

# Bibliometric Retrospection of the Literature on India's Export Promotion Program (1964-2022)

**Rachana Jaiswal\***  
**Deepak Kumar\*\***  
**V.D. Sharma\*\*\***

## ABSTRACT

There have been articles about India's export assistance and promotion programs (EAPPs) for more than five decades. The author (s) delineate the publication trends in EAPPs in India since 1964 using a bibliometric retrospection of 129 documents mined from Scopus. We highlight the annual scientific production, top publishers, and sources with the most contributing authors in EAPPs research in India. The critical motivators for research in this area are the logical framework, importance, and connotations of EAPPs as a shift in the present technologically disruptive system. In particular, we have covered a wide range of topics related to EAPPs, including their effect on business performance, their practicality, and how they are implemented. Academics exert great effort to decipher the links between EAPPs and cross-border investment and commerce. It would be ideal if there were more progress, in theory, context, and methodology.

**Keywords** : Export promotion; Export assistance programmes; India; Bibliometric review.

## 1. INTRODUCTION & BACKGROUND

The Export Promotion Programmes (EPPs) literature in Scopus has grown significantly recently. Researchers are examining numerous facets of the economic, legal, political, financial, and cultural consequences of EPPs. While literature in any field can never be exhausted, research on EPPs is still scattered, and a bibliometric analysis can help determine where to focus future efforts (EL Guili, 2021). Programs for export assistance (EAPs) can assist companies in overcoming the numerous obstacles they may experience when first entering the export market. Over the past two decades, governments have increased their financial and human resources for EAPs (Freixenet, 2022; Singh & Gautam, 2022; Lederman, Olarreaga, and Zavala, 2016; Hultman, Katsikeas, and Robson, 2011; Martincus & Carballo, 2008). The term "Export Assistance Program" (EAP) encapsulates all government initiatives meant to promote and aid the exporting endeavors of specific companies and domestic sectors. A recent study by Singh and Gautam (2022) pointed out that small and medium-sized businesses have had to adjust their export strategies due to receiving assistance from exporters (SMEs). They highlighted that existing literature did not provide any way to determine whether the targeted population could benefit from export assistance if it were implemented. Their

\* Assistant Professor, Department of Business Management, HNB Garhwal (a Central) University, Srinagar, Uttarakhand, India; Correspondence email: rachanajaiswal.ibmr@gmail.com

\*\* Department of Business Economics, Veer Bahadur Singh Purvanchal University, Jaunpur, Uttar Pradesh India

\*\*\* Professor, Department of Business Economics, Veer Bahadur Singh Purvanchal University, Jaunpur, Uttar Pradesh, India

research focuses on the relationship between the handloom exporters' perceived quantitative export performance and the export assistance offered by government organizations to those exporting their products. They concluded that these programs were the cause of categorizing export assistance programs into four categories: financial support, informational support, facilitation support, and education/training support. They have even provided a model demonstrating the connection between export assistance and handloom exporters' perceived quantitative export performance. Additionally, (Singh & Gautam, 2021) conducted additional research in this area, dissecting the factors that influence the provision of export assistance and the quality of export performance in the handloom sector. They determined that export assistance has a net positive effect on export performance determinants and that the impact of specific forms of export assistance can be used to quantify shifts in that performance.

Even though EAPs vary by country due to variations in economic, legal, political, and cultural contexts, the overall objective—to increase the success of individual businesses in global markets—remains the same (Leonidou et al., 2011; Leonidou et al., 2022; Karage, Yusof, and Nadarajah, 2021; Bashokouh et al., 2021; Keskin et al., 2021). EAPs seek to achieve this by removing obstacles that stand in the way of exports to foreign markets. When carried out effectively, export assistance programs have the potential to significantly boost a company's competitiveness and facilitate its expansion into new markets across the globe (Pyper et al., 2022; Younis & Elbanna, 2022; Chung & Ho, 2021; Samiee et al., 2021; Safari et al., 2021; Gençtürk, and Kotabe, 2001). These characteristics affect the level of export participation that the company has (and may also have an effect on it), which in turn affects the performance of the company's exports. Since the publication of the earliest academic studies on EAPs in early 1964, the topic has

been the focus of a significant investigation (Leonidou et al., 2011). Over decades, there has been a significant amount of focus placed on the utilization, awareness, and usefulness of EAPs, in addition to the impact of EAPs on business performance and the efficacy of the programs themselves (Freixenet, 2022; Kahiya, 2020; Crick & Lindsay, 2015; Czinkota, 1994; Mayer & Flynn, 1973). It has been demonstrated that export promotion programs improve participating firms' capabilities, resources, and overall competitiveness, leading to increased export performance (Czinkota, 1996; Diamantopoulos et al., 1993; Seringhaus & Rosson, 1991). This conclusion has been reached by several researchers (Chang & Huang, 2022; Keskin et al., 2021; Lwesya, 2021; Zou & Stan, 1998; Cavusgil & Zou, 1994; Aaby & Slater, 1989). The empirical evidence providing a substantiated justification for and information about the effectiveness of export promotion efforts is limited and mixed, as found in a literature review by Kotabe and Czinkota (1992). This is despite all of these arguments favoring state government export promotion. Evaluation of programs, in general, and the "consequences of the program at the firm level" (Seringhaus, 1990), in particular, have been largely ignored. Program evaluation is essential. It is easy to understand why there is a growing interest in determining whether or not these programs are successful, given the substantial amounts of money invested in them by various governments.

