Cross-Culture Communication and International Trade: Bibliometric Analysis

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Abstract:

The purpose of this study is to assess the applicability and development of the "Cross-Culture Communication and International Trade" concept on literature found in the Scopus database. By searching for the keywords " Cross-Culture Communication and International Trade " in the Title, Keywords, and Abstract fields, we were able to locate 407 articles. Based on bibliometric analyses, 893 writers were found for this work, Bardhan n. with being the most well-known of them all. There are the most publications overall. The Australia, Finland and Norway were the three most productive nations. the Journal of mass media ethics was the journal with the most current content. VOS Viewer software is used to perform analysis and visualization. The comprehensive review of Cross-Culture Communication and International Trade as a cutting-edge instrument for consumer interaction provided by this bibliometric study aids scholars, practitioners, and marketers in understanding the significance of Cross-Culture Communication and International Trade and its implications. The concept of " Cross-Culture Communication and International Trade " is old and is still in its infancy. As a result, Indian research on Cross-Culture Communication and International Trade is somewhat underrepresented in the global perspective.

Keywords: Culture, Cross Culture, Cross-Culture Communication, Bibliometric analysis, VOS Viewer.

Introduction

Culture is a pattern of thinking and behavior that is acquired through learning and reinforcing a set of attitudes, values, norms, and beliefs by other members of a group. In order to survive, these fundamental assumptions and answers to the world's questions are passed down from generation to generation. The unwritten rules and laws that govern how people interact with the outside world are called culture. People of a culture can be recognized by the common characteristics they share. It may be related to geography, race, ethnicity or religion. Why Is Cross-cultural Communication In International Business Important: Patterns of communication and behavior can vary greatly in cross-cultural environments, but often very nuanced. If you lack cross-cultural understanding, you may not be able to communicate yourself or be clear about what you are told, and you may miss opportunities. Investing in cross-cultural communication in international business has many benefits.

1.   Building strong relationships with customers and business partners

2.   Building a harmonious and successful multinational team

3.   Integrating new recruits with different cultural backgrounds

4.   Overtaking competitors in international markets

5.   Overseas assignments improve the success rate

Different cultures have different perspectives on business negotiations. Some see negotiations as a signed contract between two parties, others the beginning of a strong business relationship. So you need to understand how the other party sees the purpose of the negotiation, whether you want to build a long-term rewarding relationship or he sees it as a one-off deal. The culture of international business has a huge impact on personal style, from how you dress to how you treat others. All cultures have customs and formats for business negotiations and meetings. Therefore, knowing the intricacies of foreign cultures and following proper procedures can go a long way in making the right impression and winning important business deals.

In international business, we meet customers and suppliers from different cultures every day. And with the internet and new technologies connecting us all, more workplaces than ever before are melting pots of colleagues from all over the world. But with all its advantages, this new cross-cultural environment is also creating more conflict through misunderstandings and misunderstandings. In low-context countries like the United States and Germany, communication is direct, concise, and straightforward. In contrast to content-heavy countries such as Japan, China, India and France, business communication is always very clear here. The message is often implicit and must be deciphered. As a low-context communicator, you may find that high-context speakers lack transparency and are reserved. Or, if you're from a high-context culture, you might think that low-context communicators say things that are completely unnecessary. It may not work for people.

In India, relationship-based communication lays the foundation for a successful business from the start. It is inappropriate in India to speak in the fact-focused, fact-agnostic way that characterizes the Western business style. It comes across as cold, aggressive, insensitive, indifferent, and contemptuous.

In India, personal matters come first. Every time. After that is business. In many other countries it's just a conversation until it gets to the point, but in India it's very important.

Communication in India is indirect and contains many euphemisms and references. Learning to understand subtle cues is one of the things a Western businessman should do. Driven by risk-taking, self-confidence, optimism and youthful dynamism, Indians also tend to exaggerate their achievements. As a result, a neutral, factual style seems far and away worthless. Indians have no problem expressing their emotions. For example, some of India's bargaining dramas whine about being torn from deals and already offering discounts on everything. Doing business internationally means opening new markets. Companies must be sensitive to

different cultures when dealing with foreign customers or planning marketing campaigns for foreign subsidiaries. Leaders should first study the beliefs, values and customs of their local market.

Review of literature

SU YING (2020) conducted the study on cross-cultural communications in international trade,2020.After the research concluded that in the era of economic globalization, people's social activities are becoming more and more convenient and free. However, due to differences in the geographical, ethnic, cultural and historical backgrounds of both parties, differences in customs, languages and cultures tend to become barriers to communication. It's the key to improving.

Guimin Chi, Feng Zhang (2021) conducted the study on The Interdisciplinary Features of Business English in International Trade Practice Course,2021. During the research they concluded that Since China's accession to the World Trade Organization, China's economic development has become more integrated with the global economy. Business English has become a bridge that paves the way for business communication between international companies. this paper analyzes the interdisciplinary nature of Business English from the perspective of an international trade practice course.

PeerayuthCharoensukmongkol (2019) had done the study on The Efficacy of Cultural Intelligence for Adaptive Selling Behaviors in Cross-Cultural Selling: The Moderating Effect of Trait Mindfulnessin06 Sep 2019.he concluded that the contribution of cultural intelligence (CQ) to adaptive sales behavior and international sales performance of Thai salespeople working at international trade fairs. CQ enables sellers to make effective sales adjustments to achieve high performance in cross-cultural sales, the authors argue.

Mark Cleveland,Fabian (2018) Bartsch conducted the research on Global consumer culture: epistemologyand ontology in 22 November 2018. They studied that Marketing research and practice must move away from the dichotomy of global versus local consumption fueled by misleading views of segmentation. Instead, marketers should focus on identifying new her GCC permutations, identifying how they work in context, and placing their marketing her mix accordingly.

AluisiusHeryPratono (2019) conducted the research on Cross-cultural collaboration for inclusive global value chain: a case study of rattan industry on13 February 2019. During the research, he concluded that Cross-cultural cooperation between developed and emerging markets facilitates comprehensive global value chains (GVCs) through innovation and technology transfer. With reference to the global rattan industry, this paper identifies his three typologies and social mechanisms of cross-cultural cooperation.

Xuehui Zeng (2018) had did the research on Cross-Culture Consideration in Business Event: A Perspective of Trade Fairs between China and Germany,2018.The purpose of this paper is to prepare trade fair organizers to improve their communication in order to avoid misunderstandings due to cultural differences. This study shows that the Chinese economy is strongly influenced by Confucianism and collectivism, whereas Germany has its own culture-specific behavior that represents a linear and active behavioral category group.

