

A Bibliometric Review of Research on Export Promotion

Bouldjenib Adel

*INIF Laboratory, Department of Financial Sciences and Accounting, University of Oum El Bouaghi, Algeria;
Bouledjenib.adel@univ-oeb.dz*

Article Information

Article history

Received: 13 October 2025

Accepted: 11 March 2026

Published: 31 March 2026

Corresponding Author

Bouldjenib Adel

Email: Bouledjenib.adel@univ-oeb.dz

Copyright © 2026, University of Abdelhafid Boussof, Mila. This is an open access article under the CC BY-NC-ND license.

Suggested Citation

Bouldjenib, A. (2026). A Bibliometric Review of Research on Export Promotion, Finance and Business Economics Review, Vol. 10, No. 1, pp. 75-87. DOI : 10.58205/fber.v10i1.2079

Abstract: This research aims to present the current state and intellectual structure of research in export promotion. To accomplish this, a bibliometric analysis was performed on a sample of 636 research articles retrieved from the Scopus database during the period 1960-2024. The data was analyzed using VOSviewer and Excel through various methods, including performance analysis, occurrence analysis, citation analysis, co-citation analysis, and bibliographic coupling analysis. The results revealed significant collaboration among authors. Additionally, a positive correlation was found between the productivity of researchers, journals, and their impact in the field. The study identified four main research themes within this area.

Keywords: Bibliometric Analysis; Export Performance; Export Promotion Programs; Publications.

1. Introduction

There is a broad consensus in the economics and management literature that companies' international expansion provides them with the opportunity to boost their competitiveness, profitability, and job creation capabilities. This improves the trade balance and increases foreign exchange reserves, benefiting the national economy and strengthening its position. However, many companies, especially small and medium-sized enterprises, lack the motivation, resources, and skills to enter foreign markets. Therefore, most countries worldwide are developing export promotion programs to help companies overcome export barriers.

Numerous studies have examined export promotion programs since the mid-20th century, focusing on their role and impact on the export performance of both companies and countries, as well as exploring the various forms of these programs and their effectiveness. They have reached several conclusions that agree on some points and differ on others.

1.1. Research Problematic

This research aims to provide a comprehensive overview of export promotion studies, assessing the progress made by researchers in this area and highlighting the most important topics investigated. It offers a starting point for new research that fills gaps in previous studies. This research seeks to answer the following question:

- What is the current state of research on export promotion?
- This main question includes the following sub-questions:
- Who are the most productive and influential researchers, journals in the field of export promotion?
- Which countries were studied the most in the field of export promotion?

- -What are the main topics covered in export promotion research, and how can they be arranged chronologically?

1.2. Research Aims

The objectives of this research are to:

- Identify the contributions of researchers, journals, and countries in the field of export promotion;
- Describe the most significant topics covered in export promotion research;
- Trace the chronological development of topics within the field of export promotion.

1.3. Research motivations

The reasons for choosing this topic can be summarized by the importance of export promotion programs, whether at the enterprise level, by encouraging growth and increasing profits, or at the national level, by supporting the country's trade balance and boosting its reserves of hard currency. On the other hand, despite extensive research on the subject, we see many differences in the aspects covered and the results obtained. Therefore, this study aims to provide an overview of the current state of research on this topic, the main themes addressed, and how research in this field has evolved.

1.4. Research methodology:

In this study, we performed a bibliometric analysis that included a sample of 636 research papers from Scopus database related to export promotion. The study period was from 1960 to 2024, and review articles were excluded because they tend to have a high number of citations, which could bias the results. We focused solely on research in the fields of economics and management.

A set of keywords was used to find studies, including "Export Promotion," "Export Promotion Programs," "Export Encouragement," "Export Assistance," and "Export Support." Bibliographic data were gathered for each study in the sample. The most important data included the authors' names, research titles, researchers' affiliated institutions, reference lists, citation counts, and abstracts. This information was then analyzed using VOSviewer and Excel. The following methods were employed to analyze the bibliographic data:

- *Performance Analysis*: By examining the growth of research studies over the study period, identifying the leading researchers on this topic, the most influential scientific journals, and the key contributing countries.
- *Occurrence Analysis*: This identifies the most prominent countries studied within the research sample.
- *Citation Analysis*: This determines the most influential articles and assesses whether the volume of output aligns with their scientific impact.
- *Co-citation Analysis*: This reveals the most significant topics addressed by the studies listed in the reference lists of the research sample.
- *Bibliographic Coupling*: This identifies the main topics covered by the studies in the sample.

