

# **Factores determinantes del dinamismo de las PYMES en Colombia**

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## **Abstract**

The main purpose of the research is to analyze the factors that determine the dynamism of SMEs in Colombia, distinguishing internal factors (own company) of the external (relative to the environment) and using as a theoretical framework the Resource Based-View Theory and the Institutional Theory. Specifically, we analyze the Colombian regions of Cundinamarca and Valle del Cauca, as two of the most representative areas at the enterprise level in the country. As to the methodology, the empirical part consists of two phases. In the first, is carried out a quantitative investigation, based on a representative sample of firms in those regions and from various sectors of the economy using as statistical technique a logistic regression. In the second, it makes a qualitative study deepening in the study of eight cases of Colombian SMEs. The most relevant results of the study allow to identify the internal factors (resources and capabilities) and external factors (institutions) that shape the dynamism of SMEs in Colombia. Thus, factors that positively influence in the entrepreneurial dynamism are on the one hand, resources related to technology, brand positioning, ability of the entrepreneur to resolve conflicts, flexibility to adapt to new scenarios and entrepreneurial education, and other, capabilities in the administrative area. In terms of formal institutions is positive the bargaining power in the economic sector, and with respect to informal institutions, the support of friends and the acceptance and support from the community. The research contributes both theoretically and empirically in advancing the study of the most important factors in the dynamism of SMEs. Moreover, the results can be very useful for the design of government policies to promote and support this relevant entrepreneurial sector as an engine of development economic and social.