

Business Administration in the Context of Tariff Policies: An Approach in the Banking Sector

Diego Xavier Rengifo Tobar¹, Edgar Anibal Rodriguez², Diego Patricio Hidalgo Cajo³ and Jackeline Flores Apaza⁴

Abstract

A documentary review was carried out on the production and publication of research papers related to the study of the variables Business Administration, Tariff Policies and the Banking Sector. The purpose of the bibliometric analysis proposed in this document was to know the main characteristics of the volume of publications registered in the Scopus database during the period 2013-2023, achieving the identification of 14 publications. The information provided by this platform was organized through graphs and figures categorizing the information by Year of Publication, Country of Origin, Area of Knowledge and Type of Publication. Once these characteristics have been described, the position of different authors regarding the proposed theme is referenced through a qualitative analysis. Among the main findings made through this research, it is found that the United States with 5 publications was the country with the highest scientific production registered in the name of authors affiliated with institutions in that nation. The Area of Knowledge that made the greatest contribution to the construction of bibliographic material related to the study of the variables Business Administration, Tariff Policies and Banking Sector was Social Sciences with 9 published documents, and the most used Type of Publication during the period indicated above were Journal Articles with 50% of the total scientific production.

Keywords: Business Administration, Tariff Policies, Banking Sector.

INTRODUCTION

Business administration in synthesis with tariff policies stands out for its importance with respect to the effects of the international economy, the acceleration of technological innovation, the process of European union and the increase in imports in the different financial markets. This and other developments reflect a universal phenomenon of the internationalization of companies.

The financial sector encompasses many types of transactions, in areas such as real estate, consumer finance, banking and insurance. This sector acts as an intermediary in the internal processes of the economy, this sector facilitates the mobility of resources and risk management. Depending on a variation in tariff policies, it can negatively affect the profitability of companies, as it can affect decision-making focused on investment and financing. A clear example is that the increase in tariffs can increase the costs of inputs imported from abroad, this fact can trigger negative effects on production companies, reducing national and international competitiveness (Bellina, 2012).

LITERATURE REVIEW

Tariff policies and tariff measures can be specified as a tax or a levy that is annexed only to goods of both an import and export nature; The most used tariff today is the import tariff, for the commercial field it is the political effort of any country since it allows to regulate international trade. For this reason, tariff measures are a series of controls which aim to reduce the rates of smuggling, issuance of taxes and the outflow of foreign currency.

¹ Universidad de las Fuerzas Armadas ESPE, ORCID: <https://orcid.org/0000-0001-7580-8133>, E-mail: diegorengifo123@hotmail.com

² Universidad Nacional de Chimborazo, ORCID: <https://orcid.org/0000-0002-5510-0987>, E-mail: earodriguez@unach.edu.ec

³ Universidad Nacional de Chimborazo, ORCID: <https://orcid.org/0000-0002-1937-0752>, E-mail: diego.hidalgo@unach.edu.ec

⁴ Universidad Andina Néstor Cáceres Velásquez, ORCID: <https://orcid.org/0000-0001-9003-333X>, E-mail: jackyfa@hotmail.com

With the arrival of globalization, the economic strategy and the exchange rate are maneuvered in relation to the dollar currency, which would cause a lower cost of manufacture and sale than that of most countries. That is why companies are constantly looking to obtain positive growth figures through international trade, since not only must the needs of the host country be interpreted, but they must also understand and analyze the changes in the contents of external and internal factors (Narvaes, 2014; Rodrik, 2011).

The current market conditions and the constant search for new revenues lead the business administration and financial sector to intensify the panorama of new alternatives that allow them to correct the effects of international competition. It is necessary to develop internalization strategies as a means of growth, decision-making, global vision, productivity and innovation, this with the aim of guaranteeing the success of international markets and stability in the long term. For this reason, this article seeks to describe the main characteristics of the compendium of publications indexed in the Scopus database related to the variables Business Administration, Tariff Policies and Banking Sector, as well. Such as the description of the position of certain authors affiliated with institutions, during the period between 2013-2023.