Nevertheless, despite the enormous number of studies published on EAPs for India, a systematic literature review on EAPs does not appear to be present in the context of India, to the best of our knowledge. The topic discussed in this particular work is the dearth of recent quantitative studies conducted on the EAP literature. A current review of the literature will shed light on how this subject has changed since the 1964s and will point out areas that have not been fully explored but may be helpful for future research. This study

adds to the body of knowledge by conducting a bibliometric analysis of 129 works that dealt with EAPs between 1964 and 2022. Bibliometric studies investigate, organize, and make sense of the body of work in a given field by analyzing and investigating published patterns and trends (Hassan, Visvizi, and Waheed, 2019).

## 2. RESEARCH METHODS

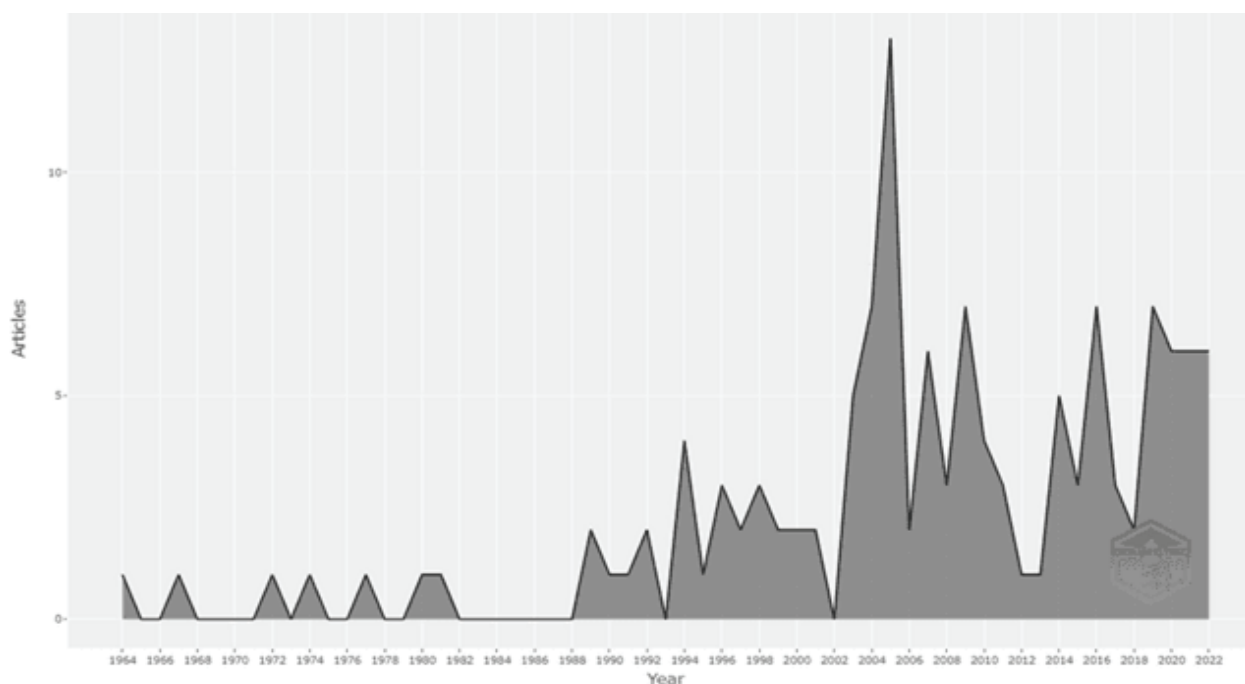
Scopus, the world's largest abstracting and indexing database, is continually updated daily. Scopus is more up-to-date on the most recent developments in trending topics than the Web of Science, which is updated once weekly (Tong & Li, 2022; Schotten et al., 2017; Burnham, 2006). Scopus is used for bibliometric analysis by the majority of high-quality publications. This paper uses the Scopus database to collect bibliographic information on articles about Export support programs in India. According to the Scopus database, studies on EPPs began after 2002, but the literature on them dates back to 1964. The phrases "export assisting programmes" and "export promotion" are most frequently used in literature. Since India is the context of our interest, we added the "AND India" filter as a requirement to only relevant display results. We only searched for documents containing the keywords abstract, title, and author and found 135 results. 130 articles were found after we narrowed down the search and only included English-language articles (Ribeiro & Forte, 2019). To enhance the accuracy of the data set, the authors utilized content analysis to eradicate unrelated articles from the author's keywords, abstract, and title. A total of 129 articles—106 research articles—7 book chapters, 8 conference papers, 5 review articles, and 1 book make up our final sample. To ensure that the bibliographic meta-data used in the analysis is accurate, the author (s) cleaned the data and fixed any mistakes.

