

REFERENCIAS

Ardelean, F. A., et al. (2017). Case study using analysis of variance to determine groups' variations. MATEC Web of Conferences. Recuperado de: https://www.matec-conferences.org/articles/mateconf/pdf/2017/40/mateconf_imtoradea2017_04008.pdf

Arellano Grajales, Beatriz. (2021) Integración comercial a través del comercio electrónico transfronterizo de artesanías mexicanas. Tesis de Maestría, Universidad de Sonora. Repositorio de Integración Económica. Recuperado de: <https://integracioneconomica.unison.mx/wp-content/uploads/2022/01/Arellano-Beatriz-Tesis-Maestria.pdf>

Ausloos, M., Eskandary, A., Kaur, P., & Dhesi, G. (2019). Evidence for Gross Domestic Product growth time delay dependence over Foreign Direct Investment: A time-lag dependent correlation study. <https://arxiv.org/abs/1905.01617>

Banco de México. (2024). Indicadores del tipo de cambio y comercio exterior 2019-2024. Recuperado de: <https://www.banxico.org.mx/TablasWeb/informe-anual/compilacion-2024/36B92255-B614-47E5-BD9E-EE6C7AB68C20.html>

Banco Interamericano de Desarrollo. (2022). Logistics efficiency and port operations in Latin America and the Caribbean. BID.

Banco Mundial. (2020). Global value chain integration in East Asia. World Bank Publications.

Cambridge. (2025). Statistics for the Social Sciences. Cambridge University Press.

Clinton, S. R. (2015). Importance of technology investments in the logistics service providers: A case study of UPS and its use of online tools. Journal of Business Case Studies, 11(1), 23-30. Recuperado de: https://www.researchgate.net/publication/292951957_Importance_Of_Technology_Investments_In_The_Logistics_Service_Providers_A_Case_Study_Of_UPS_And_Its_Use_Of_Online_Tools

de Winter, J. C. F., Gosling, S. D., & Potter, J. P. (2016). Comparing the Pearson and Spearman correlation coefficients across distributions and sample sizes: A tutorial using simulations and empirical data. Psychological Methods, 21(3), 273-290. Recuperado de: https://www.researchgate.net/publication/307902372_Comparing_the_Pearson_and_Spearman

man correlation coefficients across distributions and sample sizes A tutorial using simulations and empirical data

Diez, D. M., Barr, C. D., & Çetinkaya-Rundel, M. (2025). *ModernDive: An introduction to statistical and data sciences via R* (2nd ed.). CRC Press.

Federal Highway Administration. (2019). Does Travel Time Reliability Matter? U.S. Department of Transportation.

Guzmán, J. (2019). Hipótesis: concepto y utilidad. Unidades de Apoyo para el Aprendizaje. CUAED/Facultad de Contaduría y Administración. Recuperado de: https://repositorio-uapa.cuaed.unam.mx/repositorio/moodle/pluginfile.php/2802/mod_resource/content/1/UA-PA-Hipotesis-Concepto-Utilidad/index.html

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2023). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. SAGE Publications.

International Chamber of Commerce. (2020). *Incoterms 2020: Case studies and user experiences*. ICC Publishing.

International Labour Organization. (2021). *Migrant workers in global supply chains: Challenges and field insights*. ILO.

International Maritime Organization (IMO). (2023). *Fuel efficiency and emissions in global shipping*. <https://www.imo.org/>

Ismay, C., & Kim, A. (2024). *Statistical Inference via Data Science: A ModernDive into R and the tidyverse* (2nd ed.). Recuperado de: <https://moderndive.com>

Jagannath International Management School. (2022). Case Study: Analysis of Regression - United Colors of Benetton. JIMS. Recuperado de: <https://www.jagannath.org/blog/case-study-analysis-of-regression/>

Leantechsg. (2023) *Behind the Scenes: How Walmart Leverages Data*. Lean Tech. Recuperado de: <https://leantech.sg/behind-the-scenes-how-walmart-leverages-data/>

Lehmann, E. L., & Romano, J. P. (2022). *Testing Statistical Hypotheses* (4.ª ed.). Springer.

Levin, R. I., & Rubin, D. S. (2024). *Estadística para administración y economía* (9ª ed.). Pearson Educación.

Levin, R. I., Rubin, D. S., & Reidy, C. A. (2023). *Statistics for Management* (9th ed.). Pearson Education.

Lind, D. A., Marchal, W. G., & Wathen, S. A. (2021). *Basic statistics in business and economics* (10th ed.). McGraw-Hill Education.

Lind, D. A., Marchal, W. G., & Wathen, S. A. (2021). *Statistical Techniques in Business & Economics* (18th ed.). McGraw-Hill Education.

Mercado Libre. (2025). 2024 Impact Report – 25 years driving transformation in Latin America. Investor Relations.

NCBI Books. (2025). Correlation Coefficient and Related Measures. En *Statistical Methods in Epidemiology*.