XU Xuhong, CAILanlan (2017) conducted the research on The Promotion of Intercultural Communicative Competence in Current International Trade,2017. During the research, They concluded that importance of cross-cultural communication is increasing due to the progress of globalization and the spread of network technology. Intercultural communication includes aspects such as psychology, emotion, behaviour, and cognition.

Suping Jiang (2018) conducted the research on Foreign Trade English Correspondence Communication Effectiveness of Foreign Trade Enterprises in Guangxi Beibu Gulf Economic Zone, 2018. they concluded that With the construction and rapid development of the Guangxi Northern Gulf Economic Zone, many multinational companies have established trade ties in Guangxi. Cross-cultural communication and exchange is becoming more and more important. How can we overcome conflicts with different cultures and break down communication barriers

Peerayuth Charoensukmongkol, Arti Pandey (2017) conducted the research on Contribution of cultural intelligence to adaptive selling and customer-oriented selling of salespeople at international trade shows: does cultural similarity matter,2017.This study examines how cultural intelligence (CQ) contributes to the adaptive and customer-focused sales behaviour of salespeople in cross-cultural contexts. As a result, we found that exhibitors with a higher CQ tended to show more aggressive exhibition behavior at exhibitions in Japan and Vietnam.

Yunhong Jiang, Jin Wang (2018) conducted a study on Cultural Empathy in Foreign Language Teaching from the Perspective of Cross-cultural Communication,2018.they on cluded that Cultural empathy is a central part of the overall system of intercultural communication. Intercultural communication skills are very important in foreign language education. This paper aims to build an effective foreign language training model to improve students' skills in intercultural communication.

JanphaThadphoothon (2017) conducted the research on Taxi Drivers' Cross-Cultural Communication Problems and Challenges in Bangkok, Thailand, 2017.This paper reports a survey on the cross-cultural communication problems and challenges of taxi drivers in Thailand. The results show that taxi drivers have relatively little knowledge of English. Efforts to improve their English skills must take into account the nature of their work and working conditions.

Anders Friberg, Kahyun Choi, Ragnar Schön, J. Stephen Downie, Anders Elowsson (2017) conducted the research on Cross-cultural aspects of perceptual features in K-Pop: A pilot study comparing Chinese and Swedish listeners,2017. They concluded that Listeners in South Korea and Sweden were asked to rate eight perceptual characteristics of K-pop samples using a web-based questionnaire. The results showed that there was a small but significant difference between the two groups regarding the average speed and rhythmic complexity of the hip-hop samples.

George Kwame Agbanyo and Yan Wang (2022) did the study on Understanding Cross-Cultural Differences in Conceptualizing International Trade Patterns: A Neuroeconomic Perspective,2022. They studied that Neuroeconomics is rarely used to study the impact of culture on international trade. This article proposes a new framework for conceptualizing international trade patterns. By revealing the cognitive processes of cross-cultural diversity, this article provides tools for breaking down the trade barriers of individualism and collectivism across national borders.

Assoc. Prof. Dr. Fatih Cemil OZBUGDAY Res. Asst. Dr. Onder OZGUR (2021) conducted the research of international trade of cultural products and economic growth: a panel data analysis,2021. They concluded that the potential for international trade in cultural goods to drive economic growth has been ignored in the empirical literature. The study examines the relationship between international trade and her per capita gross domestic product (GDP) for 85 countries over a decade. She concludes that policymakers should not demand protective measures against the importation of cultural goods and services.

Javier Scavia,Pedro Fernández de la Reguera,Josephine E. Olson,NahuelPezoa,Werner Kristjanpoller (2021) conducted the research on The Impact of Cultural Trade on Economic Growth,2021. During the research, they concluded that the relationship between international trade and economic growth has become an area of interest for many researchers in recent years. The study examines the import-export relationship of cultures in her 34 European countries over the period 2004-2017. The results show that there is a long-run equilibrium relationship between gross domestic product, gross exports, gross imports, and, to a lesser extent, capital formation.

Ahmed M. Adel,Xin Dai,Rana S. Roshdy (2021)conducted the study on Investigating consumers' behavioral intentions toward suboptimal produce an extended theory of planned behavior – a cross-cultural study,2021.This work is one of the few attempts to study suboptimal food intake under a theoretical lens by extending the TPB model. The results show that the proposed augmented TPB construct can predict 65.3% of the variance of intent to recommend others' products to others.

Andreas Gebesmair1 and Christoph Musik (2022) conducted the research on Interaction Rituals at Content Trade Fairs: A Micro foundation of Cultural Markets,2022. This article shows how ritualized and regular encounters help companies recreate business relationships and develop a common understanding of ongoing

business. Drawing on his Randall Collins theory of interaction rituals (IR) that emphasizes the relevance of emotional contact in social life. First, we conclude that Collins underestimates the impact of uneven distribution of economic resources on his IR.

Jozsef Poor,Csaba Kollar,Zoltan Szira,Vas Taras,Erika Varga (2018)conducted the research on Central and Eastern European Experience of the X-Culture Project in Teaching International Management and Cross-Cultural Communication,2018. During the research, he concluded that by participating in the X-Culture International Student Collaboration Project, students have increased their chances of getting a good job and have expanded their social and professional networks. Most participants found the program very useful and made great progress in understanding and communicating with others.

Henriette Hafsaas conducted the research on Hierarchy and heterarchy – the earliest cross-cultural trade along the Nile. After the study he concluded that The University of Bergen's Sudan group examines the relationship between Egypt and Sudan in the early days of intercultural trade along the Nile.

Antonina A. Bauman,Nina V. Shcherbina (2018)conducted the study on Millennials, Technology, and Cross Cultural Communication,2018. after the study he concluded that The role of cross-cultural communication in commercial success has increased significantly over the past decade. Employers struggle to recruit new graduates because students lack communication skills. This study was designed to explore Russian and American perceptions of intercultural business communication methods.

Nguyen ThiHoa, Nguyen Thi Hang, Nguyen Thanh Giang, Dinh Tran Ngoc Huy (2021) conducted the research on Human resource for schools of politics and for international relation during globalization and EVFTA2021. They concluded that in the era of integration and globalization, Vietnam's talent faces challenges, but also many opportunities. Many Vietnamese workers do not have sufficient work skills, foreign language skills and lack of training programs, so they face difficulties in performing their jobs. The study proposes several solutions to address HR challenges and meet demands in the workplace.

