



A Bibliometric Analysis of the Eclectic Paradigm in Turkish Literature

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Abstract

The Eclectic Paradigm is the most comprehensive theoretical framework that addresses the factors affecting multinational companies' choices to enter international markets. The paradigm, also called OLI, focuses on three advantages: ownership, location, and internalization. In this study, first, the eclectic paradigm is explained theoretically in detail, and the criticisms of the paradigm are discussed. Then, theses and articles on the Eclectic Paradigm in Turkish literature were examined through bibliometric analysis. According to the bibliometric analysis, the publications were classified under the headings of the study field, focused topics, the scope of the eclectic paradigm, data collection method, analysis method, and suggestions for future studies. As a result of this research, the significance of the Eclectic Paradigm, which has made significant contributions to the international literature, was revealed in Turkish literature and suggestions were made to guide future studies.

Keywords

Eclectic Paradigm, OLI Paradigm, Bibliometric Analysis

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Introduction

Eclectic Paradigm is one of the international trade and investment theories proposed by Dunning (1979), also known as the OLI paradigm, which includes the three dimensions of ownership, location and internalization. Since the introduction of the eclectic paradigm, it has made great contributions to the field of international business and has experienced interdisciplinary development. With these developments, academics working on the eclectic paradigm have not only focused on international business administration, but also began to examine the concept's contributions to business and strategy (Wagner, 2019). In the face of the ever-changing global economy, the Eclectic Paradigm is valid. Although there is more than one theory that examines the conditions of multinational enterprises to invest in the foreign market, the eclectic paradigm differs from other theories in that it provides a comprehensive explanation for the dynamics of foreign investment and creates a widely used theoretical framework (Uzgören & Akalın, 2016; Yıldırım, 2010). It is seen that the eclectic paradigm creates its dynamism with different dimensions by expanding its scope, which can also reflect the developments taking place in the international arena. Dunning did not ignore the advancing technology and new capabilities that it brought to organizations. Different concepts such as internet, e-commerce, technology, customer interfaces and e-commerce learning abilities have been added to the eclectic paradigm, which is created using many internationalization theories (Güngördü & Yılmaz, 2016). However, despite its pioneering role and its widespread use in explaining the process of internationalization of a multinational enterprise (Cantwell et al., 2010; Buckley, & Hashai, 2009), the Eclectic Paradigm has received a lot of criticism. These criticisms have been based on the typology of confusion (Eden & Dai, 2010; Rugman, 2010), contradictory (Hennart, 2012; Rivoli & Salorio, 1996), or ambiguous (Nayak & Choudhury, 2014; Devinney et al. 2002). Indeed, the lack of a coherent understanding and uniform presentation of the Eclectic Paradigm has positioned the authors to focus on this subject and discuss theory and practice (Wagner, 2019). In this respect, the study focused on the eclectic paradigm, and it was thought that a significant contribution could be made to the literature in this study.

Nowadays, it has become important to be able to quickly see the effects of developments in the scientific field and obtain short and explanatory information about any field. In this context, the purpose of this study is to provide a bibliometric analysis of the studies on the eclectic paradigm in Turkish literature and reveal a general description of the studies in the field. Thus, this study aimed to determine the level of interest in the eclectic paradigm in Turkish literature. At the same time, this study aims to present a complementary study to the literature (Wagner, 2019; Güngördü & Yılmaz, 2006) on the eclectic paradigm. In this way, it is expected that the level of interest in the Eclectic Paradigm in Turkish literature will increase further. The purpose of this study is to present a complementary study to Wagner (2019) and Güngördü and Yılmaz (2006) by including Turkish theses and articles on the eclectic paradigm.

In this study, first, the historical development of the Eclectic Paradigm, the three concepts

that form the basis of the paradigm and criticisms of the paradigm will be reviewed. In the following chapters, the research method adopted for bibliometric analysis, the findings obtained from the study, and comments on the results will be provided. Using bibliometric analysis, general tendencies related to the subject are revealed, and the development of the literature on the subject is analyzed mathematically and statistically (Broadus, 1987). For the articles included in the study, the Google Scholar database and the master's / doctoral theses Council of Higher Education National Thesis Center were used to gather data. "Eclectic Paradigm," "OLI Paradigm," "Eclectic Theory" were used as keywords in the search of databases. In this research, Turkish articles and theses that included keywords in the title or content were considered. There were no sources that could not be reached during the reviewing process, and 65 theses and 33 articles were examined within the scope of the research.

The sources accessed were primarily examined as the type of publication, field of study, distribution by year, topics that publications focus on, publications relationship with Eclectic Paradigm, theories dealt with outside the Eclectic Paradigm, research methods, data collection methods, analysis methods, sample, and future suggestions. The data obtained as a result of these categorizations were evaluated and suggestions for future studies were made. Since the study is a bibliometric analysis, the data obtained as a result of each study examined are shown one by one in the tables. In this context, even studies with a frequency of 1 are detailed in the tables.

Eclectic Paradigm

The Eclectic Paradigm, also known as the OLI Paradigm founded by British economist John H. Dunning provides a comprehensive explanation of the conditions for multinational businesses to foreign direct investment. It is stated that the Eclectic Paradigm is the most comprehensive and widespread theoretical framework that explains micro-approach and foreign direct investments, and it was created by combining and synthesizing a large number of theoretical approaches (Dunning, 1988).

There are three fundamental questions regarding the eclectic paradigm answers. The first question is, for what reasons businesses engage in international transactions; the second question is which of the international transactions will be preferred and the last question is about where the investment will be held if the business prefers foreign direct investment (Dunning, 2000). Dunning introduced the "OLI" which symbolizes the three conditions that explain the international trends of the enterprises, as a result of the research that searched for the answers to these questions. Dunning's hypothesis refers to 'US businesses should have a competitive advantage in their operations in the UK if their production superiority stems from their management capabilities, at least as efficient as their home country's production facilities'. Consequently, Dunning argued that the transferable advantage of enterprises and their competitive advantage depend on ownership advantage (Dunning, 2001). Another hypothesis is that the productivity of production facilities in the United Kingdom of US-

based businesses is lower than that of local businesses, which can be attributed to the non-transferable factors of the US economy and is called positional advantage (Dunning, 2001). Furthermore, this situation explains why such businesses prefer to produce and/or use their advantages rather than sell and/or use them, and attributed their response to internalization advantages. The OLI tripod was completed with the advantage of internalization, and the value-added activities of multinational enterprises presented with a paradigm within the framework of ownership, location, and internalization advantages (Dunning, 2001).

In this study, the Eclectic Paradigm or OLI Paradigm attempts to provide a comprehensive explanation of why and how a business can expand into foreign markets; detailed information on this is discussed under separate headings over the three components of the paradigm: ownership, location, and internalization advantages.

Ownership Advantages

The first element of the OLI paradigm is the concept of “ownership”, symbolized by (O), which includes the property rights held by the investing company, namely, company-specific advantages. These rights are defined as owning or exclusively holding intangible assets to a large extent and are stated to give companies a more advantageous position over other businesses in the host countries (Segre, 2000). Factors that give a company ownership advantage include its advanced technology, superiority in access to information and financial resources, organizational and managerial skills, chain of distribution, access to markets or raw materials not available to competitors (access to economies of scale and preventing effective competition), price efficiency or a higher technique, patents, industrial and intellectual property rights, and trademarks that enable them to obtain and/or gain more market power (Dunning, 1977; Dunning, 1980).

With these unique advantages, companies can earn more profits with lower marginal costs or higher marginal returns than their competitors. However, government policies and economic conditions of the home country and the host country are also effective in obtaining such ownership advantages (Dunning, 1977).

Location Advantages

According to the OLI paradigm, the advantages that determine the country in which foreign direct investment will be made are specified as “location” and symbolized by (L). For location advantages, raw material and labor costs, transportation costs, market size, the abundance of natural resources, and government policies (barriers to imports and investment incentives) can be provided as examples (Dunning, 1980). In which country or region a company will invest is decided by considering the characteristics of the investment and the advantages provided by the location to be invested. The country, which has these advantages, has become a center of attraction for multinational companies in terms of location and encourages companies to invest in these countries instead of exporting (Dunning, 2000).

Internalisation Advantages

The final dimension of the OLI paradigm, “internalization”, represents the advantages of the activities of companies and is symbolized by (I). The internalization advantage is expressed as companies’ preference to operate in the local market with the company they established, instead of using their assets to local businesses through methods such as licensing and franchising. In the case of a disagreement between the parties against the risk of being imitated by the host country, businesses prefer direct investment instead of licensing (Dorbonova, 2011; Gurdorj, 2012).

Internalization costs can be undertaken to obtain new resources and/or access new capabilities and markets, reduce unit production costs, gain market power, and prevent company competitors’ behavior. However, the increasing role of innovation in the global economy and the need for companies to take advantage of resources and capabilities outside their own countries are presented as reasons for companies to expand their borders. Furthermore, the success of a company’s management strategy should be based on long-term asset valuation rather than short-term profitability (Dunning, 1977).

