

INTERNATIONAL BUSINESS FOCUSED ON MANAGEMENT AND EXPORT: PERU

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Abstract

A documentary review was carried out on the production and publication of research papers related to the study of the variables International Business. The purpose of the bibliometric analysis proposed in this document was to know the main characteristics of the volume of publications registered in the Scopus database during the period 2017-2021, achieving the identification of 76 publications in total at the Latin American level. The information provided by this platform was organized through graphs and figures categorizing the information by the Year of Publication, Country of Origin, Area of Knowledge and Type of Publication. Once these characteristics have been described, the position of different authors on the proposed theme is referenced through a qualitative analysis. Among the main findings made through this research, it is found that Brazil, with 20 publications, was the country with the highest scientific production registered on behalf of authors affiliated with institutions in that country. The Area of Knowledge that made the greatest contribution to the construction of bibliographic material referring to the study of International Business and Export was Business, Administration and Accounting with 35 published documents, and the Type of Publication that was most used during the period indicated above was the Journal Article that represents 89% of the total scientific production.

Keywords: International Business, Exports, Latin America, Peru.

1. INTRODUCTION

During the last decades, Peru has become one of the most important economic growth powers in Latin America, registering constant growth in recent decades. The industry focused on exploration and export continues to play an important role in the development of the Peruvian economy due to the management and participation of international and business focus that has driven the participation of primary production in Peru. Likewise, it should be noted that Peru is one of the most mineralized countries in the world, playing one of the largest and most imposing mines worldwide, for this reason global mineral companies have great participation and operations in Peru.

Peru, on the other hand, began its great opening and great commercial focus in the 90s, which have been consolidated as a state policy that has allowed to take advantage of natural resources and strengthen the various goods and services produced in the country to make them known abroad. In addition, the importance that Peru has with international business emerges a benefit of an increase of a competitive country, since the openness and focus on the export of internal and external trade reduces the gap that exists between the costs of production of a commodity and its real price to trade, allowing consumers to have access to products at a lower price. The importance of international business is a beneficiary in the Peruvian economy since it allows a greater diversity and variety of goods, available services, new technologies and for them a better commercial opening both locally and internationally.

In addition to this, trade and business with an export focus encourages innovation and transfer of new technology, since increasing the size of the market also increases foreign competition, which allows Peruvian companies to invest in better machinery, technological equipment and also in research and development, this would bring as a great benefit directly to Peru which is a developing country, since it would facilitate access to new technologies produced abroad and encourages local trade to generate new own technologies, likewise, commercial liberalization can contribute to improve the use of the country's resources, and therefore increase levels of development, this is because international trade openness has a positive focus on economic growth, availability of employment and poverty reduction. In Peru we highlight how this commercial opening is directed with the increase in income level and with a stable and constant growing economy, which has allowed us to continue improving the quality of life of citizens. For this reason, this article seeks to describe the main characteristics of the compendium of publications indexed in Scopus database related to the variables International Business and Export, as well. As the description of the position of certain authors affiliated with institutions, during the period between 2017 and 2022.

2. GENERAL OBJECTIVE

Analyze from a bibliometric and bibliographic perspective, the production of research papers on the variables International Business and Export registered in Scopus during the period 2017-2021 by Latin American institutions.

3. METHODOLOGY

Quantitative analysis of the information provided by Scopus is carried out under a bibliometric approach on the scientific production referring to the study of International Business and Export in Latin America. Likewise, it is analyzed from a qualitative perspective, examples of some research works published in the area of study indicated above, from a bibliographic approach to describe the position of different authors regarding the proposed topic.

The search is carried out through the tool provided by Scopus and parameters referenced in Figure 1 are established.

3.1 Methodological design

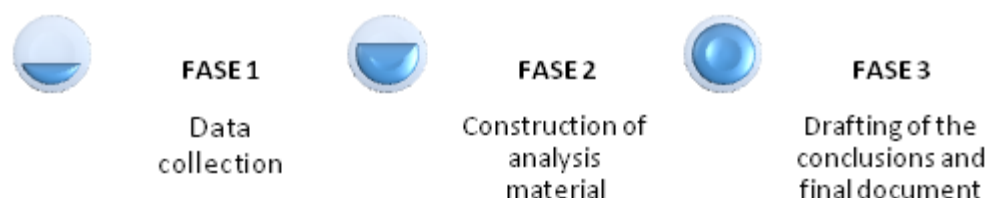


Figure 1. Methodological design
Source: Authors.