Recep Ulucak,Danish,Salah Ud-Din Khan (2020)conducted the research on Does information and communication technology affect CO2 mitigation under the pathway of sustainable development during the mode of globalization,2020. They concluded that the rapid development of globalization facilitates interaction between countries and peoples around the world through the rapid nature of information and communication technology (ICT). ICT development also contributes to economic growth through various channels, but can have environmental impacts. The results of this study are robust to heteroscedasticity, endogeneity, and cross-section dependence issues.

Hanxiao Wang and Bei Liu (2020)conducted the research on A Role of Production on E-Commerce and Foreign Policy Influencing One Belt One Road: Mediating Effects of International Relations and International Trade. They find the key trading patterns and digital commerce around the world, taking production factors into account. China, the cheapest manufacturing country, is also good at e-commerce. Foreign policy and international relations also play an important role in online trading.

Chien, Fengsheng and Anwar, Ahsan and Hsu, Ching-Chiand Sharif, Arshian and Razzaq, Asif and Sinha, Avik (2021)conducted the study on The role of information and communication technology in encountering environmental degradation: Proposing an SDG framework for the BRICS countries,2021.This study examines the impact of information and communication technology, economic growth and financial development on carbon emissions by simultaneously testing the Environmental Kuznets Curves (EKC) of the BRICS countries. The results provide a basis for policymakers to develop policy frameworks to achieve their SDGs goals.

Paula Caligiuri, Helen De Cieri,DanaMinbaeva, Alain Verbeke and Angelika Zimmermann (2020)conducted the research on International HRM insights for navigating the COVID-19 pandemic: Implications for future research and practice,2020. They find that not only has the pandemic increased cross-border distances between countries and organizations, but it has also created new challenges for employees who were previously co-located to maintain corporate distancing. Although his existing IHRM research provides practical insights today, great knowledge in the field remains.

Nancy J. Adler and Zeynep Aycan (2018)conducted the study on Cross-Cultural Interaction What We Know and What We Need to Know,2018. They concluded that due to our globally networked reality, we often cannot understand each other. This article provides an overview of what academia knows about cross-cultural interactions between expatriates and negotiators. It outlines what we need to learn to understand diversity as what enriches the success of individuals, organizations and societies.

Nathalie Pena-García, Irene Gil-Saura b, Augusto Rodríguez-Orejuela c,Jos-e Ribamar Siqueira(2020)conducted the research on Junior Purchase intention and purchase behavior online: A cross-cultural approach. This article aims to examine the main factors behind e-commerce adoption using elements of social psychology. Introduces research on factors different from conventional ones, such as purchasing impulses, compatibility, and self-efficacy in online shops. This result highlights the importance of national culture in understanding impulse buying behavior.

Michael A. Witt(2017)conducted the research on De-globalization Theories, predictions, and opportunities for international business research,2017. He studied that Deglobalization is now a distinct possibility and will bring about major changes in the strategies, structures and behaviors seen in international business. This paper describes the opportunities available in his three areas of IR research. Policies and Roles of Multinational Enterprises (MNEs), Global Value Chains, and Roles in National Contexts.

SjoerdBeugelsdijk,Bjo¨rn Ambos and Phillip C Nell(2018)conducted the study on Conceptualizing and measuring distance in international business research: Recurring questions and best practice guidelines,2018.they examines the theory, methods, and data of distance in international economic research. We show that the particular method of calculating distance can be of some importance, but that the choice of a particular cultural or institutional framework has a significant impact on the distance between countries and pairs.

Vanessa Ratten (2020) conducted the research on Coronavirus and international business 2020,An entrepreneurial ecosystem perspective,2020. They concluded thatCovid-19 (coronavirus) is a health pandemic that has had a major impact on the global economy. The impact of the coronavirus will be most noticeable at the international business level due to travel restrictions and the movement of workers. This requires an entrepreneurial perspective for companies to survive in the current market environment.

Fred Luthans, Jonathan P Doh (2018) conducted the study on International management Culture, strategy, and behavior,2018. After the study he believe future managers need to understand and assess the state of the global business environment and the specific management challenges associated with it. The most successful managers also understand the benefits that managers of private, public, and third-sector organizations around the world bring to business, government, and society in their ethical, productive, and value-adding behavior.

Harry Irwin(2020) conducted the research on Communicating with Asia Understanding People and Customs,2020. Doing this study he finds that Communicating with Asia is a comprehensive guide to cultural education for Australians interacting with Asians. A wealth of examples from Japan, China, Hong Kong, Taiwan, Singapore, Malaysia, Thailand, Indonesia, etc. It's not just about knowing how to bow in Japan or what gifts to give in Korea.

Olivia Hernández-Pozas (2019) did the research on Global cultural systems, communication, and negotiation,2019. He explains how national cultures influence the way negotiations are conducted around the world. It contrasts the usefulness and limitations of the theoretical framework of national culture. The authors provide numerous culture-specific examples and practical recommendations for global negotiators.

Beate Krieger, Christina Schulze, Jillian Boyd, Ruth Amann, Barbara Piškur, Anna Beurskens, Rachel Teplicky, Albine Moser (2020) conducted the study on Cross-cultural adaptation of the Participation and Environment Measure for Children and Youth (PEM-CY) into German: a qualitative study in three countries,2020.thwy concluded that Child and Youth Involvement and Environmental Action (PEM-CY) is used in Germany, Austria and Switzerland. The aim of this study was to translate and adapt the measurements across cultures into German. Fifteen parents of children and young people with disabilities from three German-speaking countries participated.

KlavdiaMarkelova Evans, Veronika Ermilina, Ashley Salaiz (2019) conducted the research on The role of reciprocity in the internationalization of social enterprises,2019.This paper examines the applicability of Uppsala's internationalization model to the social enterprise (SE) context. These papers argue that SE's strong social orientation facilitates two-way interaction with stakeholders in the host country. These demonstrate SE's unique ability to overcome the lack of information on foreign markets and the lack of public support in host countries.

Miao, C., Humphrey, R. H., & Qian, S. (2018) conducted the study on A Cross-Cultural Meta-Analysis of How Leader Emotional Intelligence Influences Subordinate Task Performance and Organizational Citizenship Behavior,2018.they studied that Executive emotional intelligence (EI) shows validity and relative weight in predicting task performance and organizational behavior of subordinates after controlling for Big Five and cognitive performance. The relationship between her EI of the leader and her OCB of the subordinate is stronger in long-distance, collectivist, feminine cultures of power that reject high uncertainty.

