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ABSTRACTS

A Study of the Impact of Importing and Exporting on African Development

Philemon Oyewole and Ephraim Okoro

This paper tests the predictions of various conflicting theories on international trade and development by examining the impact of exporting and importing on economic level and basic needs in the developing countries of sub-Saharan Africa. Using five-year lagged data (2002-2007), the paper finds that exporting tends to have positive and significant impact on both economic level and basic needs in Africa. Importing was found to have negative and significant impact on economic level while having negative but not significant impact on basic needs. Policy implications of these findings are discussed and direction for further study on theory development is given.

Economic Analysis of International Tourism

Jo Vu and Lindsay Turner

The economic development of world regions has increasingly been linked to tourism development and particularly the volume of tourist arrivals. International Tourism is a form of trade that represents exports as tourist arrivals. It has often been assumed that most world regional international tourism flows from the developed to the underdeveloped world, and forms a process of foreign exchange income from developed to underdeveloped economies. This paper attempts to test whether the volume of flow does tend to indicate over time a movement of tourism trade in favour of the developing countries. Principal components analysis is used to produce an empirical summary of the data set. The analysis of world international tourism is an identification of the economic and tourism structure of countries through the identification of the main structural components and the subsequent clustering of countries on these components.

A Study of the Linkages between Service Quality Attributes, Customer Value, Customer Satisfaction and Customer Loyalty in Thailand Gold Retailing

Joseph F. Aiyeku and Manit Chalukamnerdkanok

This study evaluates the linkages between service quality attributes such as customer value, customer satisfaction, and customer loyalty in Thailand gold retailing. It concludes that customer relationship has impact on and correlations among service quality attributes (SQA), customer value (CV), customer satisfaction (CS), and customer loyalty (CL) in Thai gold retailing context. These linkages are also involved in customer expectation, perception, opinion and attitude. The study also examines the competing effects of customer satisfaction, affective commitment, and calculative commitment on customer retention.

The Key Antecedents of Entrepreneurial Behaviour and Its Significance for International Marketing: A Study of University Students in Croatia, Iceland, Turkey and the United Kingdom.

Craig C. Julian

This paper focuses on the personal traits of locus of control and innovation and examines their impact on business students' aspirations to become an entrepreneur. The study was based on an empirical investigation of third and fourth-year students at five universities in Croatia, Iceland, Turkey, and the U.K. The instrument administered to the students surveyed their attitudes concerning their future career aspirations i.e. whether they intended to pursue an entrepreneurial venture or that of a corporate career. It also contained items designed to measure locus of control and innovation. The study findings support the contention that locus of control and innovation have a significant effect on entrepreneurial aspirations when measured by the decision to build a business from scratch. A major contribution of this study is that it validates the importance of locus of control and innovation in predicting entrepreneurial behaviour outside of the U.S. Furthermore, the study's findings suggest that internal locus of control and innovation as predictors of entrepreneurial aspirations is not confined to any one particular national setting. This is a significant finding in itself and should further advance the literature on entrepreneurial activity and international marketing.