



Munich Personal RePEc Archive

Analysis of the elements applied in the context of international business

Garcia, Germán and Rodriguez, Brisia

Universidad Autónoma de Tamaulipas

April 2021

Online at <https://mpra.ub.uni-muenchen.de/107854/>
MPRA Paper No. 107854, posted 22 May 2021 00:29 UTC

Analysis of the elements applied in the context of International Business.

Germán García Carranza, Brisia Yaquelin Rodríguez Delgado

Abstract

This article shows the relationship that can exist between globalization, competitiveness, economic development, business alliances and foreign trade. The approach will begin with a broad description on each topic until reaching the full identification of the relationship between these variables.

The objective of this article is not only intended to highlight the definition on each of the topics, but the importance of each one. Invites you to explore the influence of the factors that intervene on each one and the strategies they take to achieve an economic condition that guarantees success and stability.

Keywords: Globalization, competitiveness, economic development, business alliances, foreign trade.

I. INTRODUCTION

This article addresses an analysis of some of the aspects that should be considered when time to talk about international business such as globalization, competitiveness, economic development, franchises, business alliances and foreign trade, said concepts will be analyzed under the investigative productions of some researchers such as Esqueda, R.; Rodríguez A., Duarte J., Pérez V., Raffino M., Hill C. and Jones G. where they develop themes applied to various situations and contexts. International business every time increase more as the commercial openness that each country has grows, however the aspects developed in this article carry with them a great dilemma regarding its definition and if it contributes or affects the development of the country, as is the case with globalization; It is therefore that will be analyzed from the approach that the authors present in their documents depending on the theme that is developed, allowing to know from different perspectives more about these issues that have become increasingly important in the world today, in addition to compare in parallel the knowledge and discoveries that are the result of the productions of the aforementioned authors, thus observing even the evolution that the subject has had in each of the publications collected in this article. On the other hand, it seeks to know a little more the context in which international business is developed and what kind of strategies must be carried out in order to survive in a global market, where many times they do not know as the behavior of competitors, these businesses have also been driven after the elimination of trade barriers in some countries, boosting their economic development by strengthening commercial relations, in addition to the fact that there are situations are more present where you must have knowledge of the topics discussed.

II. METHODOLOGY

The present study refers to the investigation of the state of the art, through strategies methodologies for their critical analysis of the political, epistemological and pedagogical dimensions of the investigative production in evaluation of the learning. The purpose of this article is elaborate an epistemological reflection on the constitution of a state of the art of an object of study.

This writing presents the state of the art as something more than a simple technique, but as a analysis of new senses, which transcends the descriptive level of the data to establish new relationships of interrelation between the categories of the object of study in the different Research productions and create new ways of training. For this purpose, it is proposed a conceptual approach to the state of the art and its definition.

The present study covers from its origin which was in the United States at the end of the century XIX, known initially with the name of status of the art (status of art) however, to by the early 20th century the term had been changed to its modern state-of-the-art form (state of the art).

As well as its conceptual approach, which are developed three approaches conceptual concepts of the state of the art, the first is defined as a documentary investigation, the second as a review of research proposals and the last as a research with purposes of construction of meaning. It also encompasses the comparison of the state of the art with other concepts due to the fact that different synonyms are used in specialized literature such as state of the question, state of knowledge, state of the art of knowledge, current situation of knowledge, current state, current production, scientific production and balance of what is given, but at the birth of the concept of the state of the art it was necessary to clarify its differences with other concepts. Like the epistemological positions, their implications and the contributions o limitations. Epistemological positions assume the ontological, the epistemological, and the instrumental in different ways, that is to say that from the philosophical approaches of each proposed, different ways of understanding reality are proposed, the object to be studied principles of knowledge construction and the techniques and instruments to approach the object of knowledge. Among other epistemological positions is critical theory feminism, social conventionalism or constructionism and positivism. And last and least it also describes the different phases of the methodological process of the state of the art, in general they are articulated with a common hermeneutical epistemological position.

The first phase is called contextualization phase, in it the problem of study raises the specific limits in which the research will be developed, the resources documentaries and information search criteria. The second phase is the analytical phase where it involves classifying the information of the parameters of analysis and systematization.

