

Influential factors in the decision to export in the companies located in the municipalities of Valle de Santiago, Jaral del Progreso and Huanímaro, Gto.

Factores influyentes en la decisión de exportar en las empresas ubicadas en los municipios de Valle de Santiago, Jaral del Progreso y Huanímaro, Gto.

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Abstract

The present article contains the graphic results and interpretations of a documentary and field investigation, which was carried out to the exporting SMEs of the municipalities of Valle de Santiago, Jaral del Progreso and Huanímaro, belonging to the state of Guanajuato. This research is derived from a study conducted first, on the commercial situation at the national level, to deepen then at the state level. In the field work was identified SMEs of various sectors, which among the automotive and agricultural sectors stand out. At the conclusion of the field research, a statistical analysis was carried out to determine the factors influence the internationalization that directly of a company. The results were obtained: the size of the company, the number of employees, the productive sector, to which they belong, the region where they are located, the investment in research and development for the innovation of the processes, the level of staff training, the level of knowledge and support the company that has in terms of advice and / or financing, and having an adequate internationalization strategy. With the objective of this knowing the characteristics that determine the profile of exporting SMEs IV within region located southwest of the state of Guanajuato.

International Trade, Investigation, SMEs, Profile, Export

Resumen

El presente artículo contiene los resultados gráficos e interpretaciones sobre la investigación documental y de campo, que se realizó a las Pymes exportadoras de los municipios de Valle de Santiago, Jaral del Progreso y Huanímaro, pertenecientes al estado de Guanajuato. Dicha investigación se deriva a partir de un estudio sobre la situación comercial a nivel nacional, para después ahondar a nivel Estado. En el trabajo de campo se identificaron Pymes de diversos sectores, entre los que destacan el sector automotriz y el agrícola. Al concluir la investigación de campo, se realizó un análisis estadístico para determinar los factores que influyen de manera directa en la internacionalización de una empresa. Los resultados obtenidos fueron: el tamaño de la empresa, el número de empleados, el sector productivo al que pertenecen, la región donde se encuentran ubicadas, la inversión en investigación y desarrollo para la innovación de los procesos, el nivel de capacitación en el personal, el nivel de conocimiento y apoyo con el que cuenta la empresa en cuanto a asesoría y/o financiamiento, y el contar con una estrategia adecuada de internacionalización. Esto con el objetivo de conocer las características que determinan el perfil de las Pymes exportadoras dentro de la región IV ubicada al suroeste del estado de Guanajuato.

Comercio Internacional, Investigación, Pymes, Perfil, Exportación

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Introduction

Since the establishment of the General Agreement on Tariffs and Trade (AGTCE) (Curzon 1969), begins the process of internationalization of the economy, which has caused a significant increase in trade flows. Following the phenomenon of globalization in foreign trade, it has led to a wide variety of trade agreements on freedom of movement of goods, integration, expansion and economic integration processes. The phenomenon has reached a lot of countries and Mexico has been no exception (Martinez, 2007).

Given the importance of small and medium enterprises (SMEs) for economic and social development of the country, it is possible to detect that external elements are considered important for the process of internationalization of the same (Martinez, 2007). For this reason, SMEs are central research field, since all efforts should focus on implementing internationalization processes led to these businesses to enable the country to have a better competitive performance compared to foreign markets (Cancino, 2009).

The main factors driving its international competitiveness in these companies are:

- Cover small markets where big corporations are not interested.
- Cover markets that require different technology obsolete or which competitors use.
- Meet demands for products that require very specific high complexity for each client.
- Enter emerging markets (using its reaction rate) once detected demand (Castañares, 2007).

Mexican SMEs are characterized by family businesses without much organization and logistics, usually are created for the opportunity to sell a particular product, according to a perceived need within the local market (Castañares, 2007).

The states with greater participation of SMEs are: Jalisco (7.35%), Veracruz (6.23%), Puebla (5.53%) and Guanajuato (4.96%).

The infrastructure of each state or region plays a crucial role in decisions exporting companies that need external connections and transport routes to move goods and raw materials. However, exporting companies need financing inherent in their development activities. Some companies have the opportunity to fund internal research and product development if they are in a sector such as industrial and size permits. Other, usually smaller, they need funds to cover costs of legal and tax advice to export, pay processes of international product certification, market research, others to innovate, ie develop products and process patents (Mexican Institute for Competitiveness, 2016).

