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21 May 2021

Online at <https://mpra.ub.uni-muenchen.de/107896/>
MPRA Paper No. 107896, posted 25 May 2021 01:28 UTC

Relationship between globalization and competitiveness in economies.

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Abstract- The objective of the study is to analyze and conclude on the different issues that involve the relationship between globalization in companies and the scope of competitiveness they generate, and it is also analyzed for its state of the art, since it is about making use of the research and opinions already analyzed together with the personal opinion that is shared and a new more detailed investigation on the issues would be reached on a new result, which could be defined in the discovery of the importance in the management of the companies or the reasons for the internationalization, which are Defined in the conclusion of the topics that are financial globalization, be said as the opening of mass markets or the reasons that companies have to seek internationalization, or the factors that lead them to choose to form economic blocks or crowds.

Keywords: globalization, companies, competitiveness, economic crowds, markets.

Abstract- The objective of the study is to analyze and reach a conclusion about the different issues that involve the relationship between globalization in companies and the scope of competitiveness that they generate, it is also analyzed through the state of the art since This consists of making use of research and opinions already analyzed so that together with the personal opinion that is shared and a new, more detailed investigation of the issues, a new result is reached, which could be defined in the discovery of the importance in the administration of the companies or the reasons for internationalization, which are defined in the conclusion of the topics that are financial globalization, say as the opening of massive markets or the reasons

that companies have to seek internationalization, or the factors that lead them to choose to become economic blocks or agglomerations.

Keywords - Globalization, Companies, Competitiveness, Economic agglomerations, Markets.

Introduction

This article will address the issue of internationalization or globalization and competitiveness, its efficiency, its relationship and the factors that lead both companies and countries to choose this way of working, since this economic model encourages the two already mentioned above to open their borders and enter international levels, this to strengthen their economies in the case of countries and leads companies to obtain greater market shares and enter new ones, if applied correctly, leads to expanding horizons and goals, bringing with it economic growth and development, but if applied in the wrong way, it could lead to negative results and in some cases very significantly serious results.

Likewise, a study of different concepts and articles already prepared will be carried out with the mission of obtaining new conclusions on the aforementioned subject, in addition, the points of view of some research already carried out previously were taken into account, together with personal opinion and perception. , making a clear and concise emphasis on how the points or concepts mentioned and explained later in the breakdown of the topic are related. Various factors that lead companies to form "strategic alliances" are also mentioned in order to achieve a greater market share and work in more efficient ways, and very important issues such as the New Economic Geography (NGE), what it consists of and for what purpose it is applied.

All this based on the method of the state of the art already mentioned above, based on research and articles already carried out and reinforced now with new results, theories and reasons why everything works in one way.

II. Methodology

Regarding the methodology used in the present criticism, the state of the art was used according to Vargas and Calvo (1987); Cifuentes, Osorio and Morales (1993) and Uribe (2002) is a documentary investigation that reconstructs the theory in applied research to interrelate with other explanatory bets and has a particular interest for the researcher, the group or the scientific community on a topic or knowledge area. In other words, the state of the art consists of making use of research and opinions already carried out and documented to, together with personal opinion and new research, reach a new outcome or result in order to obtain a more accurate knowledge of the subject evaluated.

For Uribe (2002) the state of art or documentary research is related to the construction and appropriation of knowledge of a specific topic depending on what is being investigated, it also mentions that said state has four main characteristics, which are:

It is a strategy that serves a well-defined purpose: the construction of new knowledge. In other words, based on previous research, this should get a better result or something new.

It is a technique that consists of reviewing what has been written and published on the topic or research area. In other words, for this new study, previous knowledge bases must have been investigated.

It is a rigorous procedure that is logically formulated and that involves the critical analysis of relevant information, written documentation and its contents. In other words, in order to obtain the result of the investigation, all the information already collected in the previous studies must have been analyzed and understood.

It is a scientific activity and, as such, obeys inductive processes (data collection and systematization) and deductive (interpretation and new construction) framed under epistemological and methodological principles. In other words, like any research process, it involves all its steps, gathering information, interpreting it and the new definition or obtaining the results and conclusions.

