ABSTRACT

The aim of this research is to find out what concepts influence SME internationalization (SME) assessed from SME internationalization journals in international publications (Scopus) for the past 10 years. The method used in this research is quantitative and based on its purpose this research is descriptive. Search and analysis conducted in this study belong to the meta-analysis category. This study collects data with a documentation technique which, according to Sugiyono (2018), is a method used to obtain data and information in the form of books, archives, documents, numeric writing and images in the form of reports and information that can support research.

This research used R software version R-3.5.2 and Bibliometrix Package version 2.1.2. On data processing phase, this study measures bibliographical indicators with analytical techniques that are in accordance with bibliometrical functions. This study maps 121 author keywords categorized in 10 subjects as concepts which influenced SMEs internationalization on the past decade: entry mode, human capital, networks, knowledge, cognitive, business operation, environment, geography, technology and dimensions. Subsequently, subjects with the highest keywords occurences are: dimensions (522), business operations (371) entry mode (363), geography (208), knowlegde (160), human capital (145), environment (124), cognitive (105), networks (75) and technology (23). Room for developments are found within 5 subjects, the mentioned subjects are entry mode, cognitive, network, technology and dimensions. Especially, on the studies regarding e-commerce as an entry mode and as a viable channel for sales/marketing, market orientation and effectuation as internationalization orientations and the variation of network theories applications.

Keywords: SME, Internationalization, Bibliometric, Bilbliometrix.