

"Factors Influencing the Creation of Medical Device Exporting Ventures in Mexico"

"Factores que Influyen en la Creación de Empresas Exportadoras de Dispositivos Médicos en México"

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Abstract. The medical device industry is an important sector for Mexico due to its growth, its role in foreign trade, and its link to innovation. However, the creation of new exporting ventures in this sector remains limited. This paper aims to analyze the factors influencing the creation of medical device exporting companies in Mexico through a theoretical and documentary review based on secondary sources. Five dimensions are considered: sociodemographic factors, entrepreneurial intention, perception of external factors, entrepreneurial preparation, and entrepreneurial actions. The study follows an exploratory and descriptive approach supported by scientific literature, institutional reports, and specialized documents. The findings suggest that the creation of these ventures does not depend on a single factor, but on the combination of personal conditions, environmental perceptions, preparation, and concrete entrepreneurial actions. It is concluded that strengthening entrepreneurial training and making better use of contextual conditions may encourage the emergence of new medical device exporting companies in Mexico.

Keywords. Medical devices, venture creation, exporting companies, entrepreneurial intention, entrepreneurial actions.

Resumen. La industria de dispositivos médicos es un sector importante para México por su crecimiento, su participación en el comercio exterior y su vínculo con la innovación. Sin embargo, la creación de nuevas empresas exportadoras en este sector sigue siendo limitada. Este artículo tiene como objetivo analizar los factores que influyen en la creación de empresas exportadoras de dispositivos médicos en México a partir de una revisión teórica y documental basada en fuentes secundarias. Para ello, se consideran cinco dimensiones: factores sociodemográficos, intención de emprendimiento, percepción de factores externos, preparación para el emprendimiento y acciones de emprendimiento. El estudio sigue un enfoque exploratorio y descriptivo sustentado en literatura científica, informes institucionales y documentos especializados. Los hallazgos sugieren que la creación de estas empresas no depende de un solo factor, sino de la combinación de condiciones personales, percepción del entorno, preparación y acciones concretas para emprender. Se concluye que fortalecer la formación emprendedora y aprovechar mejor las condiciones del entorno puede favorecer la aparición de nuevas empresas exportadoras de dispositivos médicos en México.

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Palabras Claves. Dispositivos médicos, creación de empresas, empresas exportadoras, intención de emprendimiento, acciones de emprendimiento.

1. Introduction

The medical device industry has become one of the most important sectors in global healthcare because of its connection with technological innovation, specialized manufacturing, and international trade (Pan American Health Organization, 2026; Fortune Business Insights, 2026). In Mexico, this industry has gained relevance during the last decades due to the country's growing participation in global value chains and its strong trade relationship with the United States (Instituto Nacional de Estadística y Geografía, 2022; Pineda, 2022). Even so, the expansion of the sector has not necessarily translated into a broad base of national firms with export capacity. This creates an important gap between industry growth and the venture creation of new domestic companies able to participate in international markets.

Mexico has strengthened its position as a manufacturing and export platform for medical devices, supported by its geographic location, trade agreements, skilled labor, and integration with North American production networks (BasqueTrade, 2023; Neal et al., 2023). However, much of this growth has been driven by foreign firms already established in the country, while the venture creation of new Mexican exporting companies in this sector remains limited (Instituto Nacional de Estadística y Geografía, 2022; González, 2022). This situation raises an important question: if the industry shows export potential and sustained demand, which factors help to explain the emergence of new ventures in this field?

Most discussions about the medical device industry in Mexico usually focus on trade performance, regulation, manufacturing conditions, or foreign investment (Drevinskas et al., 2023; BasqueTrade, 2023). Although these aspects are relevant, they do not fully explain why some individuals move toward venture creation while many others do not. For that reason, this paper approaches the topic from an entrepreneurship perspective. Rather than focusing only on the external structure of the industry, it examines the factors that may influence the emergence of new exporting ventures, especially those related to the individual, the perceived environment, and entrepreneurial behavior.