The OLI paradigm highlights the factors that multinational companies consider when making foreign direct investments, and the advantages unique to multinational companies. Moreover, it can be stated that each component of the paradigm plays an important role in companies’ decisions to invest.

Criticism of the Eclectic Paradigm

The only debate that has been made about the Eclectic Paradigm is not about whether the paradigm is a theory. Many criticisms were directed to Dunning by theorists about the Eclectic Paradigm, and Dunning (2001) gathered these criticisms under the title “Some Criticisms of the Paradigm” in his related work. The titles and explanations of the subjects are as below.

- *Eclectic Paradigm Contains Too Many Variables*

The most important criticism of the Eclectic Paradigm is that it contains too many variables. Dunning tries to answer this criticism within the framework of three arguments (Dunning, 2001). The first is that every OLI variable defined by the Eclectic Paradigm is based on economic or organizational theories. Second, the aim of the Eclectic Paradigm is not to provide a complete explanation of all kinds of international production, but to propose a general method that includes the necessary components to explain a particular type of foreign value-added activity. Third, such criticism can also be directed to other general theories dealing with foreign direct investment and multinational business activities.

- *OLI Variables Dependent on Each Other*

OLI variables that constitute the Eclectic Paradigm are criticized for being independent of each other. Based on this criticism, Dunning (2001) states that the variables interact with each other and it will become increasingly difficult to separate these variables from each other over time. For example, a company can change its ownership advantage by exploiting its location advantages.

- *Eclectic Paradigm Is A Static Approach*

One of the criticisms directed to the Eclectic Paradigm is that it is a static paradigm and no strategy is included in the Eclectic Paradigm. According to these criticisms, it is stated that the Eclectic Paradigm is inadequate to explain the reactions of companies in the face of a change in any of the OLI variables, as it is expressed in relatively static terms; however, it is not an adequate guide for the dynamics of the internationalization process of companies (or countries). Dunning (2001) includes these criticisms in his book “The Globalization of Business” and he argues that by configuring the strategy changes in line with the determined equations, certain adjustments can be made in the face of temporal changes. Thus, it is stated that keeping the OLI configurations the same in a different time dimension will affect the strategies and the changes in the variables will create possibilities.

- *Kiyoshi Kojima’s Eclectic Paradigm Critique*

Kojima describes the internationalization of a company as a micro-economic fact; therefore, he criticizes Dunning and advocates of internalization theory to take the issue from a macroeconomic perspective. Dunning (2001) disagrees with this criticism and argues that the focus of the internalization theory is the company, whereas the Eclectic Paradigm is a macro approach that addresses the behavior of countries regarding international trade.

Methodology

Aim, Scope and Limitations

The purpose of this study is to focus on the Eclectic Paradigm through Turkish literature and analyze its effect on our literature by examining how the Eclectic Paradigm is included in the theoretical context. Güngördü and Yılmaz (2006) conducted a study on the Eclectic Paradigm between 1980 and 2016. In their studies, they analyzed articles in foreign languages (English) like their counterparts in the world, but they did not include Turkish theses, articles, and congress papers belonging to Turkish literature. Because of this limitation mentioned in this study, this research idea was adopted. In this context, this study is considered complementary to the relevant research and will contribute to Turkish literature.

The scope of the research consists of master’s theses, doctoral theses, and articles that focus on Dunning’s Eclectic Paradigm in Turkish literature. The reason why only Turkish literature is handled is that both foreign researchers and Turkish researchers have worked on foreign literature, and currently there is no study dealing with Turkish literature on this subject. Güngördü and Yılmaz (2006), in their studies on the Eclectic Paradigm, examined foreign language (English) articles between 1980 and 2016, like their counterparts in the world, but did not include Turkish theses, articles, and congress papers belonging to our own literature. Due to this limitation, this study aims to contribute to the field by adopting this research idea. In this context, the articles discussed in the study were obtained from the Google Scholar database, while the master’s / doctoral theses were obtained from

the Council of Higher Education National Thesis Center. While searching, the keywords “Eclectic Paradigm”, “OLI Paradigm”, “Eclectic Theory” were used. Using these keywords, 65 theses and 33 articles were obtained. There were no sources that could not be reached as a result of this study. In this study, the articles were analyzed using only the Google Scholar database. Although this constitutes a limitation of this study, Google Scholar database was preferred because it is the largest source available in our literature. In this context, the scope of the research can be expanded by searching other databases to obtain more articles.

In this study, the literature was reviewed bibliometrically. Bibliometric analysis helps researchers provide brief and descriptive information about a specific area. It is an analysis method that contributes to the determination of unworked areas related to the field of study and helps in the recognition of major working areas. This analysis method has been used in many studies on economics and management, helping to understand and classify previously analyzed data mathematically and statistically (Bonilla et al., 2015; Chun-Hao & Jian-Min, 2012). In bibliometric research, various findings are obtained by analyzing certain characteristics of documents or publications (Al & Coştur, 2007). In this study, the bibliometric analysis method was chosen to answer the following questions: in which areas the eclectic paradigm is studied, which variables can be associated with future studies, the theoretical framework which the eclectic paradigm is concerned, which analysis and research methods are used within the framework of the eclectic paradigm and the sectors mostly studied. Thus, a broad perspective on the eclectic paradigm in Turkish literature was presented with the bibliometric analysis method and it was aimed to guide future studies by revealing the deficiencies in the field of Eclectic Paradigm.

Research Findings

General Information About the Studies Reviewed

In this study, since bibliographic scanning was performed, the type, number, and percentage of publications were examined first. All these data can be seen in Table 1 named “Publication Type Information of Reviewed Studies” below.

Table 1
Publication Type Information of Reviewed Studies

Thesis / Article Information	Articles & Thesis	Authors	Total(%)
Doctoral Thesis	16	Afşar, 2008; Aktepe, 2004; Bağcı, 2013; Baykal, 2013; El Hamoudi, 2019; Erdem, 2019; Erdoğan 2011; Erol, 2010; Eryiğit, 2010; Hoca, 2008; Mert, 2017; Özel, 2018; Özgür, 2014; Uysal, 2017; Yardibi, 2016; Yavan, 2006	16
Master's Thesis	49	Açık, 2020; Algan, 2006; Alkış, 2019; Arat 2008; Aslan, 2013; Aydemir, 2006; Bayar 2013; Çakmak, 2017; Çelik, 2015; Demirel, 2006; Demirtaş, 2014; Doğan 2014; Dorbonova, 2011; Ergün 2007; Felek, 2016; Furmoly, 2015; Gerçeker, 2010; Gözgör, 2014; Gurdorj, 2012; Gürman, 2006; Güven, 2020; Kayan, 2006; Kaygusuz, 2019; Kaymaz, 2013; Keskin, 2020; Kızılca, 2007; Kuduğ, 2006; Mert, 2012; Mihoğlu, 2019; Özcan, 2014; Özdemir, 2011; Özdemir, 2017; Polat, 2018; Rabenirina, 2013; Rüstemli, 2008; Selek, 2009; Seyidov, 2009; Sezgin, 2019; Süleymanlı, 2015; Şirin, 2019; Tekeli, 2007; Tüzün, 2019; Tunca, 2005; Ulu, 2012; Uzun, 2010; Yardımcı, 2011; Yıldırım, 2011; Yılmaz, 2008; Yüksel, 2007	50
Articles	33	Açıklın et al., 2006; Akiş, 2007; Altuntaş et al., 2015; Arık et al, 2013; Barış & Karanfil, 2017; Bayır, 2019; Bayır, 2020; Belke & Özturgut, 2020; Bülbül, 2018; Can & Ulu, 2018; Çelik et al., 2015; Çinko, 2009; Dökmen & Kaygusuz, 2019; Güngördü & Yılmaz, 2016; Karadağ, 2018; Kulalı, 2016; Külünk, 2019; Nas et al., 2020; Öz, 2020; Özdamar, 2016; Özdemir, 2018; Özgen & Özseven, 2012; Öztürk, 2004; Saygın, 2018; Şahin & Mert, 2014; Tarı & Bırdırdı, 2009; Tekin & Şanlısoy, 2015; Türken, 2018; Uzgören & Akalın, 2016; Yalçın, 2011; Yavuz & Akgeyik, 2009; Yıldırım, 2010; Yiğit, 1999	34
Total Number of Studies Reviewed	98		100

According to Table 1, 66% of the studies conducted in Turkish literature consist of doctoral and master theses, and 34% are articles. As a result of the research, it was seen that the master's thesis is outnumbered by all publications.

Another focus of research has been on the field of study. "Field of Study Information of the Reviewed Studies" can be seen in Table 2.

