

BIBLIOMETRIC ANALYSIS: THE CONCEPT OF FAIR TRADE IN INTERNATIONAL TRADE

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Abstrak: This study aims to map global scientific publications with the topic of fair trade in international trade to get trends and issues that can be further researched related to the topic. The method used in this study is a qualitative method with a literature study approach using bibliometric analysis. The data used is 54 articles indexed by Scopus in the last ten years. VOSviewer is used to provide a visual examination of the occurrence of keywords. The findings in this study show that publications with the theme of fair trade in international trade have decreased over the past ten years. In 2013 became the most research publications, the United States became the country that contributed the most to the publication of this research. Then, Ulgiati, S. is the author who contributed significantly to this scientific research. Other findings from this study have also shown that the field of study of Social Sciences is the highest, with a total percentage of 34%. Beijing Normal University and the Parthenope University of Naples as contributing institutions in publications on this theme. The research also shows that the most researched topics are dominant issues such as sustainable development goals, consumer behavior in developing countries, and world food trade.

Kata kunci: Fair trade, International trade, Bibliometric analysis, VOSviewer

INTRODUCTION

Global governance is a form of concept that is still in the form of ideas or ideas currently widely debated among experts in international relations. Develop to respond to various global problems that arise (Köhler 2014). Global governance can be considered a relevant order and can simultaneously bridge one problem with another. Global governance, which departs from the development of international political economy issues, can be used as an ideal and promising tool to be applied critically or as a means to solve global economic problems, which are always full of dynamics from time to time (DeMartino, Moyer, and Watkins 2015). So global governance is a normative project by developing various ideal ideas to

be realized in responding to multiple challenges of globalization, in this case, related to the transformations that occur in the field of international political economy (Tian et al. 2022).

Globalization of the international political economy positively impacts the development of the function of authority outside the state (Tedeschi and Carlson 2013). The strength of the market and the interaction of the actors involved will bring about innovation or new mechanisms in the two international trade regimes, which are also part of the global political economy (Friedrichsen and Engelmann 2018). Contact between developed and developing countries is familiar, but with globalization, the relationship between the two is more

intensive and inseparable. This relationship affects the movement of capital, the growth of transnational corporations, and technological change (Burnett and Murphy 2014). So international trade, which represents relations between national borders in the economic field, becomes a classic problem and sometimes creates controversy in studying the global political economy (Hearn 2020). Trade relations between these countries are personified by the number of business groups from a country so that the created framework for interaction will be relations between countries (Redden 2022). But unfortunately, this relationship eventually creates various imbalances in the international political economy, especially in the mechanism of international trade (Hearn 2020).

The mechanisms that take place in international trade are often discriminatory and do not take sides with the interests of developing countries (Akaichi et al. 2016). International trade that carries the spirit of market liberalization creates unhealthy economic conditions for business actors from developing countries (DeMartino, Moyer, and Watkins 2015). Even though a world trade body or World Trade Organization (WTO) has been designed to act as a monitoring medium for ongoing trade interactions in the international arena, as well as a means of resolving various trade disputes, it cannot significantly reduce the imbalance in economic relations between developed and developing countries (Lampach and Morawetz 2016). The role of the WTO, which at this time has drawn a lot of criticism due to being impartial to the interests of developing countries, is no longer capable of bridging the gaps.

The free trade mechanism developed globally in international trade permits has become a concept that is not free of charge

(free trade is not free) (Khan et al. 2018). The weak groups will generally bear the costs arising from the system developed through the trading mechanism. In addition, free trade will cause national boundaries to become blurred so that sovereignty should not be used as an obstacle for other parties to intervene in the economy (Akaichi et al. 2016). This will cause a country to lose its independent independence in determining the direction of its interests. Each country often competes to reach profitable potential markets; the result is a loss for products from developing countries to compete (Redden 2022). The strict protection imposed by developed countries on products from developing countries concerning the reasons for health and environmental standards that are not by the provisions of the WTO or what is known as the labeling mechanism (Valkila 2014). Instead, it is just a barrier created for developing countries to import to developed countries. Protecting itself aims to protect domestic economic interests in developed countries (Wahyudi et al. 2020). Departing from this condition, a new trade alternative emerges that upholds the principle of justice, namely fair trade as a global economic issue, to create a new order in the form of an ethical trading mechanism that has the principle of fair trade (Griffiths 2014).