This paper aims to analyze the factors influencing the venture creation of medical device exporting companies in Mexico through a theoretical and documentary review based on secondary sources. The discussion is organized around five dimensions: sociodemographic factors, entrepreneurial intention, perception of external factors, entrepreneurial preparation, and entrepreneurial actions. These dimensions are considered relevant because venture creation is rarely the result of a single decision, but rather of a gradual process in which personal conditions, perceived opportunities, preparation, and concrete actions interact over time (Gartner et al., 2004; Davidsson et al., 2020; Kallas & Parts, 2021).

The value of this review lies in connecting the entrepreneurship literature with the context of a highly specialized and internationally oriented industry. In sectors such as medical devices, creating a new venture is especially complex because the process involves not only the identification of a business opportunity, but also technical knowledge, market understanding, and the ability to respond to demanding external conditions. From this perspective, studying venture creation in export-oriented medical devices requires a broader view that includes both the business environment and the entrepreneurial process itself.

This study follows an exploratory and descriptive approach based on academic literature, institutional reports, and specialized documents. Its purpose is not to test hypotheses empirically, but to provide an updated theoretical discussion that helps explain why the venture creation of medical device exporting companies in Mexico remains limited, despite the sector's growth and international relevance. In this way, the paper seeks to offer a clearer framework for understanding the factors that may encourage the emergence of new ventures in this industry.

2. Literature review

This section reviews the literature used to explain the creation of medical device exporting companies in Mexico. It begins with a brief industry context, since venture creation in this field takes place within a sector shaped by international trade, specialized manufacturing, and strong links to external markets. It then examines venture creation as the dependent variable and discusses the main factors that may influence it: sociodemographic factors, entrepreneurial intention, perception of external factors, entrepreneurial preparation, and entrepreneurial actions. The purpose is not to cover all the available literature, but to focus on the concepts and studies that are most useful for understanding venture creation in this sector.

2.1. Medical Device Export Context in Mexico

Mexico holds an important position in the medical device industry because of its manufacturing capacity and export orientation. According to the International Trade Administration (2026), Mexico is the largest medical device exporter in Latin America and the eighth largest exporter worldwide, with most production linked to the United States market. In the same line, Data México reports that in 2024 the trade exchange of instruments and appliances used in medical sciences reached US\$19.4 billion, including US\$14 billion in international sales and US\$5.43 billion in international purchases. The United States was by far the main export destination, with US\$13 billion in sales from Mexico in that year (International Trade Administration, 2026; Data México, 2025).

This export activity is also geographically concentrated. In 2024, the Mexican states with the highest international sales in this product group were Baja California, Chihuahua, Tamaulipas, Sonora, and Jalisco, which reflects the importance of industrial clusters and cross-border manufacturing networks in the sector (Data México, 2025). More broadly,

official information from the Secretaría de Economía shows that the medical device sector remains one of the largest in Latin America and continues to be strongly connected to foreign investment, export manufacturing, and North American supply chains (Secretaría de Economía, 2025). This context is relevant because venture creation in this industry does not take place in an isolated domestic market, but in a sector already shaped by export dynamics, geographic concentration, and international competition.

2.2. Venture creation as the dependent variable

Earlier work had already suggested that new ventures emerge through a series of activities, decisions, and transitions rather than through one isolated event (Gartner et al., 2004). More recent research in entrepreneurship has reinforced this idea by showing that new ventures usually develop through a sequence of stages in which individuals move from early interest and evaluation to concrete startup activities and formal business formation. In that sense, venture creation is better seen as the outcome of a gradual path shaped by decisions, timing, and interaction with the surrounding context, instead of a one-time event. Davidsson and Gruenhagen (2021) show that this line of research has expanded considerably over the last three decades, while later work confirms that venture creation process studies can be approached through different but complementary process perspectives.

This process view is useful because it helps explain why many people may recognize an opportunity or express entrepreneurial interest, but only some of them actually move toward venture creation. In recent work, Combs et al. (2024) identify four influential approaches to new venture creation: lean startup, effectuation, creation theory, and the theory-based view, and show that these approaches differ in emphasis, but all treat venture emergence as something shaped by uncertainty, learning, and adaptation. This is especially relevant in industries such as medical devices, where new ventures must deal not only with market opportunities, but also with technical demands, specialized knowledge, and international business conditions.