2. Literature Review

Export promotion is defined as a function of the government or one of its agencies aimed at encouraging the country's export process through local companies (Traiyarach & Banjongprasert, 2022, p.7). It is also defined as special measures undertaken by government agencies to cover part of the production costs of exporters (Belloc & Di Maio, 2011, p.3). Others have defined export promotion in its narrower sense as exchange rate policy (Fang et al., 2006, p.611).

The services provided by export promotion programs can be divided into three types: informational, operational, and financial. Informational services include organizing forums, seminars, and training sessions, providing details about export opportunities, foreign market

characteristics and risks, and conducting foreign market research. Operational services involve working with foreign markets and their stakeholders, such as coordinating exhibitions to showcase local products, supporting marketing initiatives, arranging visits for foreigners interested in importing, and conducting exploratory missions. Financial services are offered by banks or insurance companies and include providing loans or grants to support research and market studies, offering insurance against export project failures and non-payment by foreign customers, and covering exchange rate risks (Catanzaro & Teyssier, 2021, 1482).

Many factors motivate a firm to consider exporting, which are usually categorized as internal and external. Internal motives include, for example, the accumulation of unsold inventory or the company's desire for growth. External factors originate from the environment in which the firm operates and can include, for example, government incentives and favorable exchange rate policies. These motives can also be divided into proactive and reactive motives. Exporting may happen as a response to environmental changes, such as seasonal shifts in demand or saturation in the domestic market, making it reactive. Conversely, if the firm actively seeks out opportunities outside its home country using its internal skills, these motives are considered proactive. Firms motivated internally to export are seen as more rational than those influenced by external factors. Firms with proactive motives tend to pursue a more aggressive, long-term strategy, while those with reactive motives are more cautious when entering foreign markets (Mota et al., 2021, p.3).

The literature identifies two main theories explaining the reasons behind export promotion programs. The first is internationalization theory, and the second is the resource-based view. The first theory aims to understand how various agencies and programs can help firms expand internationally and strengthen their commitment to global markets. It assumes that export promotion programs directly influence firm growth and considers the criteria that determine firm participation. The second theory concentrates on the firm's resources, arguing that the purpose of export promotion programs is to enhance the firm's export performance by developing its resources and capabilities (Malca et al., 2020, p.833). This approach assumes that a firm's resources are limited, so strategies must be created to help it gain a competitive advantage in exporting. From an exporting firm's perspective, resources are the main assets available to foreign businesses, while capabilities refer to the firm's ability to use and convert these resources into value-added products that can be marketed abroad. In this view, export promotion programs are seen as additional resources and capabilities provided to the company by government agencies (Heriqbaldi et al., 2023, p.4).

As the number of export promotion programs and their budgets have grown, research in this area has expanded, exploring the size, conditions, mechanisms, and outcomes of these programs (Freixanet, 2022). Interest in the results of this research arises from their usefulness across many fields such as international business, economics, public policy, marketing, and entrepreneurship. Accurate evaluation of export promotion programs is crucial for decision makers to assess their results, improve design and implementation, allocate resources effectively, and provide companies with relevant information about these programs. The importance of this research is further reinforced by increased government oversight and ongoing disagreements among researchers, managers, and government agencies about when and how these programs are effective.

Research on export promotion programs has produced mixed results. Several studies indicate that these programs have positive effects that significantly outweigh their negative ones (Broocks & Van Biesebroeck, 2017, p.20). However, other research shows that these programs are often characterized by excessive bureaucracy and inefficiency, with no tangible impact and sometimes even a negative effect (Rosenbaum, 2019, p.326).

3. Results and Discussion

3.1. Researchers' Productivity and Impact

Our sample included 636 research papers authored by 1,073 researchers, with an average of 1.68 authors per paper (1,073/636). Among these researchers, 199 (18.54%) wrote a paper alone, 352 (32.80%) co-authored with two others, and 522 (48.64%) co-authored with more than two. This suggests a high level of collaboration among authors in this field. The table below highlights the most productive and influential researchers in the area of export promotion from 1960 to 2024.

