

Analysis of Sentiments and Opinions of Students Regarding Nearshoring

Celia Yaneth Quiroz-Campas^{1*}, Cruz García-Lirios², Gilberto Bermúdez-Ruiz³, Julio E. Crespo⁴, Miguel Sanhueza-Olave⁵, Víctor Hugo Meriño Córdoba⁶, Rosa María Rincón-Ornelas⁷, Leticia María González-Velázquez⁷, María del Rosario Molina-González⁷, Arturo Sánchez-Sánchez⁸, Lidia Amalia Zallas-Esquer⁷, Francisco Espinoza-Morales⁷, Tirso Javier Hernández-Gracia⁹

¹Instituto Tecnológico de Sonora, Navojoa, México

²Universidad de la Salud, CDMX, México

³Universidad Anáhuac del Sur, CDMX, México

⁴Universidad de Los Lagos, Osorno, Chile

⁵Universidad Tecnológica Metropolitana, Santiago, Chile

⁶Universidad Católica Luis Amigo, Colombia

⁷Universidad de Sonora, Campus Navojoa, México

⁸Universidad Autónoma de Tlaxcala, Huehuetoca, México

⁹Universidad Autónoma del Estado de Hidalgo, Pachuca, México

*Corresponding Author:

Celia Yaneth Quiroz-Campas, Instituto Tecnológico de Sonora, Navojoa, México; .

Email: bundestappen@mx.es

Received Date: 14 Mar, 2025

Accepted Date: 18 Mar, 2025

Published Date: 25, Mar 2025

Abstract

Nearshoring represents a new form of commerce that has benefitted specific commercial nodes. This study compared various work dimensions to anticipate whether nearshoring would yield negative or positive learning scenarios. A cross-sectional, exploratory, and correlational study was conducted involving 100 selected students based on their training in nearshoring. The results reveal a prevalence of perceptions, intentions, and emotions that reflect feelings and opinions consistent with structures reported in existing literature. In terms of advancing the field, it is advised that future research explore the economic and political dimensions to anticipate training and work-related outcomes better.

Keywords: Emotions, Intentions, Nearshoring, Neural Networks, Feelings

Introduction

Nearshoring refers to the business strategy of moving operations or processes to a country close to the country of origin instead of opting to off-shore to more distant locations [1]. Theories from different disciplines can be used to analyze feelings and opinions about nearshoring. It examines how people form judgments and opinions based on empathy and the perception of justice. Feelings of moral approval towards nearshoring if it is perceived as a practice that benefits nearby local communities and generates employment. Opposing opinions are interpreted as a cost-cutting strategy without considering the well-being of workers.

It focuses on human relationships based on reciprocal exchanges and how people evaluate costs and benefits [2]. Employees and local communities may have positive feelings if they perceive that the benefits (jobs, economic development) outweigh the costs (decrease in jobs in countries of origin). Criticism may arise if the redistribution of work is not equitable.

People seek coherence between their attitudes toward objects, people, and concepts [3]. Favorable opinions if the strategy is aligned with personal values, such as sustainability or support for regional economies. Rejection if it conflicts with values such as labor justice or economic patriotism.

Analyzes how people perceive the risks and benefits of certain decisions [4]. Positive opinions if clear economic benefits and low risk for stakeholders are perceived. Feelings of insecurity or rejection if it is associated with risks such as loss of control over critical processes or work problems.

Decisions are influenced by the expectation of success and the value assigned to the result [5]. If the expectations of success (such as greater efficiency) are high and the perceived value (savings and economic improvement) is significant, there will be positive feelings. Conversely, there will be negative opinions if expectations are unmet, such as logistical problems or low benefits.

Behavior and opinions are influenced by the strength, proximity, and number of social sources [6]. Opinion leaders, media outlets, and affected communities shape opinions. Collective sentiments may lean toward acceptance or rejection depending on the prevailing narratives.

How an issue is presented influences how it is perceived. Positive feelings and opinions if it is framed as a sustainable and job-generating solution. Criticism if it is presented as a practice of exploitation or job insecurity (Table 1).