Fairtrade began to develop in the 1950s in Europe, spreading rapidly to developing countries (Grosse 2016). By raising social, environmental, and even faunal issues, fair trade has made a particular position in the dynamics of the international trade regime—global political economy on marginalized production components, the environment, and even fauna (Ballet and Pouchain 2015). Fairtrade, in its development, has attracted a lot of

attention in various circles as a new concept that is still being debated.

Based on this explanation, it can be understood that the concept of fair trade is a solution to international trade activities. Through fair trade, it is hoped that producers in developing countries can overcome poverty, improve their standard of living, and have better access to global markets (Traverso and Schiavo 2020). Therefore, this research will map global scientific publications on fair trade in international trade to get trends and issues that can be further researched. This study aims to determine the development of research with the theme of fair trade in

international trade in the last ten years, from 2013 to 2022. This research uses bibliometric analysis using VOSviewer tools. Documents reviewed are documents indexed in the Scopus database. Data processing in VOSviewer software is one of the research analysis techniques used to assess the impact of researchers (individuals), research groups, institutions, countries, or journals (Subekti, Nurmandi, and Mutiarin 2022).

RESEARCH METHODOLOGY

This research is a type of qualitative research with a literature study approach. Qualitative research methods using literature study techniques are data collection techniques based on finding written data such as notes, books, papers or articles, journals, etc. In a bibliometric study, data can be obtained from primary, secondary, or tertiary journals covering a period and analyzed from various angles to determine whether the data displayed are documents according to year of publication, documents according to country or region, documents according to affiliation, compositions according to

subject area, and papers by source (Liang et al. 2022).

This study uses Scopus to identify research related to fair trade in international trade from 2013 to 2022. Scopus is one of the most extensive and comprehensive sources of citations and has a database of abstracts from peer-reviewed literature, such as scientific articles, books, and conference proceedings (Liao et al. 2019). Using Scopus data makes it easier to classify issues according to the topics you seek (Malanski, Dedieu, and Schiavi 2021). Retrieval of articles using the Scopus database is carried out through several stages. The stages in data collection are presented in Figure 1.

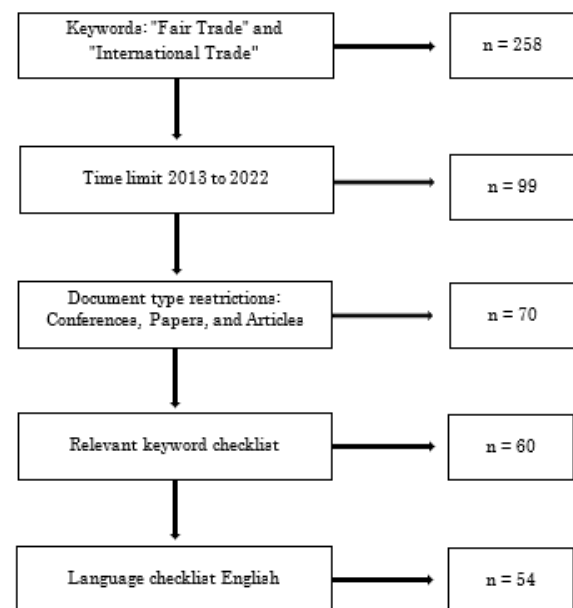


Figure 1. Data Collection Proce

RESULT AND DISCUSSION

contain the results of the analysis of phenomena in the research area that are relevant to the theme of the study. Research results should be compared with relevant research theories and findings. Write down the findings obtained from the effects of research that has been done and must be supported by adequate data. Research results and conclusions must be able to answer the research questions or hypotheses in the introduction.

Global Year of Publication

Research on fair trade in international trade has fluctuated and tended to decline in the last ten years. Fluctuations in the study are part of the normal scientific process. Through evolving research and collaborative efforts, researchers can broaden our understanding of negative social media campaigns and reduce the uncertainty in findings. Figure 2 shows the trend of publications with the theme of trade in international trade from 2013 to 2022. 2013 was the year with the highest number of publications, namely ten documents, 2014 nine documents, 2015 seven documents, 2016 five documents, 2017 three documents, 2018 three documents, 2019 two documents. Furthermore, in 2020 it will increase to four papers, in 2021 to six documents, and finally, in 2022 to five documents.

