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**DETERMINANTS OF EXPORT INTENSITY IN
C13 SECTOR: MANUFACTURE OF
TEXTILE PRODUCTS, PERIOD 2019 - 2022**

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

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DETERMINANTS OF EXPORT INTENSITY IN THE C13 SECTOR: MANUFACTURE OF TEXTILE PRODUCTS, PERIOD 2019 - 2022

Abstract

The general objective of this article is to identify the key determinants of export intensity in the textile manufacturing sector (C13) in Ecuador, specifically during the 2019–2022 period. The research will focus on microeconomic variables, analyzing how these factors affect the competitiveness of Ecuadorian companies in international markets. To achieve this, a quantitative approach will be employed through the use of a censored Tobit regression model, utilizing data from the Structural Business Survey (ENESEM) provided by Ecuador's National Institute of Statistics and Censuses (INEC). The Tobit model revealed that the significant variables for the sector were firm age, return on equity (ROE), and operational efficiency. In conclusion, the results show that business trajectory, shareholder returns, and operational management play a crucial role in shaping export performance. Identifying these key determinants provides a solid empirical foundation for designing strategies focused on the internationalization of the textile sector, highlighting the need for policies that promote profit reinvestment, process professionalization, and the consolidation of productive capacities with a global outlook.

Keywords:

exports, internationalization, productivity, profitability, textile industry

FACTORES DETERMINANTES DE LA INTENSIDAD EXPORTADORA DEL SECTOR C13: FABRICACIÓN DE PRODUCTOS TEXTILES, PERIODO 2019-2022

Resumen

El objetivo general de este artículo es identificar los factores determinantes de la intensidad exportadora en el sector de fabricación de productos textiles (sector C13) en Ecuador, específicamente durante el periodo 2019-2022. La investigación se centrará en variables microeconómicas, analizando cómo estos factores afectan la competitividad de las empresas ecuatorianas en mercados internacionales. Para ello, se empleará un enfoque cuantitativo mediante el modelo de regresión censurada Tobit, utilizando datos de la Encuesta Estructural Empresarial (ENESEM) proporcionados por el INEC de Ecuador. El modelo Tobit dio a conocer que las variables significativas del sector fueron la antigüedad de la empresa, el ROE y la eficiencia. En conclusión, los resultados permiten evidenciar que la trayectoria empresarial, el retorno para los accionistas y el manejo operativo desempeñan un papel crucial en la configuración del desempeño exportador. Esta identificación de determinantes clave ofrece una base empírica sólida para formular estrategias enfocadas en la internacionalización del sector textil, resaltando la necesidad de políticas que promuevan la reinversión de utilidades, la profesionalización de procesos y la consolidación de capacidades productivas con visión global.

Palabras clave:

exportaciones, industria textil, internacionalización, productividad, rentabilidad