

## Entrepreneur's profile and factors that influence the potential of business internationalization

### Perfil del emprendedor y factores que influyen en el potencial de la internacionalización empresarial

**José G. Vargas-Hernández, M.B.A.; PhD.<sup>1</sup>, Mario Guadalupe Zazueta-Félix<sup>2</sup>**

<sup>1</sup>Research Professor, Department of Administration University Center for Economic and Managerial Sciences.  
University of Guadalajara Periférico Norte 799 Edif. G201-7 Núcleo Universitario los Belenes.  
E-mail: [josevargas@cucea.udg.mx](mailto:josevargas@cucea.udg.mx)

<sup>2</sup>Doctoral student in Economics and International Business. General Coordination of Research and Postgraduate, Autonomous Intercultural University of Sinaloa. Los Mochis Unit; General Manager at Metro Pizza S. de RL de CV  
E-mail: [mariozazueta@metropizza.com.mx](mailto:mariozazueta@metropizza.com.mx)

Recibido 25 de octubre del 2019 - Aprobado 30 de diciembre del 2019.

## ABSTRACT

Trading outside the political borders of Mexico is essential in terms of macroeconomic stability in this country, through the export channel, which is currently highly integrated into the economic activity of our northern neighboring country. 79.95% of Mexican exports in 2017 went to the United States of America with a worth of US \$ 327,358 million. This paper attempts to describe the contextual framework of international entrepreneurship and the importance of the entrepreneur's profile in relation to success in doing business abroad.

**KEYWORDS:** Entrepreneur's profile, International Business, Successful Businessman.

## RESUMEN

El comercio fuera de las fronteras políticas de México es esencial en términos de estabilidad macroeconómica en este país, a través del canal de exportación, que actualmente está altamente integrado en la actividad

económica de nuestro país vecino del norte. El 79.95% de las exportaciones mexicanas en 2017 fueron a los Estados Unidos de América con un valor de US \$ 327,358 millones. Este artículo intenta describir el marco contextual del emprendimiento internacional y la importancia del perfil del emprendedor en relación con el éxito en hacer negocios en el extranjero.

**PALABRAS CLAVE:** perfil del emprendedor, negocios internacionales, hombre de negocios exitoso.

## INTRODUCCIÓN

This paper's purpose is, according to Hernández, Fernandez and Baptista (2014) to present an argument, backed by evidence, to detect or identify keywords, approaches, concepts, variables and potential definitions, to find examples, and from then interpret the conclusions.

Entrepreneurship in external markets for a company that employs 100 or up to 250 people in the case of the industrial sector (SME) in Latin America is

extremely arduous, comparable to large companies or even the same size but they do not even try. There is research that illustrates that 10.8% of entrepreneurs have the possibility to internationalize, but these efforts are not competitive enough (Amorós, Etchabarne, and Felzensztein, 2012). That is why the presence of SMEs is little in the international arena.

We found answers in several cases, of proven success and failure, where they indicate causes or different reasons to achieve or not achieve internationalization. In some cases, we found internal details of the organization, for example: inconsistencies on organization, production, or financial aspect, among others Pavón (2010). Likewise, what we are looking for in this research from the theoretical perspective is to identify and analyze the factors and characteristics of the entrepreneurs that influence the potential of business internationalization.

## OBJECTIVE

To identify and analyze the personality factors or elements that influences the potential for internationalization of a business from a theoretical perspective.

## BACKGROUND

The organizations arise through actions that are intended to create value and meaning to each man's actions to undertake. Thanks to the contributions of Oviatt and McDougal (2005), located chronologically in the late twentieth century, entrepreneurship is known as a progressive action of man to break down borders: international entrepreneurship comes to mark the combination of behaviors of man with the outside world where we can point out innovation, proactivity with the firm purpose of not only trying but creating value in the company.

The human condition does not escape trial and error, so dealing with entrepreneurship issues is trying to build a career based on mistakes and learn from them in order to pursue goals set for the growth of a company. Therefore, to take entrepreneurship outside the borders implies a growing demand, as well as an imminent risk for SME's. Therefore, international entrepreneurship is conceptualized as the ability of a company to execute a successful export sales plan.

