

A localization theory for enterprises based on gravitational trade model

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The main objective of this work is to demonstrate whether an interdisciplinary approach can provide new insights into the field of international trade. The analysis of the concepts and formulas of gravitational fields in physics will serve as a starting point for developing an effective tool for determining the best geographic location for enterprises in terms of economic advantages. Its influence on trade among countries and markets, with special attention to the distance variable, will be the heart of the matter. The foregoing discussion has, in turn, led to the formulation of a new concept of company localization in economic geography with a close analysis of the phenomenon known as "Blue Banana". This phenomenon provided evidence that a firm's location in space has a significant impact on its economic success, as activities located in high magnetism zones can more easily access the best input and output factors.