3.1.1 Phase 1: Data collection

Data collection is carried out through the Search tool on the Scopus website, through which a total of 76 publications are identified. For this purpose, search filters were established consisting of:

TITLE-ABS-KEY (international AND business, AND export) AND (LIMIT-TO (PUBYEAR , 2022) OR LIMIT-TO (PUBYEAR , 2021) OR LIMIT-TO (PUBYEAR , 2020) OR LIMIT-TO (PUBYEAR , 2019) OR LIMIT-TO (PUBYEAR , 2018) OR LIMIT-TO (PUBYEAR , 2017)) AND (LIMIT-TO (AFFILCOUNTRY , "Brazil") OR LIMIT-TO (AFFILCOUNTRY , "Colombia") OR LIMIT-TO (AFFILCOUNTRY , "Peru") OR LIMIT-TO (AFFILCOUNTRY , "Argentina") OR LIMIT-TO (AFFILCOUNTRY , "Chile") OR LIMIT-TO (AFFILCOUNTRY , "Mexico") OR LIMIT-TO (AFFILCOUNTRY , "Ecuador") OR LIMIT-TO (AFFILCOUNTRY , "Costa Rica") OR LIMIT-TO (AFFILCOUNTRY , "Cuba")))

- ✓ Published documents whose study variables are related to the study of International Business and Limited Export to Latin American countries.
- ✓ Without distinction of area of knowledge.
- ✓ Without distinction of type of publication.

3.1.2 Phase 2: Construction of analytical material

The information identified in the previous phase is organized. The classification will be made by means of graphs, figures and tables from data provided by Scopus.

- ✓ Co-occurrence of Words.
- ✓ Year of publication
- ✓ Country of origin of the publication.
- ✓ Area of knowledge.
- ✓ Type of Publication

3.1.3 Phase 3: Drafting of conclusions and outcome document

After the analysis carried out in the previous phase, we proceed to the drafting of the conclusions and preparation of the final document.

4. RESULTS

4.1 Co-occurrence of words

Figure 2 shows the Co-occurrence of keywords within the publications identified in the Scopus database.



Figure 2. Co-occurrence of words

Source: Own elaboration (2022); based on data provided by Scopus.

Within the study of the research carried out by the Scopus platform, referring to the variables International Business and Export, object of this scientific debt, it is said that the strengthening of Peru abroad through the implementation of a modern, agile, and efficient Network of Commercial and Economic Offices Abroad among other strategies implemented by the governments would be implemented in the short, medium and long term, with the purpose of strengthening the global synergy of the nation that has more than 92% of its foreign trade within the free trade agreement for this reason that through the interpretation of Figure 2, it is possible to determine as keywords of the publications reported in Scopus, Export, Globalization, International Trade, and is that, as we pointed out, the economic and political stability of Peru offers a privileged opportunity to take advantage of both commercial progress and productive progress with an export focus in order to improve the quality of life of its inhabitants.

4.2 Distribution of scientific production by year of publication.

Figure 3 shows how the scientific production is distributed according to the year of publication, taking into account that the period between 2017 and 2021 is taken

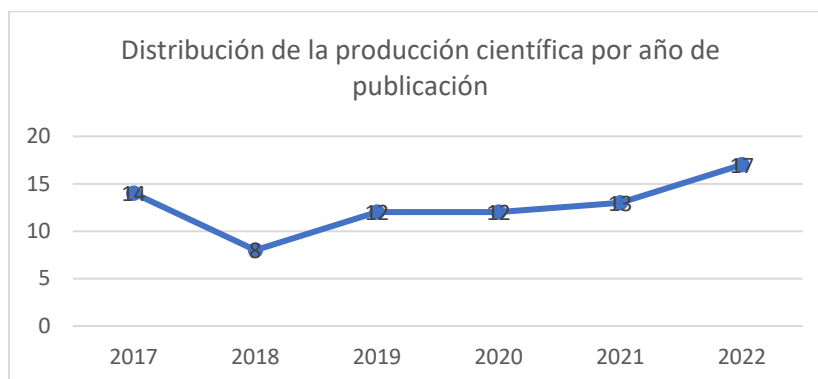


Figure 3. Distribution of scientific production by year of publication.
Source: Own elaboration (2022); based on data provided by Scopus.

