

UNDERSTANDING INTERNATIONAL MARKET ENTRY AND EXIT: A SCIENTOMETRIC STUDY ON THE SYMBIOTIC PATTERN OF KNOWLEDGE DIFFUSION FROM, WITHIN, AND TO ADJACENT INTELLECTUAL DOMAINS

Katerina Boncheva, Cardiff University

Nilay, Bıçakcıoğlu-Peynirci, Sussex University

Matthew Robson, Cardiff University

Robert E. Morgan, Cardiff University

Abstract

In the last fifty years, international market entry, exit, and re-entry (IMEE) have gained notable research interest driven by rising de-globalization and geopolitical shifts. Yet, a thorough understanding of how these processes engage with nearby academic areas is still limited. This study offers a systematic review of the IMEE literature to uncover and outline key research themes, evaluate knowledge transfer across connected intellectual fields, and predict future academic trajectories, utilizing bibliometric and scientometric techniques. The research consists of two interconnected studies: the first utilizes bibliometric techniques and hierarchical clustering to illustrate the intellectual framework and assess its permeability and impact on adjacent domains; the second employs polynomial forecasting methods to identify emerging research trends, spotlighting promising avenues for further investigation. Analyzing 890 publications and 21,613 citations from 46 top journals revealed six central research themes within the IMEE literature. Additionally, further examination showed that these core themes have branched out into fifteen diffused themes, highlighting a profound interdisciplinary influence and knowledge transfer. Forecasting analyses point to unexplored and upcoming opportunities, underlining the necessity of adopting integrated views on international market dynamics. Unlike earlier reviews, this study introduces innovative bibliometric and forecasting techniques to consistently capture and foresee the evolution of IMEE research. It is the first empirical mapping of the interdependent structure of IMEE scholarship, uncovering important thematic links and offering predictive insights for future research endeavors.

Keywords: international market entry; international market exit; international market re-entry; bibliometric analysis; literature review