General Objective

To analyze, from a bibliometric and bibliographic perspective, the preparation and publication of research papers in high-impact journals indexed in the Scopus database on the variables Business Administration, Tariff Policies and the Banking Sector during the period 2013-2023

METHODOLOGY

This article is carried out through a mixed orientation research that combines the quantitative and qualitative method.

On the one hand, a quantitative analysis of the information selected in Scopus is carried out under a bibliometric approach of the scientific production corresponding to the study of the variables Business Administration, Tariff Policies and Banking Sector. On the other hand, examples of some research work published in the area of study indicated above are analyzed from a qualitative perspective, based on a bibliographic approach that allows describing the position of different authors regarding the proposed topic. It is important to note that the entire search was carried out through Scopus, managing to establish the parameters referenced in Figure 1.

Methodological Design

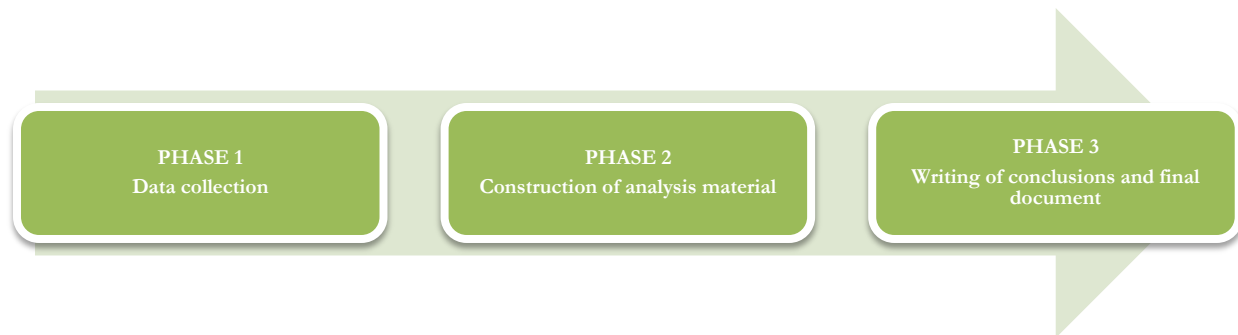


Figure 1. Methodological design

Source: Own elaboration

Phase 1: Data Gathering

Data collection was carried out from the Search tool on the Scopus website, where 14 publications were obtained from the choice of the following filters:

TITLE-ABS-KEY (business AND administration, AND tariff AND policies) AND PUBYEAR > 2012 AND PUBYEAR < 2023

Published documents whose study variables are related to the study of the variables Business Administration, Tariff Policies and Banking Sector.

Limited to the period 2013-2023.

Without distinction of country of origin.

Without distinction of area of knowledge.

Without distinction of type of publication.

Phase 2: Construction of Analysis Material

The information collected in Scopus during the previous phase is organized and then classified by graphs, figures and tables as follows:

Year of publication

Country of origin of the publication.

Area of knowledge.

Type of publication.

Phase 3: Drafting Of the Conclusions and Final Document

In this phase, the analysis of the results previously yielded is carried out, resulting in the determination of conclusions and, consequently, the obtaining of the final document.

RESULT AND FINDINGS

Distribution of Scientific Production By Year Of Publication

Figure 2 shows how scientific production is distributed according to the year of publication.

