



Análisis del entorno económico internacional y su incidencia en los negocios internacionales

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text (article)

Analítica

The analysis of the international economic environment is a dynamic exercise, of a permanent nature for any organization whose activity seeks to maintain itself over time. The behavior of the relevant variables in its environment imply an effect on decision-making to adapt to this new reality. local, regional, national or international. Factors of an international nature with a significant effect on the domestic economic system: imbalances in capital flows in financial markets, irregular behavior of stock markets, international interest rates and exchange rates, fluctuations in the prices of raw materials , level of economic activity. Domestic factors related to the design of the economic policy executed by the authorities: the behavior of the total and sectoral gross domestic product (GDP), inflation, interest rates, exchange rates, fiscal policy, monetary policy and structure. The PESTEL Matrix is carried out through a political, economic, sociocultural, technological, ecological and legal study, whose objective is to analyze the real context of the company in order to calculate the impact of each factor. It should begin by identifying those PESTEL factors and describing how each of them affects the organization, indicating whether it is a positive or negative impact. It is important to indicate the time that this impact lasts. The benefits that environmental analysis can bring to the company are not limited to strategic planning. Being a process in which the participation and collaboration of different work teams (departments) is necessary, it promotes communication between them, avoiding the Silo effect, providing an advantage when looking for solutions to the problems detected. A descriptive methodology was applied, with a documentary approach, that is, reviewing sources available on the network, with timely and relevant content to respond to what was discussed in this article

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