Table 2
Field of Study Information of the Reviewed Studies

Field of Study	Articles & Thesis	References
Economics	46	Açıklan et al., 2009; Afşar, 2008; Arat 2008; Arık et al., 2013; Tekin & Şanlısoy, 2016; Aslan, 2013; Aydemir, 2006; Bağcı, 2013; Barış & Karanfil, 2017; Bayar 2013; Bayır, 2019; Bayır, 2020; Belke & Özturgut, 2020; Bülbül, 2016; Çelik, 2015; Çinko, 2009; Demirel, 2006; Demirtaş, 2014; Doğan 2014; Dorbonova, 2011; Dökmen & Kaygusuz, 2019; Erdoğan 2011; Felek, 2016; Furmoly, 2015; Gerçekler, 2010; Hoca, 2008; Keskin, 2020; Kızılcı, 2007; Kuduğ, 2006; Özcan, 2014; Özdamar, 2016; Özel, 2018; Özdemir, 2018; Özgür, 2014; Öztürk, 2004; Saygın, 2018; Selek, 2009; Tarı ve Bıdırlı, 2009; Tekeli, 2007; Tüzün, 2019; Tunca, 2005; Uzgören ve Akalın, 2016; Yardımcı, 2011; Yılmaz, 2008; Yiğit, 1999; Yüksel, 2007
Business Administration	39	Aktepe, 2004; Algan, 2006; Altuntaş et al., 2015; Baykal, 2013; Can & Utlu, 2018; Çakmak, 2017; Çelik et al., 2015; El Hamoudi, 2019; Erdem, 2019; Ergün 2007; Eryiğit, 2010; Gözgör, 2014; Güngördü & Yılmaz, 2016; Gürman, 2006; Karadağ, 2018; Kulah, 2016; Külünk, 2019; Kayan, 2006; Mert, 2012; Mert, 2017; Mihoğlu, 2019; Nas et al., 2020; Öz, 2020; Özdemir, 2011; Özdemir, 2017; Özgen & Özseven, 2012; Rabenirina, 2013; Rüstemli, 2008; Seyidov, 2009; Sezgin, 2019; Şahin & Mert, 2014; Şirin, 2019; Süleymanlı, 2015; Türken, 2018; Ulu, 2012; Uysal, 2017; Yalçın, 2011; Yardibi, 2016; Yıldırım, 2011
International Business / International Trade	4	Açık, 2020; Gurdorj, 2012; Güven, 2020; Polat, 2018
Banking	3	Yavuz & Akgeyik, 2009; Akiş 2007; Erol, 2010
Finance	3	Kaygusuz, 2019; Uzun, 2010; Yıldırım, 2010
Labor Economics and Industrial Relations	1	Kaymaz, 2013
Geography	1	Yavan, 2006
Industrial Engineering	1	Alkış, 2019

According to Table 2, it has been observed that most studies have been conducted in the field of Economics and Business Administration. Other areas that publications focus are Banking, International Business, Finance, Labor Economics and Industrial Relations, Geography and Industrial Engineering.

In this research, the distribution of publications by year was examined and summarized in Figure 1.

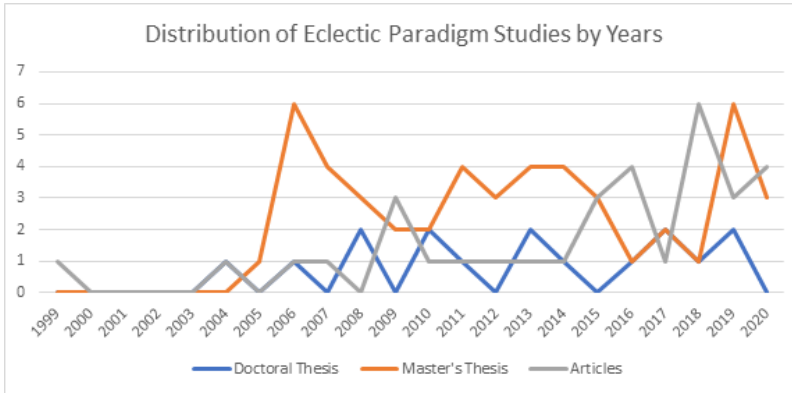


Figure 1. Distribution of Eclectic Paradigm Studies by Years

As seen in Figure 1, studies on the eclectic paradigm in Turkish literature started in 1999 and reached its highest level in 2006. In recent years, interest and studies on the eclectic paradigm have increased compared to previous years.

Focus of the Studies and Its Relationship with the Eclectic Paradigm / Information About The Theories Used Out Of The Eclectic Paradigm

One of the points investigated in this study is the focus of the study and its relationship with the Eclectic Paradigm. In this context, it is summarized in Table 3 according to the subjects that the studies focus on.

Table 3
Focus Topics of the Reviewed Studies

Publications Focus Topics	Articles & Thesis	References
Foreign Direct Investment	48	Açıkalın et al, 2006; Akiş, 2007; Arık et al., 2013; Aslan, 2013; Aydemir, 2006; Barış & Karanfil, 2017; Baykal, 2013; Bayar 2013; Bayır, 2019; Bayır, 2020; Belke & Özturgut, 2020; Bülbül, 2016; Çakmak, 2017; Çelik, 2015; Çinko, 2009; Demirel, 2006; Demirtaş, 2014; Doğan 2014; Dorbonova, 2011; Dökmen ve Kaygusuz, 2019; El Hamoudi, 2019; Erdoğan 2011; Ergün 2007; Erol, 2010; Eryiğit, 2010; Felek, 2016; Furmoly, 2015; Gerçekler, 2010; Gözgör, 2014; Gurdorj, 2012; Hoca, 2008; Kayan, 2006; Kaymaz, 2013; Kaygusuz, 2019; Keskin, 2020; Kuduğ, 2006; Kulalı, 2016; Külünk, 2019; Mert, 2012; Nas et al., 2020; Öz, 2020; Özdemir, 2011; Özel, 2018; Özdamar, 2016; Özgür, 2014; Öztürk, 2004; Polat, 2018; Saygın, 2018; Selek, 2009; Seyidov, 2009; Süleymanlı, 2015; Şahin & Mert, 2014; Şirin, 2019; Tari & Bıdırlı, 2009; Tekeli, 2007; Tekin & Şanlısoy, 2016; Tunca 2005; Tüzün, 2019; Uulu, 2012; Uzgören & Akalın, 2016; Uzun, 2010; Yardımcı, 2011; Yardibi, 2016; Yavan, 2006; Yıldırım, 2010; Yılmaz, 2008; Yiğit, 1999; Yüksel, 2007

Internationalization	23	Açık, 2020; Yavuz & Akgeyik, 2009; Algan, 2006; Altuntaş et al., 2015; Bağcı, 2013; Can & Utlı, 2018; Çelik et al., 2015; Erol, 2010; Güngördü & Yılmaz, 2016; Güven, 2020; Karadağ, 2018; Mert, 2012; Mert, 2017; Nas et al., 2020; Özdemir, 2017; Rabenirina, 2013; Rüstemli, 2008; Şahin & Mert, 2014; Türken, 2018; Uysal, 2017; Yalçın, 2011; Yardibi, 2016; Yıldırım, 2011
Economic Growth	17	Açıkalın et al., 2006; Aslan, 2013; Bayar 2013; Demirel, 2006; Demirtaş, 2014; Dorbonova, 2011; El Hamoudi, 2019; Erdoğan 2011; Felek, 2016; Furmoly, 2015; Gerçeker, 2010; Kızılca, 2007; Külünk, 2019; Özgür, 2014; Şirin, 2019; Tekeli, 2007; Yılmaz, 2008
Market Entry Strategy	9	Ergün 2007; Kayan, 2006; Şahin & Mert, 2014; Mert, 2017; Nas et al., 2020; Özgen & Özseven, 2012; Rabenirina, 2013; Rüstemli, 2008; Türken, 2018; Yalçın, 2011
Foreign Trade	7	Altuntaş et al., 2015; Aydemir, 2006; Bağcı, 2013; Bayar 2013; Güven, 2020; Mihoğlu, 2019; Özdemir, 2018
Firm Performance	6	Altuntaş et al., 2015; Arat 2008; Altuntaş et al., 2015; Eryiğit, 2010; Güven, 2020; Özdemir, 2011
Globalization	5	Yavuz & Akgeyik, 2009; Akiş, 2007; Gürman, 2006; Kaymaz, 2013; Kuduğ, 2006
Turkey-EU Relations	4	Afşar 2008; Sezgin, 2019; Uzun 2010; Yüksel, 2007
Economic Freedom	3	Çelik, 2015; Özdemir, 2018; Saygın, 2018
Competitive Advantage/ Competitive Strategy	3	Afşar, 2008; Özdemir, 2018; Yardibi, 2016
Intellectual Capital	2	Özdemir, 2017; Yardımcı, 2011
Financial Development	2	Demirtaş, 2014; Felek, 2016
Financial Liberalization	2	Yavuz & Akgeyik, 2009; Doğan 2014
Corporate Entrepreneurship / International Entrepreneurship	2	Altuntaş et al., 2015; Erdem, 2019
Tax Wedge	2	Dökmen & Kaygusuz, 2019; Kaygusuz, 2019
Investment and Business Environment	2	Özgen & Özseven, 2012; Polat, 2018
Exchange Rate	1	Özdamar, 2016
Financial Crisis	1	Tüzün, 2019
Level of Income	1	Özdamar, 2016
Income Inequality	1	Barış & Karanfil, 2017
Security Spendings	1	Çakmak, 2017
Employment / Unemployment	1	Kaymaz, 2013
Institutionalization	1	Erdem, 2019
Institutional Constraints	1	Saygın, 2018
Cultural Intelligence	1	Uysal, 2017
Fiscal Policy	1	El Hamoudi, 2019

Organizational Innovation	1	Erdem, 2019
Patent	1	Tekin & Şanlısoy, 2015
Real Wages	1	Açıkalın et al., 2006
Technology Spillovers	1	Özgür, 2014
Corporate Management	1	Kulalı, 2016
Financial Risk	1	Yıldıran, 2010

According to Table 3, studies mainly focus on foreign direct investment, internationalization, economic growth, and market entry methods. When the theses and articles comprise foreign direct investment, which make up about half of the studies, are examined and found that some of the studies focus only on foreign direct investments, such as the effectiveness of foreign direct investment, the perception of foreign direct investment, the determinants of foreign direct investment, foreign direct investment in Turkey. On the other hand, it was concluded that bilateral or ternary relationships were examined, such as the effect of foreign direct investments on economic growth or the relationship between foreign direct investments and income level.

