



Faculty of Legal Sciences

School of International Studies

**Determinants of export intensity in sectors G46 and G47:
wholesale and retail trade, except of motor vehicles and
motorcycles, 2019 - 2022**

Project prior to obtaining a Bachelor's Degree in International
Studies

Author:

Camila Alejandra Vanegas Apolo

Advisor:

Luis Gabriel Pinos Luzuriaga

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- This thesis is dedicated to my family, for their unconditional love and constant support throughout every stage of this journey, and to each person who has inspired me to achieve this goal

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Abstract

Analyzing the determinants of export performance is vital for designing effective commercial strategies in the business sector. The objective of this study is to identify the factors that influence the export intensity of companies in sectors G46 and G47: wholesale and retail trade, excluding motor vehicles and motorcycles, during the period 2019–2022. The methodology used was quantitative, descriptive-correlational, using secondary data obtained from the INEC and applying a TOBIT model for the estimations. Among the main findings, the variables that showed a significant and direct relationship with export intensity were Foreign Direct Investment, firm size, efficiency, and profitability. However, the model revealed that variables such as manager gender, productivity, and firm age were not statistically significant at the 0.05 level. The study concludes by contextualizing the situation of Ecuador's G46 and G47 trade sectors and identifying the key determinants that influence the allocation of a greater share of sales to foreign markets.

Keywords

- Commerce, exports, foreign direct investment, profitability, company size

Determinantes de la intensidad exportadora de los sectores G46 y G47: Comercio al por mayor y menor, excepto el de vehículos automotores y motocicletas. periodo 2019 – 2022

Resumen

Analizar los determinantes del desempeño exportador resulta vital para diseñar estrategias comerciales efectivas en el sector empresarial. El objetivo del presente estudio es determinar los factores que influyen en la intensidad exportadora de las empresas de los sectores G46 y G47: comercio al por mayor y menor, excepto el de vehículos automotores y motocicletas, durante el periodo 2019 – 2022. La metodología utilizada fue de tipo cuantitativa descriptiva-correlacional, empleando datos secundarios obtenidos del INEC y aplicando un modelo TOBIT para las estimaciones. Entre los principales resultados se destacó que las variables significativas y que tienen una relación directa con la intensidad exportadora del sector son la Inversión Extranjera Directa, tamaño, eficiencia y la rentabilidad. Sin embargo, el modelo expuso que variables como el género del gerente, la productividad y la antigüedad resultaron no ser relevantes a un nivel de significancia del 0.05. Concluyendo que la investigación contextualizó la situación de los sectores G46 y G47 de comercio en el Ecuador, además de identificar cuáles son las determinantes que influyen para lograr destinar un número mayor de ventas hacia el extranjero.

Palabras clave

- Comercio, exportaciones, inversión extranjera, rentabilidad, tamaño de la empresa