Table 1. Top researchers by productivity and impact

Most Productive Researchers			Most Influential Researchers		
Rank	Author name	Number of Studies	Rank	Author Name	Number of Citations
1	Crick, Dave	8	1	Katsikeas, Constantine S.	1106
2	Julian, Craig C.	6	2	Zou, Shaoming	898
3	Carballo, Jerónimo	5	3	Leonidou, Leonidas C.	832

Source: Prepared by the researcher using VOSviewer

The number of publications by a researcher in a given field is regarded as a measure of their productivity. Table 1 shows the most productive researchers, where Crick Dave is the most productive with 8 publications, followed by Julian Craig C. with 6 publications, and Carballo Jerónimo with 5 publications. Citations, on the other hand, reflect the influence of researchers in this scientific area. Large scientific production does not necessarily mean significant influence within the research community. Table 1 indicates that authors who have influenced the field of export promotion are different from the most productive authors. The most influential author is Katsikeas Constantine S. with 1,106 citations (despite having only 4 publications), followed by Zou Shaoming with 898 citations, and Leonidou Leonidas C. in third place with 832 citations. The correlation coefficient between the number of research papers and the number of citations for all researchers in the sample (n=1073) was estimated at 0.48 and is significant at $\alpha=0.01$.

3.2. Scientific Journals Productivity and Impact

The studies included in the sample were published across 296 journals. Of these, 208 (70.27%) journals published only one study, 273 (92.2%) journals published fewer than five studies, 23 (7.7%) journals published at least five studies, and only 10 journals (3.3%) published at least ten studies. The most impactful and productive journals are listed in the following table.

Table 2. Most productive and influential reviews

Most Productive reviews			Most Influential reviews		
Review Name	Number of Studies	Review Name	Number of Studies	Review Name	Number of Studies
Foreign Trade Review	36	Foreign Trade Review	36	Foreign Trade Review	36
International Marketing Review	26	International Marketing Review	26	International Marketing Review	26
European Journal of Marketing	15	European Journal of Marketing	15	European Journal of Marketing	15

Source: Prepared by the researcher using VOSviewer

Foreign Trade Review is the most prolific journal with 36 papers, followed by International Marketing Review with 26 papers, and European Journal of Marketing with 15 papers. In terms of impact, International Marketing Review is the most influential journal with 1,526 citations, followed by Journal of International Marketing with 1,457 citations, and Journal of Business Research with 1,222 citations. The correlation coefficient between publication volume and impact for all journals in the sample ($n=296$) was estimated at 0.54 and is significant at $\alpha=0.01$.

3.3. Countries examined in the studies:

Co-occurrence analysis was used to identify the countries most frequently mentioned in the research. Based on the research titles that made up the sample, the countries most often mentioned in the titles were identified. These are shown in Table 3.

Table 3. Countries with the Most Studies

Rank	Country	Research Number	Average publication year
1	India	16	1995.3
2	China	12	2014.57
3	South Korea	11	2003.5

Source: Prepared by the researcher using VOSviewer

Table 3 indicates that India is the most studied country in the sample, with 16 studies, followed by China with 12, and South Korea with 11. However, it's important to note that research on China is more recent than research on India, so in the medium term, studies on China are likely to surpass those on India. After reviewing the titles and summaries of the most cited research on these countries, the key topics addressed were as follows.

Table 4. The most important topics discussed in research related to countries

Country	Most important research	Most important topics
India	(Naidu et al, 1997), (Bala, 2011), (Rasiah et al., 2010)	• Government policies aimed at promoting exports and their feasibility. • Export promotion for small and medium-sized enterprises.
China	(Ellis et al., 2011), (Cameroun et al., 2021), (Ogunmokun et al., 2001)	• Exporting in economies transitioning to a market economy. • Export opportunities under the “Belt and Road” initiative. • The impact of control on export performance.
South Korea	(Lee et al., 2004), (Chen, 2016), (Mah, 2007)	• Exporting in industrial economies • Exporting by multinational corporations • Exporting within the technology industry

Source: Prepared by the researcher using VOSviewer

3.4. Citation Analysis:

This method analyzes the number of citations for each study in the sample. The total number of citations for the entire sample ($n=636$) was 14,000, resulting in an average of 122.0 (14,000/636) citations per study. Of these, 164 (25.78%) were not cited at all, 404 (63.52%) were cited fewer than 10 times, and 602 (94.65%) were cited fewer than 100 times. The following table shows the topics covered by the most cited studies research.