Another point of the research is focusing on the reviewed studies relationship with Eclectic Paradigm. The results are shown in Table 4 below.

Table 4
Reviewed Studies Relationship with Eclectic Paradigm

Eclectic Paradigm Relationship	Articles & Thesis	References
Analyzed as a single theory in the theoretical part	11	Açıkalın et al., 2016; Bayır, 2019; Güngördü & Yılmaz, 2016; Gürman, 2006; Özgen & Özseven, 2012; Polat, 2018; Saygın, 2018; Selek, 2009; Sezgin, 2019; Uzgören & Akalın, 2016; Yıldıran, 2010
Analyzed with more than one theory in the theoretical part	83	Açık, 2020; Afşar, 2008; Aktepe, 2004; Akiş, 2007; Algan, 2006; Alkış, 2019; Arat 2008; Arık et al., 2013; Aslan, 2013; Aydemir, 2006; Bağcı, 2013; Bayar 2013; Baykal, 2013; Bayır, 2020; Belke & Özturgut, 2020; Bülbül, 2016; Can & Utlı, 2018; Çelik, 2015; Çelik et al., 2015; Demirel, 2006; Demirtaş, 2014; Doğan 2014; Dorbonova, 2011; Dökmen & Kaygusuz, 2019; Kulalı, 2016; El Hamoudi, 2019; Erdem, 2019; Erdoğan 2011; Ergün 2007; Erol, 2010; Eryiğit, 2010; Felek, 2016; Furmoly, 2015; Gerçekler, 2010; Gözgör, 2014; Gurdorj, 2012; Güven, 2020; Hoca, 2008; Karadağ, 2018; Kayan, 2006; Kaygusuz, 2019; Kaymaz, 2013; Keskin, 2020; Kızılca, 2007; Kuduğ, 2006; Külünk, 2019; Mert, 2012; Mert, 2017; Mihoğlu, 2019; Nas et al., 2020; Öz, 2020; Özcan, 2014; Özdemir, 2011; Özdemir, 2017; Özdemir, 2018; Özel, 2018; Özdamar, 2016; Özgür, 2014; Öztürk, 2004; Rabenirina, 2013; Rüstemli, 2008; Seyidov, 2009; Şahin & Mert, 2014; Şirin, 2019; Süleymanlı, 2015; Tarı & Bıdırlı, 2009; Tekeli, 2007; Tekin & Şanlısoy, 2016; Türken, 2018; Tüzün, 2019; Tunca, 2005; Uulu, 2012; Uysal, 2017; Uzun, 2010; Yalçın, 2011; Yardımcı, 2011; Yardibi, 2016; Yavan, 2006; Yavuz & Akgeyik, 2009; Yıldırım, 2011; Yılmaz, 2008; Yiğit, 1999; Yüksel, 2007

According to Table 4, it can be seen that the studies mostly deal with the Eclectic Paradigm with more than one theory in the theoretical part. The reason for this was that thesis studies were included in the research sample. As is known, every theory related to the subject is explained in detail in a theoretical framework in master and doctoral dissertations. There is almost no research based on the Eclectic Paradigm in master's and doctoral dissertations. It was seen that most of the studies focusing only on the Eclectic Paradigm in the theoretical part were article studies. Since the research is investigated with the keyword "Eclectic Paradigm", although it is not addressed in a theoretical framework, there were also studies that were included in the sampling because only these words were mentioned in the study. These studies constituted 4% of the entire study population. In these studies, the concept of the Eclectic Paradigm is generally discussed in the literature review, while referring to previous studies.

When Turkish literature is examined in terms of Dunning's Eclectic Paradigm, it is seen that the studies examine other theories besides the Eclectic Paradigm. Based on this finding, the theories discussed out of the Eclectic Paradigm are summarized in Table 5.

Table 5

The Theories That Reviewed Studies Used Out of The Eclectic Paradigm

The Theories Used Out of The Eclectic Paradigm	Articles & Thesis	References
Product Cycle Theory (Vernon)	60	Aktepe, 2004; Arat, 2008; Arık et al., 2013; Aslan, 2013; Bayar 2013; Bayır, 2020; Baykal, 2013; Belke & Özturgut, 2020; Bülbül, 2016; Çelik, 2015; Demirel, 2006; Demirtaş, 2014; Dorbonova, 2011; Dökmen & Kaygusuz, 2019; El Hamoudi, 2019; Erdem, 2019; Erdoğan 2011; Ergün 2007; Felek, 2016; Furmoly, 2015; Gerçekker, 2010; Gurdorj, 2012; Güven, 2020; Karadağ, 2018; Kayan, 2006; Kaygusuz, 2019; Kaymaz, 2013; Keskin, 2020; Kızılca, 2007; Kuduğ, 2006; Külünk, 2019; Mert, 2012; Mert, 2017; Mihoğlu, 2019; Özcan, 2014; Özdemir, 2011; Özdemir, 2017; Özdemir, 2018; Özel, 2018; Özgür, 2014; Öztürk, 2004; Seyidov, 2009; Süleymanlı, 2015; Şirin, 2019; Uulu, 2012; Tarı & Bıdırlı, 2009; Tekeli, 2007; Tekin & Şanlısoy, 2016; Tunca, 2005; Tüzün, 2019; Uysal, 2017; Uzun, 2010; Yardımcı, 2011; Yardıbi, 2016; Yalçın, 2011; Yavan, 2006; Yıldırım, 2011; Yılmaz, 2008; Yiğit, 1999; Yüksel, 2007

<p>Internalization Theory (Buckley ve Casson)</p>	<p>55</p>	<p>Akiş, 2007; Aktepe, 2004; Arat, 2008; Arık et al., 2013; Aslan, 2013; Aydemir, 2006; Bağcı, 2013; Bayar, 2013; Belke & Özturgut, 2020; Bülbül, 2016; Çelik, 2015; Demirel, 2006; Demirtaş, 2014; Dorbonova, 2011; Erdoğan 2011; Eryiğit, 2010; Felek, 2016; Furmoly, 2015; Gerçeker, 2010; Gurdorj, 2012; Güven, 2020; Hoca, 2008; Karadağ, 2018; Kayan, 2006; Kaygusuz, 2019; Kaymaz, 2013; Keskin, 2020; Kızılca, 2007; Külünk, 2019; Mert, 2012; Mert, 2017; Mihoğlu, 2019; Öz, 2020; Özcan, 2014; Özdamar, 2016; Özdemir, 2011; Özdemir, 2018; Özel, 2018; Özgür, 2014; Öztürk, 2004; Rüstemli, 2008; Seyidov, 2009; Süleymanlı, 2015; Şirin, 2019; Tarı & Bıdırlı, 2009; Tekeli, 2007; Tekin & Şanlısoy, 2016; Tunca, 2005; Uzun, 2010; Yardımcı, 2011; Yardibi, 2016; Yavan, 2006; Yıldırım, 2011; Yılmaz, 2008; Yüksel, 2007</p>
<p>Monopolistic Competition/ Industrial Organization Approach /Hymer- Kindleberger Approach</p>	<p>46</p>	<p>Aktepe, 2004; Arat, 2008; Aslan, 2013; Aydemir, 2006; Bayar 2013; Baykal, 2013; Bayır, 2020; Bülbül, 2016; Çelik, 2015; Güven, 2020; Demirel, 2006; Dorbonova, 2011; Erdoğan 2011; Furmoly, 2015; Gerçeker, 2010; Gurdorj, 2012; Güven, 2020; Karadağ, 2018; Kayan, 2006; Kaymaz, 2013; Keskin, 2020; Kızılca, 2007; Külünk, 2019; Mert, 2012; Mert, 2017; Özcan, 2014; Özdamar, 2016; Özdemir, 2011; Özdemir, 2018; Özel, 2018; Özgür, 2014; Rabenirina, 2013; Seyidov, 2009; Süleymanlı, 2015; Şirin, 2019; Tarı & Bıdırlı, 2009; Tekeli, 2007; Tekin & Şanlısoy, 2016; Tunca, 2005; Uzun, 2010; Yardımcı, 2011; Yavan, 2006; Yavuz & Akgeyik, 2009; Yıldırım, 2011; Yılmaz, 2008; Yüksel, 2007</p>
<p>Oligopolistic Reaction Theory (Knickerbocker)</p>	<p>45</p>	<p>Akiş, 2007; Aktepe, 2004; Arat, 2008; Arık et al., 2013; Aslan, 2013; Bayar, 2013; Baykal, 2013; Bülbül, 2016; Çelik, 2015; Demirel, 2006; Demirtaş, 2014; Dorbonova, 2011; Erdoğan 2011; Felek, 2016; Gerçeker, 2010; Gurdorj, 2012; Kayan, 2006; Kaygusuz, 2019; Kaymaz, 2013; Keskin, 2020; Külünk, 2019; Mert, 2012; Mert, 2017; Özcan, 2014; Özdemir, 2011; Özdamar, 2016; Özel, 2018; Özgür, 2014; Öztürk, 2004; Rabenirina, 2013; Seyidov, 2009; Şirin, 2019; Süleymanlı, 2015; Tarı & Bıdırlı, 2009; Tekin & Şanlısoy, 2016; Tüzün, 2019; Uulu, 2012; Uzun, 2010; Yardımcı, 2011; Yardibi, 2016; Yavan, 2006; Yıldırım, 2011; Yılmaz, 2008; Yiğit, 1999; Yüksel, 2007</p>