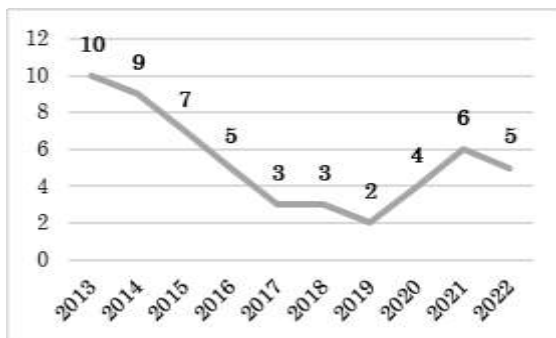


Figure 2. Publication document by year

State Contribution

The state has contributed to the publication of global scientific research on the theme of fair trade in international trade for the last ten years. Figure 3 displays the top ten countries that have contributed to the analysis of fair trade in international trade in the previous ten years. The United States is the country that contributes the most research publications, with a total of nineteen documents. The United Kingdom contributed four documents, and France and Italy contributed seven. Then China, Germany, and Switzerland each contributed four documents, and the Netherlands three documents. Then finally, Argentina and Canada each contributed two documents.

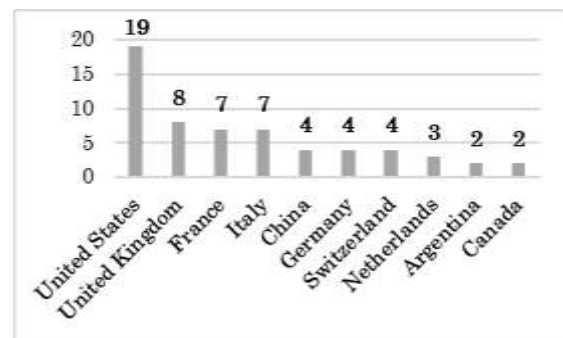


Figure 3. Publication by Country

Publications by Subject Area

In Figure 4, the number of publications with the theme of fair trade in international trade in the last ten years has been dominated by the field of Social Sciences with a percentage (34%). Below that is environmental science with a rate (13%), Economics, Econometrics, and Finance (12%), Agriculture and Biological Sciences (9%), Business, Management, and Accounting (8%), Arts and Humanities (6%), engineering (6%), as well as several other subjects that have a low proportion. In total, there are 16 subject areas in this issue. Several authors were found to occupy

several fields of study with the same publication.

This happens because the author's research theme or title meets the criteria as a multisubject area. For example, in this case, the article written by DeMartino, Moyer, and Watkins (2015) with the title "Achieving fair trade through a social tariff Regime: A policy thought experiment" and also research Koval et al. (2022) with the title "International trading system: Up the Down Staircase?", the two articles are interpreted as two subject areas, which include social science and economic.

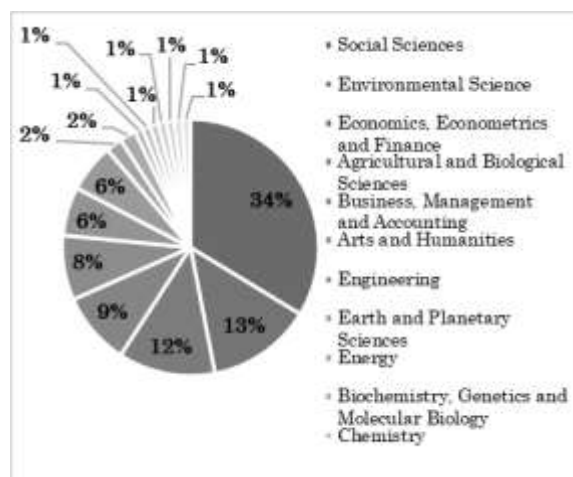


Figure 4. Publication by Subject Area

Author Analysis

Scientific research from the Scopus database with the theme of fair trade in international trade from 2013 to 2022 includes 54 documents from various authors. Figure 5 presents the top ten authors showing that Ulgiati, S. has the most publications, with three documents. Underneath are Balineau, G. and Partzsch, L., each with two documents. After that, each author only has one document including; Abid Haleem, D., Akaichi, F., Alouw, J.C, An, H., Arce, A., Arnold, N., and Aunillah, A.