International entrepreneurship is framed into economic globalization, which means that it contributes to the generation of gross revenues for one or more economies to the new jobs for foreign markets and investing directly in these countries, and on the other hand generating profits for the domestic market with the revenue what came from international markets in which the company invests.

The base of the increase in wealth of a country can be considered to be international trade, the reason or the foundation according to the economy. The place where the paradigm of efficiently marketing of goods-based

economy was developed, was the European continent between the sixteenth and eighteenth centuries. At this time the fundamental premise was to take into account the trade surplus as a privileged economic indicator. This is how priority was given to the export of goods before the domestic market as a source of income.

Trade Liberation is attributed to economist and philosopher Adam Smith, who pushed the theory of absolute advantage as an advocate and driving idea of international trade. Smith was convinced that once the borders were opened for products from foreign markets, the economy of the countries would benefit. So, once the country's economy adopted this theory, through its mercantilists and with the reasons given by the liberal economy, in addition to enriching it, it would contribute to the formalization of international trade. Definitely no country could grow and develop alone. It is thanks to the export of merchandise that an entity or country creates relationships that lead it to form a commercially organized community with the rest of the world.

Once a country manages to form a commercial community with other countries and they achieve identity, that is, to recognize themselves as buyers and/or sellers, creating a market relationship. Naturally this relationship requests merchandise that implies supply. Supply is generated by the demand for the goods that organizations, governments or individuals require from each other.

It is then established that the world's economies, regardless of the geographical zone in which they are, according to the liberal economic ideology is immersed in globalization; naturally, this modern economy was the precursor to neoliberalism.

The economic political paradigm that has prevailed over the last thirty years so far in Latin American countries is the neoliberal one, where these countries open their borders and cease to have customs as an import barrier to export management trading offices such as economic development engine. That is why they are constantly fighting for the reduction of trade barriers; their idea is to extinguish any commercial barrier. These countries are not interested in national

protection but rather in the support for the free market.

The trade liberalization presented by Adam Smith, formulates the convenience of doing international trade between countries, based on their guarantees and profits. Smith's theory emphasizes the margin that the government must take in this process and encourages the country to specialize in production issues and its foreign trade. These results must achieve overproduction by guaranteeing coverage considering the needs of other countries.

Therefore, it is recommended that each nation produce what it specializes on, to be able to buy other products to other countries at a lower cost. Concepts such as specialization, division of labor, value cataloging are products of Adam Smith's mind; as well as the subsequent emergence of the so-called serial production. We find John Stuart Mill, David Ricardo and Bertil Ohlin among others who are thinkers who have enriched Smith's theory. As for Stuart Mill, he focused on dealing with the freedom of man in all aspects, including, of course, marketing and devoting himself to

whatever is of greater value to his interests (Roldán, 2019).

In the case of David Ricardo (1772-1823), he wrote about the comparative cost in his equation, starting from the labor cost and the relations between nations at the time of commercialization, taking into account the advantages of foreign trade (Selva, 2019). Those who improved the state of the art of international trade were Heckscher and Ohlin considering competitive advantage as a concept that does not lie between the differences in technology in different countries, but rather in the relativity of various factors.

Many authors now believe that the superiority of countries, from the perspective of new factors, is not determined by the natural resources of each country. Currently the factors are related to the ability to innovate new products to offer them in the changing market, so they must develop being productive, competitive, flexible, even efficient, and they must also prepare the workforce with skills that promote the productivity of companies and the development of the same employees, innovative entrepreneurs and ready to

present new products, because to catch the niches agility in the response is required, as international changes and demand are changing. Latin American SMEs in order to survive need to face the capacity in the international market.

Today marketing has identified the need as the basis of any marketing process. That's why it is important to launch differentiated and competitive products and services guiding them to coincide with the satisfaction between both parties. History marks that, with the invention of money, the exchange (purchase-sale) becomes strong for the permanent improvement of the commercial exercise together with entrepreneurship.

Kotler and Armstrong (2007) say that business entrepreneurship aims to achieve a favorable negotiation, with full success and in turn break down an essential prior process into two major activities, firstly, the identification of the market segment with potential for attention and with the completion of a market study. The objective of this process is to present the best offer as opposed to the other bidders.