Sara Benetti, Enrique Ogliastri, and Andrea Caputo (2021) conducted the study on Distributive/integrative negotiation strategies in cross-cultural contexts: a comparative study of the USA and Italy,2021. they concluded that Emotional processing was an important part of interaction for Italian negotiators, regardless of their alignment with negotiation strategy, suggesting cultural influences on emotional processing in negotiations. did. Typical distributive, emotionally integrated (mainly Italian), and impersonal (mainly American).

Viktor Andersson & Alexandra Mets (2019) conducted the study on Cross-Cultural Business Negotiations The Impact of Business Cultures from a Swedish Perspective,2019. They concluded that In an increasingly competitive global economy, there is a new trend for companies to compete in new international business markets. Cultural sensitivities must be taken into account for successful negotiations in an international context (Manrai&Manrai 2010). The research was conducted by interviewing her five professional negotiators based in Sweden.

A.I.Suriyapperuma (2021) conducted the research on International Business Relationship Management and Negotiation,2021.he studied that Relationship management and negotiation are skills that international business managers need to be successful. This course will deepen your understanding of negotiation management and relationship management.

Rafael Schön (2020) conducted the research on Excelling in International Negotiations Analysis of the Impact of Culture on International-Business-Negotiations,2020This cumulative paper contains three studies on intercultural communication. Controversial results, research gaps, and potential dead ends in the approach. The results show that culture has a significant impact on negotiations, with significant differences between cultures.

Chandra Sekhar Patro (2022) conducted the study on Cross-Cultural Communication in the Digital Business Environment,2022. he studied that In the digital age, cross-cultural communication in business environments is more prevalent than ever. Understanding cultural differences is one of the most important skills an organization must develop to gain a competitive advantage. Similar to the issues faced by global managers, key areas impacting the adoption of digital communications are assessed.

PavolSahadevan, Mukthy Sumangala (2021) conducted the research on Effective cross-cultural communication for international business,2021.they concluded that Employee diversity can be a cultural barrier that some people don't know how to overcome. This white paper discusses how to communicate effectively in a culturally diverse organization. The study also describes the importance of inclusive communication, constructive trading, cross-cultural training, and design thinking.

AilanLiua, CuicuiLub, Zhixuan Wangc (2018) conducted the research on The roles of cultural and institutional distance on international trade: evidence from China's trade with the Belt and Road countries,2018. They concluded that The Belt and Road Initiative (BRI) proposed by China has attracted the attention of the world. This paper examines the role of cultural and institutional distance in China's trade relations with countries along the Belt and Road. It estimates the expanded severity of China's bilateral product-level trade data for the period 2002-2016.

Mario Nugroho Willyarto, Bhernadetta P Wahyuningtyas, UlaniYunus, Pantry Heriyati (2021) conducted the research on Cross-Cultural Communication in Micro/Small/Medium Enterprises Business by Using Social Media,2021.they concluded that Improving small and medium enterprises (MSMEs) has become a priority of the government to boost the national economy. Whistleblowers used all means of communication, including social media, messaging apps, and traditional verbal and written communication. They learned a lot while communicating with people from different countries and cultures on social media.

OV Desyatova, VL Malakhova (2018) conducted the research on Linguocultural aspects in training international business specialists,2018.they concluded that Foreign languages are viewed as linguistic frameworks for cross-border communication processes aimed at finding common ground in economic, political, social and other areas of interaction. The purpose of this study is to analyze important cross-cultural and linguistic-cultural aspects that international professionals should be taught regarding their future work.

Fang Liu, Ali Kanso, Yong Zhang, Doina Olaru (2019) conducted the study on Culture, perceived value, and advertising acceptance: a cross-cultural study on mobile advertising, 2019. during the research they concluded that Advertisers need to understand how mobile advertising is perceived in different markets. This study examines the impact of four perceived values on mobile advertising adoption by young consumers in Australia and China. The results suggest that perceived functional value has the most positive effect on mobile advertising adoption, followed by credibility and interactivity values.

Paula Caligiuri, AhsiyaMencin, Brad Jayne, Allison Traylor (2019) conducted the study on developing cross-cultural competencies through international corporate volunteerism,2019.they concluded that intercultural experience, contextual novelty, project relevance, and social support facilitate the development of intercultural competencies. Employees with high cross-cultural base skills are encouraged to work in environments with high contextual novelty (i.e., international locations) and low domestic base skills.

Denys Lifintsev, Cristina Fleșeriu, Wanja Wellbrock (2019) conducted the study onA study of the attitude of Generation Z to cross-cultural interaction in business,2019. They studied that Generation Z places great emphasis on cross-cultural communication skills in both their personal and business lives. Key motivating factors for working in a multicultural business environment and key barriers to effective cultural interaction were identified. This paper shows that Generation Z is ready and motivated to work in a multicultural workplace.

Nan Lin, Xiaofang Guo, Qianhui Wen, Li Zhang (2019) conducted the study on The Analysis of how to do Cross-cultural Business in the UK,2019.they concluded that Britain is one of the world's leading industrial nations. The British have a long history of being punctual, having a high quality of life and following principles. This paper aims to analyze the basic situation in the UK and highlight some taboos. It also gives advice on how to do business with people in the UK.

Ratan JS Dheer, Carolyn P Egri, Len J Treviño (2021)conducted the study on A cross-cultural exploratory analysis of pandemic growth: The case of COVID-19,2021.they studied that The novel coronavirus, which has caused more than 3 million deaths and 140 million cases worldwide, is wreaking havoc around the world. Some countries have been more successful than others in slowing the rise in cases, thereby saving lives. Our results provide evidence that policy makers and organizations may develop strategies that consider national cultural integrity.

Bibliometric Analysis

Bibliometric analysis uses statistical and other measurement methods to assess and project current and future research directions (Yu, 2017). Therefore, bibliometrics can be utilised to reveal patterns in the subject of employee turnover. A collection of methods called "bibliometrics" is used to analyse published data in terms of the text and details about the author, affiliation, co-citation, citations, and keywords utilised. (Norton, 2000). The use of bibliometric analysis as a method of evaluation aids in determining the relationship and influence that technology has on an author's productivity and charts the evolution of research activity through time. A

computer application called VOSviewer was created for creating and viewing bibliometric maps. The scientific community has free access to Vosviewer. This application is used to create author and journal maps based on co-citation data and keyword maps based on co-occurrence data (Vosviewer, 2023).

