

RESUMEN

El objetivo de la presente investigación es contribuir al estudio de los efectos económicos de la vinculación comercial de un país de ingresos medios –como lo es la Argentina- con socios de diferentes niveles de ingresos y grado de desarrollo relativo. La atención se centra en los efectos de carácter dinámico relacionados con la difusión internacional del progreso tecnológico, el grado de absorción local del mismo y su impacto sobre el desempeño de empresas industriales, en especial en lo relativo a su posicionamiento respecto de los mercados de exportación.

La investigación se desarrolla en cuatro etapas. En la primera de ellas se realiza una revisión de literatura sobre el tema, orientada a proveer un marco de referencia a nivel teórico y una contextualización empírica para la investigación. La principal referencia a nivel teórico es la literatura acerca de la difusión internacional del progreso tecnológico en presencia de barreras para la absorción local del mismo. Una forma de modelar estas barreras es levantando el supuesto neoclásico de existencia de una única función de producción, a fin de permitir que las empresas puedan optar entre un conjunto de tecnologías alternativas que permiten un grado desigual de captación del progreso tecnológico generado en el resto del mundo. Considerando que las tecnologías que resultan más convenientes a corto plazo pueden no coincidir con aquellas que permitirían una máxima absorción del progreso tecnológico generado exógenamente a la empresa, queda delineada de forma concreta la naturaleza de las barreras mencionadas anteriormente. Esta primera etapa concluye con el planteo de las hipótesis de trabajo principal y secundarias que se desea analizar y contrastar en las etapas subsiguientes.

En la segunda etapa de la investigación se desarrolla un modelo teórico de equilibrio general, con competencia monopolística y elección de tecnología en el sector productor de bienes finales, a fin de estudiar una posible configuración de las barreras para la captación de progreso tecnológico generado en el resto del mundo. En este marco formal, se analizan las consecuencias de dichas barreras sobre las decisiones de actualización

tecnológica de las empresas domésticas, sobre su desempeño general y en particular sobre su conducta exportadora, así como también sobre el bienestar agregado estático y dinámico.

En la tercera etapa de la investigación se realiza análisis estadístico y se propone un modelo econométrico –con base en el modelo teórico desarrollado en la etapa previa-, a fin de contrastar las hipótesis formuladas en la primera instancia y analizadas desde un punto de vista formal en la segunda, para el caso del sector industrial argentino. Se presta especial atención a la correlación esperada entre estrategia tecnológica y estrategia de mercado de la empresa individual. El trabajo empírico se realiza en base a microdatos correspondientes a una muestra representativa de 1404 empresas industriales argentinas en dos períodos temporales (1998 y 2001), provenientes de un recorte de la *Segunda Encuesta Nacional de Innovación y Conducta Tecnológica de las Empresas Argentinas 1998-2001* realizada por el INDEC. La metodología utilizada incluye análisis estadístico y econométrico empleando Variables Instrumentales (Mínimos Cuadrados en Dos Etapas).

Finalmente, en la cuarta y última etapa de la investigación se analizan globalmente los resultados obtenidos a lo largo de la misma y se presentan las conclusiones generales del trabajo de Tesis.

ABSTRACT

The purpose of the present investigation is to contribute to the study of the economic effects brought about by a medium-income country's commercial links with other countries of different income levels and developmental statuses. Attention is drawn specifically to the dynamic effects related to the international diffusion of technical progress, the degree to which it is absorbed locally and the impact it may have on industrial firms' performance, especially regarding export behavior.

The investigation is developed in four stages. The first stage consists in a review of literature on the subject, with the purpose of providing a theoretical framework and an empirical contextualization to the present investigation. The main theoretical reference is the literature about the diffusion of technical progress in the presence of barriers to its absorption by potential local receptors. One way of modeling these barriers consists in giving up the neoclassical assumption of a single production technology, thus allowing firms to choose among a set of alternative technologies, each of which permits different degrees of absorption of the technical progress generated in the rest of the world. By allowing for the possibility that the technology the firm finds more convenient in the short run may not coincide with the one which would lead to the maximum absorption of the technical progress generated abroad, the nature of such barriers is clearly illustrated. This first stage of the investigation concludes with the formulation of the main and secondary working hypothesis to be analyzed and put to test in the subsequent stages.

In the second stage of the investigation a general equilibrium model is developed, with monopolistic competition and technology choice in the final good sector. Such theoretical model is built with the purpose of studying a possible configuration of barriers to the absorption of technical progress generated in the rest of the world. In this formal framework, the consequences of such barriers to technology absorption are analyzed, both for the individual firm (overall performance and export behavior) and for the domestic economy as a whole (aggregate profit and revenue, static and dynamic welfare).

In the third stage of the investigation an empirical study is carried out, with the aim of testing the working hypothesis posed in the first stage and formally analyzed in the second stage, for the case of the Argentinean industrial sector. Attention is drawn especially to the expected correlation between firm's technology and market strategies. The empirical work is carried out on the basis of microdata corresponding to a representative sample of 1404 Argentinean industrial firms along two time periods (1998 and 2001), collected by INDEC. The methodologies employed include statistical analysis and Instrumental Variables regression (Two Stage Least Squares).

Finally, in the fourth and last stage of the investigation all the previously obtained results are globally analyzed and the general conclusions of the Thesis are presented.

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