

ABSTRACT

Today, large sections of society bear the environmental friendliness as everyone's responsibility, taking advantage of natural resources and preventing pollution through procedures, products and materials that reduce environmental impacts. Companies, as a fundamental part of society, are increasingly contributing to the sustainability of the planet but also taking advantage of new opportunities that the respect the environment offers them for obtaining competitive advantages through products and processes' differentiation.

These principles are not alien to the Ecuadorian floriculture companies, which are aimed to obtain high quality products, free of harmful chemicals and respectful with workers and the environment.

This PhD dissertation develops a study of the floricultural activity in Ecuador: its evolution, its main growing areas, the main exports and the main markets and the legal framework in which unfolds the flower sector. It develops a mathematical-matrix-statistic model to analyze and understand the possible relationship between expectations of gaining competitive advantage and the environmental strategies adoption in the flower orchards and sets out the main conclusions and recommendations from the results.