"An Introduction to Bibliometrics" by (Bautista-Bernal, 2022)provides a comprehensive review of the literature on bibliometric analysis, including its history, methods, and applications in various fields.

Bibliometric Analysis: A Review" by (B.M. Gupta, December 2020) provides an extensive review of the literature on bibliometrics. The article covers the history, methodologies, and applications of bibliometrics in various fields, including science, social science, and the humanities."

Bibliometric analysis is becoming increasingly popular in many fields of research as a tool for analyzing scientific output and identifying research trends (Alonso, Cabrerizo, Herrera-Viedma, & Herrera, 2010). In recent years, there has been a growing interest in bibliometrics and scientometrics as means of evaluating and monitoring research productivity and impact (Abramo, 2013)

Methodology

The concept of the cross culture communication and international trade is highly projected topics in the literature but still, the bibliometric perspective of this approach is not effectively addressed. So exploratory research had been conducted to fill the gap found through the literature review. In addition to this research will be helpful in upgrading the knowledge on this concept.

cross culture communication and international trade has been widely discussed in the literature, but the bibliometric analysis of this approach is still lacking. To address this gap, an exploratory research study was conducted, which aims to provide a comprehensive analysis of the current state of research on cross culture communication and international trade from a bibliometric perspective. The results of this study will not only contribute to the existing literature on the topic but will also be useful for researchers and practitioners seeking to deepen their knowledge of cross culture communication and international trade and its impact on the field of international trade management.

Research Objectives

The study tried to add knowledge to the subject of cross culture communication and international trade and related topics by presenting the new knowledge.

- To identify the most significant journals in Scopus on " cross culture communication and international trade ".
- To identify the most relevant authors in Scopus on " cross culture communication and international trade ".

- To identify the Country's contribution in Scopus on " cross culture communication and international trade ".

- To examine collaboration networks on "cross culture communication and international trade ".

- To know the Annual research papers published in Scopus on " cross culture communication and international trade ".

Data Collection

The study used the published Scopus database. Scopus database is the premier database with high-quality research journals in the field of Management. Scopus database is used for the study due to its quality research being found missing from many of the well-known sources like Google Scholar. The initial search was made with the Scopus database by entering the keyword "cross culture communication and international trade". Further, based on the exclusion of the subject area, document title, source title, and language, the study found 407 articles for further analysis. Final 407 articles CSV file imported to VOS viewer. Further analysis is used for analysing the relationship between authors, countries, author citations, journals, sponsors and common keywords.

Analysis and Results

Overview of the Data

The data provided indicates that a significant amount of research was carried out over the course of 3 years and involved a wide range of organizations and countries. There were 407 published articles, which suggests that the research covered diverse subject areas. The participation of 893 authors indicates that many researchers were likely involved, possibly collaborating across different institutions or fields.

The involvement of 674 organizations suggests that this research was conducted on a large scale, possibly through multiple partnerships. Additionally, with 66 countries participating, the research may have implications for various cultures and regions.

Finally, the large number of cited authors (18,726) suggests that this research had a considerable impact on the broader research community and may influence future research in the field. Overall, this data provides valuable insights into the scope and magnitude of the research conducted during the 3 year period.

Particulars	Result
Total Articles	407
Total Authors	893
Time Frame	5Years
Organisations	674
Countries	66
Total Journals	58
Reference	15573
Cited Sources	10566
Cited Authors	18726

Table 1 Overview of the Data

Year wise Publication

There are 75 articles in the dataset, which represents the number of papers published over a five-year period, from 2021 to 2023.

28 publications were published in 2021, the dataset's first year, accounting for 0.3733% of all articles. A total of 43 articles were published in 2022, accounting for 0.5733% of the total. The number of papers published decreased the next year, in 2023, with 4 pieces making up 0.0533 % of the total.

The number of papers published increase in 2022, with 43 articles accounting for 0.5733% of the total. It's important to note that the decline is not considerable and that there will still be more papers published in 2023 than there were in 2021.

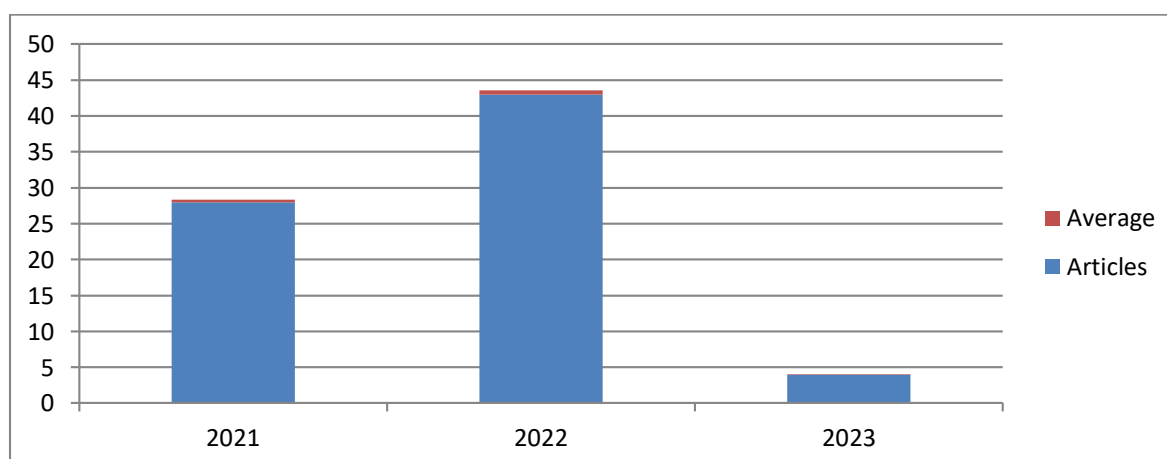| Year	Articles	% (N=75)
2021	28	0.37333
2022	43	0.57333
2023	4	0.05333

Table 2 Year wise Publication and Average

Figure 1 Publication Details

Author Analysis

Table 3 represents the having more than 74 citations for their research focusing on the "cross culture communication and international trade" during the years 2021 to 2023. The leading authors for research in the domain are bardhan n., hollinshead k., kobayashi y., liu y., suleman r., yang y., yoshitomi s., zhang y.

The articles for the year 2021 got lower citations due to long time span compare to the recent publications.

Table 3 identified that the leading authors with higher citation while table 4 with authors having higher articles.

author	citations
bardhan n.	62
hollinshead k.	4
kobayashi y.	0
liu y.	2
suleman r.	4
yang y.	2
yoshitomi s.	0
zhang y.	0

Table 3 Top Authors based on Citation

Table 4 represented the number of articles published by the individual authors concentrating on "cross culture communication and international trade". Authors such as bardhan n., hollinshead k. and suleman r. are having more publication in the field of "cross culture communication and international trade". bardhan n. has highest 64 citation focusing on the "cross culture communication and international trade".