Location Theory	20	Bağcı, 2013; Bülbül, 2016; Çelik, 2015; Demirtaş, 2014; Dorbonova, 2011; Furmoly, 2015; Gerçeker, 2010; Gurdorj, 2012; Keskin, 2020; Külünk, 2019; Öz, 2020; Özel, 2018; Özdemir, 2018; Özgür, 2014; Süleymanlı, 2015; Tüzün, 2019; Uzun, 2010; Yavan, 2006; Yılmaz, 2008; Yüksel, 2007
Portfolio Diversification Theory / Portfolio Theory	17	Arat 2008; Çelik, 2015; Bülbül, 2016; Dorbonova, 2011; Erdoğan 2011; Kaymaz, 2013; Külünk, 2019; Özdamar, 2016; Özdemir, 2011; Özel, 2018; Öztürk, 2004; Tunca, 2005; Uzun, 2010; Yavan, 2006; Yavuz & Akgeyik, 2009; Yılmaz, 2008; Yüksel, 2007
Uppsala Model	15	Açık, 2020; Alkış, 2019; Can & Utlu, 2018; Çelik et al., 2015; Erdem, 2019; Güven, 2020; Karadağ, 2018; Mihoğlu, 2019; Nas et al., 2020; Özcan, 2014; Özdemir, 2017; Rabenirina, 2013; Uysal, 2017; Yalçın, 2011; Yıldırım, 2011
Transaction Costs Theory	14	Bağcı, 2013; Demirtaş, 2014; Eryiğit, 2010; Gurdorj, 2012; Güven, 2020; Karadağ, 2018; Kulalı, 2016; Mihoğlu, 2019; Öz, 2020; Özdemir, 2017; Rabenirina, 2013; Rüstemli, 2008; Tüzün, 2019; Yıldırım, 2011
The New Theory of Foreign Direct Investment	13	Bayar, 2013; Belke & Özturgut, 2020; Bülbül, 2016; El Hamoudi, 2019; Ergün 2007; Eryiğit, 2010; Ergün 2007; Gurdorj, 2012; Kuduğ, 2006; Seyidov, 2009; Uulu, 2012; Yardibi, 2016; Yıldırım, 2011
Aliber Theory	12	Aydemir, 2006; Bayar, 2013; El Hamoudi, 2019; Furmoly, 2015; Kayan, 2006; Keskin, 2020; Özdemir, 2018; Özel, 2018; Özgür, 2014; Yardibi, 2016; Yavan, 2006; Yıldırım, 2011
Market Size Hypothesis	12	Arat, 2008; Çelik, 2015; Dorbonova, 2011; Kaygusuz, 2019; Keskin, 2020; Özdemir, 2011; Özel, 2018; Özgür, 2014; Öztürk, 2004; Uzun, 2010; Yılmaz, 2008; Yüksel, 2007
Dynamic Comparative Advantages Theory/ Macro Economic Theory (Kojima Approach)	11	Bülbül, 2016; Erdoğan 2011; Felek, 2016; Keskin, 2020; Özcan, 2014; Özdemir, 2011; Özdemir, 2018; Özgür, 2014; Seyidov, 2009; Yavan, 2006; Yavuz & Akgeyik, 2009
Network Theory	10	Açık, 2020; Alkış, 2019; Can & Utlu, 2018; Çelik et al., 2015; Güven, 2020; Karadağ, 2018; Mihoğlu, 2019; Öz, 2020; Özdemir, 2017; Uysal, 2017
Caves Economics Theory	9	Bayar, 2013; Demirel, 2006; Tekin & Şanlısoy, 2016; Erdoğan 2011; Gurdorj, 2012; Keskin, 2020; Mert, 2012; Özgür, 2014; Öztürk, 2004
The Theory of Difference in Rate of Return	9	Arat, 2008; Çelik, 2015; Bülbül, 2016; Dorbonova, 2011; Özdemir, 2011; Öztürk, 2004; Uzun, 2010; Yılmaz, 2008; Yüksel, 2007

Internationalization Theories with Innovation Approach	9	Açık, 2020; Can & Utlu, 2018; Erdem, 2019; Güven, 2020; Mihoğlu, 2019; Özdemir, 2017; Karadağ, 2018; Uysal, 2017; Yıldırım, 2011
Heckscher-Ohlin Model	7	Kuduş, 2006; Külünk, 2019; Özcan, 2014; Özdamar, 2016; Özdemir, 2011; Tunca, 2005; Ulu, 2012
Marxist Theory	7	Aslan, 2013; Dökmen & Kaygusuz, 2019; Erdoğan 2011; Özdemir, 2011; Seyidov, 2009; Tunca, 2005; Yavan, 2006
Linkage-Leverage- Learning (LLL) Model	7	Alkış, 2019; Can & Utlu, 2018; Mert, 2012; Mert, 2017; Nas et al., 2020; Şahin & Mert, 2014; Türken, 2018
Resource Based View	6	Alkış, 2019; Can & Utlu, 2018; Güven, 2020; Karadağ, 2018; Kulalı, 2016; Yıldırım, 2011
Classical and Neo-Classical Approach	5	Erdoğan 2011; Furmoly, 2015; Seyidov, 2009; Tunca, 2005; Yavan, 2006
Behavioral Approach Theory	4	Aslan, 2013; Felek, 2016; Özcan, 2014; Yavan, 2006
Springboard Perspective	4	Can & Utlu, 2018; Özdamar, 2016; Tunca, 2005; Türken, 2018
Neoclassical Trade Theory	4	Bayır, 2020; Dökmen & Kaygusuz, 2019; Ergün 2007; Külünk, 2019
Market Failures Theory	4	Dökmen & Kaygusuz, 2019; Felek, 2016; Özcan, 2014; Yardibi, 2016
Capital Theory	4	Bayır, 2020; Özcan, 2014; Tarı & Bıdırlı, 2009; Yiğit, 1999
Theory of International Production	4	Bağcı, 2013; Dökmen & Kaygusuz, 2019; Erdoğan 2011; Özdemir, 2018
Born Globals	4	Can & Utlu, 2018; Güven, 2020; Özdemir, 2017; Uysal, 2017
Theory of International New Ventures	3	Alkış, 2019; Can & Utlu, 2018; Karadağ, 2018
Stage Theory	3	Güven, 2020; Keskin, 2020; Özgür, 2014
Local Advantages Hypothesis	3	Külünk, 2019; Mert, 2017; Yılmaz, 2008

Apart from the Eclectic Paradigm, as seen in Table 5, it has been observed that the Product Cycle Theory, Internalization Theory, Industrial Organization Approach, and Oligopolistic Reaction Theory are densely discussed in the studies. When the literature on the Eclectic Paradigm is examined, it is seen that many of the theories that emerged are based on filling the deficiencies of previous theories. In this context, the main reason for discussing these theories together with the Eclectic Paradigm is that the Eclectic Paradigm emerges as a result of the inadequacy of these theories, and similar findings are found in the studies conducted in world literature (Wagner, 2020). In particular, due to the examination of all theories related to the subject in the theses, it is explained in detail under the title of Foreign Direct Investment Theories, which is the focus of the reviewed studies in this research. Another focus of these studies was internationalization. In this direction, it has been seen that theories on internationalization models are also intensely discussed in the reviewed studies.

The theories examined in the studies within the scope of this research are quite abundant. In this context, the theories in two or fewer studies are shown in detail in Table 6.

