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**Identification of metrics applied for business
competitiveness: A Systematic Literature Review**

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DEDICATION

I dedicate this thesis to my dear parents and siblings, who have been my pillars of support at every stage of this journey. Their love and constant encouragement have been crucial in achieving this goal. I also want to dedicate this achievement to my nephew Matías, my greatest inspiration. His presence motivates me to keep pushing forward to be a worthy example for him. Thank you all for believing in me and for always being by my side.

Christian Rodríguez

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Abstract

The present systematic review is immersed into a crucial context, where the competitiveness of SMEs in the field of foreign trade becomes relevant. In this academic setting, it is important to question and challenge aspects that define the current situation of international trade; especially competitiveness metrics. Therefore, it is considered important to specify and obtain a contribution to the relationship of these metrics with Ecuadorian companies in the internationalization process. There are different methodologies for analyzing and measuring competitiveness at the corporate level. This investigative work was carried out using the PRISMA methodology, resulting in 31 articles related to the study topic. For Ecuador, it is essential to determine the metrics that companies should consider; the variety of approaches and methodologies can generate confusion and hinder the decision-making process, especially for manufacturing SMEs.

Keywords: Competitiveness, SMEs, Manufacturers, Metrics, Systematic Review