The provided data shows the number of documents and citations for 8 authors. The top three authors with the highest number of citations are bardhan n. with 64 citations, hollinshead k. and suleman r. 4 citations. While kobayashi y., yoshitomi s., zhang y. with 9 documents, has the lowest number of citations at 0. This data suggests that these authors have made significant contributions to their respective fields and their work has been influential in the research community.

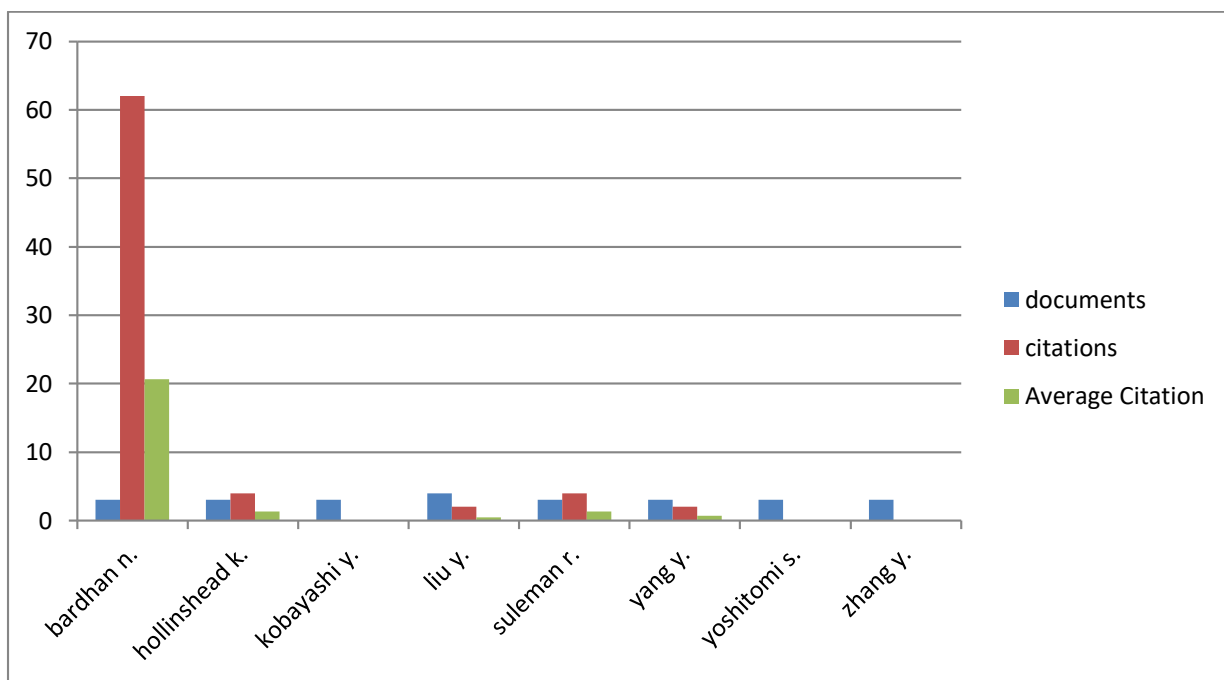| author	documents	citations	Average Citation
bardhan n.	3	62	20.66
hollinshead k.	3	4	1.333
kobayashi y.	3	0	-
liu y.	4	2	0.5
suleman r.	3	4	1.33
yang y.	3	2	0.666
yoshitomi s.	3	0	-
zhang y.	3	0	-

Table 4 Authors with Publications

Figure 2 Authors with Publication Details

Table 5 represents the information related to journals that published maximum articles focusing on the "cross culture communication and international trade". The journals published the research papers. All these journals are managed by top-class publication houses like Emerald Group Holdings Ltd., Elsevier Ltd,, Nova Science Publishers, Inc. etc.

source	documents	citations	Average Citation
acm international conference proceeding series	2	30	15
advanced materials research	4	1	0.25
advances in intelligent systems and computing	5	6	1.2
communication theory	3	57	19
computational intelligence and neuroscience	2	2	1
economic annals-xxi	2	3	1.5
ieee transactions on professional communication	2	28	14
international encyclopedia of the social & behavioral sciences: second edition	2	9	4.5
international journal of business and globalisation	2	1	1.5
journal of physics: conference series	3	1	.333
journal of silk	6	3	0.5
lecture notes in computer science (including subseries lecture notes in artificial intelligence and lecture notes in bioinformatics)	2	15	7.5
mass communication research	2	1	0.5
medical care	2	340	170
proceedings of the acm conference on computer supported cooperative work, cscw	2	28	14
proceedings of the international conference on industrial engineering and operations management	2	2	1
public relations in global cultural contexts: multi-paradigmatic perspectives	3	62	20.66
the routledge companion to the cultural industries	2	7	3.5
theory and practice in language studies	4	2	0.5

Table 5 Journals with number of Documents

Table 6 represents the total citation of the journals. The leading journals with citations are cross culture communication and international trade.

The data shows the number of citations for various journals related to cross culture in international trade. The highest number of citations is for the Journal of mass media ethics, followed by journal of personality and social psychology, public relations review, journal of public relations research, journal of business ethics. Some journals have multiple variations in name, which may cause some confusion in tracking citations.

source	citations
academy of management journal	31
academy of management review	23
administrative science quarterly	21
annals of tourism research	22
disrupting qualitative inquiry	21
futuribili	24
handbook of qualitative research	30
harvard business review	26
human communication research	22
int. j. proj. manag.	20
international journal of intercultural relations	29
international journal of project management	25
journal of applied psychology	23
journal of business ethics	36
journal of communication	20
journal of international business studies	24
journal of marketing	27
journal of mass media ethics	52
journal of personality and social psychology	45
journal of pragmatics	26
journal of public relations research	44
mis quarterly	29
nature	23
plos one	20
public relations review	46

science		
	27	

Table 6 Journals with highest citation

Table 7 represents the organizations which promoted the research in the field of "cross culture communication and international trade". department of archaeology and anthropology, university of chinese academy of sciences, beijing, 100049, china, department of communication, cornell university, united states, department of speech communication, southern illinois university, carbondale, united states, english department, shijiazhuang tiedao university, shijiazhuang, china, independent scholar, nuneaton, warwickshire, united kingdom, etc. are leading supporter for the research in the domain of Cross-Culture Communication and International Trade

