



Faculty of Legal Sciences

School of International Studies

**Determinants of the export intensity of sector C14:
Manufacture of garments in the period 2018-2022**

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

Author:

Emilio Esteban Sancho Alvarado

Advisor:

Econ. Luis Gabriel Pinos Luzuriaga

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I dedicate this work with all my love to the people I love most in this world, my father, Fabian Sancho; my mother, Nancy Alvarado and my brothers, Juan Felipe Sancho and Daniel Sancho for all the support they have given me to keep moving forward and achieve all my goals. They are the reason I live and enjoy life.

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DETERMINANTS OF THE EXPORT INTENSITY OF SECTOR C14: MANUFACTURE OF GARMENTS IN THE PERIOD 2018-2022

ABSTRACT

The research analyzes the determinants of export intensity in the sector C14: Garment manufacturing in Ecuador during the period 2018-2022. With the main objective of identifying the factors that influence the export intensity of companies belonging to this sector, the INEC's Business Structural Survey was used as a data source, focusing on large and medium-sized manufacturing companies. This survey was complemented with Tobit econometric model, designed for dependent variables with lower censoring, such as those firms that do not export. This model allowed us to estimate both the probability of participation in international markets and export intensity among firms that already export. Finally, the results of this research established that the age of the firm is a key determinant for the exports of apparel manufacturing firms to increase. ROS is a significant factor, but it is negatively related to export intensity, i.e., as this indicator increases, the export performance of the company decreases. Variables such as productivity, firm size, foreign direct investment, efficiency and manager's gender were found to have no impact on the firm's export intensity.

Keywords

Export, Competitiveness, Garment Manufacturing, Internationalization, Export Intensity

DETERMINANTES DE LA INTENSIDAD EXPORTADORA DEL SECTOR C14: FABRICACIÓN DE PRENDAS DE VESTIR EN EL PERIODO 2018-2022

RESUMEN

La investigación analiza los determinantes de la intensidad exportadora en el sector C14: Fabricación de prendas de vestir en Ecuador durante el período 2018-2022. Con el objetivo principal de identificar los factores que inciden en la intensidad de las exportaciones de las empresas pertenecientes a este sector. Se empleó la Encuesta Estructural Empresarial del INEC como fuente de datos, enfocándose en las grandes y medianas empresas de manufactura. Esta encuesta se complementó con el modelo econométrico Tobit, diseñado para variables dependientes con censura inferior, como aquellas empresas que no exportan. Este modelo permitió estimar tanto la probabilidad de participación en mercados internacionales, como la intensidad exportadora entre las empresas que ya exportan. Finalmente, los resultados de esta investigación mostraron que la edad de la empresa es un determinante clave para que las exportaciones de las empresas fabricantes de prendas de vestir se aumenten. Mientras que el ROS, es un factor significativo, pero negativamente relacionado con la intensidad exportadora, es decir, a medida que este indicador aumenta, el desempeño exportador de la empresa se reduce. Variables como la productividad, tamaño de la empresa, inversión extranjera directa, eficiencia y género del gerente resultaron no tener impacto en la intensidad exportadora de la empresa.

Palabras Clave:

Exportación, Competitividad, Fabricación de prendas de vestir, Internacionalización, Intensidad Exportadora