Scientifically examining the bibliographic meta-data is what bibliometric retrospection does (Zhang et al., 2022; Linnenluecke et al., 2020; Zupic & Čater, 2015). The two stages of bibliometric analysis are network analysis and descriptive analysis. In contrast to the publication pattern, the average number of citations, and citation frequency provided by the descriptive study, the network study draws attention to the relationships between authors, institutions, and countries. The creation of networks and clusters of co-citation, coupling, and word co-occurrence in the literature is an additional benefit of network analysis that aids in identifying research themes. Since R studio offers a thorough and reliable method for performing science mapping (Aria & Cuccurullo, 2017). In addition, the VOS viewer makes visualization analysis effective and sophisticated while also making it simple to interpret (van Eck & Waltman, 2010). In addition, the author (s) utilized a hybrid of R Studio and VOS Viewer to conduct analyses and present results.

## 3. RESULTS AND DISCUSSION

### 3.1 Publication Output and Growth Trend

The descriptive analysis of Export assistance and promotion programs (EAPPs) literature between 1964 and 2022 reveals the publication of 129 articles. There are 106 articles and eight conference papers among the 129 total articles. According to the Scopus database, the literature on EAPPs between 1964 and 2022 received 2.90 citations per document. As a result, 129 published works are considered for analysis. The total number of papers published on EAPPs is plotted against their publication year in Figure 1. The data in Figure 1 indicate that EAPPs is not a recent phenomenon. Publications began in 1964, but only one or two papers were being published. In 2005, thirteen articles were published, followed by seven in 2004, 2009, 2016, and 2019.



**Fig. 1: Annual Scientific Production (1964-2022) with 13 Publications in 2005**

**3.1.1 Top Sources for Export Promotion Based on Total Publications**

Table 1 lists the leading sources that produce export promotion programs for India. Foreign trade review has published fifteen documents: one between 1964 and 1979, four between 1980 and 1995, eight between 1996

and 2011, and two between 2012 and 2022. Between 1996 and 2011, Textile magazine published 11 documents. Among the academic journals indexed in Scopus, Foreign Trade Review and Textile Magazine have published more articles and reviews on EAPs.

**Table 1: Top Source Based on Total Publications (1964-2022)**

Source	1964-1979	1980-1995	1996-2011	2012-2022	TP	H Index	G index
Foreign trade review	1	4	8	2	15	1	1
Textile magazine	0	0	11	0	11	1	1
Indian silk	0	1	6	0	7	1	1
Textile Asia	0	0	3	0	3	1	1
Color	0	1	1	0	2	1	1
Fiib business review	0	0	0	2	2	1	1
Indian journal of agricultural economics	0	1	1	0	2	1	2
International carpet bulletin	0	0	2	0	2	1	1
International journal of engineering and advanced technology	0	0	0	2	2	1	1
International journal of recent technology and engineering	0	0	0	2	2	1	1

Journal of Chinese economic and foreign trade studies	0	0	1	1	2	1	2
Journal of development economics	1	1	0	0	2	1	2
Journal of plantation crops	0	0	0	2	2	1	2
Prabandhan: Indian journal of management	0	0	0	2	2	1	1
South Asia economic journal	0	0	1	1	2	2	2

Note(s): TP= total publications

### 3.1.2 Top Organizations, Authors and Sources of Export Promotion for India

Table 2 lists the organizations, authors, and sources that have received the most citations for EPPs. The economics department at the Memorial University of Newfoundland, Canada, has received the most citations, with 46, followed by the economic unit, ISEC, Bengaluru, and IIM Lucknow, each with 40

citations. Eight Indian institutions rank among the top 15 in terms of total citations. Biswal B. and Dhawan U. each have 46 citations for their work, Mathiyazhagan M.K. and Sahoo D. each have 40 citations, and Sharma N.K. and Bhat J. A. each have 13 citations. Applied Economics has received the most citations (46), followed by Singapore economic review (40).

**Table 2: Top Organizations, Authors and Sources Based on Total Citations (1964-2022)**

Organization/Affiliation	TC	Author	TC	Source	TC
Memorial University of Newfoundland, Canada	46	Biswal B.	46	Applied Economics	46
Economics Unit, ISEC, Bengaluru, India	40	Dhawan U.	46	Singapore economic review	40
Indian institute of management (iim), Lucknow, India	40	Mathiyazhagan M.K.	40	Pakistan development review	36
University of Hyderabad, Hyderabad, India	36	Sahoo D.	40	International business review	29
Michigan state university, United States	29	Din M.-U.	36	South Asia economic journal	24
Addis ababa university, Addis ababa, Ethiopia	22	Cavusgil S.T.	29	African development review	22
Pakistan institute of development economics, Islamabad, Pakistan	20	Murthy B.K.	29	International economics	16
William Paterson University, United States	16	Naidu G.M.	29	Journal of financial, economic policy	13
ICSSR research fellow, inst. for social/economic college, Bangalore, India	11	Sarkar M.	29	Quarterly journal of economics	11
National dairy research institute, Karnal, India	9	Geda A.	22	Journal of Chinese economic and foreign trade studies	10

Banaras Hindu University, Varanasi , India	9	Meskel A.G.	22	Journal of food processing and preservation	9
Auckland university of technology, Auckland, NewZealand	9	Dash R.K.	20	Research report of the international food policy research institute	9
Indian institute of foreign trade, India	7	Nagaraj P.	16	Indian journal of agricultural economics	8
Chinese university of hongkong, Hong Kong	7	Bhat J.A.	13	Asian journal of international law	7
Indian institute of science, Bangalore, India	7	Sharma N.K.	13	Journal of global marketing	7