The next phase is the interpretative phase by thematic nucleus that allows expanding the study horizon per unit of analysis and provides new integrative data. The third phase is described as a global theoretical construction, since it comprises a balance of the set that starts from the interpretation by thematic nucleus to look at the results of the study as empty. Finally, in the fourth phase it includes the extension and publication that consists of the possibility of disseminating the work, through conferences, dissertations, tables round or in written form. The importance of this phase is to put into circulation a new knowledge that allows dialogue with other groups and scientific communities.

All these aspects mentioned support research on the state of the art which has become a strategy to make research balances at levels undergraduate and graduate.

III. LITERATURE REVIEW

Foreign trade.

Foreign trade is the most relevant concept in this article, this because it is here where the rest of the aspects happen, develop and even are born addressed, foreign trade can be defined according to Raffino (2019) as the exchange of products or services between two or more countries, in order that those nations involved can meet your market needs both external and internal. It is regulated by treaties, agreements, standards and international conventions so that, in this way the process of exchange is simpler.

Competitiveness, Globalization and Development.

In the first place in relation to the issue of competitiveness and globalization there is a job carried out by Esqueda (2013; 2017; 2018) where he applies the concepts in the environment of the state of Tamaulipas, Mexico, choosing the state due to its economic and geographical position, that facilitates its development abroad. It seeks to evaluate the link between the concepts by reviewing the competitiveness and development of each of the municipalities that make up the state. As a result of the investigation, it is concluded that indeed, the higher the commercial opening that a certain area has, in the same way its growth. The author mentions that the first step to build a common agenda will be to carry out municipal level the strategies related to the promotion of competitiveness, that is, promote the local to grow regionally, all this is based on the fact that Tamaulipas and its municipal development was positively affected after the commercial opening that took place, especially in the 1990s, which also ushered in globalization, and the push for certain regions that had better access conditions to the international market.

Esqueda (2016) in another of his publications focuses on the context of Mexico and analyzes the measures taken by the governments of the years 2007-2012 and 2013-2018, to affirm that these six-year terms took the concepts with great importance

and they bet everything on them, which results counterproductive, as it could affect more than help focusing on a single link in the development of the country, in addition to having a goal but not a way to reach it or less was not disclosed, all this takes more clarity in the final reflections where he concludes that his hypothesis is correct, that governments focus on having a large competitiveness in order to achieve greater economic development through foreign investment, all this is of great importance but it should not be something determining, that is, it helps but it is not the only aspect that should be promoted. This author in 2017, in another of his productions addresses the same concepts, only this time adds the development and treats it in a context regional. The document presents different theoretical approaches regarding globalization through a literature review.

Likewise, it determines the meaning adopted by development in its facet territorial / regional, highlights competitiveness as a strategy that has gained importance within globalization; conceptually delimits its debated interpretation and offers arguments that support the existence of close ties with regional development.

Finally, a series of conclusions is presented where it is determined that cities global organizations play a transcendent role on a global scale, but that, nevertheless, it would be convenient that these are capable of integrating in a functional way other regional groups of sub-national systems to which they belong.

With regard to national borders, it must be considered that these have been some of the institutions that have been transformed and even annulled in the context of the globalization, which in turn is changing its own meaning, even as the actual lines territorial demarcation have not been altered. In this way it is that national spaces are still demarcated within the "old geographic boundaries", yet at the same time new types of borders are emerging increasingly as a result of globalization.

Then and to approach economic development from another perspective, which is that of its disparities, a new investigation by Esqueda (2018) is used where it seeks to know if there is a "pattern of spatial concentration of development" between the municipalities of the state of Tamaulipas, Mexico, that is, if its geographical location is directly related to its development. This is done by analyzing statistics of each of the 43 municipalities, which allowed to know the situation of each of the them before the commercial opening that the state has had, finally having as a result the affirmation that, as the author mentions, "a system of municipalities winners and losers". This existing inequality is due to various issues, such as municipal clusters with more development, which tend to present greater growth opportunities; further suggests "directing public investment efforts in infrastructure and basic public services in constituencies with the potential to be engines ... of growth and local-regional development".

Business Alliances.

On the other hand, due to a more competitive, dynamic and changing environment, the rules of the game of the market are continually evolving and modifying, which has made the companies look for ways to survive through collaborations with other companies, which is known as business alliances, which Hill & Jones (2005) describe as important strategies for cooperation agreements between companies from different countries that are actual or potential competitors. These alliances range from joint Ventures formal, in which two or more companies have the same shareholding, up to short-term contractual arrangements, under which two companies can agree cooperate on a particular problem.