organization	documents	citations
department of archaeology and anthropology, university of chinese academy of sciences, beijing, 100049, china	2	2
department of communication, cornell university, united states	2	14
department of speech communication, southern illinois university, carbondale, united states	3	62
english department, shijiazhuang tiedao university, shijiazhuang, china	2	3
independent scholar, nuneaton, warwickshire, united kingdom	2	4
international tourism studies, the university of bedfordshire, luton, united kingdom	3	4
japan space forum (jsf), japan	2	0
monash university, australia	2	45
school of information science and technology, shijiazhuang tiedao university, shijiazhuang, china	2	3
school of journalism and communication, center for studies of media development, wuhan university, wuhan, china	2	0
school of journalism and communication, wuhan university, wuhan, china	2	0
school of journalism and communication, wuhan university, wuhan, china	2	0
university of leeds, united kingdom	2	9
university of memphis, united states	2	0

This data shows the number of cross culture communication and international trade documents and citations in various countries. It is interesting to note that Taiwan has the highest average citation (22.64), while United Kingdom has the lowest at only 0.16. The Australia has the highest number of documents and citations, followed by Finland, Norway and the Hong Kong. It is clear that some countries are more active in the field of cross culture communication than others. This data can be useful for researchers and practitioners to understand the current state of the field and to identify areas where more research is needed. Additionally, it can help policymakers identify countries that are leaders in this area and learn from their best practices.

country	documents	citations
australia	28	634
brazil	5	17
canada	7	102
finland	4	74
germany	11	16
hong kong	6	94
india	9	31
indonesia	8	81
italy	7	4
japan	7	25
malaysia	4	25
netherlands	5	2
new zealand	5	63
norway	6	95
russian federation	8	43
south africa	6	22
spain	7	20
taiwan	7	48
united kingdom	37	6
united states	103	484

Table 7 Country wise Publication
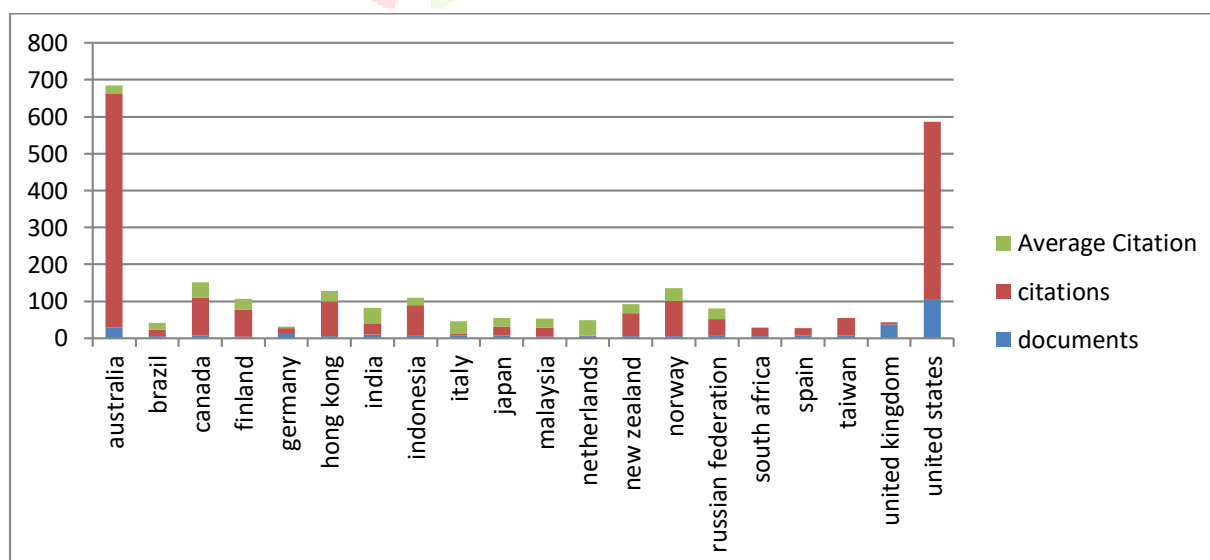
Figure 3 Country wise Publication Details

Co-occurrence Analysis

This section of the study focuses on examining and analyzing the co-occurrence network map of keywords. The co-occurrence of keywords is an accurate way of reflecting research hotspots in different fields of study. The VOS viewer software was used to build a network of keyword co-occurrences, where the nodes represent the weight of the keywords, with larger nodes indicating greater weight. The distance between the nodes shows the relationship between them, with words closer together having a stronger relationship. The frequency of co-occurrence of keywords is indicated by the thickness of the lines between the nodes, while nodes in the same cluster are represented by the same colour.