Another important idea in recent literature is that venture creation depends heavily on entrepreneurial action. Müller et al. (2023) note that it is the actions of entrepreneurs that give rise to new organizations, although the literature still debates which actions matter most and how they should be combined. For the purposes of this paper, venture creation is therefore treated as the dependent variable that reflects the result of a broader entrepreneurial process, one in which personal characteristics, environmental perceptions, readiness, and concrete entrepreneurial actions may influence whether a new exporting venture actually emerges.

2.3. Sociodemographic factors

Sociodemographic factors are usually understood as structural characteristics of the individual, such as age, gender, education, income, employment status, and family background. In entrepreneurship research, these factors matter because they shape access to knowledge, experience, networks, and resources that may later influence entrepreneurial behavior. In that sense, sociodemographic factors do not explain venture creation by

themselves, but they help define the conditions under which some individuals are more likely than others to move toward entrepreneurial activity. Recent work continues to treat these variables as relevant predictors of entrepreneurial intention and participation, especially when combined with other cognitive and contextual factors (Antohti et al., 2025; Arenius & Minniti, 2005; Unger et al., 2011).

This relationship is commonly linked to the human capital perspective, which suggests that education and prior experience improve the ability to identify opportunities and act on them. The argument remains relevant in current research. Unger et al. (2011), in a meta-analysis covering 70 independent samples, found a significant relationship between human capital and entrepreneurial outcomes. More recently, Lévesque et al. (2026) argue that entrepreneurship is deeply shaped by age across the lifespan, since entry, persistence, and venture development tend to vary depending on how age is connected to resources, experience, and constraints. Together, these contributions suggest that sociodemographic conditions affect the entrepreneurial process through the resources and limitations individuals bring with them before venture creation begins.

This point becomes even more relevant in knowledge-intensive sectors. In a study of 13,840 STEM graduates, Piva and Rovelli (2022) found that women were less likely than men to enter entrepreneurship soon after graduation, but that training in economics and management helped reduce this gap. Their findings are useful for this paper because medical device ventures usually require technical knowledge, but also business-related skills that are not always equally distributed across individual profiles. For that reason, sociodemographic factors are treated here as an important starting dimension for understanding why some individuals may be in a better position to move toward venture creation in export-oriented medical device activities.

2.4. Entrepreneurial intention

Entrepreneurial intention is commonly understood as the conscious willingness to start a business in the future. In entrepreneurship research, this variable is important because it helps explain why some individuals are more likely than others to move toward venture creation. The intention approach became especially influential through the Theory of Planned Behavior, which argues that behavior is preceded by intention, and that intention is shaped by attitudes, subjective norms, and perceived behavioral control. In the entrepreneurship field, this perspective has remained one of the main ways to explain why new ventures may emerge from individual decision-making processes (Krueger et al., 2000; Kautonen et al., 2015).

This line of research has remained central because intention is often treated as one of the closest antecedents of entrepreneurial behavior. Krueger et al. (2000) showed that intention models provide a strong basis for understanding future entrepreneurial activity, while Kautonen et al. (2015) later found longitudinal support for the Theory of Planned Behavior in predicting both entrepreneurial intentions and subsequent start-up-related actions. More recently, Donaldson et al. (2021) argued that entrepreneurial intention should

not be treated as a static variable only, but as a contextually embedded and time-sensitive process linked to later entrepreneurial action.

For this paper, entrepreneurial intention is relevant because export-oriented medical device ventures are unlikely to emerge without a prior commitment to entrepreneurship. In a sector that usually requires technical knowledge, market understanding, and a longer preparation period, intention can be seen as an early signal of movement toward venture creation. For that reason, this study treats entrepreneurial intention as one of the key dimensions that may help explain why some individuals move closer to the creation of medical device exporting companies in Mexico, while others do not (Kautonen et al., 2015; Donaldson et al., 2021).

