

Mapping the Global Landscape of Export Readiness: A Two-Decade Bibliometric Analysis

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ABSTRACT

This study examines the evolving landscape of export readiness through a hybrid approach combining Bibliometric Analysis and a Systematic Literature Review (SLR). Utilizing data from the Scopus database spanning the period from 2005 to 2025, the research identifies 97 relevant scientific articles through the rigorous PRISMA protocol. Analysis was conducted using Biblioshiny and VOSviewer to map authorship networks, citation trends, and thematic clusters. Findings reveal a steady 15.22% annual growth in research interest, with institutions such as North-West University and the University of Wisconsin-Madison emerging as leading contributors. Thematic mapping highlights a transition from traditional themes like export performance and general economics toward emerging concerns such as digital adoption, structural reforms, and decision-making processes. The results pinpoint a significant research gap: the lack of interconnection between export readiness, advanced technology, and institutional governance, particularly within developing economies. This study provides a comprehensive knowledge map that serves as a foundation for future researchers and policymakers to develop more integrated frameworks for internationalization.

Keywords: *export readiness; bibliometric analysis; international trade; systematic literature review*

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INTRODUCTION

Globalization encourages countries to engage in trade transactions to meet their needs and distribute their production results. These activities motivate companies as well as micro, small, and medium enterprises (MSMEs) to engage in production and export to other countries. In a country, export activities can help increase national income, so policies and socialization to support export activities are carried out by the government. The study of export readiness has become a focus due to the complexity of global trade and the demands for the integration of international value chains and supply chains. Export readiness is not only determined by production capacity but also by technology adoption, business strategies, and company capabilities. In several studies, export readiness is related to the ability to adopt digital technologies (Leko Šimić et al., 2019), planned strategy, managerial skills, and operational and financial understanding (Tkach & Hryniv, 2023), productivity of human resources (HR), quality standards, and compliance with international regulations (Mazumder et al., 2019), kemampuan menghadapi risiko pembayaran serta keterbatasan pengalaman (Břečková, 2016), and regional trade agreements (Anh et al., 2025). Export readiness has a multidimensional nature that includes the internal readiness of the company, support from the policy ecosystem, and the ability to adapt to global standards. However, not many have integrated these various variables into a systematic analysis framework, such as bibliometrics to identify dominant research clusters, and to read related research trends.

Export readiness is not a new concept in research; in 1995, Bruning, E. R. (1995) discussing this matter, where the export conditions that represent export readiness are viewed from the characteristics of the company, perceived obstacles, management attitudes, and export development programs. The export readiness model was proposed by Rosnan et al. (2015) proposed primarily built based on the original and revised Uppsala model, which underscores that internal and external readiness largely stems from the company's initial experience or investigation into foreign markets, with commitment serving as a mediating factor as in the original framework, while the element of current activities in the Uppsala model is restructured into two variables, namely export intention and export dissemination decision. Additionally, the emphasis on trust and commitment as the main mediators in this model follows the conceptualization proposed by Nes et al., reflecting the importance of relational factors in internationalization. The independent variables of decision-maker or management readiness, export stimuli, and export barriers are adopted from the model developed by Tan et al., which provides a foundation for understanding organizational readiness. Furthermore, the performance components of this model are adapted from previous studies that define superior company performance thru measurable indicators such as market share and profitability, as well as sales, revenue, organizational growth, and overall success in foreign markets.

The research gap is indicated by the concept of export readiness, which is still fragmented, especially in developing countries, where there is no interconnection between export readiness and technology, governance, and institutions. The study conducted in this research views that a bibliometric approach is necessary to map the knowledge structure regarding export readiness, while a systematic literature review (SLR) is used to formulate a conceptual model that integrates technology, governance, and institutional factors. The results of this study are expected to serve as a bridge that connects this gap with a hybrid approach of bibliometrics and SLR.

METHOD

This study uses a Hybrid Systematic Literature Review (SLR) and Bibliometric Analysis approach to examine export readiness. SLR is relevant search terms were carefully formulated and clear inclusion and exclusion criteria were established. After the initial screening, bibliometric analysis conducted to gain a broader understanding through key patterns such as authorship networks, publication sources, geographical contributions, frequently used keywords, and citation trends were identified (Ahuja et al., 2025). This information helps to reveal the intellectual landscape of the topic and to recognise influential works and emerging themes. Data analysis Bibliometric were conducted using Biblioshiny within the R Studio.