**INTERNATIONAL  
ENTREPRENEURSHIP: MEXICO IN THE  
WORLD**

The Latin American market and especially SMEs is constantly motivated to potentialize themselves to undertake international trade. Amoros, Etchebarme and Felzensztein (2012) were the first to detect and analyze this formally and to affirm their lack of entrepreneurial orientation towards the international. Such guidance (direction) is decisive for small and restricted markets. If an international orientation is not found, the same finite nature of your domestic market could pay the consequences.

In 1986, Mexico decided to open up to international trade, approximately forty years after using an import substitution policy that aimed to protect the national business section. Immediately after that, Mexico directed its efforts towards trade opening, joining liberal economic countries as part of agreements taken before the International Monetary Fund to recover from major economic crises. Upon entering the World Trade Organization (WTO), Mexico

began a career in commercial treaty signatures.

With that antecedent the historical stage known as neoliberal period was opened in Mexico. This organization presides over international trade, with the step taken in 1986. With this, Mexico took one of the most impactful decisions as a nation, joining the free market and therefore international business.

This step, which gave Mexico international trade, is still subject to studies, although statistics on this are decisive.

By 1986 when Mexico barely allowed import substitution, it exported 22 billion dollars; while for 2015, 380, 772 billion dollars were exported (Secretary of Economy, 2016). In that period, Mexico went from a petroleum economy (this commodity is still important for the Mexican economy) to a manufacturing economy, being a world leader in the automotive industry according to data from INEGI (2017).

Even so, in spite of all this, the notion of an oil or intermediate goods economy still exists to this day because

this has been the policy of transformation in recent decades. National companies, in percentage proportion, do not yet represent a significant growth because unlike export of products from companies that make up their products here, they are really scarce. 8 out of ten pesos exported correspond to large companies according to data from the Expansion Magazine (2011). It is important to highlight the relevance that every 8 of 10 products are exported to the United States despite so many signed treaties (Secretary of Economy, 2016).

### THE ENTREPRENEUR'S PROFILE

The non-Anglo-Saxon entrepreneur profile has to be analyzed from its own historical and socio-cultural context rooted in pre-Columbian times. Particularly to refer to the entrepreneur's profile, the term "business mentality" is used. In order to decipher and characterize these mental molds, an effort is needed in the construction of the recognition of one's own business culture not far from the desirable good practices of the global context but without leaving

aside the Latin American businessman's own culture.

In these circumstances we have the research topic: the profile of the Mexican businessman, who seeks the internationalization of his products through a high diversification of markets and exported products. The meaning of "export" can be found in a vast literary work with the same ultimate intention, this is the intention mentioned by Pro Mexico (2018), as a clear and precise disposition to send or sell the land or industry's product to a foreign country. It should be noted that the services are also exportable although intangible, without leaving aside foreign direct investment by Mexican companies. Those who export must establish precise objectives with attainable goals (Bancomext, 2015). Understanding these meanings of "international entrepreneurship" gives a basic guide to the vision of the international entrepreneur who not only needs capital, but must also have a culture of openness and negotiation skills.

It is in this context where international entrepreneurship walks between three different and concatenated areas; in the first place the business



environment where the development of negotiation, leadership and alliance building skills is required, secondly the national level, where the entrepreneur is in excessive competition and in the Mexican case of unfavorable economic conditions in rates of increase; Finally, we have the global scope, where the world entrepreneur must bring Mexican business culture and its values to an intricate global economy that is always being built and reformed between the homogenization of the global citizen and the richness of different cultures.

Globalization begins with trade and goes back to before the Silk Road but is based on the economy. This is the cornerstone of international entrepreneurship that has placed a large part of the countries, co-participation in the delivery of values and products between nations, organizations and individuals. Currently the task of the international entrepreneur is to participate in the collapse of trade barriers that currently threaten to rebuild where they had already been destroyed with the arrival of nationalist governments.