Note(s): TC= total citation

### 3.1.3 Top Publications Based on Total Citations

This section lists the most-cited publications. Up to this point, the most citations (46 total) have been given to a single paper: "Re-examining export-led growth hypothesis: a multivariate cointegration analysis for india" by Urvashi Dhawan and Bagala Biswal. This study reevaluates the export-led growth (ELG) theory by analyzing the correlation between India's real GDP, real exports, and terms of trade from 1961 to 1993. The authors find that these three variables have a single long-run equilibrium relationship, with GDP growth and trade terms influencing export growth. India's export promotion policies may lead to future growth, as the exports-to-GDP causality seems temporary.

The second paper, "Economic growth in india: does foreign direct investment inflow matter?" by Dukhabandhusahoo and Maathai K. Mathiyazhagan, was published in 2003 and had 40 citations to its name. Using annual data from 1979–1980 to 2000–2001, they looked into the impact FDI had on boosting exports and, by extension, economic growth. Conclusions Long-term correlations between exports, FDI, and GDP, were found (EX).

The third paper, by Musleh-ud Din, is titled "Exports, imports, and economic growth in south asia: evidence using a multivariate

time-series framework" and was published in 2004. It has since been cited 36 times. Using a multivariate time-series framework, this research examined the "export-led growth hypothesis" for the five largest economies in South Asia. Differentiating this research from others is the incorporation of imports into the analysis to account for their role in the expansion of exports and the economy. Short-term results indicate a bidirectional causal relationship between exports and output growth in Bangladesh, India, and Sri Lanka when imports are considered. Long-term equilibrium relationships between exports, imports, and output are determined for Bangladesh and Pakistan. Nonetheless, there is no evidence that the relevant factors for India, Nepal, and Sri Lanka have a lasting connection. These findings contradict previous studies by indicating that no country in the region benefits from the export-led growth hypothesis in the long run.

Since India's independence, her export position has worsened, as noted in a fourth paper by Naidu et al. (1997). Massive bureaucracy has been implemented to ease exports, but the results have been lackluster.

Geda and Meskel (2008) tested the hypothesis that China and India are displacing Africa's manufacturing exports from the third market. One major take away from their research is that traditional ideas about trade

liberalization and industrialization via export promotion may not be as effective in a world

where China and India are rapidly altering the status quo of the global economic system.

**Table 3: Top Publications Based on Total Citations (1964-2022)**

Author	Title	Source	Publisher	TC	TCBY
Dhawan & Biswal (1999)	Re-examining export-led growth hypothesis: a multivariate cointegration analysis for India	Applied Economics	Taylor & Francis Online	46	1.917
Sahoo and Mathiyazhagan (2003)	Economic growth in India: does foreign direct investment inflow matter?	Singapore Economic Review	World Scientific	40	2
Din(2004)	Exports, imports, and economic growth in south Asia: evidence using a multivariate time-series framework	Pakistan Development Review	Pakistan Institute of Development Economics, Islamabad	36	1.895
Naiduet al. (1997)	An export promotion model for India: implications for public policy	International Business Review	science Direct	29	1.115
Geda & Meskel (2008)	China and India's growth surge: is it a curse or blessing for Africa? the case of manufactured exports	African Development Review	Wiley Online Library	22	1.467
Dash(2009)	Revisited export-led growth hypothesis: an empirical study on India	South Asia Economic Journal	Sage Journals	20	1.429
Nagaraj (2014)	Financial constraints and export participation in India	International Economics	Science Direct	16	1.778
Bhat & Sharma (2018)	The twin-deficit hypothesis: revisiting Indian economy in a nonlinear framework	Journal of financial, economic policy	emerald insight	13	2.6
Cohen(1964)	The stagnation of Indian exports,1951-1961	Quarterly journal of economics	Oxford Academic	11	0.186
Kumar(2011)	Estimating export demand equations in selected Asian countries	Journal of Chinese economic and foreign trade studies	emerald insight	9	0.75
Jha & Patel (2014)	Kinetics of hmf formation during storage of instant kheer mix powder and development of a shelf-life prediction model	journal of food processing and preservation	Wiley Online Library	9	1

