



Faculty of Legal Sciences

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**THE RELATIONSHIP BETWEEN
INTERNATIONALIZATION AND BUSINESS
COMPETITIVENESS IN LATIN AMERICA: PERIOD
2008-2023. SYSTEMATIC LITERATURE REVIEW**

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

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for her patience, and for being there, always present.

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THE RELATIONSHIP BETWEEN INTERNATIONALIZATION AND BUSINESS COMPETITIVENESS IN LATIN AMERICA: 2013-2023 PERIOD. SYSTEMATIC LITERATURE REVIEW

ABSTRACT

This study systematically examines the relationship between internationalization and business competitiveness in Latin America during the period 2008-2023. Through a systematized literature review based on the PRISMA methodology, the main internal and external factors that influence internationalization and business competitiveness were identified. Among the studies analyzed, internal factors such as resources and capabilities stand out, while external factors include the political and economic environment. Similarly, it was found that access to international markets, resources, innovation, and technology are elements that strengthen business competitiveness. Although classical models such as Uppsala theory, the Heckscher-Ohlin theory, and Porter's theory continue to be important references, their influence is less predominant compared to empirical and contextual approaches. This research highlights the need to generate more specialized literature to address the existing gaps in the study of these phenomena in the region. The results contribute to a better understanding of the Latin American business landscape from an academic perspective on internationalization and business competitiveness.

Keywords:

Internationalization, competitiveness, business, Latin America, systematic literature review

LA RELACIÓN ENTRE LA INTERNACIONALIZACIÓN Y LA COMPETITIVIDAD EMPRESARIAL EN LATINOAMÉRICA: PERIODO 2013-2023. REVISIÓN SISTEMÁTICA DE LITERATURA

RESUMEN

Este estudio examina de forma sistemática la relación entre la internacionalización y la competitividad empresarial en América Latina durante el periodo 2008-2023. A través de una revisión sistematizada de literatura basada en la metodología PRISMA, se identificaron los principales factores internos y externos que influyen en la internacionalización y en la competitividad de las empresas. Entre los estudios analizados, destacan los factores internos como los recursos y capacidades, mientras que entre los factores externos se resalta el entorno político y económico. De igual manera, se evidenció que el acceso a mercados internacionales, los recursos, la innovación y la tecnología son elementos que fortalecen la competitividad empresarial. Aunque modelos clásicos como Uppsala, la teoría de Heckscher-Ohlin y la teoría de Porter siguen siendo referencias importantes, su influencia resulta menos predominante frente a enfoques empíricos y contextuales. Esta investigación resalta la necesidad de generar más literatura especializada que permita abordar las lagunas existentes en el estudio de estos fenómenos en la región. Los resultados contribuyen a una mejor comprensión del panorama empresarial de Latinoamérica, desde la perspectiva académica en el tema de internacionalización y competitividad empresarial.

Palabras clave:

Internacionalización, competitividad, empresarial, América Latina, revisión sistemática de literatura