

Review of: "Influence of Cultural Factors on Organizational Performance of Multinational Corporations: A Bibliometric Review from 1983 to 2020"

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Potential competing interests: No potential competing interests to declare.

Recommendation: Accept

The paper provides a detailed bibliometric review of the influence of cultural factors on the organizational performance of multinational corporations (MNCs) over nearly four decades (1983-2020). It systematically analyzes 856 scientific documents indexed in the Web of Science, focusing on key metrics such as productivity, influential countries, journals, authors, and frequently cited keywords. The authors utilize a robust methodology to map the evolution of research in this area and offer valuable insights into current trends and future research directions.

- The paper stands out due to its **comprehensive scope, rigorous methodology, and high-quality data sources**. Covering a significant timespan allows for the identification of key shifts and developments in the field, providing a long-term perspective on the research trends related to cultural factors and organizational performance in MNCs.
- The authors employ a systematic and well-structured bibliometric approach, combining performance analysis and science mapping. The four-stage method, which includes search criteria, document selection, software-based data extraction, and detailed result analysis, ensures a thorough examination of the topic.
- The use of the Web of Science as the primary data source enhances the reliability and validity of the findings. The inclusion of documents from 195 journals indexed in WoS ensures that the study draws from high-quality, peer-reviewed literature.
- The findings of the paper are insightful, offering a nuanced understanding of the most influential countries, regions, journals, and authors in this field. The identification of emerging research clusters and future research directions is particularly valuable for scholars seeking to explore new avenues in international business and cultural studies.
- The paper is well-organized, with a clear introduction, detailed methodology, results, and discussion sections. This logical structure ensures that the paper is easy to follow and understand, even for readers who may not be experts in bibliometrics.
- The use of VOSviewer for constructing bibliometric networks and visualizing the co-occurrence of keywords is a significant strength of the paper. These visual representations effectively highlight the relationships between different

research themes and help to identify key trends and gaps in the literature.

- The study acknowledges the geographical distribution of research contributions, highlighting the imbalance between Western and non-Western countries. This global perspective is crucial for understanding how cultural factors influence organizational performance in diverse contexts.
- Finally, the paper excels in identifying areas where further research is needed, particularly in emerging or developing economies. This forward-looking approach ensures that the study not only reflects on past and current research but also contributes to the advancement of the field.

Conclusion:

This paper makes a valuable contribution to the literature on cultural factors and organizational performance in MNCs. Its comprehensive scope, rigorous methodology, and insightful analysis make it a strong candidate for publication. The study is likely to be of significant interest to researchers and practitioners in international business, management, and cultural studies. I recommend the publication of this paper in its current form.