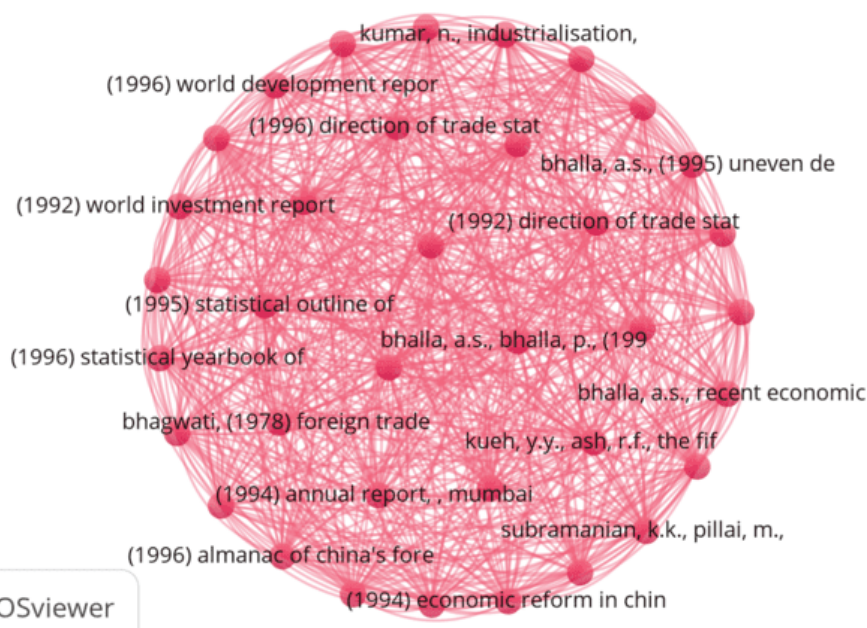
Chakraborty, Chaisse, and Xu(2019)	Is it finally time for India's free trade agreements? The ASEAN "present" and the RECP "future."	Asian journal of international law	Cambridge University Press	7	1.75
Jain & Kapoor(1996)	Export attitudes and behavior in India: a pilot study	Journal of global marketing	Taylor & Francis Online	7	0.259
Pal(1992)	Agricultural exports of India: issues of growth and instability	Indian journal of agricultural economics	Indian society of agricultural economics	7	0.226
Dawson(2005)	The export-income relationship: the case of India	Progress in development studies	Sage Journals	6	0.333

Note(s) : TC=total citations, TCpY=total citations per year

### 3.2 Co-Citation of References

The citation count indicates the number of times a piece of writing has been cited. It is generally accepted that documents cited more often than others are more credible and worthwhile. To determine the significance of a research paper, citation analysis is the most reliable method (Aksnes, 2003; Persson, 2010). We analyzed a 129-article citation network with VOS Viewer and R Biblioshiny

to determine which articles about EPPs in India were the most influential. Figure 2 displays the network as a collection of citations from the 129 articles on EPPs. The density of the nodes' connections and the nodes' size reflect the degree to which individual articles are referenced by one another. In total, 16 of these articles cited other research conducted within the network.



**Fig.2: Diagram of the Citation Network for Export Promotion Programs (EPPs).** Note(s): Based on citations that meet at least one citation threshold, this figure displays the citation networks created by VOS viewer.



### 3.3 Conceptual Map

The author's keywords are typically clustered with EPPs research in India and with each other borrowing network sciences (Barabási, 2013) comprehension, followed by the result of topic grouping from clustering, resulting in the topic dendrogram (Silva et al., 2016). Using the factorial analysis feature of RStudio Biblioshiny on the author's keyword, the multiple correspondence analysis (MCA) method generates two dimensions and four clusters.

In this cluster, a significant number of studies have been conducted. Included in the red-highlighted Cluster 1 are a foreign direct investment, the textile industry, international trade, laws and legislation, and economic conditions. In contrast, cluster 2 in blue contained trade liberalization and agricultural policy. Cluster 3 is colored green and includes export-led development, multivariate analysis, and economic growth. The last cluster (4) contains trade policy and studies on developing countries.