As Uribe (2002) states, the state of the art is an investigation into the production of a certain phenomenon. This allows to reveal the dynamics from which the description, explanation or understanding of the phenomenon under study and the construction of knowledge about the accumulated knowledge has been developed. That is, the study from the knowledge already accumulated achieves a better understanding of the subject to be discussed.

Like Cifuentes, Osorio and Morales (1993), Uribe argues that the state of the art is a strategy for technical, investigative and social development, it serves as the basis for the production of social research and the training of future researchers. In other words, as there is already a body of research, these help to develop new conclusions on these issues and for the development of "beginning" researchers.

In short, the method used, the state of the art, is the fundamental part of the research and is the basis on which the entire work system will be founded since, it provides the guideline, the steps and the necessary requirements to correctly carry out the study.

Literature review

Administration's role for competitiveness

In the first place, according to Martínez, Ang and Esqueda (2013), the objective of any organization, regardless of its size, turn or complexity, is related to the generation of conditions that promote the maximum efficiency of its functions. In short, every company or organization aims to work in the best possible way. However, there are often obstacles

that overcome the planning of your goals and these must be solved in a short and effective way to continue with the correct administration.

There are also crucial questions such as: How to raise productivity and competitiveness rates so low, widespread and so limiting of the development of our environment? What kind of strategies should be put in place to avoid being consumed by large international companies? Then Martínez et al., (2013) raise these questions as the main reasons to think about a possible globalization or different measures to overcome the existing competition and stay afloat in the market and even given the appropriate circumstances to obtain a greater share of it. In conclusion, a company must evaluate whether its participation in some other market or only a readjustment of its priorities or activities is necessary in order to continue surviving as a company.

Development, competitiveness and globalization in the regional context: approximation and links

Regarding the study of development, competitiveness and globalization, according to Esqueda (2017), an analysis must be carried out from a critical point of view that reaffirms the existence of approaches that do not always coincide and that they are multidimensional abstractions that require a multidisciplinary approach to the subject.

In addition, Bonanno and Constance (2008) state that globalization has become a word that is thus considered fashionable, as well as a term “catch everything”, which is generally used to link all goods and evils that afflict today's societies. On the other hand, Held and McGrew (2003), point out that there are two types of perspectives, on the one hand there are the "globalizers", and on the other hand there are the "skeptics". It is said that the former are those who think that the process is carried out in varying degrees of magnitude, compared to the latter all this academic discussion is somewhat idle and meaningless. On

the other hand, for a long time the territorial nature of economic development has remained and for a long time it remained in a situation of theoretical marginality, this due to the abandonment of spatial preference and to taking as a unit of analysis a company disconnected from its territory national (Albuquerque, 2004). In reference to urban competitiveness, it focuses on the ability of a city to enter national and foreign markets, and its relationship with local economic growth and the increase in the quality of life of all its residents. (Nephew, 2005 p.145).

Agglomeration economies in the context of the new economic geography

Regarding this issue, you must first define What is economic geography? that Esqueda (2013) mentions from a traditional approach, is the study of the location, distribution and spatial organization of economic activities on the earth's surface.

Regarding the above, it can be deduced that the fundamental part of the relationship between the agglomeration and the New Economic Geography (NGE) is that proximity is good for productivity. This means that, the more compressed or closer a block or an economic agglomeration is, the more efficient its performance will be, in difference if the block is scattered or fragmented.

Another point is to find out why producers, consumers and workers decide to locate in one place or another? In this regard, Krugman (1992), which goes back to the work of Alfred Marshall (1920), identifies three reasons that favor this concentration of industrial activity in the same place:

Work market.

Intermediate factors (specialized inputs).

Technological osmosis (Spillovers).

It was named as Marshall's main contribution to technological spillovers, that is, the diffusion of technology is considered as one of the most important elements that derive these industrial agglomerations. In summary, technological spillovers, labor supply and factors such as the production of that country in terms of certain inputs necessary for a particular sector, make the development of large economic agglomerations more likely, more convenient and efficient.

