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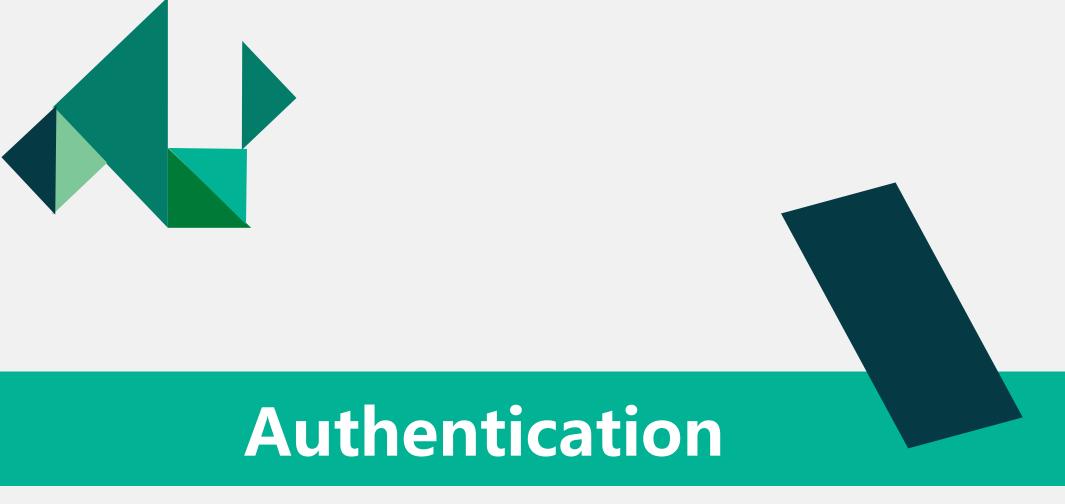


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Academic Journal

In: Revista Internacional de Cooperación y Desarrollo; Vol. 4, Núm. 2 (2017); 51-67; 2382-5014; Colombia, South America: Universidad de San Buenaventura, 2017. Language: Spanish; Castilian, Database: BASE

This article relates the practices and discourses of the Official Development Assistance (ODA) of the Republic of China (Taiwan) in Latin America with its national identity. To this end, it is as...

Subjects: Constructivism; Official Development Assistance; Identity; Taiwan; China; Relaciones Internacionales; Constructivismo, Ayuda Oficial al Desarrollo; Identidad; Taiwán; Cooperación Internacional para el Desarrollo

2 International Competitiveness of Small and Medium-Sized Enterprises: Peru, a Latin-American **Emerging Market.**



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By: Peña-Vinces, Jesús C.; Casanova, Lourdes; Guillen, Jorge; Urbano, David. Emerging Markets Finance & Trade, 2017, Vol. 53 Issue 1, p150-169, 20p, 2 Diagrams, 4 Charts. Publisher: Taylor & Francis Ltd., Database: Complementary Index

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Academic

Journal

By: YU, LEI. International Affairs, Sep2015, Vol. 91 Issue 5, p1047-1068, 22p, 1 Graph, 1 Map. Publisher: Oxford University Press / USA., Database: Complementary Index

China has over the last two decades been committed to creating a strategic partnership with Latin American states by persistently extending its economic and political involvement in the continent...

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Emerging Markets Finance & Trade, 53:150-169, 2017 Copyright @ Taylor & Francis Group, LLC ISSN: 1540-496X print/1558-0938 online DOI: 10.1080/1540496X.2016.1156525



International Competitiveness of Small and Medium-Sized **Enterprises: Peru, a Latin-American Emerging Market**

Jesús C. Peña-Vinces ¹, Lourdes Casanova², Jorge Guillen³, and David Urbano ⁴

¹College of Economics and Business, Department of Business Management and Marketing, University of Seville, Seville, Spain; ²Samuel C. Johnson Graduate School of Management, Cornell University, Ithaca, New York, USA; 3ESAN Graduate School of Business, Lima, Perú; 4Business Economics Department, Autonomous University of Barcelona, Barcelona, Spain

ABSTRACT: Our research studies the international competitiveness of small- and medium-sized enterprises (SMEs) in an emerging Latin-American country. Using a sample of 100 SMEs in Peru, we find that firms compete abroad with standardized products, which are conditioned by the host-country markets, human capital, and industry cooperation. However, the results show that the age and size of the firm are not determining factors in competing overseas. Our findings open a new agenda for policymakers when interpreting how they should promote and support Latin-American SMEs.