Ulgiati, S. is the author who contributes the most to scientific research on

this theme, but in most of the articles, Ulgiati, S. is not the main author. Some of these articles include articles Rótolo, Francis, and Ulgiati (2018) with the title "Environmentally sound resource valuation for a more sustainable international trade: Case of argentine maize," report Tian et al. (2022) with the title "Greening the Belt and Road Initiative: Evidence from Emergy evaluation of China's provincial trade with ASEAN countries," and articles Huang et al (2017) with the title "Revisiting China-Africa trade from an environmental perspective." These articles provide new knowledge and insights about relevant and significant studies on fair trade in international trade.

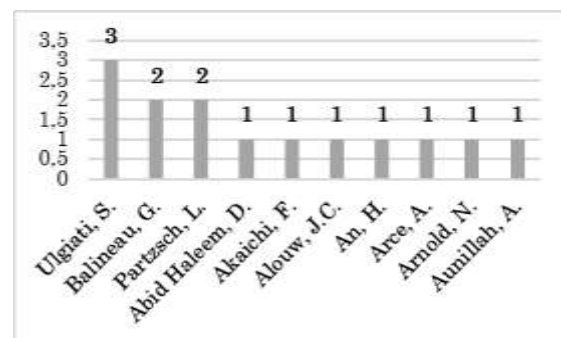


Figure 5. Publication by Author

Then, in Table 1, the theme of fair trade in international trade has been the subject of a review of literature studies relevant to various sources and research conducted by researchers. Some of these studies include top research conducted by Burnett & Murphy (2014), Doherty et al. (2013), Mancini (2013), Duggan & Kochen (2016), and Bennett (2017). This study contributes to related literature, and the areas explored show that the literature on fair trade in international trade has been extensively conducted and acknowledged by various leading sources and journals.

Table 1. Most Articles With The Highest Citations

Author and Year	Title	Source	Citation
Burnett & Murphy, (2014)	<i>"What place for international trade in food sovereignty?"</i>	Journal of Peasant Studies	103
Doherty et al. (2013)	<i>"Where now for fair trade?"</i>	Business History	81
Mancini, (2013)	<i>"Geographical Indications in Latin America Value Chains: A "branding from below" strategy or a mechanism excluding the poorest?"</i>	Journal of Rural Studies	68
Duggan & Kochen (2016)	<i>"Small in scale but big in potential: Opportunities and challenges for fisheries certification of Indonesian small-scale tuna fisheries."</i>	Marine Policy	55
Bennett (2017)	<i>"Who Governs Socially-Oriented Voluntary Sustainability Standards? Not the Producers of Certified Products:"</i>	World Development	54
Hillson, (2014)	<i>"'Constructing' Ethical Mineral Supply Chains in Sub-Saharan Africa: The Case of Malawian Fair Trade Rubies"</i>	Development and Change	41
Köhler (2014)	<i>"Globalization and Sustainable Development: Case Study on International Transport and Sustainable Development"</i>	Journal of Environment and Development	32
Lee et al. (2015)	<i>"Female consumers' intention to be involved in fair-trade product consumption in the U.S.: The role of previous experience, product features, and perceived benefits."</i>	Journal of Retailing and Consumer Services	27
Elias & Saussey, (2013)	<i>"'The Gift that Keeps on Giving': Unveiling the Paradoxes of Fair Trade Shea Butter"</i>	Sociologia Ruralis	22
Besky, (2015)	<i>'Agricultural Justice, Abnormal Justice? An Analysis of Fair Trade's Plantation Problem"</i>	Antipodes	21

Analysis of Publication Sources

Several publication sources publish scientific research related to fair trade in international trade. Figure 6 shows the top ten highest sources of scientific research publications covering fair trade in international trade from 2013 to 2022. World Development issued the most publications with four documents. The Third World Quarterly then followed them with three documents. Furthermore, Development Policy Review, Journal Of International Development, Journal Of Rural Studies, and Perspectives On Global Development And Technology each issued two documents. The rest, Agriculture and Human Values, Antipode,

Applied Economics, and the British Food Journal, each issued one document.

Scopus has a quality level calculation from Q1 to Q4. The smaller the last number means, the higher the journal's ranking so that the articles included in the ranking will be more stringent for publication. Therefore, on average, the sources of these publications are highly reputable publishers on Scopus, meaning that articles on the theme of fair trade in international trade published at these publisher sources are strictly filtered so that the quality of the articles is excellent.