OECD. (2021). Internationalization of SMEs and global value chains. Organization for Economic Co-operation and Development.

OpenStax. (2023). *Introductory Business Statistics* (2e). Sección 13.1 The correlation coefficient r . Recuperado de: <https://openstax.org/books/introductory-business-statistics-2e/pages/13-1-the-correlation-coefficient-r>

OpenStax. (2025). *Introductory Business Statistics* (2nd ed.). OpenStax. Recuperado de: <https://openstax.org/books/introductory-business-statistics-2e>

Ott, R. L., & Longnecker, M. (2024). *An Introduction to Statistical Methods & Data Analysis* (7.ª edición). Cengage.

Redacción Departamento de Matemática. Facultad de Ciencias Exactas y Naturales. Universidad de Buenos Aires. (2015) Tabla T student. DM. DX. Recuperado de: http://cms.dm.uba.ar/academico/materias/1ercuat2015/probabilidades_y_estadistica_C/ta bla_tstudent.pdf

Redacción Soporte Minitab. (s.f.) ¿Qué son los parámetros, estimaciones de parámetros y distribuciones de muestreo? Soporte Minitab. Recuperado de: <https://support.minitab.com/es-mx/minitab/18/help-and-how-to/statistics/basic-statistics/supporting-topics/data-concepts/what-are-parameters-parameter-estimates-and-sampling-distributions/>

Redacción UNIR. (2024) Tipos de técnicas de muestreo: los principales y sus características. UNIR la Universidad en Internet. Recuperado de: <https://mexico.unir.net/noticias/ingenieria/tipos-tecnicas-muestreo/>

Reuters. (2025). U.S. imposes 17% duty on Mexican tomatoes after withdrawing from agreement. Reuters. Recuperado de: <https://www.reuters.com/world/americas/us-withdraws-tomatoes-agreement-with-mexico-2025-07-14/>

Statistics LibreTexts. (2024). 16.4: Spearman and other correlations.

Statistics LibreTexts. (2025). Correlation and Regression Analysis. En Statistics Through an Equity Lens. LibreTexts. Recuperado de: <https://stats.libretexts.org>

Taketomi, N., et al. (2023). Consistency of the Estimator for the Common Mean in Fixed-Effect Meta-Analyses. Recuperado de: <https://www.mdpi.com/2075-1680/12/5/503>

Triola, M. (2013). Estadística. Decimoprimera edición. Pearson Educación. México.

U.S. Department of Commerce. (2025). Intent to withdraw/termination of the 2019 Suspension Agreement on fresh tomatoes from Mexico. International Trade Administration. Recuperado de: <https://www.trade.gov/press-release/us-department-commerce-announces-intent-withdraw-2019-suspension-agreement-fresh>

UNCTAD. (2023). Review of Maritime Transport 2023. United Nations Conference on Trade and Development. <https://unctad.org/>

UNCTAD. (2023). SME competitiveness and export performance in Latin America. United Nations Conference on Trade and Development.

Wisniewski, S. J., & Brannan, G. D. (2024). Correlation (Coefficient, Partial, and Spearman Rank) and Regression Analysis. StatPearls - NCBI Bookshelf. Recuperado de: <https://www.ncbi.nlm.nih.gov/books/NBK606101/>

World Bank. (2023). Connecting to Compete 2023: Trade Logistics in an Uncertain Global Economy (Logistics Performance Index).

World Bank. (2023). Logistics Performance Index—Methodology & metadata (World Development Indicators entry for LP.LPI.OVRL.XQ).

World Trade Organization. (2022). Non-tariff barriers and agricultural trade. WTO Publications.

Yang, W., Xu, Y., Deng, A., Agarwal, D., & Fienberg, S. E. (2021). *Iterative experimentation in practice: Lessons from LinkedIn* [Conference paper]. arXiv. Recuperado de: <https://arxiv.org/abs/2111.02334>

VIDEOS

Carlos Martínez - Excel Cartagena. (2018) 6. Regresión lineal - Pronostico de la Demanda en Excel (Análisis de datos). Video de YouTube. Recuperado de: <https://www.youtube.com/watch?v=RtueOQNDIg4>

Didactikós. (2016) Prueba de hipótesis: Desviación estándar conocida - Prueba dos colas - P1. Video de YouTube. Recuperado de: <https://www.youtube.com/watch?v=1zrR-7tcCal&t=622s>

Estadística útil. (2013) Uso de la tabla t-student. Video de YouTube. Recuperado de: <https://www.youtube.com/watch?v=wGSutshZDiA>

KhanAcademyEspañol. (2013) Estadístico z vs estadístico t. Video de YouTube. Recuperado de: <https://www.youtube.com/watch?v=TWWueQYJjeA>

Matemático Compulsivo. (2021) Explicación sencilla y rápida de lo que es la estimación puntual en Inferencia Estadística. Video de YouTube. Recuperado de: <https://www.youtube.com/watch?v=UhC3qFF7UnE>