Table 6

Other Theories That Reviewed Studies Used Out of The Eclectic Paradigm (Minimum Frequency)

Other Theories That Reviewed Studies Used Out of The Eclectic Paradigm	Articles & Thesis	References
Traditional Theory	2	El Hamoudi, 2019; Uysal, 2017
Keynesian Approach	2	Erdoğan 2011; Seyidov, 2009
Mercantilist Approach	2	Erdoğan 2011; Seyidov, 2009
Follow the Client	2	Afşar, 2008; Algan, 2006
Monetary Approach	2	Erdoğan 2011; Seyidov, 2009
Internationalization Theory	2	Erol, 2010; Yavuz & Akgeyik, 2009
Investment Development Path	2	Can & Utlü, 2018; Özdemir, 2011
General Equilibrium Approach	1	Bayar, 2013
Strong Currency Theory	1	Kaygusuz, 2019
Decision Making Process Model	1	Uysal, 2017
Double Network Approach	1	Can & Utlü, 2018
Theory of Multinational Banking	1	Erol, 2010
International Investment Theory	1	Yavuz & Akgeyik, 2009
Adaptive Selection Model	1	Güven, 2020
New Economic Geography Model	1	Öz, 2020
Strategic Intent and Institutional Theory	1	Öz, 2020
Organizational Competence	1	Kulalı, 2016
Cultural Approach	1	Kulalı, 2016
Bargaining Power Approach	1	Kulalı, 2016

As seen in Table 6, the distribution of theories is shown according to the area to which they belong.

Research Method, Data Collection Method, Analysis Method and Sample (Sector) Information About the Reviewed Studies

One of the factors analyzed in this research is the research method, data collection method, analysis method, and sample information. In this context, first, the research method was examined and summarized under the heading of “Research Method of the Reviewed Studies” in Table 7.

Table 7

Research Method of Reviewed Studies

Research Method	Articles & Thesis	References
Literature Review	1	Güngördü & Yılmaz, 2016
Conceptual Studies	10	Can & Utlü, 2018; Ergün 2007; Gürman, 2006; Hoca, 2008; Öztürk, 2004; Rüstemli, 2008; Saygın, 2018; Selek, 2009; Yavuz & Akgeyik, 2009; Yıldırım, 2011
Quantitative	68	Açıkalın et al., 2006; Afşar, 2008; Aktepe, 2004; Alkış, 2019; Altuntaş et al., 2015; Arat 2008; Arık et al., 2013; Aslan, 2013; Aydemir, 2006; Bağcı, 2013; Barış & Karanfil, 2017; Bayar 2013; Bayır, 2019; Bayır, 2020; Belke & Özturgut, 2020; Çakmak, 2017; Çelik, 2015; Demirel, 2006; Demirtaş, 2014; Doğan 2014; Dorbonova, 2011; Dökmen & Kaygusuz, 2019; El Hamoudi, 2019; Erdem, 2019; Erdoğan 2011; Erol, 2010; Eryiğit, 2010; Felek, 2016; Furmoly, 2015; Gerçekler, 2010; Gözgör, 2014; Gurdorj, 2012; Güven, 2020; Kayan, 2006; Kaygusuz, 2019; Keskin, 2020; Kızılca, 2007; Kuduğ, 2006; Kulalı, 2016; Külünk, 2018; Mert, 2012; Mıhoğlu, 2019; Nas et al., 2020; Özcan, 2014; Özdamar, 2016; Özdemir, 2011; Özdemir, 2018; Özel, 2018; Özgen & Özseven, 2012; Özgür, 2014; Seyidov, 2009; Sezgin, 2019; Süleymanlı, 2015; Şahin & Mert, 2014; Şirin, 2019; Tarı & Bıdırlı, 2009; Tekeli, 2007; Tekin & Şanlısoy, 2016; Tunca, 2005; Uulu, 2012; Uysal, 2017; Uzgören & Akalın, 2016; Uzun, 2010; Yardımcı, 2011; Yardibi, 2016; Yavan, 2006; Yıldırım, 2010; Yılmaz, 2008
Qualitative	12	Açık, 2020; Baykal, 2013; Çelik et al., 2015; Doğan 2014; Erdem, 2019; Kayan, 2006; Mert, 2017; Özdemir, 2017; Rabenirina, 2013; Türken, 2018; Yalçın, 2011; Yardımcı, 2011
Mixed Method	4	Kayan, 2006; Doğan 2014; Erdem, 2019; Yardımcı, 2011

According to Table 7, most of the studies were conducted as empirical studies. Conceptual studies constituted 10% of the study population. While 64% of empirical studies were carried out by quantitative research methods, 9% of them were carried out with qualitative research methods, and 4% of them were carried out using a mixed method using both quantitative and qualitative methods. There is one literature study on this topic. This literature study was carried out by scanning foreign literature and helped to reveal the current research. As a result of the research, 11% of the studies did not include the research method information or were explained with one sentence. This mistake was made especially in thesis studies, but in all studies, the research method has to be explained in detail, and this should not be ignored in future studies.

The data collection and analysis method of the studies that were the subjects of the study are another point examined in this research. It can be seen in detail under the heading “Data Collection and Analysis Method of Reviewed Studies” in Table 8 and Table 9.

Table 8

Data Collection of Reviewed Studies

Data Collection Method	Articles & Thesis	References
Secondary data	56	Afşar, 2008; Açıklım et al., 2006; Arat 2008; Arık et al., 2013; Aslan, 2013; Aydemir, 2006; Barış & Karanfil, 2017; Bayar 2013; Baykal, 2013; Bayır, 2019; Bayır, 2020; Belke & Özturgut, 2020; Çakmak, 2017; Çelik, 2015; Çelik vd, 2015; Demirel, 2006; Demirtaş, 2014; Doğan 2014; Dorbonova, 2011; Dökmen & Kaygusuz, 2019; El Hamoudi, 2019; Erdoğan 2011; Felek, 2016; Furmoly, 2015; Gerçeker, 2010; Gözgör, 2014; Kayan, 2006; Kaygusuz, 2019; Keskin, 2020; Kızılca, 2007; Kuduğ, 2006; Kulalı, 2016; Külünk, 2018; Nas et al., 2020; Öz, 2020; Özcan, 2014; Özel, 2018; Özgür, 2014; Özdamar, 2016; Özdemir, 2018; Polat, 2018; Seyidov, 2009; Süleymanlı, 2015; Şahin & Mert, 2014; Şirin, 2019; Tari & Bıdırlı, 2009; Tekeli, 2007; Tekin & Şanlısoy, 2016; Tunca, 2005; Uulu, 2012; Uzgören ve Akalın, 2016; Uzun, 2010; Yardımcı, 2011; Yavan, 2006; Yıldırım, 2010; Yılmaz, 2008
Survey	12	Altuntaş et al., 2015; Aktepe, 2004; Alkış, 2019; Bağcı, 2013; Erdem, 2019; Erol, 2010; Gurdorj, 2012; Güven, 2020; Mihoğlu, 2019; Özdemir, 2011; Özgen & Özseven, 2012; Yardibi, 2016
Interview	7	Açık, 2020; Çelik et al., 2015; Kayan, 2006; Mert, 2017; Rabenirina, 2013; Türken, 2018; Yalçın, 2011

Table 9

Analysis Method of Reviewed Studies

Analysis Method	Articles & Thesis	References
Time-series analysis	25	Arık et al., 2013; Barış & Karanfil, 2017; Bayır, 2019; Bayır, 2020; Çelik, 2015; Dorbonova, 2011; Dökmen & Kaygusuz, 2019; Furmoly, 2015; Gözgör, 2014; Kaygusuz, 2019; Keskin, 2020; Kızılca, 2007; Kuduğ, 2006; Külünk, 2018; Özcan, 2014; Özel, 2018; Özdemir, 2018; Özgür, 2014; Seyidov, 2009; Şirin, 2019; Tekeli, 2007; Tunca, 2005; Uzun, 2010; Yardımcı, 2011; Yılmaz, 2008