Table 5. Topics covered by the most influential research

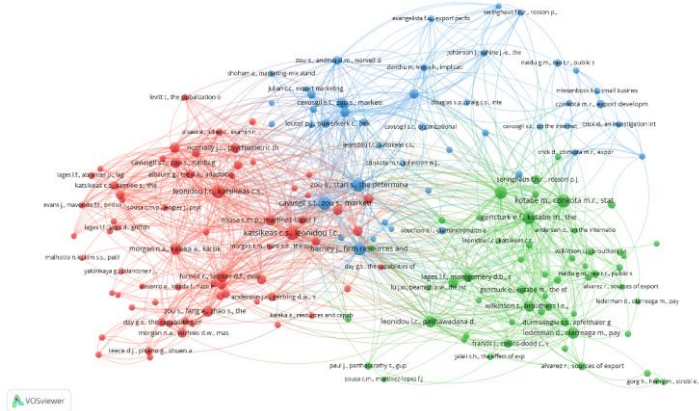
Research Title	Authors	Citations number	Study topic
Marketing Strategy Determinants of Export Performance: a Meta-Analysis	(Leonidou et al., 2002)	475	Elements of marketing strategy affecting export performance
Market Orientation and Performance of Export Ventures: The Process Through Marketing Capabilities and Competitive Advantages	(Murray et al., 2011)	413	The impact of adopting a market-oriented approach on export performance
Product and Promotion Adaptation in Export Ventures: An Empirical Investigation	(Cavusgil et al., 1993)	367	The importance of product adaptation and promotion strategies in export marketing.

Source: Prepared by the researcher using VOSviewer

3.5. Co-citation Analysis:

To identify the topics covered by the studies in the sample, we first analyze the topics addressed in the reference lists of these studies. If two different research studies are listed together in the reference lists of other studies, it indicates a relationship between them. The more frequently studies are cited together, the more likely they are to share similar topics. Based on the sample data, a network was created that includes these related research studies. A threshold of six citations was set for a study to be included in the network. The number of studies meeting this criterion was estimated at 166 out of 20,690 studies in the reference lists of all studies in the sample. This network appears as follows.

Fig. 1. Co-citation network



Source: Prepared by the researcher using VOSviewer

Figure 1 shows the results of the co-citation analysis using VOSviewer. The circles represent studies included in the sample reference lists that meet the specified criterion (citation threshold of 6). The size of each circle indicates the number of citations, the lines show co-citation relationships, and the distance between circles reflects the strength of the connections or the degree of similarity between studies. The closer the circles are to each other, the more similar they are. Circles of the same color indicate studies on the same topic. The co-citation network shows three groups (called clusters), each representing a subfield within the export promotion research that the sampled studies referenced.

The red cluster (first) includes 67 papers, the green cluster (second) has 54 papers, and the blue cluster (third) contains 45 papers. Figure 2 clearly illustrates the overlaps between the clusters, and the greater the overlap, the more closely related the topics are. By reviewing the titles and abstracts of the most cited papers in each cluster, we can identify the main themes of the references used in the study sample.

- Red cluster (1): Factors affecting export performance;
- Green cluster (2): Export support programs;
- Blue cluster (3): Export marketing strategies.

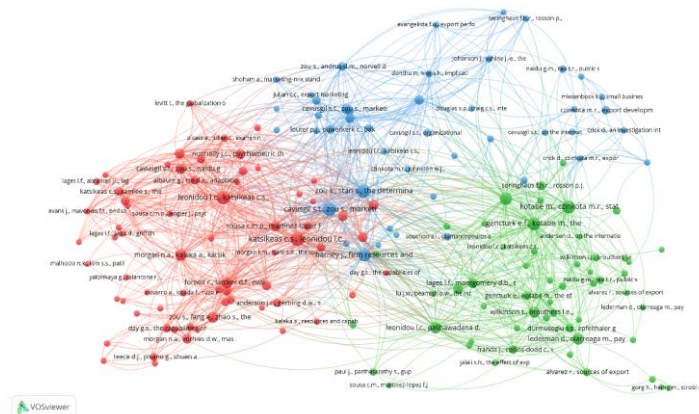
The red cluster (1) has the most citations with 729, followed by the green cluster (2) with 564, and the blue cluster (3) with 461. The most cited research, with 33 citations, is by Leonidou et al. (2000), titled “Firm-Level Export Performance Assessment: Review, Evaluation, and Development,” followed by Cavusgil et al. (1994), with a study titled “Marketing Strategy-Performance Relationship: An Investigation of the Empirical Link in Export Market Ventures,” which has 31 citations, and Zou and Stan (1998), with a study titled “The Determinants of Export Performance: A Review of the Empirical Literature Between 1987 and 1997,” also with 31 citations.