Table 1. Comparison of theories of feelings and opinions around nearshoring

Theory	Main Perspective	Application to Nearshoring	Associated Feelings/ Opinions
Theory of Moral Sentiments (Adam Smith)	Moral judgments are based on empathy and perception of justice.	Evaluating whether nearshoring benefits local communities and generates economic development.	Positive: If it is perceived as fair and equitable.
Social Exchange Theory	The exchange of costs and benefits guides human relationships.	Analysis of benefits (jobs, development) versus costs (unemployment in countries of origin, job insecurity).	Positive: If the benefits outweigh the costs.
Attitude Congruence Theory (Heider)	People seek coherence between their attitudes toward concepts and values.	Opinion on nearshoring depends on your alignment with personal values such as sustainability, justice, or economic nationalism.	Positive: If it aligns with personal values.
Risk Perception Theory	The perception of risks and benefits influences decisions.	Evaluating risks, such as logistical or labor problems, versus benefits, such as lower costs and geographic proximity.	Positive: If clear benefits and low risks are perceived.
Expectancy-Value Theory (Vroom)	People make decisions based on the expectation of success and the value of the outcome.	Positive opinion if expectations of savings and efficiency are high, negative if the results do not meet expectations.	Positive: If expectations are met.
Social Impact Theory	The influence of social groups, as well as the proximity and relevance of sources, shapes opinions.	Collective sentiments are shaped by opinion leaders, media, and communities directly affected by nearshoring.	Positive: If leaders and media frame the strategy as beneficial.
Framing Theory	The way an issue is presented affects its public perception.	Opinions depend on whether it is framed as a sustainable and job-generating solution or as a practice of job insecurity.	Positive: If the framing is positive and proactive.

However, theories of feelings and opinions about nearshoring have been raised from the perspective of individual decision-making without considering its learning network structure [7]. Therefore, the objective of this work will be to establish the structure of feelings and opinions around nearshoring.

Are there significant differences between the theoretical structure of feelings and opinions about nearshoring and the observations in this work? Given their volatility, significant differences are expected because sentiment and opinion theories about nearshoring emphasize cognitive and emotional dimensions.

Method

Design. A cross-sectional, correlational, and exploratory study was conducted with a sample of 100 students (M = 21.2 SD = 2.1 years and M = 7'902.00 SD = 345.00 monthly income) selected for their university's commitment to training intellectual capital for nearshoring.

Instrument. The Scale of Feelings and Opinions about Nearshoring was used (see Annex A). It includes 1) Perceptions of Benefits, 2) Perceptions of Risks, 3) Congruence with Values, 4) Social Influence, 5) Perceived Framing, and 6) Moral Judgments. The operationalization of the dimensions was established using the indicator technique (Table 2).

Table 2. Operationalization of variables

Dimension	Definition	Items
Perception of Benefits	Opinion on the positive results of nearshoring (employment, local development, cost reduction).	1. "Nearshoring contributes to the economic development of the regions where it is implemented."
Risk Perception	Assessment of possible adverse effects (unemployment in the country of origin, job insecurity).	2. "Nearshoring can negatively affect the working conditions of local workers."
Congruence with Values	Degree of alignment of the practice with personal values (sustainability, social justice, equity).	3. "Nearshoring respects my sustainability and fair development values."
Social Influence	Impact of media narratives, opinion leaders, and communities on the perception of nearshoring [8].	4. "The opinions of experts and the media influence how I perceive nearshoring."
Perceived Framing	Effect of positive or negative focus on the presentation of nearshoring [9].	5. "Companies that promote nearshoring present it transparently and positively."
Moral judgments	Opinions are based on the perception of justice and fairness in nearshoring [10].	6. "Nearshoring is morally acceptable if it benefits both the host and home countries."

Journal of Current Trends in Clinical Case Reports downloaded from <https://www.katalystpublishers.com/>

Procedure. The sample was contacted via institutional email. A confidentiality letter informed them of the project's objective and responsibilities. They were warned that their participation would not be remunerated. They were invited to a focus group to homogenize the concepts. They were invited to a Delphi study to evaluate the reagents. The surveys were carried out at the university facilities.