Figure 3, shows the scientific production around the variables International Business and Export in the period between the validity of 2017 and 2022, where a stable volume of production is evidenced in the year 2022, with a total of 17 publications attending to the keywords, within which the article called "Effects of intimate partner violence against women on international relations of micro and small enterprises: the mediating role of capacities" (Ponce-Gomez, 2022) this study aims to first investigate whether women owners of micro and small enterprises (MSEs) in export markets experience IPVAW. Second, it aims to explore the effect of IPVAW on the quality of its relationship with trading partners, mediated by the performance of export capacities. Through a structured questionnaire applied through personal interviews, we surveyed 57 women owners of exporting MSEs in Peru. The partial least squares structural equations model was used to analyze the data and test the model. Preliminary findings indicate that women exporters who experience IPVAW are more likely to face problems in performing their export capacities. In turn, these performance issues appear to affect the quality of their relationships with importers and suppliers. In addition, there is a direct relationship between IPVAW and problems in export capacity performance and between problems in capacity performance and relationship quality. Our theoretical contribution is a conceptual model that proposes the variable "Problem Execution Capacities" as a mediator to measure the effects of the IPVAW on women-owned exporting PEMs. Our findings urge policymakers and trade organizations that drive women-owned exporting businesses to include initiatives that address and prevent IPVAW in their export promotion programs.

4.3 Distribution of scientific production by country of origin.

Figure 4 shows how scientific production is distributed according to the nationality of the authors.

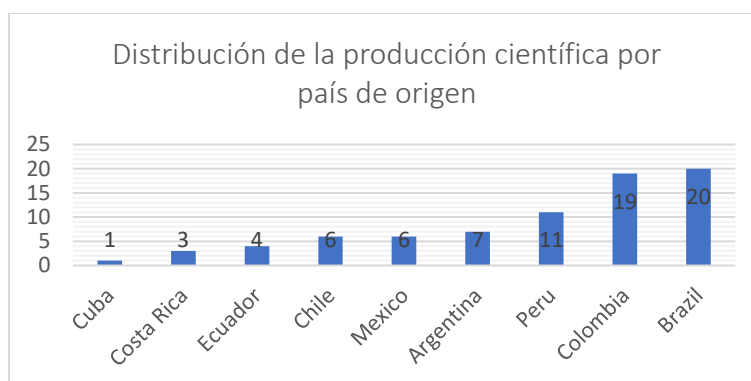


Figure 4. Distribution of scientific production by country of origin.
Source: Own elaboration (2022); based on data provided by Scopus.

Brazil was the Latin American country with the highest number of publications registered in Scopus regarding International Business and Export during the period 2017-2022 with a total of 20 publications, followed by Colombia with 19 registrations and Peru with 11. Of the latter, the article entitled "Financing for adaptation to climate change of organic export agriculture in Peru" stands out, whose scope of study is to analyze the financing for adaptation to climate change of organic export agriculture (Coayla, 2022) using logarithmic correlation and regression methods, as well as to explore the sources of financing. In a context of high international demand, we find that Peruvian organic agro-exports grow in direct relation to the increase in the area allocated to organic crops. From 2000 to 2020, exports of organic products achieved a continuous increase, and in 2020 they accounted for 7% of all agro-exports. However, so far little funding has been found internationally for climate change adaptation from organic agriculture. Among the main international funders are the Green Climate Fund; IDB Invest, which finances a fruit and vegetable agro-export company in Peru; FAO, which finances the "Yachachiq-Kamayoc" network of bioenterprises led by women in climate change adaptation actions in Peru; IFAD, which finances the agricultural project "Avanza Rural" in the Peruvian highlands and Amazon; and Peru's National Institute of Agricultural Innovation, which funds an association of farmers in the Piura region to improve organic banana exports to the Netherlands and Germany. It is recommended that policymakers in Peru implement adaptation options, including an increase in the area of land used for organic production to promote food security, as well as accessible and innovative climate finance for adaptation by smallholder organic producers.

4.4 Distribution of scientific production by area of knowledge

Next, it is shown in Figure 5, how the production of scientific publications is distributed according to the area of knowledge through which the different research methodologies are executed.