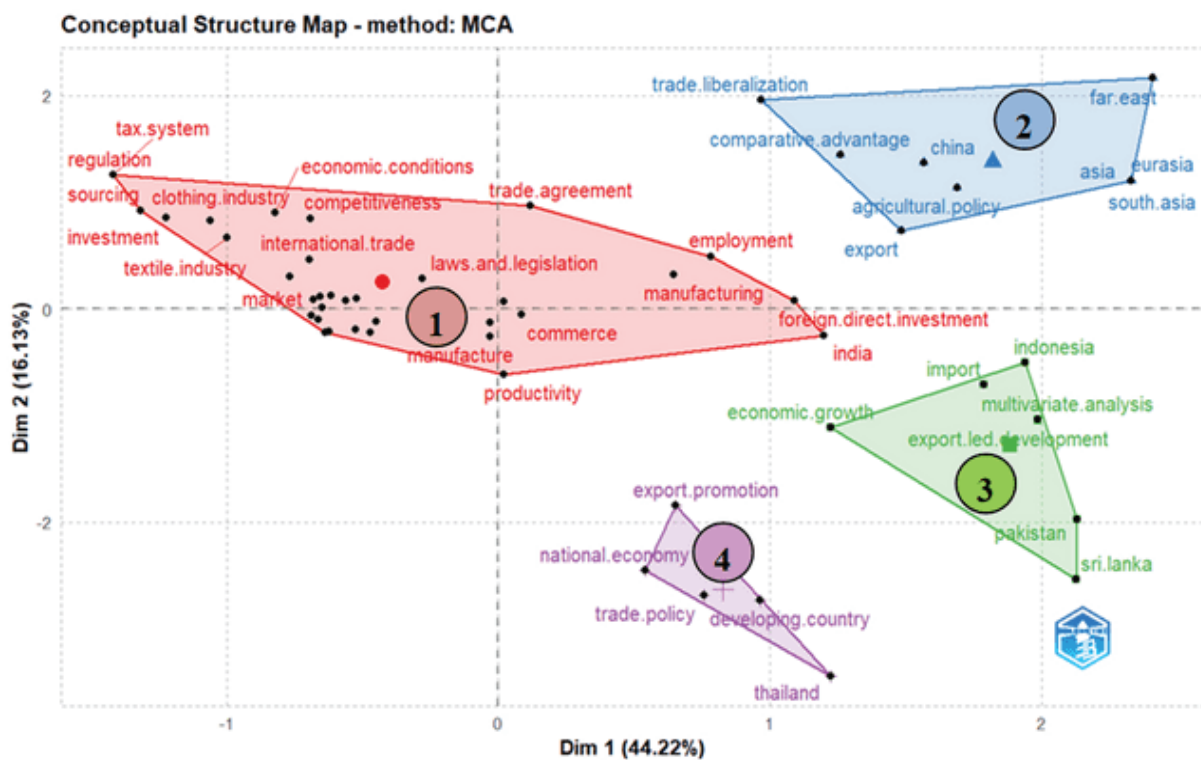


Fig. 3: Conceptual Structure Map

### 3.4 Word Cloud by Author's Keywords

Assert that the author's keywords perfectly capture the subject of the research articles. We analyze the keywords and filter the most prevalent themes in the EPPs using the VOS Viewer and R Studio. Fig. 4 displays the top keywords used in export assistance programs and export promotion research in India based on keyword occurrences.

The word "India" appears 17 times in these documents, and "exports" is the second most frequently used, suggesting that the concept of export promotion alone is used in the literature. "International trade," "market," "Asia," and "economic information" follow with 10, 8, 6, and 5 occurrences each in the occurrence pattern.



Fig. 4: Word Cloud by Author's keywords

#### 4. IMPLICATION & LIMITATIONS

This study summarizes the research on export assistance and promotion programs in the Indian context. In order to conduct a thorough review and encourage future collaboration, this study helps upcoming researchers evaluate the leading authors and journals in this field. Additionally, it provides information on effective institutions, enabling researchers to manage their studies in a way related to these institutions and advancing their research in this area. This area is currently the focus of much attention from academics.

Last but not least, it is crucial to recognize that the current study has some limitations, including the use of Scopus sources of publications, which may have caused us to exclude potentially relevant EAPP publications that were not found in this source. Other databases, such as Web of Science, Dimensions, Google Scholar, IEEE, etc., may be considered in future bibliometric research.

#### 5. CONCLUSION

Exports are widely recognized as essential for businesses and countries' growth. Effective EAPs can help companies overcome export challenges and succeed in global markets in order to accomplish this. These programs, which can be divided into four main categories: financial support, information services, activities that facilitate exports, and education and training, involve many different countries (Faroque et al., 2021; Mota, Moreira, and Alves, 2021; Faroque et al., 2021; Leonidou, Palihawadana, and Theodosiou, 2011; Francis & Collins-Dodd, 2004). There is a substantial body of related literature due to the widespread use of these programs. The current work sought to characterize the literature through a bibliometric retrospective that concentrated on the number of publications by year and the characterization of the publications regarding various dimensions. The growth of apps is examined from various angles in this paper, providing readers with a better understanding of the phenomenon and its potential effects from 1964 through 2022. 129 EAPP-related

publications from 1964 to 2022 were subjected to bibliometric analysis. Papers on export assistance programs have been published in numerous languages worldwide, but most of these publications are in English. In India, there was a sizable amount of publications in 2005, and since then, the temporal distribution of publications has increased steadily. This includes a sizable body of work and is the first bibliometric delineation of EAPPs literature in the Indian context.

## REFERENCES

- Aaby, N. E., & Slater, S. F. (1989). Management influences export performance: a review of the empirical literature from 1978-1988. *International marketing review*.
- Aksnes, D. W. (2003). Characteristics of highly cited papers. *Research evaluation*, 12(3), 159-170.
- Aria, M., & Cuccurullo, C. (2017). Bibliometrics: An R-tool for comprehensive science mapping analysis. *Journal of informetrics*, 11(4), 959-975.
- Barabási, A. L. (2013). Network science. *Philosophical Transactions of the Royal Society A: Mathematical, Physical and Engineering Sciences*, 371(1987), 20120375.
- Bashokouh Ajirlo, M., Seifollahi, N., & Beigi Firoozi, A. (2021). The Effect of E-Commerce Marketing Capabilities and Export Experience on Export Performance: The Mediating Role of Distribution Efficiency (Case Study: All Companies Active in Domestic Industries). *New Marketing Research Journal*, 11(2), 113–132.
- Bhat, J. A., & Sharma, N. K. (2018). The twin-deficit hypothesis: revisiting Indian economy in a nonlinear framework. *Journal of Financial Economic Policy*.
- Burnham, J. F. (2006). Scopus database: a review. *Biomedical digital libraries*, 3(1), 1-8.
- Cavusgil, S. T., & Zou, S. (1994). Marketing strategy-performance relationship: an investigation of the empirical link in export market ventures. *Journal of Marketing*, 58(1), 1-21.
- Chakraborty, D., Chaisse, J., & Xu, Q. I. A. N. (2019). Is it finally time for India's free trade agreements? The ASEAN "Present" and the RCEP "Future." *Asian Journal of International Law*, 9(2), 359-391.
- Chang, C. W., & Huang, H. C. (2022). How global mindset drives innovation and exporting performance: the roles of relational and bricolage capabilities—*Journal of Business & Industrial Marketing*.
- Chung, H. F., & Ho, M. H. W. (2021). International competitive strategies, organizational learning and export performance: a match and mismatch conceptualization. *European Journal of Marketing*.
- Cohen, B. I. (1964). The stagnation of Indian exports, 1951–1961. *The Quarterly Journal of Economics*, 78(4), 604–620.
- Crick, D., & Lindsay, V. (2015). Service and service-intensive New Zealand internationalizing SMEs: Managers' perceptions of government assistance. *Marketing Intelligence & Planning*.
- Czinkota, M. R. (1994). Executive insights: A national export assistance policy for new and growing businesses. *Journal of International Marketing*, 2(1), 91-101.
- Czinkota, M. R. (1996). International Trade Centre. Why national export promotion? In *International Trade Forum* (No. 2, p. 10).