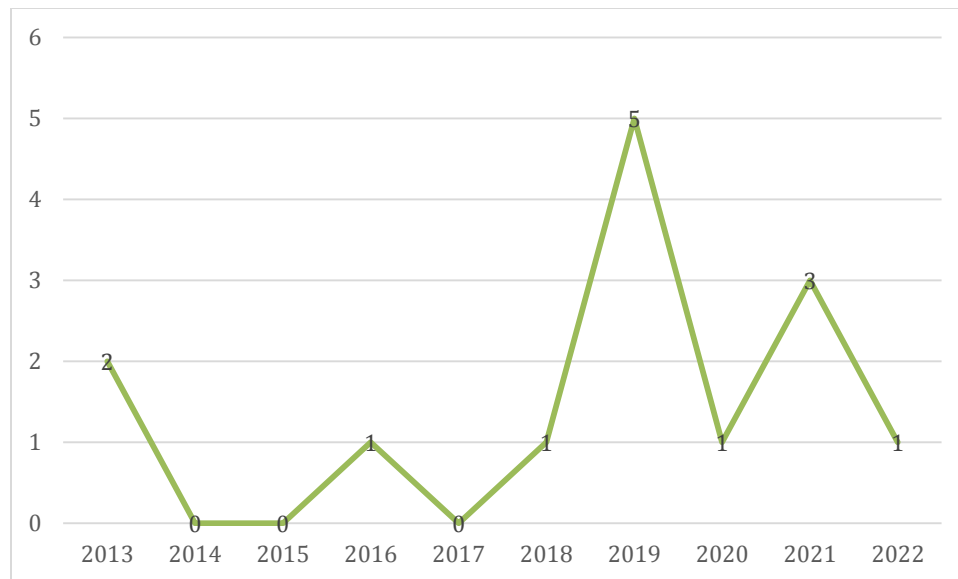


Figure 2. Distribution of scientific production by year of publication.

Source: Own elaboration (2024); based on data exported from Scopus

Among the main characteristics evidenced by the distribution of scientific production by year of publication, an increase in the number of publications registered in Scopus during the years 2019 is notorious, reaching a total of 5 documents published in journals indexed on this platform. This can be explained by articles such as the one titled "When the Sino-American Struggle Disrupts the Supply Chain: Licensing Intellectual Property

in a Changing Business Environment" This article addresses the management of supply chain disruption in terms of a key security issue that motivates recent changes in the business environment: the protection of intellectual property. After reviewing critical policy developments and trade statistics, we used data on IP-intensive industries from global patent offices, commercial classifications of products produced by these IP-intensive industries, and concordance data on patent classifications to illustrate the centrality of intellectual property to expanded supply. Chains. Given these key relationships, we outline specific opportunities that intellectual property licensing provides to manage U.S.-China supply chain linkages in today's geopolitical environment.(Mark A. Cohen, 2020)

Distribution of Scientific Production By Country Of Origin.

Figure 3 shows how scientific production is distributed according to the nationality of the authors.

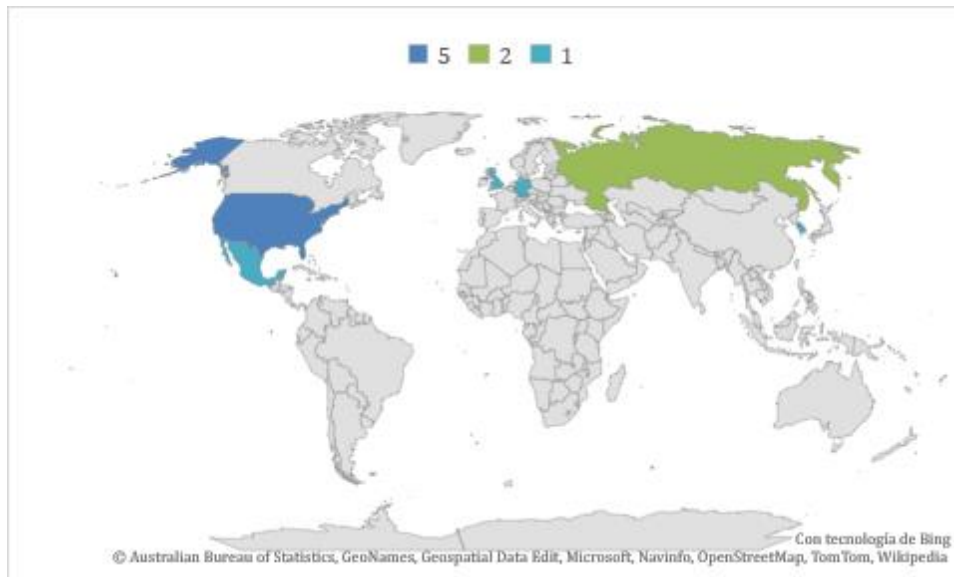


Figure 3. Distribution of scientific production by country of origin.

Source: Authors' elaboration (2024); based on data provided by Scopus.