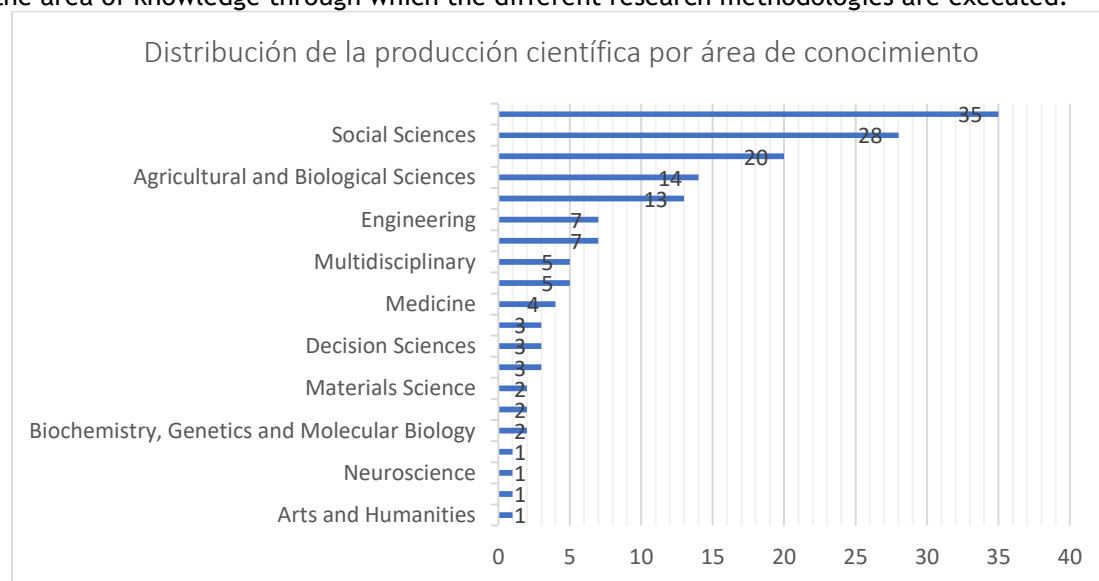


Figure 6. Distribution of scientific production by area of knowledge.

Source: Own elaboration (2022); based on data provided by Scopus.

Business, Management and Accounting was the area of knowledge with the highest number of publications registered in Scopus with a total of 35 documents that have based their methodologies on the impact of International Business and Export. Secondly, Social Sciences with 28 documents. The above can be explained thanks to the contribution and study of different branches, the article with the greatest impact was registered by the area of Business, Management and Accounting entitled "Factors that affect the negotiation process of SMEs at fair" The objective of this research is to identify the factors that affect the negotiation process of SMEs (Oregon-Sanchez, 2022) in trade fairs, which represent one of the most important instruments of export promotion. Semi-structured interviews were conducted with Peruvians who participated in the negotiations. A conceptual model was developed that integrates the various factors identified in the literature such as (1) background factors, (2) strategic factors, (3) cultural factors, (4) negotiating factors and (5) psychological factors, in order to confirm their impact on the negotiation process. The results revealed factors

that had not previously been considered in the literature, providing valuable insight for future study. This research seeks to maximize the effectiveness of negotiations at fairs, which impact on the export performance and activity of exhibiting companies, allowing the development of better export promotion policies.

4.5 Type of publication

Figure 7 shows how the bibliography production is distributed according to the type of publication chosen by the authors



Figure 7. Type of publication

Source: Own elaboration (2022); based on data provided by Scopus.

The type of publication most frequently used by Latin American researchers was the Article; 89% of the total scientific production corresponds to this type of document. Secondly, section documents with 4% and revisions with 4%. In this last category, the (Sandoval, 2022) main objective of this article is to examine the influence of cognitive factors on the intention of the manager of a small and medium-sized enterprise (SME) to seek the expansion of his company's export activities. Design/methodology/approach: The authors created a research model and collected empirical data among owners and senior managers of 127 Costa Rican SMEs. Data were analyzed using structural equation modeling techniques to reveal the relative importance and strength of the effects of each hypothetical relationship. Findings: The results suggest that profit perception and self-efficacy influence managers' intentions to expand export activity. The intention of managers to expand export activity, in turn, is associated with the levels of export commitment exhibited by SMEs. None of the control variables seem to affect managers' intentions. Research limitations/implications: The findings of this study underscore that the development of an SME's exports is only largely possible if the manager's perception of control over export achievements is perceived as high. SME managers need to maximize their perceived level of control over the company's export operations and achievements.


5. CONCLUSIONS


Through the bibliometric analysis carried out in the present research work, it was established that Brazil was the country with the highest number of records published for the variables International Business and Export with a total of 20 publications in the Scopus database during the period 2017-2022. In the same way, it was established that the application of theories framed in the area of Business, Management and Accounting, were the most frequently used in the measurement of the impact generated by the implementation of International Business in Peru is one of the many factors that influence the economic growth of the country, and as such this allows a reduction of poverty and an increase in foreign investment, since Peru has two major objectives in the current economic growth which would be to promote exports with added value, emphasizing SMEs, in addition to the accompaniment of tourism that is a competitive economic accompaniment, socially inclusive and ecologically responsible, with the purpose of becoming a development tool for the country, it should be noted that Peru is currently the leader in Latin America in export growth, since the export index increased by 560% during the last decades, largely supported by diversification and added values of products, in addition to commercial achievements fully


exercised in the commercial modernity of the world. In addition to the development of strategies for use with social inclusion which emerges from exporting SMEs, internationalization of Peruvian companies, facilitated trade and undergraduate educational programs, knowing that economic growth must go hand in hand with an adequate distribution of wealth and knowledge taught by society.

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