- Organisational capabilities
- Business processes and reputation

2. Use of artificial intelligence



- Data analysis and processing
- Generative models (text, images, audio, design, code)
- Process automation
- Integration with existing resources
- Support for decision-making

3. New intellectual results (generative outputs)

May be recognised as intangible assets (under IAS 38)

- Patents
- Software products
- Technologies and technical solutions
- Databases
- Other identifiable intangible results

Not recognised as intangible assets

- Generated content (texts, images, audio, design)
- Ideas and concepts
- Forecasts and analytical results
- Improvements in business processes (know-how)
- Management decisions

4. Faster and more effective decision-making



- Faster data analysis
- More accurate forecasts
- Evaluation of alternatives
- Rapid response to market changes
- More efficient allocation of resources
- Higher quality and better substantiated decisions

5. Creation of additional enterprise value



- Higher revenues
- Increased productivity
- Lower costs
- New products and services
- Strengthened competitive advantages
- Higher market value
- Enhanced business reputation
- Internally generated goodwill

Definition of generative assets

Generative assets are new or significantly enhanced intellectual results created (generated) through the use of artificial intelligence technologies (in particular, generative models) that are capable of delivering economic benefits to the enterprise and can be identified, controlled and, where applicable, recognised as intangible assets in accordance with IAS 38.

Recognition under IAS 38

The results of using AI are recognised as intangible assets if they:

1. are identifiable (separable or arise from contractual/ other legal rights);
2. are controlled by the enterprise;
3. it is probable that future economic benefits will flow to the enterprise;
4. their cost can be measured reliably (par. 18 IAS 38).

Key challenges in recognising AI-generated intangible assets

1. Identifying AI-generated results.
2. Establishing control over generated results.
3. Demonstrating the probability of obtaining future economic benefits.
4. Reliable measurement (initial and fair value).
5. Allocation of costs between current period expenses and capitalisation.

Conceptual Model of Accounting and Analytical Support for the Management of Intangible Resources of an Enterprise Created Using AI

AI as a Source of New Intangible Resources
Technologies, data, algorithms and human expertise that enable the creation of new knowledge, content, solutions and business value

↓

Creation of New Intangible Resources through the Use of AI
Ideas, models, datasets, software solutions, content, process innovations and other results of intellectual activities

↓

Financial Accounting and Financial Reporting	*Managerial Accounting and Management Reporting*
Identified and Controlled Intangible Resources Created Using AI Resources that can be reliably identified, controlled and are associated with future economic benefits	**Unrecognized Intangible Resources Created Using AI** Resources integrated into human capital, organizational capabilities, reputation and business processes
↓	↓
Compliance with Recognition Criteria under IAS 38 Assessment in accordance with IAS 38 and other relevant standards	**Knowledge, Organizational Capabilities, Reputation and Relationships with Clients** Improvement of processes and other internally generated sources of intangible value
↓	↓
Recognition as Separate Intangible Assets Initial and subsequent measurement, impairment testing and disclosure of information	**Increase in Unrecognized Intangible Value** Contribution to the enterprise value assessed using managerial indicators and non-financial reporting

↓

Increase in the Enterprise's Intangible Value
The cumulative effect of recognized intangible assets and unrecognized intangible value, including the formation of internally generated goodwill and intellectual capital

↓

Preparation of an Integrated Management Report
Combining financial and non-financial information on changes in the enterprise's intangible value

↓

Development of the Accounting and Analytical Support System
Formation of methodological approaches, indicators and tools for managing the results of AI use

1 Possibility to generate information on new intangible resources

The report may include data on all new intangible resources created using AI, regardless of their recognition as assets.

2 Integrated management report

Combines financial and non-financial information to assess the contribution of AI to the creation of enterprise value.

3 Development of the accounting and analytical support system

Formation of methodological approaches, indicators and tools to evaluate the results of AI use and support management decisions.

Conclusions

1. In most of the analysed economies, **investment in intangible resources grows faster** than investment in tangible assets.

2. A **moderate positive relationship** is identified between the dynamics of the global value of intangible assets and world GDP growth **with a two-year lag**, although the empirical evidence for this relationship is limited.

3. A comparison of the dynamics of the global value of intangible assets and investment in them reveals **a common long-term upward trend**, while their annual growth rates **do not show a stable consistency**.

4. The **generative role of AI** in creating new intangible resources is substantiated, and an approach is proposed to distinguish the results of its use in accordance with IAS 38, integrating financial and management accounting to assess their contribution to enterprise value, **in particular through the formation of internally generated goodwill.**

Scientific Novelty

The scientific novelty lies in substantiating the **specific nature of AI as a potential generative intangible asset** capable of creating new intangible resources for the enterprise, and in developing a conceptual model for the integration of financial and management accounting to assess the contribution of both recognised and unrecognised results of AI use to enterprise value creation.

Thank you for your attention !!!!



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