Stationarity test	21	Açıklalın et al., 2006; Bayar 2013; Barış & Karanfil, 2017; Bayır, 2019; Çelik, 2015; Demirtaş, 2014; Dökmen & Kaygusuz, 2019; Erdoğan 2011; Felek, 2016; Gerçekler, 2010; Gözgör, 2014; Keskin, 2020; Kızılcıca, 2007; Özcan, 2014; Özdamar, 2016; Özdemir, 2018; Seyidov, 2009; Süleymanlı, 2015; Tarı & Bıdırlı, 2009; Tunca, 2005; Yardımcı, 2011
Cointegration Analysis	18	Açıklalın et al., 2006; Barış & Karanfil, 2017; Bayır, 2019; Erdoğan 2011; Felek, 2016; Gerçekler, 2010; Keskin, 2020; Kuduğ, 2006; Külünk, 2018; Özcan, 2014; Özdamar, 2016; Özdemir, 2018; Özgür, 2014; Tarı & Bıdırlı, 2009; Tekin & Şanlısoy, 2016; Tunca, 2005; Uzun, 2010; Yardımcı, 2011
Causality Analysis	18	Açıklalın et al., 2006; Barış & Karanfil, 2017; Bayar 2013; Çakmak, 2017; Demirtaş, 2014; Erdoğan 2011; Gerçekler, 2010; Gözgör, 2014; Kuduğ, 2006; Külünk, 2018; Özcan, 2014; Özgür, 2014; Özdamar, 2016; Seyidov, 2009; Tunca, 2005; Uzgören & Akalın, 2016; Uzun, 2010; Yardımcı, 2011
Regression Analysis	18	Altuntaş et al., 2015; El Hamoudi, 2019; Erdem, 2019; Furmoly, 2015; Gurdorj, 2012; Güven, 2020; Kulalı, 2016; Mert, 2012; Nas et al., 2020; Özdemir, 2011; Özel, 2018; Özgen & Özseven, 2012; Şirin, 2019; Süleymanlı, 2015; Uysal, 2017; Yardımcı, 2011; Yavan, 2006; Yılmaz, 2008
Descriptive Statistical Analysis	13	Bağcı, 2013; Çelik et al., 2015; El Hamoudi, 2019; Erol, 2010; Eryiğit, 2010; Gurdorj, 2012; Mihoğlu, 2019; Özdemir, 2011; Özel, 2018; Türken, 2018; Yardımcı, 2011; Yardibi, 2016; Yavan, 2006
Cross Sectional Analysis	12	Arık et al., 2013; Aslan, 2013; Bayır, 2020; Çelik, 2015; Dorbonova, 2011; Dökmen & Kaygusuz, 2019; Kaygusuz, 2019; Külünk, 2018; Özdemir, 2018; Şirin, 2019; Tekeli, 2007; Yılmaz, 2008
Correlation Analysis	12	Altuntaş et al., 2015; El Hamoudi, 2019; Çakmak, 2017; Erdem, 2019; Gurdorj, 2012; Güven, 2020; Özel, 2018; Özgen & Özseven, 2012; Seyidov, 2009; Uysal, 2017; Yavan, 2006; Yıldırım, 2010
Panel Data Analysis	11	Arık et al., 2013; Bayır, 2020; Belke & Özturgut, 2020; Çelik, 2015; Dorbonova, 2011; Dökmen & Kaygusuz, 2019; Kaygusuz, 2019; Külünk, 2018; Özdemir, 2018; Şirin, 2019; Tekeli, 2007; Yılmaz, 2008
Least Squares Regression Analysis	7	Demirel, 2006; Doğan 2014; Erdoğan 2011; Kızılcıca, 2007; Uzun, 2010; Yavan, 2006; Yılmaz, 2008
VAR Analysis	7	Barış & Karanfil, 2017; Bayır, 2019; Gerçekler, 2010; Gözgör, 2014; Özdamar, 2016; Özgür, 2014; Tarı & Bıdırlı, 2009;
Factor Analysis	6	Altuntaş et al., 2015; Aktepe, 2004; Erdem, 2019; Gurdorj, 2012; Özdemir, 2011; Yardibi, 2016
Error Correction Model	6	Erdoğan 2011; Gerçekler, 2010; Özcan, 2014; Özdamar, 2016; Özdemir, 2018; Tarı & Bıdırlı, 2009
Content Analysis	5	Açık, 2020; Doğan 2014; Erdem, 2019; Özdemir, 2017; Türken, 2018
Document Analysis	4	Baykal, 2013; Güngördü & Yılmaz, 2016; Öz, 2020; Yalçın, 2011
Variance Analysis	3	Mihoğlu, 2019; Özdemir, 2011; Yardibi, 2016

The data collection methods used in empirical studies can be listed as questionnaires, secondary data, and interviews. According to Table 8, more than half of the studies used secondary data as a data collection method. For the analysis, economic and statistical analysis methods were used. In most of the studies, analyses such as stationarity analysis, cointegration analysis, causality analysis, error correction, and unit root analysis were examined under the title of economic analysis. In addition, descriptive statistical analysis, regression, variance, and factor analysis were examined under the title of statistical analysis. One of the analysis methods used extensively in studies is panel data analysis. Panel data analysis was performed using a combination of time-series and cross-sectional analyses. Descriptive analysis, content analysis, and document analysis were also used in the reviewed studies as qualitative research methods. All analysis information is presented in detail in Table 8. As in the research method section, there are studies that do not provide detailed information; these studies are excluded from the table.

The analysis methods examined in the studies within the scope of this research are quite abundant. In this context, the analysis methods used in two or fewer studies are shown in Table 10.

Table 10

Analysis Methods of Reviewed Studies (Minimum Frequency)

Other Analysis Methods	Articles & Thesis	Referanslar
Non-parametric Data Envelopment Analysis	2	Afşar, 2008; Arat 2008
Impulse Response Function	2	Gerçekler, 2010; Gözgör, 2014
Financial Analysis / Cost Analysis	2	Eryiğit, 2010; Uulu, 2012
Logit Analysis	2	Mert, 2012; Şahin & Mert, 2014
Cluster Analysis	1	Mihoğlu, 2019
Analytical Network Process (ANP) Method	1	Alkış, 2019
The Runs Up and Down Test	1	Aydemir, 2006

As shown in Table 10, advanced statistical and econometric methods were used in these studies.

Another focus of this study was the sample analyzed in these studies. The sample information is presented in Table 11.

Sample Information	Articles & Thesis	References
Focus on One Country	37	Açıklan et al., 2006; Aktepe, 2004; Aydemir, 2006; Barış & Karanfil, 2017; Bayar, 2013; Çakmak, 2017; Çinko, 2009; Demirel, 2006; Demirtaş, 2014; Doğan, 2014; El Hamoudi, 2019; Erdoğan, 2011; Eryiğit, 2010; Felek, 2016; Furmoly, 2015; Gerçekler, 2010; Gözgör, 2014; Gurdorj, 2012; Kayan, 2006; Kaymaz, 2013; Kuduğ, 2006; Özcan, 2014; Özdamar, 2016; Özdemir, 2011; Özel, 2018; Polat, 2018; Saygın, 2018; Seyidov, 2009; Süleymanlı, 2015; Şirin, 2019; Tarı & Bıdırlı, 2009; Tekin & Şanlısoy, 2016; Tunca, 2005; Uzgören ve Akalın, 2016; Uzun, 2010; Yardımcı, 2011; Yiğit, 1999
Focus On More Than One Country and Country Comparison	18	Aslan, 2013; Arık et al., 2013; Baykal, 2013; Bayır, 2020; Belke & Özturgut, 2020; Çelik, 2015; Dorbonova, 2011; Dökmen & Kaygusuz, 2019; Kaygusuz, 2019; Kulalı, 2016; Külünk, 2018; Özdemir, 2018; Tekeli, 2007; Tüzün, 2019; Yavan, 2006; Yıldran, 2010; Yılmaz, 2008; Yüksel, 2007
Banking Sector	6	Afşar, 2008; Akiş, 2007; Algan, 2006; Erol, 2010; Hoca, 2008; Yavuz & Akgeyik, 2009
Manufacturing Industry	4	Arat 2008; Özgen & Özseven, 2012; Özgür, 2014; Erdem, 2019
Mixed Industry	4	Güven, 2020; Mert, 2017; Nas et al., 2020; Şahin & Mert, 2014
Textile Sector / Ready-Made Clothing Sector	3	Açık, 2020; Bağcı, 2013; Özdemir, 2017
Automotive / Automotive Supply Industry	3	Çelik et al., 2015; Ergün, 2007; Mıhoğlu, 2019
Tourism Sector	2	Rabenirina, 2013; Selek, 2009
Service Sector	2	Bayır, 2019; Türken, 2018
Retail Sector	2	Gürman, 2006; Yalçın, 2011
Industry Sector	2	Bayır, 2019; Kızılca, 2007
White Goods Sector	1	Sezgin, 2019
Cement Sector	1	Bülbül, 2016
Energy Sector	1	Uulu, 2012
Finance Sector	1	Keskin, 2020
Pharmaceutical Sector	1	Alkış, 2019
Furniture Sector	1	Yardibi, 2016
Petroleum Industry	1	Rüstemli, 2008

According to Table 11, it has been observed that the studies mostly focused on a single country.

The reason is that economic analysis, which economists use a lot in their studies, was not made on a sectoral basis, but in countries like Turkey in particular. Studies focusing on a single country are often given a special place to work in Turkey. Apart from that, there are also studies on India, Iran, and Azerbaijan. According to the results of the research, another focus of the studies was to examine more than one country or to make a country comparison.

In this context, it is seen that the focus is on the comparison of Turkey and other countries, transition economies, emerging economies, EU countries, and OECD countries. According to research, there are also studies that focus on a single sector. The information on the sectors is presented in Table 10. It has been observed that the most studied sample on a sectoral basis is the Banking Sector. In some of the studies, sample information was not given clearly, so these studies were excluded from the table.

Suggestions for Future Studies

Another point examined in the study was suggestions for future studies; these recommendations are summarized in Table 12.