KEY WORDS: emerging country, firm competitiveness, industry cooperation, Latin America, local/international environment, Peru, SMEs, standardized products

Many researchers have studied the international competitiveness of enterprises (Cho, Leem, and Shin 2008; Coviello, Pervez, and Martin 1998; Elenurm 2007; Fahy 2002; Moon and Lee 2004). The vast majority of these studies have been carried out in highly industrialized countries (e.g., Japan, the USA, the UK, and Germany). However, very few studies have been conducted with a research focus on the economies of developing countries, such as those in Latin America. Numerous authors have suggested that research based on developed or highly industrialized countries cannot necessarily be applied to emerging countries (Cuervo-Cazurra, Martin de Holan, and Sanz 2014; Peña-Vinces and Urbano 2014) as the economic situation of such countries is rather different, and many of them are undergoing consolidation (Casanova and Kassum 2014; Peña-Vinces, Cepeda, and Chin 2012; Peña-Vinces and Delgado-Marquez 2013). There has been a recent increase in research considering multinational enterprises (MNEs) located in Latin America as a topic of study (Cuervo-Cazurra 2008; Cuervo-Cazurra, Martin de Holan, and Sanz 2014; Peña-Vinces, Cepeda, and Chin 2012; Peña-Vinces and Delgado-Márquez 2013). Previous studies carried out with a focus on Latin America have addressed aspects related to modes of entry, natural markets, natural resources, and value chains (Casanova 2009; Arze and Svensson 1997; Peña-Vinces, Cepeda, and Chin 2012; Peña-Vinces and Delgado-Márquez 2013; Sánchez-Chiappe and Poratelli 2011). However, such studies have not addressed the international competitiveness of small- and medium-sized enterprises (SMEs). In other words, they have not depicted a holistic view of how Latin-American SMEs compete in foreign markets. As some authors have









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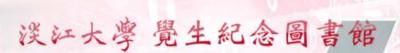




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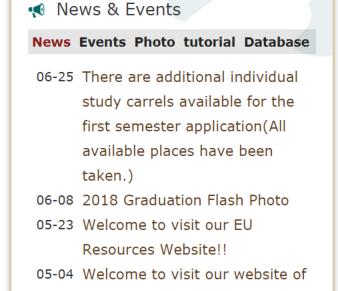




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全文: 12/01/2009 to present

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主題: Asian Studies; Pacific Studies