Jiménez (2012) mentions in this regard that these alliances have arisen in response to what that occurs worldwide, both in technological and productive, competitive, etc; In other words, when firms create this type of relationship it is to be able to face the global competition gaining an edge by working together. Alliances can be given different forms, within them are “technological changes, the increase in internationalization of capital, production and knowledge, among other factors ”and allows be updated, managing to maintain its position in the international market, which is in constant change due to the creation of new technologies and processes that in turn they globalize and are available to other companies that are competitors.

Now, Pérez (2008) mentions that alliances should be seen as a way of share risks and strengths, which means that from the beginning there must be a balance of risks and rewards for the companies involved. The importance of making alliances business strategies is to acquire skills, resources, competitive capabilities diverse and the most important the entrance to the foreign trade.

From these alliances arises the so-called franchises as alternatives to business and commercial agreements, and about this Duarte (2003) tells us that this is a form of business in where a person called a franchisor allows another called a franchisee or franchisee exploit its business model through a financial agreement in which it establishes either a specific payment or royalty payment.

This normally arises from the need or desire of a certain company or person to expand its business model towards new areas, which has been a success but does not have the sufficient financial resources or does not have sufficient capacity to manage and control the operations of new branches remotely.

In addition, this business model brings with it numerous advantages, including find access to a potential market, independence, rapid growth, technical support and permanent commercial, etc.

IV. CONCLUSIONS

To end this article we can conclude, based on the analysis of the concepts, that international business currently requires a constant adaptation of the participants,

especialmente de las compañías de licitación, quienes deben hacer uso de las tecnologías, técnicas y habilidades cada vez más desarrolladas y apropiadas para el mundo actual. Una de estas estrategias son las alianzas empresariales mencionadas anteriormente, que permiten a las compañías trabajar juntas y cooperar para poder sobrevivir en un mercado global, un ejemplo de esta colaboración son las franquicias, que consisten en un acuerdo comercial donde una compañía otorga a otra el derecho de usar su formato, producto, una marca o una actividad, usualmente a cambio de un porcentaje de las ventas.

El crecimiento constante de estos negocios ha permitido, no solo que la globalización sea algo cada vez más común, sino que también permite que las regiones más abiertas al comercio exterior tengan un mayor crecimiento, especialmente cuando se enfocan en desarrollar su competitividad. Esto a su vez ha causado que las áreas con menos acceso al escenario internacional sean vistas como marginadas y se crea una desigualdad entre los estados e incluso los municipios de un país, tal como solución o recomendación a esto último, se pueden tomar acciones para apoyar y fomentar lugares que son áreas potenciales para desarrollarse en el comercio exterior a través de la inversión en infraestructura y servicios públicos básicos, así aumentando que los municipios en cuestión incrementen su competitividad y progresivamente eliminen las disparidades existentes.

REFERENCIAS

Raffino, M. (2020). Concepto.de. Obtenido de: <https://concepto.de/comercio-exterior/>.

Duarte, J. (2003). Franquicias. Una alternativa para emprendedores. *Revista Escuela de Administración de Negocios*, (47), 116-121.

Esqueda, R. (2016). "Globalización y Competitividad en México. Análisis a la luz de la teoría y los planteamientos de los Planes Nacionales de Desarrollo 2007-2012 y 2013-2018" en *Observatorio de la Economía Latinoamericana*.

Esqueda, R. (2017). El desarrollo, la competitividad y la globalización en el contexto regional: aproximación y vínculos. En "Desarrollo económico regional: teoría y casos de estudio". pp. 11-37. Esqueda, R. (Coord.). Ed. Lagares / UAT. México.

Esqueda, R. (2018). "Disparidades en el desarrollo regional en Tamaulipas, México". En revista *Economía Institucional*. Vol. 20, No38, Ed. Universidad Externado de Colombia.

Hill, C., & Jones, G. (2005). *Administración Estratégica, Un Enfoque Integrado*. Mc Graw Hill. México.

Pérez, V. (2008). Acuerdos de cooperación, joint ventures o alianzas estratégicas. www.editum.org