

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

Yu Pang¹

¹ Higher School of Economics

Potential competing interests: No potential competing interests to declare.

It is a great pleasure to have been invited to review this paper. I genuinely appreciate the opportunity to provide feedback and contribute to the ongoing development of this interesting work.

This paper stands out for its significant theoretical contributions, offering a longitudinal and comprehensive bibliometric review that spans nearly four decades of research. Unlike many reviews that focus narrowly on recent trends or specific aspects of cultural factors, this paper provides a broad historical perspective, capturing the evolution of the field over time. This long-term analysis enables the identification of shifts in theoretical paradigms, highlighting how the understanding of cultural factors and their impact on MNCs' performance has developed.

The practical implications of this paper are also substantial, particularly for professionals and decision-makers in international business and multinational corporations. By delivering a comprehensive review of the literature, the paper serves as a valuable reference for practitioners seeking to understand the role of cultural factors in organizational performance. The insights drawn from nearly four decades of research can inform the development of culturally sensitive strategies that enhance the effectiveness of MNCs operating in diverse cultural environments. The global perspective of the paper's analysis underscores the importance of considering regional and cultural differences in business practices. For practitioners, this means the paper not only emphasizes the importance of cultural factors but also provides practical insights into managing these factors to improve organizational performance across various cultural contexts. This practical guidance is invaluable for MNCs navigating the complexities of operating across multiple cultures.

It appears that this paper was developed before or during the COVID-19 pandemic. In this context, I would like to suggest a further research direction that could apply the same methodology to compare pre- and post-COVID-19 scenarios. This comparison could reveal differences in how cultural factors impact MNCs' performance before and after the pandemic. However, this is merely a suggestion for future study. In my opinion, this paper is already valuable and well-developed enough to warrant publication.