To fill the gap in the literature, this study will only extract articles from the SCOPUS database. This study follows the guidelines outlined in the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) Protocol developed by M. J. Page et al. to comprehensively identify relevant articles in research (Rini et al., 2024; Wang et al., 2024). The inclusion criteria established are: 1) using the keywords "kesiapan ekspor" OR "readiness to export" OR "Ready to Export" OR "Export prepar*" OR ("export" AND "read*", 2) articles published from 2005 to December 31, 2025, 3) subject area is Economics, Econometrics and Finance; Business, Management and Accounting; and Decision Sciences, 4) document type used is scientific articles, 5) publication in English, 6) limited only open access journal as shown in Figure 1.

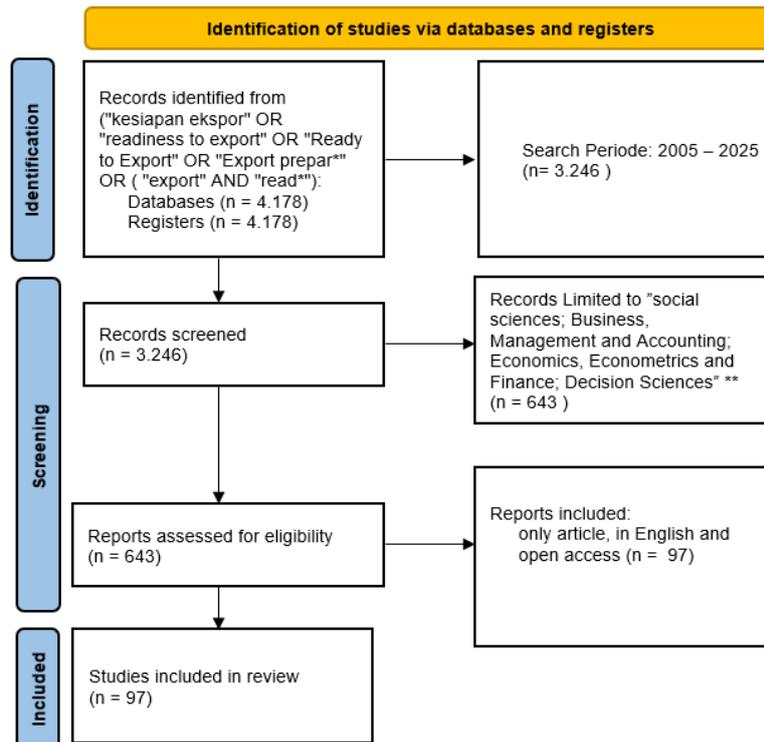


Figure 1. Article search and selection flow through PRISMA
 Source: PRISMA, 2025

The selected article data was then exported from Scopus into CSV format for analysis using VosViewer and Bibliometric. In this study, the VOSviewer tool was used to create visualization maps that make bibliometric research in various fields easier (Alsharif et al., 2021; Pilelienė et al., 2022). Specifically, this tool has been used in several previous studies to gain a better understanding of the development of specific themes (Wang et al., 2024). Bibliometric analysis includes keyword co-occurrence to identify dominant topics, co-citation analysis to assess the most influential articles and authors, and biblio-graphic coupling to examine the relationships between recent research. Additionally, an analysis of publication trends per year was also conducted to illustrate the dynamics of research over the past 10 years. Using bibliometric and systematic analysis methods, this study aims to reveal and examine global research trends in the field of export readiness. To analyze further, the following questions are formulated:

RQ1: What are the current trends in this field in terms of time, journal, and country of affiliation of study?

RQ2: Who are the most influential authors of this study?

RQ3: What is the historical progression of the conceptual research in export readiness?

RQ4: What are the existing gaps/ potential topics for future research in the literature?

RESULTS AND DISCUSSION

RQ1: What are the current trends in this field in terms of time, journal, and country of affiliation of study?

In general, information from the 2005-2025 export readiness article is as follows in Table 1:

Table 1. Research Export Readiness 2005 – 2025 Information

Description	Results
MAIN INFORMATION ABOUT DATA	
Timespan	2005:2025
Sources (Journals, Books, etc)	85

Documents	97
Annual Growth Rate %	15,22
Document Average Age	5,8
Average citations per doc	17,95
References	935
DOCUMENT CONTENTS	
Keywords Plus (ID)	228
Author's Keywords (DE)	457
AUTHORS	
Authors	277
Authors of single-authored docs	25
AUTHORS COLLABORATION	
Single-authored docs	26
Co-Authors per Doc	2,87
International co-authorships %	28,87
DOCUMENT TYPES	
article	97

Over a 20-year period, 97 relevant articles were selected using PRISMA in Scopus. With an average annual increase of 15.22%, Figure 2 illustrates the increase in the number of articles related to export readiness between 2005 and 2025. This figure demonstrates the continued strong interest in this topic, driven by the widespread incentives and opportunities for export, coupled with dynamic global conditions.