- Dash, R. K. (2009). Revisited export-led growth hypothesis: An empirical study on India. *South Asia Economic Journal*, 10(2), 305–324.
- Dawson, P. J. (2005). The export-income relationship: the case of India. *Progress in Development Studies*, 5(1), 16–29.
- Dhawan, U., & Biswal, B. (1999). Re-examining export-led growth hypothesis: a multivariate cointegration analysis for India. *Applied Economics*, 31(4), 525-530.
- Diamantopoulos, A., Schlegelmilch, B. B., & Tse, K. Y. (1993). Understanding the role of export marketing assistance: empirical evidence and research needs. *European Journal of Marketing*, 27(4), 5-18.
- Din, M. U. (2004). Exports, imports, and economic growth in South Asia: Evidence using a multivariate time-series framework. *The Pakistan development review*, 105–124.
- EL GUILI, H. A. M. Z.A., & TORKKELI, L. (2021). COVID-19: SMES, EXPORT PROMOTION SERVICES. *Contemporary Issues in International Business and Entrepreneurship*, 89
- Faroque, A. R., Kuivalainen, O., Ahmed, J. U., Rahman, M., Roy, H., Ali, M. Y., & Mostafiz, M. I. (2021). Performance implications of export assistance: the mediating role of export entrepreneurship. *International Marketing Review*.
- Francis, J., & Collins-Dodd, C. (2004). Impact of export promotion programs on firm competencies, strategies and performance: The case of Canadian high-technology SMEs. *International Marketing Review*.
- Freixanet, J. (2022). Export promotion programs: A system-based systematic review and agenda for future research. *Journal of World Business*, 57(4), 101344.
- Geda, A., & Meskel, A. G. (2008). China and India's growth surge: is it a curse or blessing for Africa? The case of manufactured exports. *African Development Review*, 20(2), 247-272.
- Gençtürk, E. F., & Kotabe, M. (2001). The effect of export assistance program usage on export performance: a contingency explanation. *Journal of international marketing*, 9(2), 51-72.
- Hassan, S. U., Visvizi, A., & Waheed, H. (2019). The 'who and the 'what is international migration research: Data-driven analysis of Scopus-indexed scientific literature. *Behaviour & Information Technology*, 38(9), 924–939.
- Hultman, M., Katsikeas, C. S., & Robson, M. J. (2011). Export promotion strategy and performance: The role of international experience. *Journal of international marketing*, 19(4), 17-39.
- Jain, S., & Kapoor, M. C. (1996). Export attitudes and behavior in India: a pilot study. *Journal of Global Marketing*, 10(2), 75–95.
- Jha, A., & Patel, A. A. (2014). Kinetics of HMF formation during instant kheer mix powder storage and a shelf-life prediction model development. *Journal of food processing and preservation*, 38(1), 125–135.
- Kahiya, E. T. (2020). The context in international business: Entrepreneurial internationalization from a distant small open economy. *International Business Review*, 29(1), 101621.
- Karage, A. I., Yusof, R. N. R., & Nadarajah, D. (2021). Effect of International Entrepreneurial Orientation on the Internationalization of SMEs: The Contingent Effects of Export Promotion Programs. *International Business Research*, 14(12), 160-160