2.5. Perception of external factors

The perception of external enablers refers to the way individuals interpret external conditions that may facilitate the emergence of a new venture. Recent entrepreneurship research has increasingly used the concept of external enablers to explain how changes outside the firm, such as technological shifts, regulatory changes, market developments, or broader environmental transformations, may open space for new venture creation. In this view, what matters is not only the existence of those external conditions, but also how potential entrepreneurs perceive and interpret them in relation to their own possibilities for action (Davidsson et al., 2020; Kimjeon & Davidsson, 2022).

This perspective is useful for the present article because it allows the discussion to move beyond a general idea of the environment and focus more clearly on enabling conditions. External enablers do not create ventures by themselves. Rather, they shape the context in which entrepreneurial opportunities become more visible, more attractive, or more feasible. For that reason, the perception of external enablers is relevant when analyzing venture creation, since individuals may respond differently to the same external conditions depending on how they evaluate them (Davidsson et al., 2020; Kimjeon & Davidsson, 2022).

In the case of medical device exporting companies, this dimension is especially relevant because venture creation takes place in a sector influenced by international markets, institutional conditions, and industry-specific changes. From this perspective, the perception of external enablers helps explain why some individuals may see favorable conditions for starting a new exporting venture, while others may interpret the same setting as uncertain or difficult to enter. Thus, this article treats the perception of external enablers as one of the dimensions that may influence venture creation in this sector (Davidsson et al., 2020; Kimjeon & Davidsson, 2022).

2.6. Entrepreneurial readiness

Entrepreneurial readiness refers to the degree to which an individual is prepared to move toward entrepreneurial activity. In entrepreneurship research, this concept is usually associated with the ability to identify opportunities, mobilize resources, evaluate the viability of a project, and feel capable of engaging in venture-related tasks. Compared with broader

expressions such as entrepreneurial preparation, readiness tends to capture more clearly the idea of being close to action, which makes it useful for studies that are interested in venture creation rather than only in attitudes or general training (Schillo et al., 2016; Olugbola, 2017).

This concept is also helpful because it connects individual capability with the broader entrepreneurial system. Schillo et al. (2016) place entrepreneurial readiness within the context of national systems of entrepreneurship, suggesting that readiness is not only a personal trait, but also something shaped by the surrounding environment. In a more applied line, Olugbola (2017) examines entrepreneurial readiness through elements such as opportunity identification, motivation, resources, and entrepreneurial ability, showing that training can strengthen readiness for startup activity. More recent work also continues to link entrepreneurship education, entrepreneurial motivation, and entrepreneurial readiness, especially among younger populations entering the entrepreneurial process (Khetarpal et al., 2025).

For this article, entrepreneurial readiness is particularly relevant because medical device exporting ventures usually require more than general interest in entrepreneurship. They also demand technical understanding, the ability to assess opportunities, and the confidence to move within a specialized and demanding sector. In that sense, entrepreneurial readiness is treated here as a dimension that may help explain why some individuals are in a better position than others to move toward venture creation in this industry (Schillo et al., 2016; Olugbola, 2017; Khetarpal et al., 2025).

2.7. Entrepreneurial actions

Entrepreneurial actions refer to the concrete steps individuals take to move a venture idea closer to actual formation. In entrepreneurship research, these actions usually include activities such as exploring opportunities, testing ideas, seeking resources, contacting potential customers or partners, and organizing early startup tasks. This view is important because venture creation is not explained only by intention or readiness, but also by what individuals actually do during the gestation process. Recent literature continues to stress that entrepreneurs' actions are central to the emergence of new organizations, even though there is still debate about which actions matter most and under what conditions (Müller et al., 2023; Combs et al., 2024).

This behavioral perspective has gained strength because not all early actions have the same effect on venture outcomes. Lewis et al. (2024) show that the pace and sequence of startup activities can influence whether nascent entrepreneurs move toward a realized startup outcome rather than remain in a prolonged “still trying” stage. In a related line, Mohand-Amar et al. (2024) argue that venture creation is a long and demanding process in which entrepreneurial effort plays a meaningful role, especially when individuals maintain strong expectations and continue acting toward their goals. These findings suggest that entrepreneurial actions should not be seen as isolated events, but as part of a broader process in which timing, persistence, and effort help shape venture emergence.

