

Los determinantes del resultado exportador: un análisis comparativo entre empresas españolas e italianas

Eusebio, Rossano

Abstract

In the last years the export growth of Spanish Companies was really high, even if European Companies (British, German, French, Italian) didn't achieve such a good result. This thesis pretends to compare Spanish export activities with the results achieved by Italian firms. The aim is to analyse the successful keys that make the difference between them. The thesis has five chapters. In the first one we study the results of our international investigation focused on the export performance of the firms. The second one focuses on the Italian and Spanish export figures, in terms of export probability and intensity. In the third one we present a model explaining the companies export results and we compare it with the two companies, a Spanish and a Italian one, from the textile-clothing sector. The fourth one describes the information collected on the field and identifies, through analytical techniques, the profile of such companies located in Catalonia and in Lombardia. Moreover we identify the keys of major success of the Lombardian Companies face to the catalan ones. The fifth and last one examine the relationship between investigation in R+D and the export results of the Italian and Spanish firms.

The comparative analysis on the international performance of the Italian and Spanish companies of the textile-clothing sector focuses on three points: the exporting compromise, the company internal characteristics as a competitive advantage, (size, R&D, managerial entrepreneurship, marketing mix). The regression analysis allowed us to find and to differentiate the reasons of different export results between the companies themselves. The experience in the export field and an updated technology were pointed as the major keys of the success of Italian firms.

This analysis underlines the structural, organizational and strategic key factors to be improved to achieve the best export results.