- Keskin, H., Şentürk, H. A., Tatoglu, E., Gölgeci, I., Kalaycioglu, O., & Etliloglu, H. T. (2021). The simultaneous effect of firm capabilities and competitive strategies on export performance: the role of competitive advantages and intensity. *International Marketing Review*.
- Kotabe, M., & Czinkota, M. R. (1992). State government promotion of manufacturing exports: a gap analysis. *Journal of international business studies*, 23(4), 637-658.
- Kumar, S. (2011). Estimating export demand equations in selected Asian countries. *Journal of Chinese Economic and Foreign Trade Studies*.
- Lederman, D., Olarreaga, M., & Zavala, L. (2016). Export promotion and firm entry into and survival in export markets. *Canadian Journal of Development Studies/Revue canadienne d'études du développement*, 37(2), 142-158.
- Leonidou, L. C., Palihawadana, D., & Theodosiou, M. (2011). National export-promotion programs as drivers of organizational resources and capabilities: effects on strategy, competitive advantage, and performance. *Journal of International Marketing*, 19(2), 1-29.
- Leonidou, L. C., Palihawadana, D., Aykol, B., & Christodoulides, P. (2022). Effective Small and Medium-Sized Enterprise Import Strategy: Its Drivers, Moderators, and Outcomes. *Journal of International Marketing*, 30(1), 18-39.
- Linnenluecke, M. K., Marrone, M., & Singh, A. K. (2020). Conducting systematic literature reviews and bibliometric analyses. *Australian Journal of Management*, 45(2), 175-194.
- Lwesya, F. (2021). SMEs' competitiveness and international trade in the era of Global Value Chains (GVCs) in Tanzania: An assessment and future challenges. *Small Business International Review*, 5(1), e325.
- Martincus, C. V., & Carballo, J. (2008). Is export promotion effective in developing countries? Firm-level evidence on the intensive and extensive margins of exports. *Journal of International Economics*, 76(1), 89-106.
- Mayer, C., & Flynn, J. (1973). Canadian small business abroad: Opportunities, aids and experiences. *The Business Quarterly*, 38, 33-47.
- Mota, J., Moreira, A., & Alves, A. (2021). Impact of Export Promotion Programs on Export Performance. *Economies*, 9(3), 127.
- Nagaraj, P. (2014). Financial constraints and export participation in India. *International Economics*, 140, 19-35.
- Naidu, G. M., Cavusgil, S. T., Murthy, B. K., & Sarkar, M. (1997). An export promotion model for India: Implications for public policy. *International business review*, 6(2), 113-125.
- Pal, S. (1992). Agricultural exports of India: issues of growth and instability. *Indian Journal of Agricultural Economics*, 47(902-2018-3157), 185-194.
- Persson, O. (2010). Are highly cited papers more international? *Scientometrics*, 83(2), 397-401.
- Prashar, A. (2020). A bibliometric and content analysis of sustainable development in small and medium-sized enterprises. *Journal of cleaner production*, p. 245, 118665.
- Pyper, K., Doherty, A. M., Gounaris, S., & Wilson, A. (2022). A contingency-based approach to the nexus between international strategic brand management and export performance. *Journal of Business Research*, 148, 472-488.
- Ribeiro, J., & Forte, R. (2019). Fifty years of literature on export assistance

- programs: A bibliometric analysis. *Global Economy Journal*, 19(04), 1950020.
- Safari, A., Saleh, A. S., & Al Ismail, V. B. (2021). Enhancing the export activities of small and medium-sized enterprises in emerging markets. *Journal of Business & Industrial Marketing*.
  - Sahoo, D., & Mathiyazhagan, M. K. (2003). Economic growth in India: "Does foreign direct investment inflow matter?". *The Singapore Economic Review*, 48(02), 151-171.
  - Samiee, S., Katsikeas, C. S., & Hult, G. T. M. (2021). The overarching role of international marketing: Relevance and centrality in research and practice. *Journal of International Business Studies*, 52(8), 1429-1444.
  - Schotten, M., Meester, W. J., Steinginga, S., & Ross, C. A. (2017). A brief history of Scopus: The world's largest abstract and citation database of scientific literature. In *Research analytics* (31-58). Auerbach Publications.
  - Seringhaus, F. R. (1990). Program impact evaluation: Application to export promotion. *Evaluation and program planning*, 13(3), 251-265.
  - Seringhaus, F. R. (1993). Export promotion in developing countries: status and prospects. *Journal of Global Marketing*, 6(4), 7-32.
  - Silva, F. N., Amancio, D. R., Bardosova, M., Costa, L. D. F., & Oliveira Jr, O. N. (2016). Using network science and text analytics to produce surveys on a scientific topic. *Journal of Informetrics*, 10(2), 487-502.
  - Singh, V. K., & Gautam, A. (2021). Structural relation of export assistance program and export performance determinants: A study of handloom industry. *Paradigm*, 25(2), 99–121.
  - Singh, V. K., & Gautam, A. (2022). Structural investigation of export assistance and performance of handloom exporters. *Metamorphosis*, 21(1), 7–18.
  - Tong, S. Y., & Li, Y. (2022). The Changing Landscape of Economic Studies on China: A Scopus-Based Literature Review. *Paradigm Shifts in Chinese Studies*, 65-84.
  - Van Eck, N., & Waltman, L. (2010). Software survey: VOS viewer, a computer program for bibliometric mapping. *scientometrics*, 84 (2), 523-538.
  - Wang, X., Chen, A., Wang, H., & Li, S. (2017). Effect of export promotion programs on export performance: evidence from manufacturing SMEs. *Journal of Business Economics and Management*, 18(1), 131-145.
  - Younis, H., & Elbanna, S. (2022). How do SMEs decide on international market entry? An empirical examination in the Middle East. *Journal of International Management*, 28(1), 100902.
  - Zhang, X., Liu, R., Yan, W., Wang, Y., & Subramanian, N. (2022). Systematic Literature Review on Remanufacturing Trade Based on Bibliometric Analysis. *Processes*, 10(3), 596.
  - Zou, S., & Stan, S. (1998). The determinants of export performance: a review of the empirical literature between 1987 and 1997. *International marketing review*.
  - Zupic, I., & Čater, T. (2015). Bibliometric methods in management and organization. *Organizational research methods*, 18(3), 429-472.