



**University of Azuay**

**Faculty of Legal Sciences**

School of International Studies

**Metrics as proposals to strengthen the competitiveness of  
Ecuadorian companies in the international market**

Author:

**Nathaly Pamela Chuchuca Lliguipuma**

Director:

**Juan Carlos Pauta Ortiz**

**Cuenca - Ecuador**

**2024**

## **DEDICATION**

I dedicate this work to my parents, Amelia and Sergio, who have made this possible by giving me their unconditional support and encouragement to never give up.

## **ACKNOWLEDGEMENT**

I thank God for all the good things he has given me. To my parents, who never give up and give me that example of constancy and perseverance. And to my professors, who have filled me with wisdom throughout my university career, especially to those professors who have the true vocation to teach; who inspire and enlighten us with their knowledge.

## ABSTRACT

Several types of metrics, especially in the manufacturing arena, are critical to measuring and evaluating the performance of companies in the manufacturing sector. These metrics provide detailed insight into various aspects of the operation, from production and quality to efficiency and costs. This research is rooted in the critical challenge faced by Ecuadorian companies to grow sustainably or simply remain competitive in the international marketplace. The lack of a strategic approach backed by specific metrics has left these companies exposed to economic uncertainty and changing global market dynamics.

The research seeks to address these limitations and contribute to strengthening the Ecuadorian companies' competitiveness; the ultimate goal is to provide strategic tools based on specific metrics adapted to the Ecuadorian reality to improve their position in the international market.

**Keywords:** competitiveness, companies, international, manufacturing, metrics.

## RESUMEN

Existen varios tipos de métricas, especialmente en el ámbito de las empresas manufactureras, que son fundamentales para medir y evaluar el rendimiento de las empresas del sector manufacturero. Estas métricas proporcionan una visión detallada de varios aspectos de la operación, desde la producción y la calidad hasta la eficiencia y los costes. Esta investigación tiene sus raíces en el desafío crítico que enfrentan las empresas ecuatorianas para crecer de manera sostenible o simplemente seguir siendo competitivas en el mercado internacional. La falta de un enfoque estratégico respaldado por métricas específicas ha dejado a estas empresas expuestas a la incertidumbre económica y a la cambiante dinámica del mercado mundial.

La investigación busca abordar estas limitaciones y contribuir a fortalecer la competitividad de las empresas ecuatorianas, el objetivo final es proporcionar herramientas estratégicas basadas en métricas específicas, adaptadas a la realidad ecuatoriana, para mejorar su posición en el mercado internacional.

**Palabras clave:** competitividad, empresas, internacional, manufacturera, métricas.