Countries compete with the entire world and Mexico is no exception. SMEs are

competing with foreign companies with enormous advantages, which are "global" from China, Japan, Germany, USA, Colombia, Italy, Chile, and so on. Mexico is recognized for its potential commercial reach among world markets. Resulting from the signing of various alliances with blocks of countries such as the entire European continent, North America, Central America almost entirely and countries of the Pacific Alliance (Colombia, Peru and Chile). It is of the utmost importance for the Mexican entrepreneurs to take advantage of these resources (not only NAFTA, now called T-MEC) that provide them with a competitive advantage in terms of the decrease or disappearance of tariffs that countries apply discriminately to "nearby" countries. Mexico has an advantage over many countries by being a leader in the signing of trade agreements although it currently misses them.

**SUCCESSFUL ENTREPRENEURSHIP  
AND THE ENTREPRENEUR'S  
PROFILE**

Humanity is a place in eternal construction; it has the ability to develop cognitively. This can be studied from the perspective of different perspectives; here is the humanist perspective. Humanist theory has as one of its greatest exponents Carl Rogers (1902-1987), who wrote about an actualizing tendency; that is to say, it is prone to improve or decrease but always changing and this is what makes it transform permanently.

Rogers affirmed (1957) in one of his articles, published in the *Journal of Counseling Psychology*:

“My experience is that man is a member of the human species, basically trustworthy and whose deepest characteristics tend towards development, differentiation, cooperative relationships; whose life tends fundamentally to move from dependence to independence; whose impulses naturally tend to harmonize in a complex and changing pattern of self-regulation; whose total character is such that it tends to be preserved and improved and to better preserve its species, and perhaps to lead it towards its wider evolution. In my experience, discovering that an individual is truly and deeply a unique member of the human species is not a discovery that arouses horror. Rather, I am inclined to believe that being human is to penetrate the complex process

of being one of the creatures of this planet, more widely sensitive, responsive, creative and adaptable” (Brazier, 1997, citing Roger, 1957).

We also find another part of the article "The Humanist" originally published in 1957, where he adds:

“Therefore, the conduct of man is exquisitely rational, moves with orderly and insightful complexity towards the goals that your body strives to achieve. The tragedy for most of us is that our defenses prevent us from realizing this rationality, so that we consciously move in one direction while our organism is moving in another” (Brazier, 1997, citing Roger, 1957).

Looking for works on personality characteristics linked to corporate exports, we indirectly have the work of Alfred Adler (1870-1937). For him "human beings are goal-oriented organisms" (Bottome, 1939).

Personal growth is the first object of study in the theory of human behavior. Not having a direction, an entrepreneur would lead a life without philosophy of desolate, nihilistic style. The personal growth of the international entrepreneur must be fed beyond economic growth and with personal growth.

According to Bottome (1939), Adler pointed out the fact that it was imperative to maintain an objective view, attached to social events in the construction of the archetype of the employer. An entrepreneur with values and vision is not only a good person but a good leader. He clarifies that it would be necessary to study the personality of the individual for a better understanding of what is happening in the world. A world without values is the product of the personal growth of its inhabitants.

When the vision is directed by the superego of the person, this tends to get preeminent goals. In the absence of a balance between the ego and the superego, the business vision can be unbalanced and the desire for power increased. International entrepreneurship requires the use of empathy with others. Engler (1996) in this regard refers to the period of childhood, in a different way to Freudian, because he elaborates questions on how it is that what happens to us at a later age at the stages of psychosexual development. Engler mentions the inferiority that prevails in childhood and that if it is not attended to, it can lead the employer to anti-social,

hedonistic and even autocratic conditions and actions, as compensatory measures.

The personality of the entrepreneur when he has the idea of exporting his products is part of Adler's individual psychology. Which suggests that people have a life direction towards achieving their goals naturally. The social environment in which the individual is immersed during the development of his childhood and preteen life affects this process. The theory falls to entrepreneurship as an activity or conduct that results from the skills and beliefs of the individual in their personal growth to face challenges and fears, their ability to develop and train with time management skills and communicate effectively with social groups.

The ability to construct a self-image would be integral to balance the entrepreneur's capabilities and from then, to develop his and his company's growth with the relevant actors involved in the process. Entrepreneurship is difficult and requires effort and self-determination. With companies this time I am referring to the definition that the Royal Spanish Academy makes to the word, not to its business project. Action or task that

involves difficulty and whose execution requires decision and effort. Entrepreneurship is difficult and requires efforts and important self-determination.