Globalization and competitiveness in Mexico. Analysis in light of the theory and approaches of the national development plans 2007-2012 and 2013-2018

In the current context of globalization, international economic competition is increasingly intense and encompasses a growing number of territories, which is why, according to Esqueda (2016), it is often considered “global in scope”. This is due to the great growth that the world economy presents and that, based on experiences or histories, it has been shown that countries that close down to globalize, “end up stagnant” economically speaking.

In a different way, Krugman (1994), Scholte (2000), Boisier (2001) and Dicken (2006) have recognized that countries increasingly resent the effects of the advance of the globalization process and in some cases identify both opportunities for the development of the country, as threats to its economy. That is to say that not only by being open to globalization and competitiveness will the country benefit as that thought has been viciously associated, but it must be carried out in a structured and step-by-step manner.

Consequently, the evaluation broadly shows that both in the 2007-2012 period and the 2013-2018 period, Mexico reveals a delay in prioritizing globalization and competitiveness of the country since neither of the two was even top 3 of the branches in which the different governmental processes focused.

Finally, it can be said that, although globalization is already a day-to-day issue and that it came to the world to establish itself in economic models, it is still possible to perceive a lag in certain countries and their application measures.

Internationalization and competitiveness.

It is said that these two concepts are frequently seen or related when the question arises as to whether companies are internationalizing to be competitive or whether they seek to be competitive to be able to internationalize. Competitiveness is considered as a multifactorial variable which is composed of business, administrative, productive and labor formations according to Corona (2002), Escandón, Arias (2011). Competitiveness between companies can be measured by two performance indicators, the first to be considered is the profitability of the company in comparison of the major global companies, the second is the number of patents acquired by a country's companies compared to world leaders mention Qiu Gang, Xu Liyan, Sun Xiaofei. (2009). Finally, it is considered that competitiveness and internationalization are two processes strategically linked to the actions of states and companies, each of them having structural and functional responsibilities to generate favorable conditions for local development.

Globalization and international finance.

Aglietta (2000) says that financial globalization is considered as a transformation of financial systems related to the change of growth regimes in advanced capitalist countries which makes the principles of market finance prevail, on the other hand, Manchón (2003) say that economic globalization is a process that transforms the world economy, manifesting itself in the profound change in the practices of economic agents.

Aglietta (2000) affirms that the stability of financial systems is considered a concern that is part of monetary policy; already mentioned this, the following aspects can be highlighted:

Economic globalization is considered as a process that transforms the world economy and is manifested in the profound change in the practices of economic agents.

Financial globalization manifests itself in the expansion of credit, especially under parbank forms and in the direct connection with international financial markets.

The main problem in finance is to resolve the tension between the liquidity of savers and the immobility of the capital that is necessary to generate value.

Institutional investors are the dominant players in the new finance.

Trade and Economic Geography, Note on Krugman's Contribution to Economic Theory.

Heckscher (1919) and Ohlin (1933) and formalized by Stolper - Samuelson (1941) and Samuelson (1948). They mention in their analyzes that they suppose a world with two productive factors such as capital and labor are perfectly movable, in addition, they have production functions with constant returns to scale, decreasing marginal products and with different intensity in the use of the factors of production of goods, there are 4 theorems about these authors.

The Heckscher-Ohlin theorem states that countries will export the good that intensively uses the factor in which they have relative abundance.

For its part, the Stolper - Samuelson theorem (1941) shows that free trade wins the owners of the factors that are used intensively in the sectors with an export vocation and those who have factors that are used intensively in the competing sectors lose. with imports.

The factor price equalization theorem, Samuelson (1948) points out that factor trade is a perfectly substitute for goods trade.

And finally, Rybczynski's theorem (1955) shows that increases in the endowment of a factor lead to increases in the relative production of the good that uses that factor intensively.

In short, the old theories of international trade are based on the principle of comparative advantages, according to which the countries that trade must exhibit some kind of difference, Either in terms of technology or in terms of relative resource endowments, where the goods traded are qualitatively different and, furthermore, trade generates redistributive effects within countries, causing some agents to win and others to lose.