Regarding the strength of the links, we find that the links of the red cluster (first) are stronger, with a total strength of 9855 and an average of 147.08 per research. Therefore, this cluster is more influential in the studies that make up the sample. It is followed by the green cluster (second) with a total of 7096 and an average of 131.40 per research, then the blue cluster (third) with 5355 and an average of 119 per research. In other words, research on export performance served as the main reference for the studies in the sample.

3.6. bibliographic Coupling Analysis:

Bibliographic coupling indicates that if two studies share similar reference lists, their content is likely related, and the more similar their references are, the more alike their content tends to be. This method allows for grouping studies into clusters that share a common theme. It also helps track the development of research topics over time, providing a clearer understanding of the literature. The bibliographic coupling network appeared as follows:

Fig. 2. Bibliographic coupling network



Source: Prepared by the researcher using VOSviewer

Figure 2 shows the bibliographic coupling network, which includes research papers with five or more citations, totaling 250 papers. Each circle represents a research paper; the size of the circle depends on the number of citations, with more citations resulting in a larger circle. The closer two references are in the network, the stronger their bibliographic coupling. The lines connecting the circles indicate bibliographic coupling relationships. From Figure 3, we observe four clusters (red, blue, green, yellow). By reviewing the titles

and abstracts of the most cited papers in each cluster, the content of the clusters can be summarized as follows:

3.6.1 Red cluster (second)

Research in this cluster focused on the factors influencing export performance. For example, (Leonidou et al., 2002) concentrated on demonstrating the positive impact of certain marketing strategies (targeting, product, price, distribution, and communication strategies) on export performance. The influence of human resource expertise (Madson, 1989), marketing capabilities (Zou et al., 2003), marketing networks (Ghauri et al., 2003), information exploitation (Souchon & Diamantopoulos, 1996), and Internet use (Prasad et al., 2001) on enhancing market access and customer loyalty was also examined. Additionally, some research aimed at improving marketing competencies and strategies (Gençtürk & Kotabe, 2001; Francis & Collins-Dodd, 2004; Freixanet, 2012). However, the impact of these factors varies depending on the company's characteristics and its level of commitment (Moini, 1998).

3.6.2 Green cluster (second)

This cluster discusses the conditions necessary for the success of new export ventures. According to (Murray et al., 2011), developing marketing capabilities and gaining competitive advantages are some of the most important conditions. Effective development and implementation of marketing strategies also play a key role (Morgan et al., 2012). (Hultman et al., 2011) concluded that adapting marketing strategies to meet export market requirements is essential for new export ventures to succeed and provides them with a competitive advantage. Knowledge, at both organizational and individual levels, enhances marketing capabilities, which helps new export ventures succeed (Morgan et al., 2003). (Lages et al., 2004) also emphasized the importance of government agencies providing support for new export ventures, as this is a critical factor in their success. The cultural intelligence of managers influences the success of a new export project by aiding in the adaptation of the marketing mix (Magnusson et al., 2013). Other factors, such as online marketing capabilities, timely information delivery, and network development, also contribute to the success of a new export project (Navarro et al., 2010).

3.6.3 Blue Cluster (Third)

Studies in this cluster examined the role of government agencies and private entities in export promotion. For example, (Lederman et al., 2010) emphasized the role of export promotion agencies in lowering barriers to entry into new markets and providing important information. (Volpe et al., 2008) suggested that export promotion programs offered by government agencies should include a variety of services that increase market share and diversify supply. Institutional support is also crucial for successful exports, as there is a positive link between institutional support and increased innovative capabilities (Rasiah et al., 2016). (Fuchs et al., 2015) pointed out that a lack of coordination among foreign support institutions, due to competition for dominance in international markets, negatively affects global export promotion. (Rose, 2007) also highlighted the importance of diplomatic missions in bilateral trade, noting that embassies play a larger role than consulates. (Ashraf et al., 2009) found that NGOs help boost exports in Kenya's agricultural sector. Export credit guarantee institutions also help lower political risks, encouraging exports (Moser et al., 2008). (Li et al., 2019) indicated that foreign investment, especially in services, helps improve export quality. (Biesebroeck et al., 2016) showed that state intervention positively affected export firms' performance after the 2008 financial crisis.

