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### Abstract: CHINA’S HIGH-TECH FIRMS: STRATEGIC PATTERNS AND PERFORMANCE

This study examines the performance implications of strategic patterns in China’s high-tech industry through a survey of 126 Chinese high-tech companies. The results show that the Chinese high-tech companies with technology-strategy integration perform significantly better, while those with a market orientation are also associated with superior performance. Successful Chinese companies tend to develop a technology culture as a competitive strength influencing their strategies and performance. Also, the Chinese government exerts a strong influence on Chinese high-tech companies and their performance. Research and managerial implications are discussed.

### Abstract: BORDER-AREA TOURISM AND INTERNATIONAL ATTRACTIONS: BENEFIT DIMENSIONS AND SEGMENTS

This research identifies areas of economic, experiential and logistical enhancement that will lead to increased visits to and expenditures at international attractions by border-area tourists. Dimensions shown to be salient to these cross-border travelers’ decisions include value (the combined consideration of price and quality issues), informational and experiential (relevant media exposure and the affective, service and variety elements of the travel experience), and practical considerations associated with the border crossing (traffic and customs enforcement). Two benefit segments emerge (value and experiential). Value appears to have a ceiling effect when it comes to investments in value delivery for cross-border visitors. However, value-based strategies may be the most efficient route to attracting those of this large segment who are not yet satisfied with this aspect of cross-border travel. The Experiential segment, though smaller, is highly susceptible to improvements in communication, service, variety, and the affective aspects of the foreign-travel experience.
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**James Barrese, Albert Beer, Nicos Scordis, Ping Wang, and Colin Linsley**  
FINANCIAL SERVICES & ECONOMIC DEVELOPMENT  

Abstract: Studies of the relationship between economic development and financial service activities typically focus on banking or insurance alone with the majority of the literature focused on the banking-development relationship (Hussels, Ward and Zarbruegg, 2005). We consider the possibility that both banking and insurance influence economic development and that the relationship is recursive. We conclude that the focus on banking in the literature is justified; we find a significant positive relationship between economic development and banking penetration but we do not find convincing support for such a relationship between development and insurance penetration.

**Kawpong Polyorat**  
DECISION TO GROW SUGAR CANES VERSUS COMPETITIVE CROPS: A CASE STUDY OF THAILAND  

Abstract: Thailand, one of the world’s leading sugar producers, has tried to increase its level of sugar production by persuading farmers of competitive crops to grow sugar canes. Therefore, this research seeks to examine sugar cane farmer’s decision to grow sugar canes vs. competitive crops (cassava, rubber, and eucalyptus) by examining four independent factors: cane price, competitive crop price, sugar mill support, and community support. Conjoint analysis with data from Thai farmers indicates that the first three factors significantly influence the farmer’s choice of crops to grow (sugar canes vs. competitive crop). Research implications and future research directions conclude the study report.

**Yuan-Hong Ho and Chiung-Ju Huang**  
THE CORRUPTION-ECONOMIC GROWTH NEXUS: EVIDENCE FROM FOUR BRIC COUNTRIES BASED ON THE PANEL DATA APPROACH  

Abstract: This paper utilizes panel unit root, panel unit cointegration, and panel error correction model techniques to examine the corruption-economic growth nexus in a panel of four BRIC countries (Brazil, Russia, India, and China) over the 1995 to 2009 period. The empirical results show that there is a significant positive relationship between corruption and economic growth in the short run. However, in the long run, corruption is no longer the most important factor that affects economic growth. Instead, foreign direct investment and the degree of economic openness are the key factors that influence a country’s economic growth.

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