## CONCLUSIONS AND RECOMMENDATIONS

From an aforementioned theoretical perspective, we demonstrate if there is a relationship between successful profiles and products in entrepreneurship. Of course, out of the qualities of personality in relation to the profile of the entrepreneur, the most outstanding thing is: desire to conquer, push, courage, overcome fear, overcome ignorance and of course, bureaucracy.

In order to make recommendations on the needs of future research on the characterization of the Mexican international entrepreneur, we propose to examine a random sample in which various variables are evaluated that allow describing the object of study as the status of the entrepreneur in the organization, this may be from the participation that it has as a shareholder or the institutionalization of the same

company, either a family business or a corporate structure; a second variable would be the reasons that entrepreneurs have to be a part of the business, are they intrinsic or extrinsic?.

The intrinsic ones can become the self-determined motivation and openness that they have to the challenges, their personality traits, while extrinsic factors would be the social motivators such as the family, the schoolmates, the partners and friends, their romantic partner, in general, its social environment could be decisive in an entrepreneurial culture by looking at the individual within an ecosystem. Another research variable would be their attitude and actions towards international entrepreneurship, in terms of personality such as chauvinism and nationalism or openness and respect for other cultures.

Previous experience can also be a fundamental variable in the international entrepreneur. Examining the difficulties that entrepreneurs have experienced starting and running their businesses and knowing the risks involved in entrepreneurship are research variables that could be related to the personality characteristics of entrepreneurs in terms

of looking for the profile of an international entrepreneur.

In statistical terms, the correlation of various variables such as sex, education level and social class, using measures of central tendency, could help to create the profile of the international entrepreneur.

## BIBLIOGRAPHY

- Amorós, J. E., Felzensztein, C., & Etchebarne, M. (2012). Emprendimiento internacional en Latinoamérica: desafíos para el desarrollo. *Esic Market Economics and Business Journal*, 43(3), 513-529.
- Bancomext (2015). Guía básica del exportador. Banco Nacional de Comercio Exterior, S.N.C. 12th Edition. Recovered from: <http://www.youblisher.com/p/70197-Guia-Basica-del-Exportador/>
- Bottome, P. (1939). Alfred Adler: A biography. New York: Putnam
- Brazier, D. (1997). Más allá de Carl Rogers. Bilbao, Spain. Desclée de Brouwer Editorial.
- Engler, B. (1996). Introducción a las teorías de la personalidad. México: Mc Graw-Hill
- Expansión Magazine (2011). Exportación: solo para grandes empresas. Recovered from <https://expansion.mx/manufactura/2011/10/12/exportacion-solo-para-grandes-empresas>
- Hernández S. R., Fernández C.C., Baptista P.L. (2014) Metodología de la investigación 6th edition, México. McGraw-Hill,
- INEGI (2017). Resumen de balanza comercial de mercancías de México. Participación porcentual de las exportaciones petroleras y no petroleras. Recovered from <https://www.inegi.org.mx/programas/comext/>
- Kotler, P, Armstrong, G. (2007). Marketing versión para Latinoamérica, México: Pearson Editorial

Oviatt, B. M. & McDougall, P. P. (2005). Defining International Entrepreneurship and Modeling the Speed of Internationalization. *Entrepreneurship Theory & Practice*, (29), 537-553

Pavón, L. (2010). *Financiamiento a las microempresas y las pymes en México (2000-2009)*. México. Cepal Editorial.

ProMéxico (2018). *Pasos para Exportar*. Recovered from <http://www.promexico.gob.mx/es/mx/pasos-exportar> Fecha de consulta: 24 octubre de 2019.

Roldan, P, N. (2019) John Stuart Mill. *Economipedia*. Recovered from <http://economipedia.com/historia/biografia/john-stuart-mill.html>

Secretaría de Economía (2016). *Subsecretaria de Comercio Exterior, Total exports in Mexico*. Recovered from [https://www.economia.gob.mx/files/comunidad\\_negocios/comercio\\_exterior/informacion\\_estadistica/anual\\_exporta.pdf](https://www.economia.gob.mx/files/comunidad_negocios/comercio_exterior/informacion_estadistica/anual_exporta.pdf)

Selva, V., (2019). David Ricardo. *Economipedia*. Recovered from <http://economipedia.com/?s=david+ricardo>