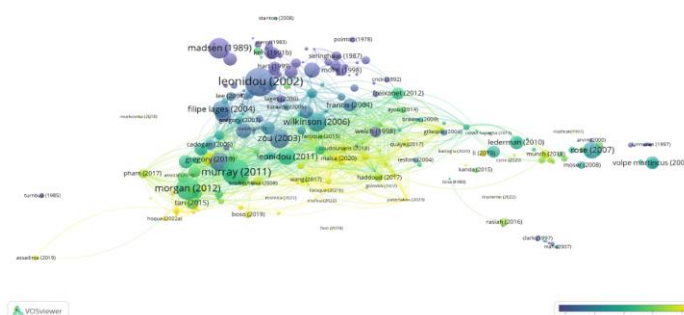
3.6.4 Yellow Cluster (Fourth)

Studies in this cluster examined the role of export promotion programs in supporting the growth and internationalization of small and medium-sized enterprises (SMEs). For example, (Leonidou et al., 2011) showed that effective export promotion programs enhance the export strategies and competitiveness of SMEs. However, the impact of these programs varies based on the nature and characteristics of the enterprise and the sector it operates in.

Both (Durmuşoğlu et al., 2012) and (Haddoud et al., 2017) stressed the need to tailor export promotion programs to the specific features of SMEs. (Durmuşoğlu et al., 2012) concluded that customizing export promotion programs improves financial performance, relationships with external parties, and SME strategies. (Haddoud et al., 2017) emphasized the importance of developing marketing networks within export promotion programs to boost SME performance, especially in strengthening relations with importers. Studies in this cluster highlight the importance of considering internal and external factors when designing export promotion programs for small and medium-sized enterprises, as these programs must enhance the internal capabilities and resources of these businesses (Malca et al., 2020).

This analysis, using VOSviewer, enables tracking the timeline of topics in export promotion, as shown by the following Figure.

Fig. 3. Timeline of research topics on export promotion



FBER

Source: Prepared by the researcher using VOSviewer

83

Figure 3 displays a set of research papers linked through bibliographic coupling, using the same papers as in Figure 3. The colors range from purple to green, then yellow, indicating the recency of the research. Purple represents the oldest studies, while yellow indicates the most recent. Comparing Figures 3 and 4, it is clear that research on the factors affecting export performance (the red cluster) is the oldest. This is followed by studies on the role of government agencies and private entities in promoting exports (the blue cluster), then research on the conditions for the success of new export ventures (the green cluster), and finally, the most recent research on how export promotion programs support the growth and internationalization of small and medium-sized enterprises (the yellow cluster). The following table shows the average publication year for papers in each cluster

Table 6. Average publication year for research in each cluster

Clusters	Average publication year
Factors Affecting Export Performance (Red Cluster)	1999,78
The role of government agencies and private institutions in boosting exports (the blue cluster)	2009,13
Conditions for the success of new export ventures (green cluster)	2014,59
The role of export promotion programs in supporting the growth and international expansion of small and medium enterprises (yellow cluster)	2015,05

Source: Prepared by the researcher using VOSviewer

4. Conclusion

This study aimed to analyze the intellectual structure of the topic of export promotion, focusing on research output, its impact, relationships between studies, key topics addressed, and how these topics have evolved over time. It presents the following findings:

- Author collaboration was strong, with just 18.54% working alone;
- There is a strong positive correlation at $\alpha=0.01$ between researchers', journals', productivity and the impact of their research. This does not necessarily imply that the most productive are the most influential;
- The United States of America is the country that publishes the most on export promotion, with 170 research papers;
- India is the country that has been studied the most, with 16 studies;
- Studies focusing on specific countries cover different topics based on the country's characteristics and export challenges;
- The most cited topics focused on the factors influencing export performance;
- The main topics of the references cited in the study sample are:
 - Factors Influencing Export Performance;
 - Export support programs;
 - Export marketing strategies.
- The study identified four main themes related to export promotion, which can be arranged in chronological order as follows:
 - Factors affecting export performance;
 - The role of government agencies and private organizations in promoting exports;
 - Conditions for the success of new export projects;
- The role of export promotion programs in fostering the growth and international expansion of small and medium-sized enterprises.

Finally, it is important to conduct further research on the same topic using other databases like Web of Science. We also recommend conducting bibliometric studies on related topics such as determinants of export performance, export diversification policies, and exporting in emerging economies.