On the other hand, Krugman (1979) assumes that consumers incorporate new varieties of a good as they become available in the market, under which each one is associated with the same price. To conclude this point, it is considered that Krugman's work was so impressive that it gave rise to the new theory of trade, which has been nourished by multiple developments and extensions, both theoretical and empirical, and revived the idea that it is possible to shed light on of complex issues from simple but rigorous analysis.

Internationalization and globalization

It refers to the opening of national geopolitical barriers, it was the result of the negotiations carried out within the framework of the General Agreement on Trade and Tariffs and the international monetary system of Bretton Woods, which configured an international economic network based on the principle of multilaterality , from which the international economy has experienced significant growth. The opening allowed investment, trade, international migration, science, technology and money to be combined in a set of economic-political relations, in which the limits of the internal market of each country are

closely intertwined with the possibilities offered by the outside. In other words, opening the doors to internationalization has brought endless benefits to economies. However, between nations and between capitals, the asymmetry persists in terms of participation in trade and in the distribution of benefits.

Globalization, democracy and the labor market.

The segmentation of national economies implies that productivity and real wages are no longer considered primarily in a national context, but as part of a production process transnational. “Globalization also contributes to decoupling productivity and real wages, and differentiates workers more strongly on the basis of their qualifications. This tends to erode the class organization of national and closed production systems ”(Aglietta 1998, pp. 65-7, 74-5). In other words, the sectoral emphasis of the Ricardo-Viner model may offer, under the conditions of globalization, a better explanation for the formation of political and economic coalitions (blocs or agglomerations). On the other hand, the Stolper-Samuelson model, which emphasizes class coalitions, would be more appropriate in cases of closed national economies.

This perspective underscores the political and economic restructuring that occurs in the open system. Their conflicts are less bipolar but characterized by multiple and overlapping divisions. Following the tradition of Lewis Coser and Ralf Dahrendorf, one could argue that such a society is much less prone to conflict than a class society. On the other hand, it is politically a less dynamic society, an “ordinary” society, whose members are not motivated by “big ideas”.

Conclusions.

The investigation of the concepts mentioned above, provide a variety of information which helps to define in more detail what globalization is in the business field, since much of this

is key to the development of a company and its growth in the world. international area, since as one of the articles mentions, the need for competitiveness is the reason for internationalizing a company or vice versa, internationalization generates even more competitiveness.

In addition, the issue of trade is also broadly mentioned, since making the entity grow in a monetary way, the change in the expansion of credits and direct connections with gifted markets around the world is manifested, also and emphasizing this Last explanation, internationalization and globalization refer to the opening of national geopolitical barriers, on the other hand there are also negative processes, that is, one of the problems of expanding is managing the tension generated by liquidity and keeping capital in positive numbers since this is very movable. "The stability of financial systems is considered a concern that is part of monetary policy" (Aglietta, 2000).

Another important aspect which guides the study of the issues is the administration that is in the interest of generating competition, since if the organization is large or small, everything depends on the efficiency of the processes that are implemented to carry a better management of the areas of this, that does not generate imperfections and how beneficial the panorama is shown, since if the company engages in a whim of being competitive for the simple reason of wanting it and not based on previous studies that demonstrate that will be useful in your own growth, it could have negative repercussions. On the other hand, in a hypothetical situation where an obstacle arises, the company that solves its errors in the shortest time will not find it difficult to maintain positive numbers, that is, perfecting the actions implemented brings benefits to the entity. So to finalize the issue of economic globalization, it can be defined as a process that in some positive or negative way transforms the world economy, since it is constantly changing.

To end with the analysis of the topics and conclude with the most important aspects of the article, the concept of economic geography stands out, which is the location or location of various factors such as the supply / demand of work in the company (availability of labor), the diffusion of new technologies and ease of production of resources (inputs), this generates the attraction of blocks or economic and industrial agglomerations, since having the aforementioned factors is a fundamental part, because proximity or closeness generates greater productivity and that the economic blocks are as compressed and close as possible, generates a more efficient performance of this, unlike if the block is far away, it would be the opposite.

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