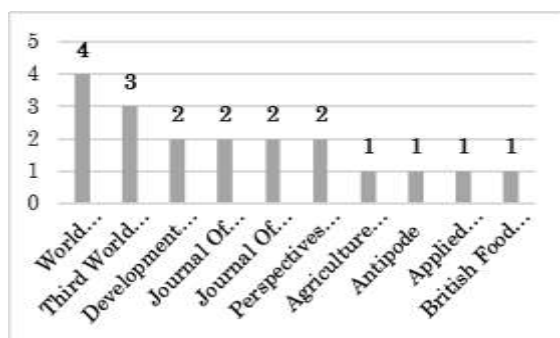


Figure 6. Publication by Source

Affiliate Output

Several institutions that have contributed to the publication of scientific research on the theme of fair trade in international trade from 2013 to 2022 come from various parts of the world. Figure 7 shows the ten institutions that have contributed the most to scientific research with this theme.

Figure 7 shows that Beijing Normal University and Parthenope University of Naples are the institutions with the highest contributions to the publication of scientific research on the theme of fair trade in international trade from 2013 to 2022, with three documents each. The University of Sussex followed them with two papers. The rest, each institution only has one document, including; International Trade Centre, Institut d'Etudes Politiques de Lille, Insilicogen Inc., Agence Française de Développement, Indonesian Center for Estate Crops Research and Development, Indonesian Industrial and Beverage Crops Research Institute, Divine Chocolate Ltd. These results indicate the significant contribution of several institutions in research and publications on fair trade in international trade. These institutions play an essential role in enriching the understanding of the concept, implementation, strategy, and challenges of the concept of fair trade in international trade. Publications that receive many

citations also indicate that their research and contributions have been widely influential and recognized by other researchers in the field.

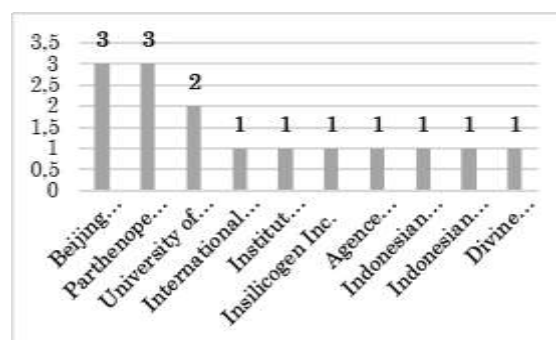


Figure 7. Publication by Affiliation

Visualization Network Mapping

In this section, 54 scientific articles, which are then processed using the VOSviewer software, visualize related terms. Text items are research themes related to fair trade in international trade. Figure 8 shows the groupings; each cluster has been grouped and can be seen in Table 2

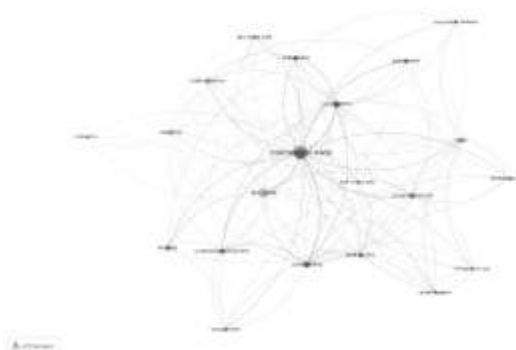


Figure 8. Visual Fair Trade Network in International Trade

Table 2. Items by Cluster on the Visual Fair Trade Network in International Trade

Clusters	Items
Clusters 1	Certification, empowerment, fair trade, international trade, sustainability, sustainability development, united states.
Clusters 2	Consumption behavior, developing world, ethics, globalization, social movement.

Clusters 3	Agricultural trade, food consumption, food security, united kingdom, willingness to pay
Clusters 4	Fairtrade, trade flow, trade policy, trade relations.