References

- Andreas Fuchs & Peter Nunnenkamp & Hannes Öhler (2015). why donors of foreign aid do not coordinate: the role of competition for export markets and political support. *world economy*, 38(2), 255-285.
- Ashraf N., Gine X., Karlan D. (2009). finding missing markets (and a disturbing epilogue): evidence from an export crop adoption and marketing intervention in kenya. *american journal of agricultural economics*, 19(4), 973-990.
- Bala, S. (2011). small-scale industry development for export promotion: india's experience under liberalization, micro and small enterprises in india the era of reforms. Routledge India.
- Belloc, M., & Di Maio, D. (2011). Survey of the literature on successful strategies and practices for export promotion by developing countries. Working Paper 11/0248.
- Broocks, A., & Van Biesebroeck, J. (2017). The impact of export promotion on export market entry. *Journal of International Economics*, 107, 19-33.
- Cameron M., Cuyvers L.J., Fu D., Viviers W., (2021). identifying export opportunities for china in the 'belt and road initiative' group of countries: a decision support model approach. *journal of international trade law and policy*, 20(2), 101-126.
- Catanzaro, A., & Teyssier, C. (2021). Export promotion programs, export

capabilities, and risk management practices of internationalized SMEs. *Small Business Economics*, 57, 1479-1503.

- Cavusgil S.T., Zou S., Naidu G., (1993). product and promotion adaptation in export ventures: an empirical investigation. *journal of international business studies*, 24(3), 479-506.
- Cavusgil T.S., Zou S., (1994). marketing strategy-performance relationship: an investigation of the empirical link in export market ventures. *journal of marketing*, 58(1), 1-21.
- chen, s. (2016). cultural technology: a framework for marketing cultural exports – analysis of hallyu (the korean wave). *international marketing review*, 33(1), 25-50.
- Durmusoglu S.S., Apfelthaler G., Nayir D.Z., Alvarez R., Mughan T., (2012). the effect of government-designed export promotion service use on small and medium-sized enterprise goal achievement: a multidimensional view of export performance. *industrial marketing management*, 41(4), 680-691.
- Ellis P.D., Davies H., Hiu-Kan W. A., (2011). export intensity and marketing in transition economies: evidence from china, *industrial marketing management*,. *Industrial Marketing Management*, 40(4), 593-602.
- Fang W., Lai Y., Miller S.M., (2006). Export Promotion through Exchange Rate Changes: Exchange Rate Depreciation or Stabilization? *Southern Economic*, 72(3), 611-626.
- 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*, 21(4-5), 474-195.
- Freixanet, j. (2012). promotion programs: their impact on companies' internationalization performance and competitiveness. *international business review*, 21(6), 1065-1086.
- Freixanet, J. (2022). Export promotion programs: A system-based systematic review and agenda for future research. 57(4).
- Gençtürk, e., & Kotabe, m. (2001). the effect of export assistance program usage on export performance: a contingency explanation. *journal of international marketing*, 9(2), 51-72.
- Ghauri Pervez, Clemens Lutz, Goitom Tesfom, (2003). using networks to solve export-marketing problems of small- and medium-sized firms from developing countries. *europaen journal of marketing*, 37(5-6), 728-752.
- Haddoud M.Y., Jones P., Newbery R. (2017). promotion programmes and smes' performance: exploring the network promotion role,. *journal of small business and enterprise development*, 24(1), 68-87.
- Heriqbaldi Unggul, Miguel Angel Esquivias, Bhimo Rizky Samudro, Wahyu Widodo (2023). Do National Export Promotion Programs in Indonesia support export competitiveness? . *Heliyon*, 9(6), 1-21.
- Hultman M., Katsikeas C.S., Robson M.J. (2011). promotion strategy and performance: the role of international experience. *journal of international marketing*, 19(4), 17-39.
- Lages Filipe L., Montgomery D.B. (2004). performance as an antecedent of export commitment and marketing strategy adaptation: evidence from small and medium-sized exporters,. *europaen journal of marketing*,, 38(9-10), 1186-1214.
- Lederman D., Olarreaga M., Payton L. (2010). promotion agencies: do they work?,. *journal of development economics*, 91(2), 257-265.
- Lee C., Griffith D.A. (2004). the marketing strategy-performance relationship in an export-driven developing economy: a korean illustration. *international marketing review*, 21(3), 321-334.
- Leonidou L.C., Katsikeas C.S., Morgan N.A (2000). firm-level export performance assessment: review, evaluation, and development. *journal of the academy of marketing science*,, 28(4), 493-511.
- Leonidou L.C., Katsikeas C.S., Samiee S. (2002). marketing strategy determinants

FBER

85

of export performance: a meta-analysis. *journal of business research*, 55(1), 51-67.

- Leonidou L.C., Palihawadana D., Theodosiou M. (2011). ational 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.

- Li Ruiqin, Yipeng Liu, Oscar F. Bustinza (2019). FDI, service intensity, and international marketing agility: the case of export quality of chinese enterprises. *international marketing review*, 36(2), 213-238.