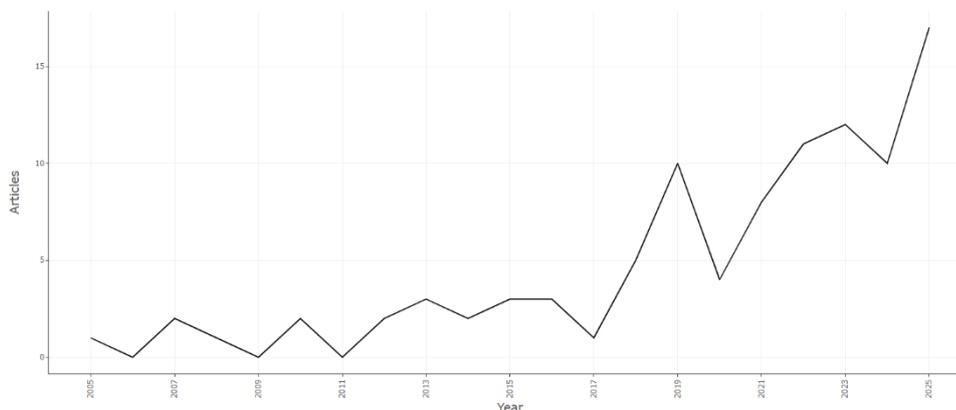


Figure 2. Annual Scientific Production

In Table 2, we can see the journals that have produced the most relevant articles on export readiness topics between 2005 and 2025, with each of the top 10 journals producing two related articles in the past 20 years. The bibliometric analysis also looks at the journal's h-index, or impact index, where Cogent Economics and Finance, Economy of Regions, Industria Textila, Internasional Business Review, Internasional Economics and Economic Policy, Internasional Journal of Energi Economics and Policy, Journal of central Banking Theory and Practice, Journal of Competitiveness, and Journal of Statistical Software has an h-index of 2. Only the Economies journal has an h-index of 1 even though it is considered relevant by producing 2 articles on export readiness in the last 20 years.

Table 2. Most Relevant Sources

Sources	Articles	h-index
Cogent Economics And Finance	2	2
Economies	2	1

Economy Of Regions	2	2
Industria Textila	2	2
International Business Review	2	2
International Economics And Economic Policy	2	2
International Journal Of Energy Economics And Policy	2	2
Journal Of Central Banking Theory And Practice	2	2
Journal Of Competitiveness	2	2
Journal Of Statistical Software	2	2

The affiliations and countries that produced studies related to export readiness can be seen in table 3, where it can be seen that NORTH-WEST UNIVERSITY has 4 articles, followed by UNIVERSITY OF WISCONSIN-MADISON with 3 articles..

Table 3. Most Relevant Affiliations

Affiliation	Articles	Country
North-West University	4	South Africa
University Of Wisconsin-Madison	3	United States
Azerbaijan State University Of Economics (Unec)	2	Azerbaijan
East Delta University	2	Bangladesh
Gazipur Agricultural University	2	Bangladesh
Iran University Of Science And Technology	2	Iran
Mongolian University Of Life Sciences	2	Mongolia
North China Electric Power University	2	China
Primakov National Research Institute Of World Economy And International Relations	2	Russia
Taylor's University Malaysia	2	Malaysia

RQ2: Who are the most influential authors of this study?

To understand the data on authors of literature related to export readiness, the most relevant and impactful authors were evaluated. Figure 3 shows the most relevant authors on the topic of export readiness, namely Huseynli (2022a, 2022b) who wrote 2 articles in the period 2005-2025. Next, the top 10 relevant authors are Aba (2021), Vasani & Abdulkareem (2024), Afonasova et al. (2019), Prodhan et al. (2023), Ahamed et al. (2025), Ahmmed & Mohd Noor (2018), Akilzhanova et al. (2025), Alam et al. (2020), dan Ali & Medhekar (2016) each of them produced 1 artikel between 2005-2025.