Each cluster has a different color and a different thickness of the scale term; This can then describe the extent to which these concepts or terms are studied in the study of fair trade in international trade. The thicker the scale of phrases, terms, or concepts produced becomes the main focus in studies related to fair trade in international trade so that future researchers can quickly identify related themes. However, there still needs to be more research to be investigated further. In Cluster 1, the terms that appear in the cluster identify that the research focuses on fair trade and sustainable development goals. The concept of fair trade in international trade and sustainable development is interrelated and has a close relationship. According to the article Hearn (2020), Fairtrade contributes to sustainable development in ways such as helping to reduce poverty by giving producers in developing countries access to fair global markets. Producers can increase their incomes, reduce poverty levels, and improve their living conditions by getting better prices for their products. In the long term, poverty alleviation is essential for sustainable development. Fairtrade is also committed to empowering producers, often in situations of economic vulnerability, such as small farmers or workers in rural areas. In fair trade, they are given access to a fair global market and protection from harmful trading practices. In this way, fair trade contributes to social justice and reduces economic disparities between countries and groups. Social justice achieved through fair

trade is an essential aspect of sustainable development.

Cluster 2 focuses on consumer behavior in developing countries. Consumers in developing countries have an essential role in supporting the concept of fair trade in international trade. By choosing fair trade products, consumers can participate in positive social, economic, and environmental changes in their countries and have a sustainable impact on producers in developing countries. In articles, Lampach and Morawetz (2016) mentions that consumers in developing countries who buy fair trade products can directly support producers in local communities. By purchasing fair trade products produced by local producers, consumers help increase the community's economic sustainability. This means consumers become part of efforts to empower local communities and contribute to inclusive economic development. Fair trade also helps raise consumer awareness in developing countries about workers' rights and fair working conditions. Consumers who support fair trade tend to be more concerned about fair treatment of workers and encourage local companies and producers to adhere to good work standards.

In Cluster 3, the terms that appear focus on the world food trade. In the context of agricultural trade, Fair Trade seeks to overcome the power imbalance between small producers in developing countries and large buyers, such as multinational companies. According to Bruni and Santucci (2016), some of the main principles emphasized by Fair Trade in agricultural trade such as fair payment, decent working conditions, partnership and participation, and environmental sustainability. Fair Trade ensures farmers receive a fair and stable price for their produce. The price paid is

regulated in such a way as to cover production costs and increase the welfare of the farmers. Then, Fair Trade also advocates for safe and humane working conditions for agricultural workers; this includes decent wages, reasonable working hours, and protection against exploitation. Fairtrade promotes fair partnerships between farmers and buyers by empowering farmers to participate in decisions that affect them and gain access to information, training, and other resources. Fairtrade promotes environmentally friendly agricultural practices. This includes using organic farming methods, preserving natural resources, and protecting against environmental damage.

practices. This could involve setting and enforcing regulations related to trade fairness, such as prohibiting dumping practices, price suppression, or other trade practices that harm small producers. In this case, trade policy creates more just conditions for producers and protects them from exploitation

CONCLUSION

This study's findings conclude that the research trend related to this issue has decreased over the last ten years. In 2013 it became the most research publication, and the United States became the country that contributed the most to this research publication. Then, Ulgiati, S. is the author with the most publications in this scientific research. Also found are articles by Burnett & Murphy (2014) with the highest number of citations. Other findings from this study have also shown that the field of study has revealed many things related to fair trade in international trade over the last ten years, which in the end placed a lot of Social Sciences as the highest field of study with a total percentage of 34%. We also found

In Cluster 4, it focuses on trade policy. Trade policy has an essential role in shaping the framework for international trade. Trade policy can cover many aspects, including regulations, tariffs, quotas, bilateral or multilateral trade agreements, etc. According to Ballet and Pouchain (2015), Some countries or groups of countries apply trade preferences for Fair Trade products; this can mean lower tariffs or even tariff waivers for Fair Trade products that enter their markets. Such trade policies provide incentives for Fair Trade producers and can increase their access to global markets. Trade policy also provides a framework for protecting producers from unfair trade

Beijing Normal University and the Parthenope University of Naples as institutions that have contributed to research on this theme. Continuing with other findings, this research also shows several related networks of terms that appear in 54 processed scientific articles, which are then divided into 4 clusters, each containing several times that describe the focus of the study conducted.

The concept of fair trade has become a significant element in the international trade process. Some of the findings produced in this study are expected to provide a comprehensive picture of research trends on fair trade in international trade for future researchers. In addition, this study can provide practical implications for stakeholders to pay attention to several dominant issues and themes that emerge as aspects that must receive full attention in implementing international trade. This review has limitations in using data as material for analysis. For this reason, we hope that future researchers can conduct further research to increase knowledge and

scientific contributions related to fair trade in international trade.

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