- Madson. (1989). successful export marketing management: some empirical evidence. *international marketing review*, 6(4).

- Magnusson P., Westjohn S.A., Semenov A.V., Randrianasolo A.A., Zdravkovic S. (2013). the role of cultural intelligence in marketing adaptation and export performance. *ournal of international marketing*, 21(4), 44-61.

- mah, j. (2007). the effect of duty drawback on export promotion: the case of korea. *journal of asian economics*, 18(6), 967-973.

- Malca O., Pena-Vinces J., Acedo F. (2020). Export promotion programmes as export performance catalysts for SMEs: insights from an emerging economy. *Small Business Economics* , 55, 831-851.

- Malca O., Pena-Vinces J., Acedo F.J. (2020). promotion programmes as export performance catalysts for smes: insights from an emerging economy. *small business economics*, 55(3), 831-851.

- Martincus C.V., Carballo J. (2008). is export promotion effective in developing countries? firm-level evidence on the intensive and the extensive margins of exports. *journal of international economics*, 76(1), 89-106.

- Martincus Volpe C., Estevadeordal A., Gallo A., Luna J. (2010). information barriers, export promotion institutions, and the extensive margin of trade. *review of world economics*, 146(1), 91-111.

- Moini, A. (1998). small firms exporting: how effective are government export assistance programs? *journal of small business management*,, 36(1), 1-15.

- Morgan N.A., Zou S., Vorhies D., Katsikeas C.S. (2003). experiential and informational knowledge, architectural marketing capabilities, and the adaptive performance of export ventures: a cross-national study. *decision sciences*, 34(2), 287-321.

- Morgan N.A., Katsikeas C.S., Vorhies D.W. (2012). marketing strategy implementation, export marketing capabilities, and export venture performance. *journal of the academy of marketing science*, 40(2), 271-189.

- Moser C., Nestmann T., Wedow M. (2008). political risk and export promotion: evidence from german. *world economy*, 31(6), 781-803.

- Mota J., Moreira A., Alves A. (2021). Impact of Export Promotion Programs on Export Performance. *economies*, 9(3), 1-16.

- Murray J. Y., Gao G. Y., Kotabe M. (2011). market orientation and performance of export ventures: the process through marketing capabilities and competitive advantages. *journal of the academy of marketing science*, 39(2), 252-269.

- Navarro A., Losada F., Ruzo E., Diez J.A. (2010). implications of perceived competitive advantages, adaptation of marketing tactics and export commitment on export performance. *Journal of world business*, 45(1), 49-58.

- Ogunmokun Gabriel , Ling-ye Li (2001). marketing control and export success: an exploratory study of exporting firms in the people's republic of china. *global business review*, 2(2), 167-176.

- Prasad V.K., Ramamurthy K., Naidu G.M. (2001). the influence of internet-marketing integration on marketing competencies and export performance. *journal of international marketing*, 9(4), 82-110.

- Rasiah Rajah, Kiranjeet Kaur, Ashish Kumar (2010). does firm size matter in export, technology, and marketing activities of indian garment firms? *asian journal of technology innovation*, 18(1), 45-71.

- Rasiah R., Shahrivar R.B., Yap X.S. (2016). institutional support, innovation capabilities and exports: evidence from the semiconductor industry in taiwan. *technological forecasting and social change*, 109, 69-75.
- Rose, A. (2007). the foreign service and foreign trade: embassies as export promotion,. *world economy*,, 30(1), 22-38.
- Rosenbaum, G. (2019). The role of export promotion programs in the internationalisation of female-owned enterprises: An exploratory study. *International Journal of Gender and Entrepreneurship*, 11(3), 323-347.
- Souchon, A., & Diamantopoulos, A. (1996). a conceptual framework of export marketing information use: key issues and research propositions. *journal of international marketing*, 4(3), 49-71.
- Traiyarach, S., & Banjongprasert, J. (2022). The Impact of Export Promotion Programs on Export Competitiveness and Export Performance of Craft Products. *Journal of Marine Science and Engineering*, 10(7), 1-13.
- Van Biesebroeck J., Konings J., Volpe Martincus C., (2016). did export promotion help firms weather the crisis? *economic policy*, 31(88), 653-702.
- Zou , S., & Stan, S. (1998). the determinants of export performance: a review of the empirical literature between 1987 and 1997. *international marketing review*, 15(5), 333-356.
- Zou S., Fang E., Zhao S. (2003). the effect of export marketing capabilities on export performance: an investigation of chinese exporters. *journal of international marketing*, 11(4), 32-55.

FBER