There are factors that can determine a region to be competitive to attract and retain investment of exporting companies. Factors that locally are important: better costs associated with the initial presence of networks of suppliers and distributors, quality of infrastructure supporting logistics freight and of course public policy, usually fiscal and regulatory, facilitating operations export firms and reduce their costs. There are also more subtle and difficult to define as the state's ability to enforce the law and determining the business environment and corporate culture (Mexican Institute for Competitiveness, 2016).

Guanajuato is located within the triangle formed by the cities of Mexico-Guadalajara-Monterrey. It is the country's largest logistics center, which is located 70% of the Mexican automotive industry and in which 70% of international trade in Mexico (COFOCE, 2014) originates. Also participates with 3.75% of gross domestic product; It bases its economy in 13 productive sectors that the state government has classified as traditional: leather - footwear, textiles - clothing and crafts; with growth potential: automotive and auto parts, metallurgical, chemical and petrochemical, food processing, tourism.

Therefore, the research is based on addressing key aspects and features about foreign trade in the municipalities of Valle de Santiago, Jaral del Progreso and Huanímaro, located in the state of Guanajuato, as it is an area in which they are settling several agro-industrial and automotive suppliers sector.

Export intensity varies not only by sector but also in each region, as well as foreign investment levels vary depending on the environment. The geographical location of companies is one of the elements with strong impact on internationalization processes, as in the case of Guanajuato, which today stands as one of the strongest states of the Mexican Republic, to fulfill its two main objectives relate to building a strong culture of foreign trade and promote exports of goods and services Guanajuato.

That is why research necessary factors were determined to determine the profile of each of the exporting companies are located in each of these municipalities, according to the sector they belong and according to the product marketed by each of them, plus it was determined the number of countries to which they export and how often they do. This way you can say that for questionnaire design, setting blocks to help identify clearly and objectively relevant to assess in each aspects, blocks such as was considered: general information company, international experience, export activity, export influential factors, factors that assess the competitiveness of the company,

Could it be that, once determined the profile of exporting companies, technological Southwest University of Guanajuato and together with the specialized agencies, will provide advice regarding the preparation of trade, so that each of these companies can start or improve export operations?

Methodology

1. An investigation was conducted on digital platforms, which allowed the identification of micro, small and medium enterprises located in the municipalities Valle de Santiago, Jaral del Progreso and Huanímaro the state of Guanajuato, including 12 affordable units were detected.
2. Finite population formula was used to determine the sample.

$$n = \frac{\sigma^2 N p q}{e^2(N-1) + \sigma^2 p q}$$

Where:

- Population N = 12
- p = 50% chance for
- q = 50% chance against
- e = 5% error
- σ = 95% degree of reliability

In the result of the development of the formula, a sample of 12 companies surveyed was obtained in Valle de Santiago, Jaral del Progreso and Huanímaro the state of Guanajuato municipalities to determine the profile of exporting companies. However, there was a limitation in the number of companies surveyed, since no response 7 are obtained for various reasons.

3. Data surveyed economic units shown in the following table:

Company name	Municipality	Project Sector	Product or service
Almacenes San Lazaro SPR de RL	Valle de Santiago	agroindustrial	Grain Marketing
J & M Produce Growers	Valle de Santiago	Agricultural	Service icing fish and cooling plant
Sekisui Plastics Mexico SA. De CV.	Valle de Santiago	automotive	plastic auto parts
Harnesses and Connections SA. De CV.	Valle de Santiago	automotive	electrical harnesses
Furukawa Automotive Systems (FAS)	Valle de Santiago	automotive	Harness

Table 1 Facts SMEs surveyed
Source: Prepared by 2018

4. The applied instrument was made from existing models, making adjustments for the fulfillment of the objectives of the research, consisting of 10 blocks:

- Block I: General information about the company.
- Block II: International experience.
- Block III: Export activity.
- Block IV: export influential factors.
- Block V: Factors assessing the competitiveness of the company.
- Block VI: Internal barriers to internationalization.
- Block VII: External Barriers for internationalization.
- Block VIII: Technological Innovation
- Block IX: Performance and satisfaction.
- Block X: entrepreneurial orientation.

