



**University of Azuay**

**Faculty of Legal Sciences**

International Studies Major

**DETERMINANTS OF BUSINESS  
INTERNATIONALIZATION, CASE SECTOR  
G46: WHOLESALE TRADE, EXCEPT  
MOTOR VEHICLES AND MOTORCYCLES  
IN ECUADOR, PERIOD 2018 – 2022.**

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**DEDICATION**

I dedicate this work to my beloved parents, Sonia Orellana and José Ortega. Their unconditional love and devotion have been my beacon in the darkness. Thank you for supporting me in every challenge, for making sure I never lack, and for your wise counsel that has guided my path. Mateo Idrovo, your love and support have been my greatest strength.

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# **Determinantes de la internacionalización empresarial, caso sector G46: comercio al por mayor, excepto vehículos automotores y motocicletas en el Ecuador, periodo 2018 – 2022**

## **Resumen**

El estudio tiene como objetivo encontrar los determinantes de la internacionalización empresarial del sector G46; comercio al por mayor, excepto vehículos automotores y motocicletas, en el Ecuador. Para ello, se llevó a cabo un análisis utilizando la base de datos de la Encuesta de Estructural Empresarial (ENESEM) elaborada por el Instituto Nacional de Estadísticas y Censos, en donde se empleó el método logit sobre una muestra de 1492 empresas del sector mencionado. Los resultados obtenidos revelaron que las variables de capital extranjero, tamaño y antigüedad, resultaron estadísticamente significativas en la probabilidad de que una empresa exporte o no. Por lo tanto, se corrobora que los factores microeconómicos, que abarcan tanto los factores internos y la estructura de la empresa, influyen directamente en el desempeño exportador de las empresas. Este hallazgo, subraya la importancia de comprender de manera adecuada estos factores para impulsar la internacionalización y competitividad de las empresas ecuatorianas.

## **Palabras clave**

- internacionalización, sector G46, método logit, capital extranjero, tamaño, antigüedad.

# **Determinants of business internationalization, case of sector G46: wholesale trade, except motor vehicles and motorcycles in Ecuador, period 2018 – 2022**

## **Abstract**

The objective of this study is to identify the determinants of business internationalization in the G46 sector; wholesale trade, except motor vehicles and motorcycles, in Ecuador. For this purpose, an analysis was carried out using the database of the Business Structural Survey (ENESEM) prepared by the National Institute of Statistics and Census, where the logit method was used on a sample of 1492 companies of the mentioned sector. The results obtained revealed that the variables of foreign capital, size and age were statistically significant in the probability of a company exporting or not. Therefore, it is corroborated that microeconomic factors, which include both internal factors and the structure of the company, directly influence the export performance of the companies. This finding underlines the importance of adequately understanding these factors in order to boost the internationalization and competitiveness of Ecuadorian companies.

## **Key words**

- internationalization, G46 sector, logit method, foreign capital, size, age.