Within the distribution of scientific production by country of origin, records from institutions were taken into account, establishing the United States as the country of that community, with the highest number of publications indexed in Scopus during the period 2013-2023, with a total of 8 publications in total. In second place, Russian Federation with 2 scientific documents, and Mexico occupying the third place presenting to the scientific community, with a total of 1 documents among which is the article entitled "An analysis of the macro aspects caused by protectionism in Korea" this article investigates the impact of protectionism on the economic cycle of Korea, To identify future implications, we conducted a structural vector autoregression (VAR) analysis using monthly Korean data from 1994 to 2015. Macroeconomic variables in the model include the industrial production index, inflation rates, exports (or net exports), interest rates, and the exchange rate. Rates. To identify the shock reflected in the expansion of protectionism, we used data from an anti-dumping investigation (ADI). Since ADIs are generally followed by the imposition of anti-dumping tariffs, they do not have a contemporaneous impact on tariffs and are also simultaneously exogenous to other endogenous variables in the VAR model. We examine two types of ADI shocks: (i) Korean export shocks imposed by Korea's trading partners (ADI imposed shocks) and (ii) import shocks imposed by the Korean government (shocks that impose the ADI).(Kim, 2021)

Distribution of Scientific Production By Area Of Knowledge

Figure 4 shows the distribution of the preparation of scientific publications based on the area of knowledge through which the different research methodologies are implemented.

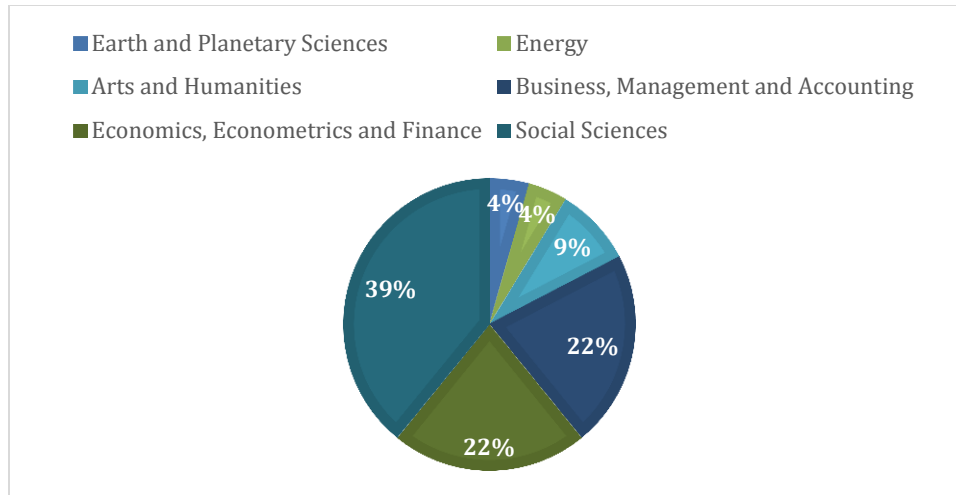


Figure 4. Distribution of scientific production by area of knowledge.

Source: Authors' elaboration (2024); based on data provided by Scopus.

Social Sciences was the area of knowledge with the highest number of publications registered in Scopus with a total of 39 documents that have based its methodology Business Administration, Tariff Policies and the Banking Sector. In second place, Business, Management and Accounting with 22 articles and Economics, Econometrics and Finance in third place with 22. The above can be explained thanks to the contribution and study of different branches, the article with the greatest impact was registered by Ciencias Sociales entitled "Cross-subsidy as a measure of social support: international experience of public administration in the electricity industry" The article focuses on the international experience of the application of an energy policy tool: cross-subsidization in the electric power industry between industry and households, as well as approaches to its reduction. Cross-subsidies are introduced as a measure of social support, although they have a number of negative consequences, including the allocation of most of the subsidy to wealthy households, as well as increased costs for businesses that are reflected in the primary cost of goods. and services. The study includes a review of the research literature, an analysis of final electricity tariffs and energy policy measures in different countries, as well as a content analysis of related media publications. Research indicates that tariffs for industrial consumers in most countries are two to three times lower than those for households. The review of energy policy tools has shown that developed countries appear to be more inclined to apply market mechanisms, while for developing economies with a more significant level of state intervention it is typical to artificially restrict the growth of household tariffs.(Starodubtseva, 2020)

Type of Publication

In the following graph, you will see the distribution of the bibliographic find according to the type of publication made by each of the authors found in Scopus.