The analysis revealed that "cross culture communication and international trade" is the most frequently occurring keyword in the search terms. The frequency of co-occurrence of a keyword indicates the strength of its link. Link strength is a quantitative statistic used to display the relationship between two nodes. The VOS viewer software sorted the employee turnover keywords into seven different clusters based on their similarities.
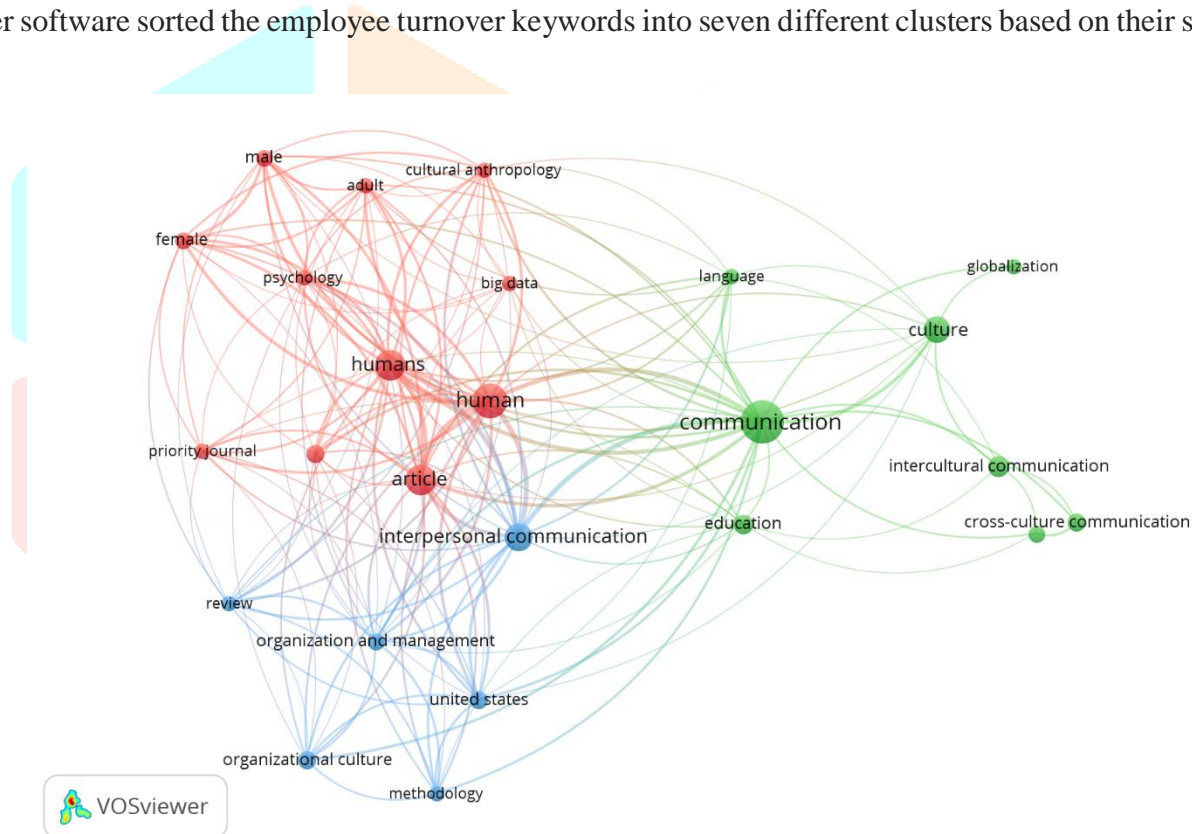

Figure 4 Keywords Co - occurrence network

Undertaking a research project on any given topic is usually challenging without collaboration. For this reason, many research projects require co-authorship and teamwork to reach completion. When performing bibliometric analysis to assess research in a particular area, co-authorship analysis becomes crucial. This article presents an analysis of co-authorship at the national level. The co-authorship analysis was conducted using the VOS viewer software. Examining the co-authorship of countries reveals the extent of communication between them and those that have a significant impact on the field of study. Strong nations are represented by large nodes in the analysis. Co-authorship analysis becomes essential in evaluating the current state of research in a

particular field, especially since many initiatives require collaboration and teamwork to finish the research. Therefore, by looking at national co-authorship, researchers can determine the level of communication and collaboration between different countries and assess their contribution to the field of study. In summary, analysing co-authorship is crucial in evaluating the level of research on a particular topic and understanding the role of different countries in advancing the field.
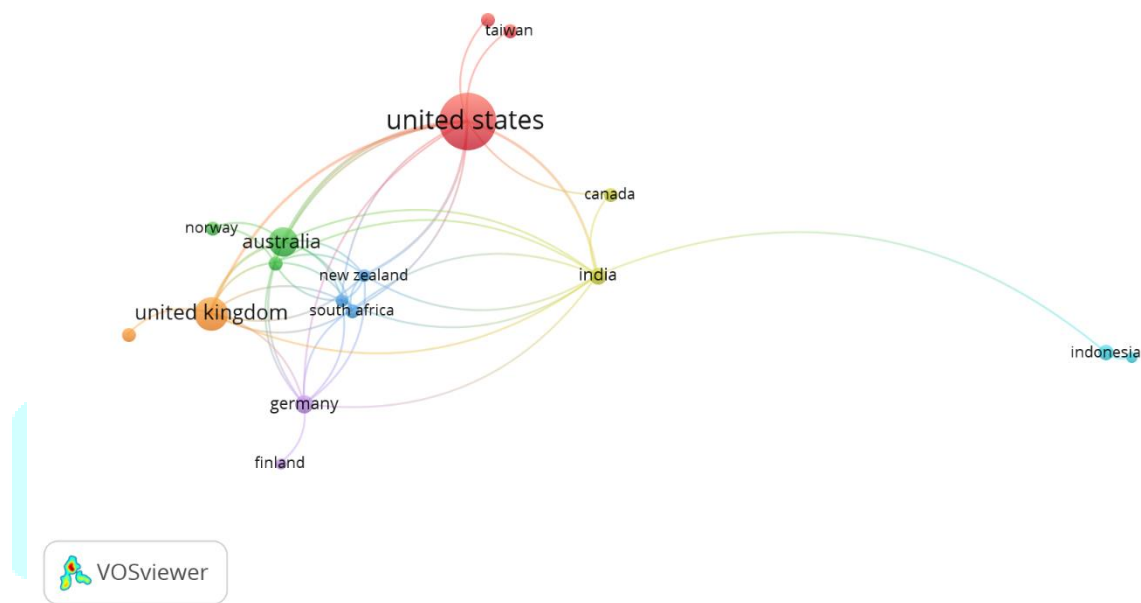

Figure 5 Country wise Co Authorship Network

Conclusion

This study presents the results of a bibliometric analysis of articles on cross culture communication and international trade from 2021 to 2023 that were indexed in the Scopus database. In the paper, the co-occurrence of keywords has also been investigated. Between 2021 and 2023, there were roughly 407 country-of-origin documents. Over time, there has been a growth in the number of authors and references. The Australia, Finland and Norway are three of the nations in this region with the fastest economic growth.

In terms of Total Publications across time, the Australia consistently held the top spot. The most fruitful journal in the area of the country of origin is the Journal of mass media ethics, followed by journal of personality and social psychology, public relations review all the institutions and the authors have fairly high rates of international cooperation.

The most popular terms in the research paper are "international trade", "cross culture", and "communication" Either the title, abstract, or keywords contain these words. This research paper may be helpful for the researchers to understand cross culture communication and international trade from a large perspective. In the future, we wish to analyse all the publications texts to identify the current trends and development of future trends in this field.

Limitation

Although several limitations of this study can be identified, the bibliometric analysis performed in this study to analyse the material on the cross culture communication and international trade can provide information that is beneficial to scholars and practitioners. Future studies can choose a bigger number of alternative journals, as well as conference proceedings and books from various domains, for example, as the top 50 journals mentioned here don't reflect the complete body of the cross-culture communication and international trade research. Both extending and reducing the time range might improve the outcomes. Future research on the country of origin can look into the authorship of the paper, including the influence the author has on the field, and look into the ramifications of each issue and the theories that have been employed and put to use in those studies.

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