Reliability $\alpha = \frac{Nc}{v+(N-1)c}$ adequacy $KMO = \frac{\sum \sum r_{ij}^2}{\sum r_{ij}^2 + \sum r_{ij}^2}$, sphericity $\chi^2 = (n-1) \frac{2p+5}{6} \ln|R|$, validity $\frac{\chi^2}{df}$ and network $r_{xy} = \frac{\sum (x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum (x_i - \bar{x})^2 \sum (y_i - \bar{y})^2}}$ coefficients were estimated

Results

The centrality analysis establishes the intermediation of a node that prevails over the other nodes of feelings and opinions (Fig. 1). The opinion regarding the clarity of the argument prevails over the other nodes of feelings and opinions about nearshoring. That is, the specific and concrete idea stands out over the other opinions among the sample surveyed.

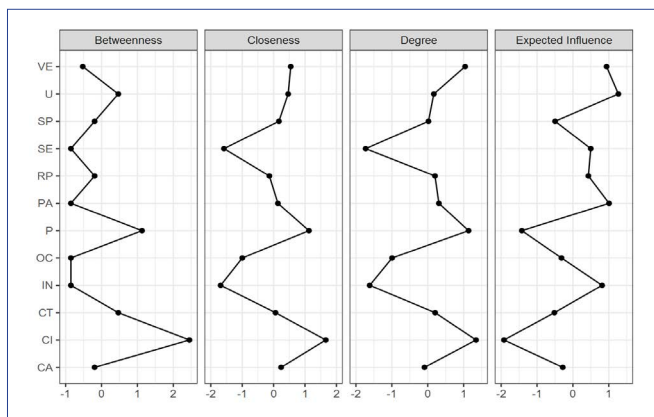


Figure 1. Centrality of feelings and opinions around nearshoring

The cluster analysis indicates the degree of intermediation between a hegemonic node and the other nodes (Fig. 2). The findings demonstrate the prevalence of opinion intentions concerning the other nodes, configured around the probability of speaking out against nearshoring.

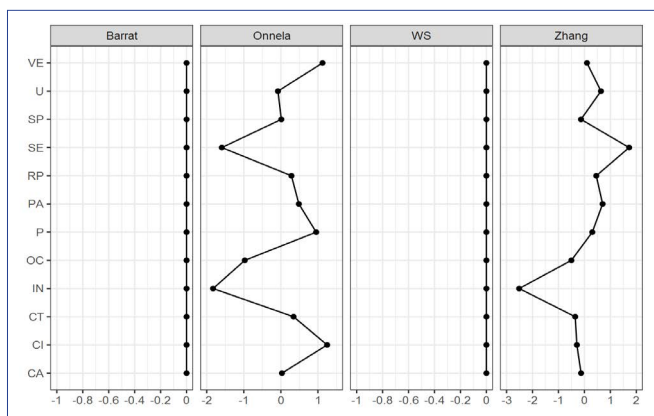


Figure 2. Grouping of feelings and opinions around nearshoring

The structuring analysis suggests the beginning and end of learning in the network (Fig. 3). The results indicate that the process begins with the node related to initial perceptions and culminates with occupational emotions. In this sense, feelings and opinions are structured from the first impressions and grouped with intentions to consolidate job expectations in the face of nearshoring.

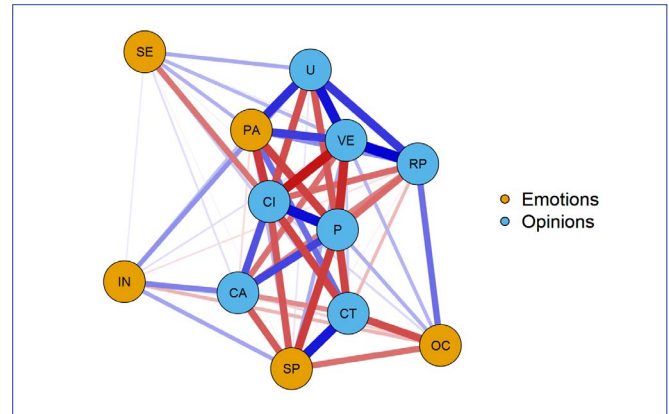


Figure 3. Structuring of feelings and emotions around nearshoring

The centrality, clustering, and structuring coefficients suggest that the hypothesis regarding significant differences between the theoretical and empirical structures is not rejected. In other words, the feelings and opinions regarding nearshoring reported in the literature are not far from being different from the observations in this work.