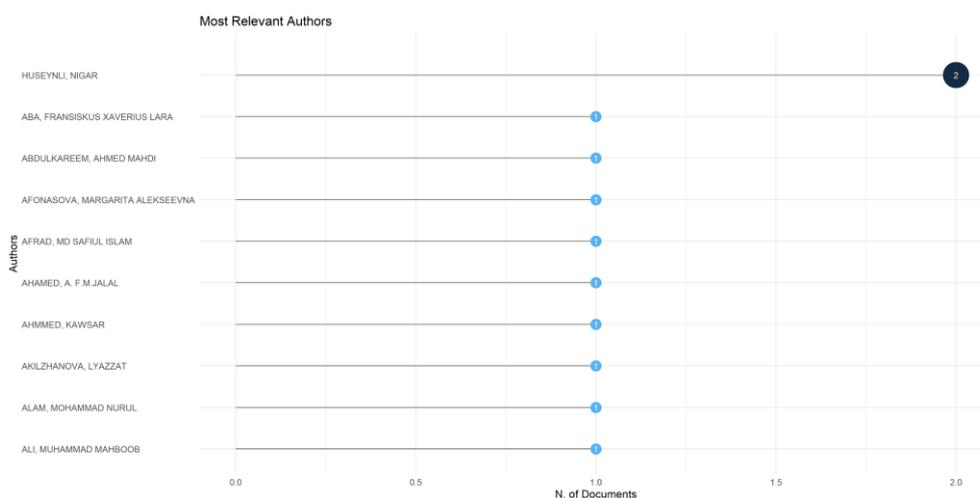


Figure 3. Most Relevant Authors

The most impactful authors are those who have produced more than one article related to the topic of export readiness. The table shows that the h-index considers the number of citations, while the g-index weights the number of citations of higher articles. Table 4 shows Huseynli (2022a, 2022b) and Islam (Islam & Azad, 2024; Kabir et al., 2022) has the highest impact of 2. The rest in terms of impact have an h-index weight of 1, namely: Aba (2021), Vasani & Abdulkareem (2024), Afonasova et al. (2019), Prodhan et al. (2023), Ahamed et al. (2025), Alam et al. (2020), Ali & Medhekar (2016) and Ali SM (Munim et al., 2022).

Tabel 4. Authors' Local Impact

Author	Articles	h index	g index
Huseynli N	2	2	2
Islam MS	2	2	2
Aba FXL	1	1	1
Abdulkareem AM	1	1	1
Afonasova MA	1	1	1
Afrad MSI	1	1	1
Ahamed AFMI	1	1	1
Alam MN	1	1	1
Ali MM	1	1	1
Ali SM	1	1	1

RQ3: What is the historical progression of the conceptual research in export readiness?

In general, by connecting the authors, affiliations and relevant keywords, we get something like Figure 4. Next, analyze the conceptual structure using a thematic map in the form of a matrix. The matrix is structured into four quadrants representing different thematic categories: Motor themes, which are central and highly influential within the research field; Niche themes, which are well-developed but more specialised; Basic themes, which reflect fundamental and widely discussed topics; and Emerging themes, which indicate newly developing or evolving areas of study (Ahuja et al., 2025).

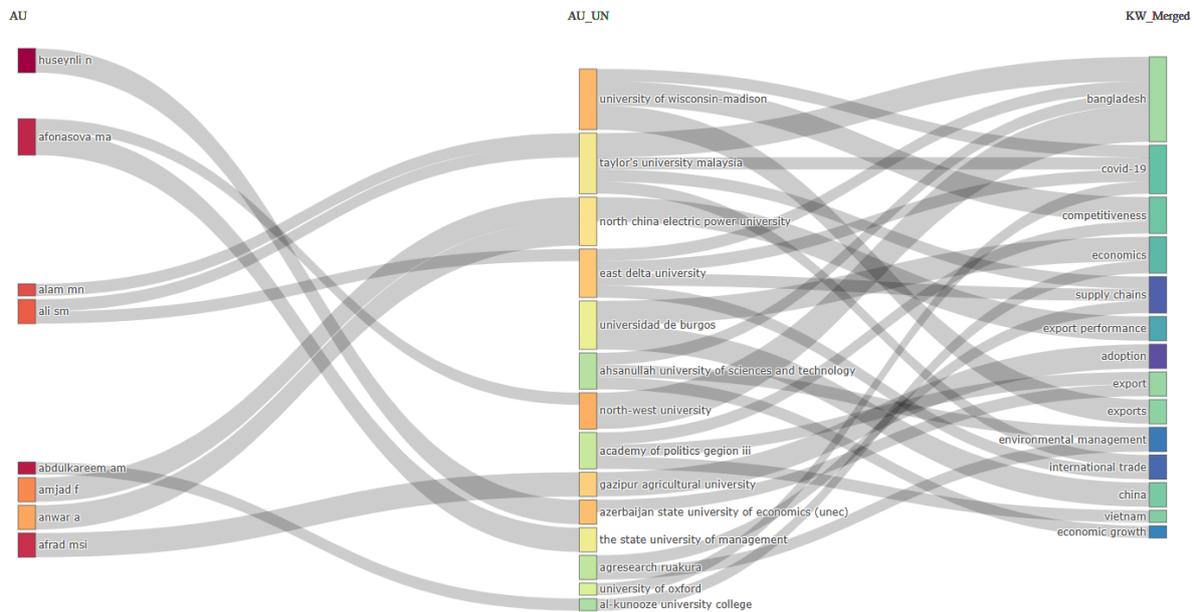


Figure 4. Three-Field Plot

Figure 5 shows that basic topics such as economics, export performance, and ready-made garments are considered fundamental and are still widely discussed in research. Emerging topics such as structural reforms, economic growth, and decision-making are considered to be newly developed in related studies.

