
The Most Competitive Business Sectors among the 2012 Top 500 U.S. Companies

Rolando Pena-Sanchez, Texas A&M International University

EXECUTIVE SUMMARY

This paper describes the most competitive business sectors in terms of rankings (achieved through the 3-year % revenue-growth rate) of the 2012 top 500 U.S. companies, which have been classified in 25 business sectors. We decided to compare the 3-year % revenue-growth rates, because these indexes indicate if the demands for the company's products are strong and growing; moreover, the revenue (in millions of dollars) for each business sector were included in this analysis, since during the recent years many companies have been using such revenue as one of their competitive tools, which have become a central element of the strategic management process. Two nonparametric statistical techniques: the median test and Kruskal-Wallis test were selected (whose justification is explained) to perform the data analysis; but, only two out the four contrasted hypotheses were rejected. The service segment "Media" is presented as the most competitive business sector, which includes a set of 10 companies. Heading the list: Facebook with a revenue of \$3,700 million.

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