Discussion

This work contributes to the state of the art by establishing a learning network that structures occupational perceptions and emotions related to nearshoring around work intentions. Nearshoring has become a key focus for procurement leaders as companies are building new manufacturing facilities in the United States at a rate not seen in decades [11]. The rise of nearshoring has raised concerns about its effects on global supply chains. In the auto parts sector, nearshoring is viewed as a strategy to enhance the competitiveness of small and medium-sized enterprises (SMEs). Barranquilla has emerged as a nearshoring powerhouse, particularly in response to global supply chain disruptions caused by the COVID-19 pandemic.

The debate surrounding nearshoring is ongoing, with some viewing it as a comprehensive solution while others see it as merely a quick fix [12]. In Mexico, presidential candidates have proposed using nearshoring to stimulate economic growth. A review of the history of US manufacturing reveals a 60-year trend of nearshoring, particularly in Mexico. The shift from offshoring to nearshoring is a significant topic of interest, especially among agile delivery teams. Furthermore, the Atlantic Council has emphasized the importance of nearshoring in the Americas, influencing public policy agendas.

In contrast to the current state of affairs, where political and business opinions tend to be optimistic, this work reveals a prevailing sense of ambivalence. The learning network starts with certain expectations but ultimately culminates in a range of emotions that can be both positive and negative. Therefore, it is recommended that political and business factors be examined to integrate them better with the labor dimension.

Journal of Current Trends in Clinical Case Reports downloaded from https://www.katalystpublishers.com/

Conclusion

This paper examines the labor dimension of nearshoring, focusing on feelings and opinions. The findings indicate no significant differences between the theoretical framework and empirical observations. Unlike the prevailing focus in current literature on economic and political dimensions, this analysis highlights the importance of the labor dimension as a complementary perspective. Consequently, it is recommended that both dimensions be explored to anticipate better potential favorable or unfavorable scenarios related to nearshoring.

References

1. Ruiz RMR, Botello JÁ, Leon IM (2024) Nearshoring in Mexico as an economic trigger. *RILCO DS: Journal of Sustainable Development, Business, Entrepreneurship and Education* 6: 80-85.
2. Piatanesi B, Arauzo-Carod JM (2019) Backshoring and nearshoring: An overview. *Growth and Change* 50: 806-823.
3. Foukolaei PZ, Asari FA, Khazaei M, Gholian-Jouybari F, Hajiaghahi-Keshteli M (2024) From responsible sourcing of wastes to sustainable energy consumption in the blue hydrogen supply chain: Case of nearshoring in Nuevo Leon. *International Journal of Hydrogen Energy* 77: 1387-1400.
4. Ortega E (2024) Nearshoring in Mexico. *Ingenuity and Consciousness Scientific Bulletin of the Sahagún City Higher School* 11: 141-149.
5. Herrer CS (2024) Mexico's challenges in the face of nearshoring. *ICE Economic Bulletin* 3173.
6. Fernández-Miguel A, Riccardi MP, Veglio V, García-Muiña FE, Fernández del Hoyo AP, Settembre-Blundo D (2022) Disruption in resource-intensive supply chains: reshoring and nearshoring as strategies to enable them to become more resilient and sustainable. *Sustainability* 14: 10909.
7. Hartman PL, Ogden JA, Wirthlin JR, Hazen BT (2017) Nearshoring, reshoring, and insourcing: Moving beyond the total cost of ownership conversation. *Business Horizons* 60: 363-373.
8. Bock S (2008) Supporting offshoring and nearshoring decisions for mass customization manufacturing processes. *European Journal of Operational Research* 184: 490-508.
9. Shamis GS, Green MC, Sorensen SM, Kyle DL (2005) Outsourcing, offshoring, nearshoring: What to do? *Journal of Accountancy* 199: 57.
10. Lábaj M, Majzlíková E (2023) How nearshoring reshapes global deindustrialization. *Economics Letters* 230: 111239.
11. Slepniov D, Brazinskas S, Vejrum Wæhrens B (2013) Nearshoring practices: an exploratory study of Scandinavian manufacturers and Lithuanian vendor firms. *Baltic Journal of Management* 8: 5-26.
12. Capello R, Dellisanti R (2024) Regional inequalities in the age of nearshoring. *The World Economy* 47: 4225-4249.