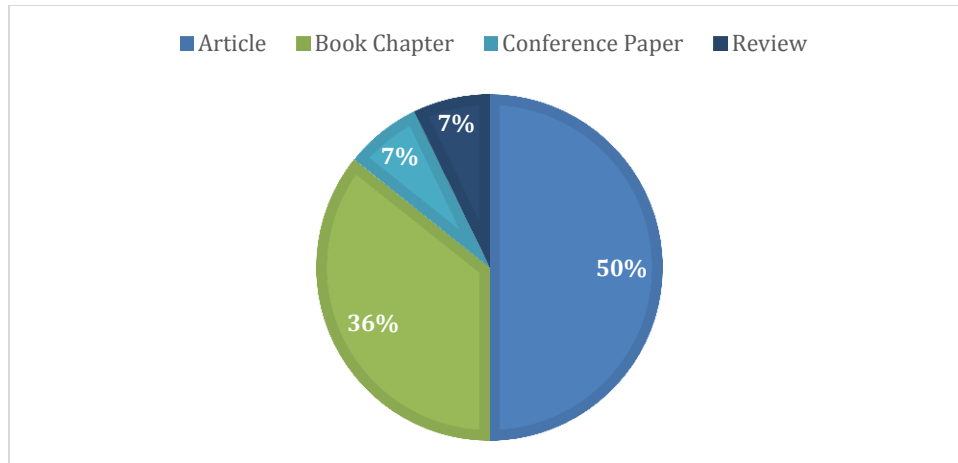


Figure 5. Type of publication.

Source: Own elaboration (2024); based on data provided by Scopus.

he type of publication most frequently used by the researchers referenced in the body of this document was the Journal Article with 50% of the total production identified for analysis, followed by Book Chapter with 36%. Session Papers are part of this classification, representing 7% of the research papers published during the period 2013-2023, in journals indexed in Scopus. In this last category, the one entitled "The impact of the new protectionist stance of U.S. trade policy on selected German companies in Mexico" stands out. Previous studies on the impact of the new protectionist stance of the United States have focused mainly on the imposition of the controversial border tax. This research advances the understanding of the potential impacts of tightening rules of origin and imposing most-favored-nation tariffs on manufacturing firms. The findings show a negative impact of protectionist measures on companies by increasing costs per unit and decreasing gross margin. The results suggest that those additional costs could be passed on to end buyers, raising the price level more than previously assumed.(Soto, 2018)

CONCLUSION

Through the bibliometric analysis carried out in this research work, it was possible to establish that the United States was the country with the largest number of published records for the variables Business Administration, Tariff Policies and Banking Sector. With a total of 5 publications in the Scopus database. In the same way, it was possible to establish that the application of theories framed in the area of Social Sciences, the results obtained through the bibliometric analysis can be concluded that the role of the administration around tariff policies presents for each country a series of benefits and obstacles, since it can directly affect economic growth and especially the financial sector. Tariff policies, which are designed to tax imports and exports, have implications affecting the costs of goods and services, the competitiveness of companies in national and international markets, and economic stability in general. This type of policy affects the financial sector as it can stimulate inflation, increase in interest rates, volatility in the markets, among other risks.

That is why it is necessary for companies and the financial sector to develop new capabilities, the strengthening of existing ones, the advancement of learning processes and the improvement of a global vision allow companies to understand resources and objectives, allow adequate levels of adaptability and competitiveness which are determining factors to interpret national and international markets allowing to reduce risks and to contemplate positive figures aimed at the growth of companies.

Based on this context, it can be concluded that the aspirations focused on the growth of companies focus on the promotion of the dynamism of the global system where they suggest new possibilities of participation that stimulate the growth of companies, development of new markets and stimulate the banking and financial sector.

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