Table 12

Future Study Suggestions of Reviewed Studies

Suggestions for Future Studies	Articles & Thesis	References
No recommendation made	42	Afşar, 2008; Açıkalın et al., 2006; Akış, 2007; Arat 2008; Aslan, 2013; Aydemir, 2006; Barış & Karanfil, 2017; Bayır, 2019; Bayır, 2020; Bülbül, 2016; Can & Utlı, 2018; Demirtaş, 2014; Doğan 2014; Dorbonova, 2011; Dökmen & Kaygusuz, 2019; Ergün 2007; Eryiğit, 2010; Felek, 2016; Furmoly, 2015; Gerçekker, 2010; Gürman, 2006; Hoca, 2008; Kayan, 2006; Kaygusuz, 2019; Kaymaz, 2013; Keskin, 2020; Kızılca, 2007; Külünk, 2018; Özdamar, 2016; Özdemir, 2018; Özel, 2018; Öztürk, 2004; Polat, 2018; Tarı & Bıdırlı, 2009; Tekeli, 2007; Tunca, 2005; Tüzün, 2019; Uulu, 2012; Uzgören & Akalın, 2016; Yavuz & Akgeyik, 2009; Yıldırım, 2010; Yiğit, 1999

Suggestions for implementation	32	Açık, 2020; Algan, 2006; Bağcı, 2013; Bayar, 2013; Baykal, 2013; Belke & Özturgut, 2020; Çakmak, 2017; Çinko, 2009; Demirel, 2006; El Hamoudi, 2019; Erdoğan 2011; Erol, 2010; Gurdorj, 2012; Kuduğ, 2006; Özcan, 2014; Özdemir, 2011; Özdemir, 2017; Özgür, 2014; Rabenirina, 2013; Rüstemli, 2008; Saygın, 2018; Selek, 2009; Seyidov, 2009; Süleymanlı, 2015; Tekin & Şanlısoy, 2016; Türken, 2018; Uysal, 2017; Uzun, 2010; Yardımcı, 2011; Yavan, 2006; Yıldırım, 2011; Yüksel, 2007
Focusing on new and different variables / models / analysis methods	20	Alkış, 2019; Altuntaş et al., 2015; Arık et al., 2013; Çakmak, 2017; Çelik et al., 2015; Demirel, 2006; Gözgör, 2014; Güngördü & Yılmaz, 2016; Mert, 2012; Mert, 2017; Nas et al., 2020; Karadağ, 2018; Kulalı, 2016; Özdemir, 2017; Şahin & Mert, 2014; Uysal, 2017; Yardibi, 2016; Yavan, 2006; Yılmaz, 2008; Yıldırım, 2011
Focusing on different sectors	16	Aktepe, 2004; Altuntaş et al., 2015; Baykal, 2013; Çakmak, 2017; Erdem, 2019; Gurdorj, 2012; Güven, 2020; Mert, 2012; Mihoğlu, 2019; Öz, 2020; Özgen & Özseven, 2012; Sezgin, 2019; Şahin & Mert, 2014; Şirin, 2019; Yardibi, 2016; Yavan, 2006
Focusing on Regions / Country categories / Domestic factors	12	Aktepe, 2004; Altuntaş et al., 2015; Çakmak, 2017; Çelik, 2015; Kulalı, 2016; Mihoğlu, 2019; Öz, 2020; Sezgin, 2019; Şirin, 2019; Türken, 2018; Yalçın, 2011; Yavan, 2006
Focusing on firm sizes and / or features	6	Çakmak, 2017; Erdem, 2019; Güven, 2020; Mert, 2017; Şirin, 2019; Uysal, 2017
Repetition of meaningless results	3	Çakmak, 2017; Mert, 2012; Yılmaz, 2008
Suggestions for expanding the sample to cover different periods	2	Kulalı, 2016; Yavan, 2006

According to Table 12, one of the striking points is that almost half of the studies did not make any suggestions for future studies, in these studies they focused only on their subjects and gave only their own study results. In some of the studies, the limitations of the study were mentioned, but they did not make any future suggestions. It has been observed that most of the studies that make future suggestions concentrate on recommendations for implementation. In particular, economic studies have revealed policies for their implementation. Suggestions for future studies are focused on new and different variables/ models/analysis methods related to the subject, focusing on different sectors, and focusing

on regions/country categories/domestic factors. Other suggestions are provided in Table 12. It is believed that this table will guide future studies.

CONCLUSION

John Dunning first introduced the Eclectic Paradigm (or the OLI Model) in 1976. He developed the model several times over a period of 30 years. The Eclectic Paradigm has become one of the important approaches that explains the determinants of foreign direct investment and foreign activities of multinational enterprises. It has been examined all over the world and has been the subject of research.

Considering the literature review studies conducted with the Eclectic Paradigm in world literature, Wagner (2020) conducted a systematic literature review analyzing 66 journal articles published between 1980-2017. In this study, they focused on topics such as purpose, basic context, level of analysis, and the development of the Eclectic Paradigm from the past to the present. As a result of the systematic literature review, approximately 80% of the 66 studies were conducted between 2000 and 2017. While the research made between 1980-1999 was mostly empirical studies, it was seen that there was an increase in theoretical/conceptual publications between 2000-2017. The shift of studies from empirical research to theoretical/conceptual research can be attributed to the application of the Eclectic Paradigm in related subject areas as well. The journals of the articles examined within the scope of the study are divided into three main disciplines: Economics, International Business, and Business/Management. In this context, the most focused areas are International Business and Economics. It has been observed that the Eclectic Paradigm is handled in various ways and interdisciplinary, including both meso (i.e. industry) and micro level (i.e. firm) perspectives. At this point, it has been seen that the Eclectic Paradigm is a unique approach, as it is designed to be contextually adapted and applied to many international business issues.

In this study, the Turkish literature related to Eclectic Paradigm was analyzed using bibliometric analysis. As a result of this study, important topics related to the subject are as follows:

- Most studies have been conducted on master's and doctoral dissertations.
- Most studies are conducted in the fields of business administration and economics.
- The main focus of the examined studies was foreign direct investments.
- There are almost no studies focusing only on the Eclectic Paradigm and addressing it as a single theory.
- There are theories examined in studies out of the Eclectic Paradigm.
- Empirical methods were used in the studies, and a lack of information about the study methodology was noted.
- In some of the reviewed studies, it was observed that the future recommendations section was missing.

A detailed explanation of these items is provided below.

As a result of the research, it was seen that the studies were mostly done as master's and doctoral thesis, and there are very few articles. When we look at our literature, it can be said that the field of international business / strategy is still full of deficiencies. There are some difficulties in working in this field; thus, it can be said that the number of studies in Turkish literature is insufficient. It has been observed that some of the articles examined were articles generated from the thesis. In this context, it is seen that few articles focus solely on the Eclectic Paradigm. The first suggestion of this research is to close the gap in the literature by focusing more on this issue.

Another point examined within the scope of this research was the field of study. It has been observed that Economics and Business Administrative studies have intensified. However, there are also limited studies in different fields, such as Geography. In this context, interdisciplinary studies can be conducted in different disciplines related to the subject.

In this bibliometric study, which is about the Eclectic Paradigm, the subjects that the studies focus on are examined. As a result of this examination, it has been seen that there are many issues with foreign direct investments. This is because the Eclectic Paradigm is linked to this topic. However, there are other issues related to Eclectic Paradigm. In this context, looking at bilateral relations on the subject or making a country comparison will contribute more to the literature. As a result of the research, it has been seen that there are many studies on the effect of foreign direct investments on economic growth. In addition, focusing on new research topics will contribute to this field.

Another point examined in the study was about the relationship of the studies with the Eclectic Paradigm. It has been seen that most studies examine other theories besides the Eclectic Paradigm. This is because the theoretical framework is explained in detail, especially in the thesis studies. There are few studies that examine the Eclectic Paradigm as a focal theory, and existing studies are articles written on the subject. For the future suggestion, researchers can focus on only the Eclectic Paradigm, especially as a master's or doctoral thesis.

Another subject examined within the scope of the research was the research method, data collection method, and analysis method. The research method, analysis, and data collection information, which should be given in detail, especially in thesis studies, was considered incomplete in some of the studies. This will be useful for future studies to express the method in detail. It has been observed that secondary data sources were used as a data collection method in studies. The reason for this is that studies have been conducted in the field of economics and economics studies that generally use econometric analysis. In this context, it is recommended to conduct studies using data collection methods other than secondary data sources related to the subject. Another subject of this study was the scope of this study. Accordingly, some of the studies did not provide any information about the scope of the study. On a sectoral basis, most of the work was done in the banking sector; it will be useful to focus on other sectors in future studies.

The final part of this study provides suggestions for future research. The most striking

point here is that some of the studies did not make suggestions for future studies. This is another limitation of these studies. Providing forward-looking suggestions to guide future studies increases the quality and importance of the studies. In this regard, researchers should be more careful and give importance to suggestions for future studies. It was seen that the studies that made future suggestions concentrate on the subject of focusing on new and different variables/models/analysis methods related to the subject. In this context, it will be beneficial to conduct future studies on different topics, relationships, analysis methods and samples other than the data summarized in this study. It would be a good choice to make a country comparison, especially to obtain useful results.

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