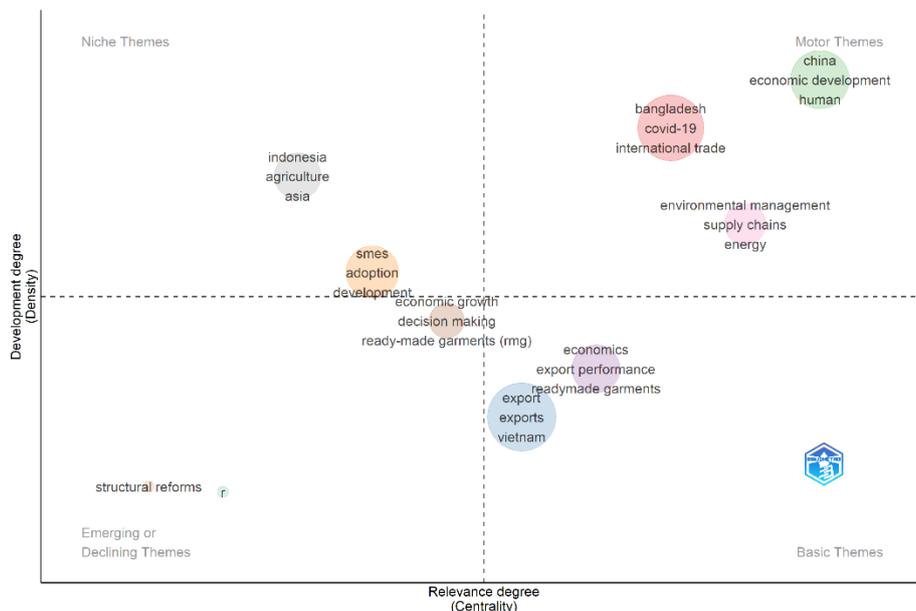


Figure 5. Thematic Map

CONCLUSION

This research provides a comprehensive overview of the global academic discourse surrounding export readiness from 2005 to 2025. By synthesizing 97 high-impact articles through a hybrid bibliometric and systematic approach, we have mapped the intellectual trajectory of how firms prepare for the complexities of international trade. The data clearly shows that export readiness is no longer viewed simply as a matter of production capacity. Instead, it has evolved into a multidimensional construct that requires a sophisticated blend of managerial skills, technological adoption, and the ability to navigate stringent international regulations. Our analysis of annual scientific production confirms that interest in this field is accelerating, driven by the pressures of globalization and the need for businesses—especially MSMEs—to integrate into global value chains.

One of the most striking findings of this study is the geographical and institutional distribution of the research. While traditional economic powerhouses like the United States remain influential, there is a burgeoning body of work coming from emerging economies like South Africa, Bangladesh, and Azerbaijan. This shift reflects a growing recognition that export readiness is a primary engine for national income growth in the developing world. However, despite this increase in volume, the conceptual framework remains somewhat fragmented. The thematic mapping conducted in this study reveals that while "basic themes" like export performance and general competitiveness are well-covered, there is a clear need to dive deeper into "emerging themes" such as structural reforms and the nuances of digital decision-making.

The primary limitation identified in current literature is the "siloes" nature of existing studies. Many researchers focus on internal firm characteristics—such as management attitudes or financial understanding—without fully accounting for the external policy ecosystem or the rapid pace of digital transformation. This study identifies a critical research gap: the missing link between export readiness, institutional governance, and technology adoption in developing nations. Future research should strive to bridge these gaps by developing hybrid models that treat technology not just as a tool, but as a core pillar of readiness.

Ultimately, for practitioners and policymakers, the takeaway is clear: fostering export readiness requires a holistic approach. It is not enough to offer export incentives if the underlying digital infrastructure or human resource quality is lacking. As we move toward 2025 and beyond, the research suggests that the most successful exporters will be those who can harmonize their internal operational strategies with the shifting demands of the global regulatory and technological landscape. We hope this bibliometric map serves as a catalyst for more integrated, interdisciplinary studies that will help businesses navigate the uncertain but opportunistic waters of international trade.

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