

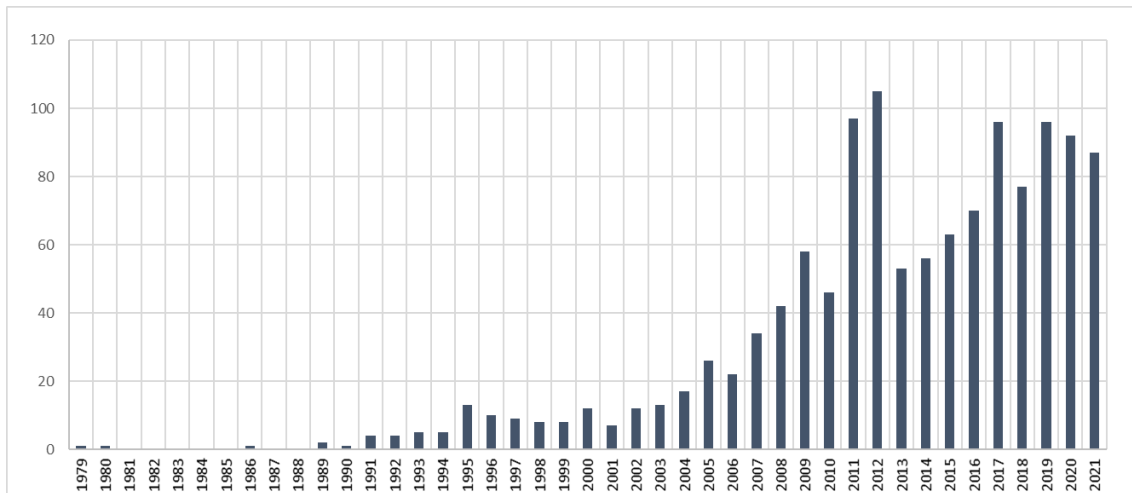
Bibliometric study about company's internationalization strategy

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Internationalization of companies is the process of gradually increasing the company's involvement with the environment external to its country (Johanson & Vahlne, 1977) and, for this to occur, there must clear and well-defined objectives in the company's international strategy (Spengler & Floriani, 2022). The academy also addresses the internationalization of companies through bibliometric studies and treats the theme as a means of identifying the state of art and highlighting knowledge gaps, such as the works of Martins, Farinha and Ferreira (2021) and Bassotto and Benedicto (2022). Thus, this study aims to implement a bibliometric mapping of companies' internationalization strategies. To that end, we searched the Web of Science with terms such as ("*internatio* strateg**") accompanied by ("*compan***" or "*firm*" or "*industr***" or "*enterprise*" or "*business*" or "*undertaking*"). On March 29th, 2022, 1,253 papers published between 1979 and 2021 were retrieved. These documents were cleared and organized using the VantagePointV.14 software.

These articles were published over the years, as shown in Figure 1. The first paper was published in 1979, but it only showed a steady increase from the 90s onwards and reached its peak in 2012.

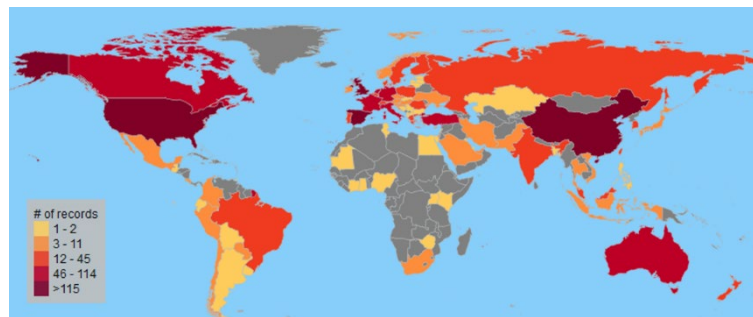
Figure 1: Number of published articles per year



Source: Prepared by the authors.

The countries that published the most about companies' internationalization strategy were the United States (229 publications); United Kingdom (165 publications) and China (149 publications). We also noted that there are few or no publications in several African countries, as highlighted in Figure 2.

Figure 2: Map on the distribution of publications by countries.



Source: Prepared by the authors.

Figure 3 was elaborated by selecting keywords of the rescued papers. We noticed that the most common topics in articles about companies' internationalization strategies are: China, Innovation, globalization; strategic alliances and; SMEs (small and medium-sized enterprises). There are others but less relevant keywords shown in Figure 3 than the ones in the dataset.

Figure 3: Keyword cloud



Source: Prepared by the authors.

Therefore, we could conclude that this study contributed to mapping the strategic area of internationalization of companies; also highlighted that it is a theme that presents a quantitative increase in publications over the years; furthermore, this study evidenced which countries investigate the theme and, finally, we could identify the subjects related to the theme through their keywords. **References**

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