For this article, entrepreneurial actions are especially relevant because medical device exporting ventures usually require more than interest, knowledge, or favorable perceptions. They also require movement toward execution. In a sector that tends to involve technical demands, market validation, and international orientation, concrete entrepreneurial actions may help explain why some individuals move closer to venture creation while others remain at the level of intention or preparation. For that reason, this article treats entrepreneurial actions as one of the key dimensions associated with the creation of medical device exporting companies in Mexico (Müller et al., 2023; Lewis et al., 2024; Combs et al., 2024).

3. Methodology

This article follows an exploratory and descriptive design based on secondary sources. Its main purpose is to examine the factors that may influence the venture creation of medical device exporting companies in Mexico through a theoretical and documentary review. This type of design is suitable when the aim is to organize, interpret, and connect existing knowledge on a specific topic rather than to test hypotheses through primary data collection (Creswell & Creswell, 2018; Snyder, 2019).

3.1. Source selection

The study is based on academic and institutional sources related to venture creation, entrepreneurship, and the medical device sector. Priority is given to peer-reviewed journal articles indexed in recognized academic databases, especially those published in entrepreneurship, management, and business journals. Institutional and official documents are also included when they provide relevant context about the medical device industry in Mexico, particularly in relation to exports and sector development. This combination of sources makes it possible to link the entrepreneurship literature with the industry context in which venture creation takes place (Bowen, 2009; Xiao & Watson, 2019).

3.2. Analytical approach

The analysis is interpretative and comparative. Rather than applying statistical techniques, the article identifies recurring concepts, theoretical relationships, and empirical findings across the selected sources. The review is organized around one dependent variable, venture creation, and five analytical dimensions: sociodemographic factors, entrepreneurial intention, perception of external enablers, entrepreneurial readiness, and entrepreneurial actions. This structure allows the discussion to move from the sector context to the main entrepreneurship-related factors associated with the emergence of new exporting ventures.

3.3. Scope and Limitations

This article provides a theoretical discussion based on secondary sources and does not include primary data collection. Its contribution lies in integrating literature from entrepreneurship and business studies with the context of the medical device export sector in Mexico. At the same time, the article has some limitations. The discussion depends on the

scope and quality of the sources reviewed, and it does not empirically test the proposed relationships in the Mexican case. For that reason, this study should be understood as a theoretical basis that may support future empirical research on venture creation in this industry (Creswell & Creswell, 2018; Snyder, 2019).

4. Conclusions

The medical device industry has become an important export sector in Mexico, but the creation of new national exporting ventures in this field remains limited. Based on the literature reviewed, this article suggests that venture creation in this industry cannot be explained by one factor alone. Instead, it appears to result from the interaction of individual conditions, perceived external enablers, readiness, and concrete entrepreneurial actions.

From this perspective, venture creation should be understood as a gradual process. Sociodemographic factors help explain differences in access to resources, experience, and opportunities. Entrepreneurial intention reflects the willingness to move toward a business project, but intention alone is not enough. The perception of external enablers also matters, since individuals are more likely to act when they identify favorable conditions in their environment. In addition, entrepreneurial readiness becomes especially relevant in a sector such as medical devices, where technical knowledge, confidence, and the ability to evaluate opportunities are important. Finally, entrepreneurial actions represent the step that brings the process closer to actual venture creation.

One of the main contributions of this article is that it connects the entrepreneurship literature with the context of an export-oriented and knowledge-intensive industry. In the case of medical devices, the creation of new ventures involves more than general business interest. It also requires the ability to operate in a demanding sector shaped by international markets, specialized knowledge, and strong competitive pressures.

In general, the review suggests that strengthening entrepreneurial readiness, encouraging action-oriented entrepreneurial processes, and making better use of external enablers may support the emergence of new medical device exporting ventures in Mexico. At the same time, this study is limited by its theoretical nature and reliance on secondary sources. For that reason, future research could examine these relationships with empirical data and explore more directly how these factors operate in the Mexican context.

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