Results and conclusions

Once carried out the implementation and development of this research, we conclude that the same achievement meet expected with the objectives set at the beginning of the study, serving as a means to obtain relevant data and determine the influential factors in the decision export in the companies located in the municipalities of Valle de Santiago, Jaral del Progreso and Huanímaro the state of Guanajuato.

To obtain and analyze the data obtained in the research, overall the hypothesis presented is accepted, since 90% of the influential factors in the decision to export in companies located in the municipalities of Valle de Santiago, Jaral del Progreso and Huanímaro of Guanajuato state, are the size of the company, number of employees, the productive sector to which they belong, investment in research and development for process innovation, the region where they are located, the level of training staff, the level of knowledge and support in terms of advice and / or financing, and have adequate internationalization strategy.

Since 40% of responding entities are identified as small businesses, because they have 26 to 50 employees laboring, another 40% is made up medium as it has to operate more than 50 employees and with a percentage of 20% are microenterprises are responsible for 1 to 25 employees.

According to the productive sector to which they belong, 60% of companies that perform export, located in Valle de Santiago, Jaral del Progreso and Huanímaro the state of Guanajuato municipalities belongs to the automotive sector, while 40% is dedicated to the agricultural sector.

Considering investment in research and development for process innovation, 40% of SMEs are fully agree continually updating processes of manufacturing engineering, another 40% think agree, while 20% said not to be agree nor disagree.

Similarly, thanks to the research carried out, it was identified that the region where these exporting SMEs is a very important and decisive factor to consider because there is a lack of information, support and advice regarding terms of export and internationalization corresponds detecting that before starting to export only 40% of SMEs surveyed sought advice from an agent or agency for foreign trade, another 40% decided to internationalize its own, and only 20% decided to export from attending a presentation (forum or expo) international. On the other hand, it was possible to recognize that based on the level of training staff, 100% of the companies surveyed ensures provide training constantly to personally, to help this have a better performance, noting that 80% say it is a very important factor, while the other 20% is considered important.

In addition to the results obtained, it is permissible to mention that the companies requesting a program of incentives and export support, 100% did so in search of financing. As to whether have developed a strategic plan to carry out the export process, 80% of SMEs surveyed said if they have made such planning, while 20% say they have done, noting that it is very important to 80% of the entities carry out the process of strategic planning, while 20% of companies believe moderately important.

Once analyzed together the results obtained, it is concluded that without a doubt the lack of advice to start with the process of internationalization is a fundamental aspect impinging directly to SMEs identified in the Valley municipalities of Santiago, Jaral del progreso and Huanímaro state of Guanajuato decide or not to export, since it was identified that in the case of some of the companies surveyed there is a perception that programs of government funding are not a factor in your experience has been decisive, since they initiated export activities on their own. Similarly, it was recognized that the type of family or no family structure affects performance and performance that companies have, because in SMEs family-type firm in terms of planning, organization, logistics, updating and process innovation it corresponds unappreciated, as they usually are created for the opportunity to sell a particular product, so no skimp on other aspects that are important.

Speaking of the productive sector they belong to the SMEs that were analyzed, it was confirmed that there are indeed areas that are more exporters than others, in the case of institutions located in the Southwest region of Guanajuato are the automotive sector and the agricultural sector, since it was found that according to the region these sectors are viewed as a viable and competitive opportunity to enter other markets. update and process innovation corresponds, as they usually are created for the opportunity to sell a particular product, so do not skimp on other aspects that are important. Speaking of the productive sector they belong to the SMEs that were analyzed, it was confirmed that there are indeed areas that are more exporters than others, in the case of institutions located in the Southwest region of Guanajuato are the automotive sector and the agricultural sector, since it was found that according to the region these sectors are viewed as a viable and competitive opportunity to enter other markets. update and process innovation corresponds, as they usually are created for the opportunity to sell a particular product, so do not skimp on other aspects that are important.

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As for the investment that is intended to share research and development, it was found that a higher percentage of companies are aware of the importance of performing consistently an analysis of the technological and environmental innovation to bring out the processes that allow them to work through higher quality standards, which guides them to be guided by a better entrepreneurial attitude, because they know that such investment will bring them as profit maximizing their business opportunities in foreign markets, introducing new ideas improvement of its products. It is noteworthy that the main countries exporting SMEs surveyed are the United States, Canada and Japan, according to the results of the statistical analysis.

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