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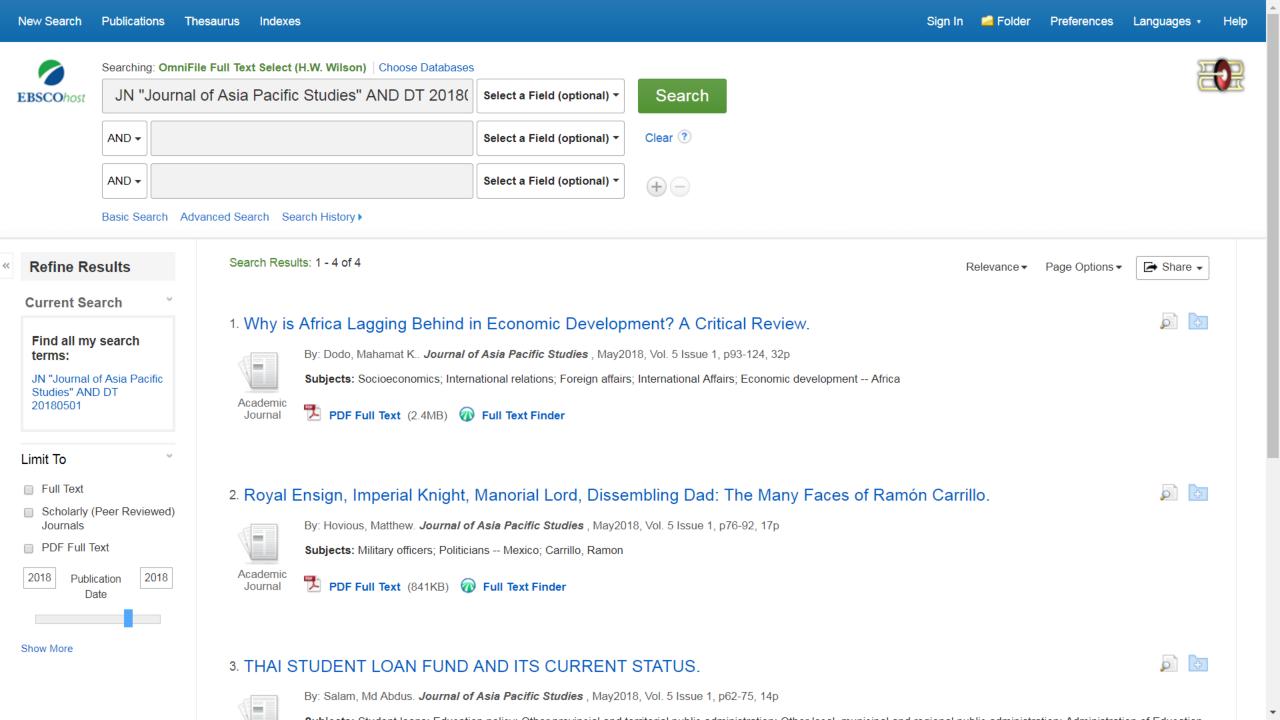
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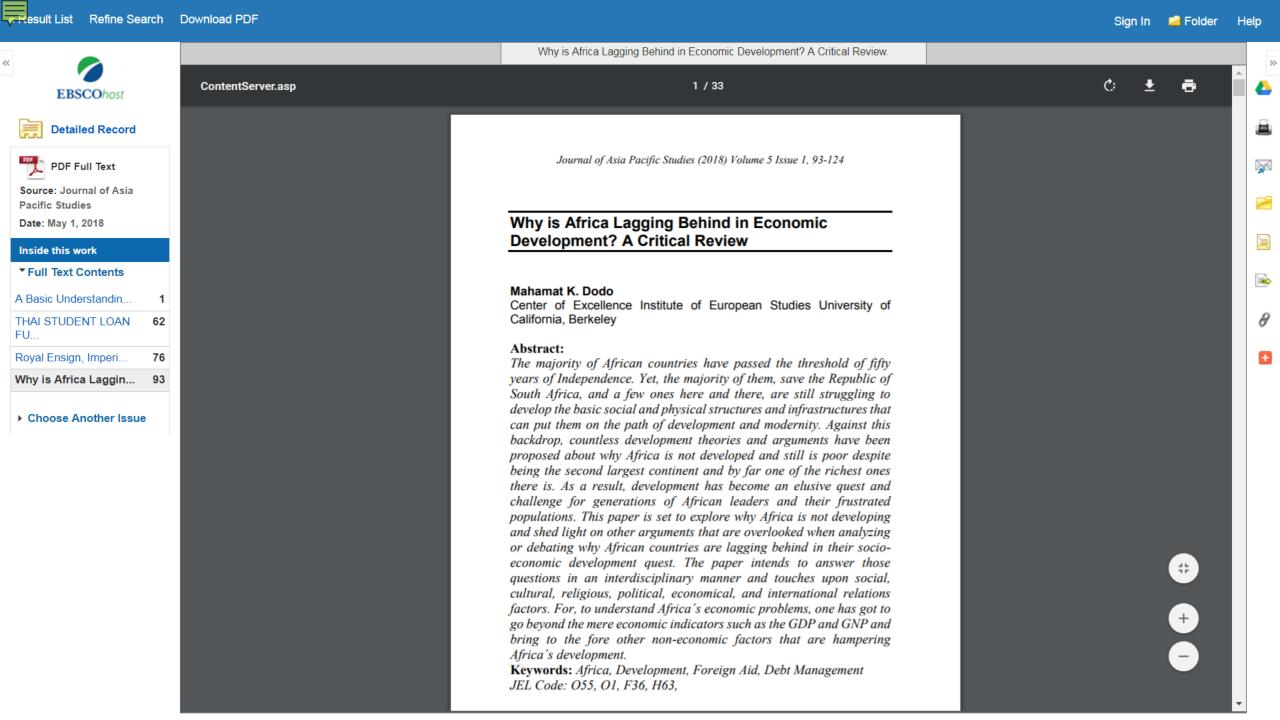
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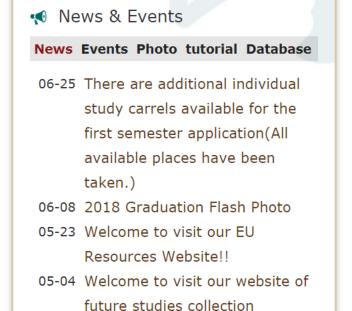




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By S Mahmud Ali

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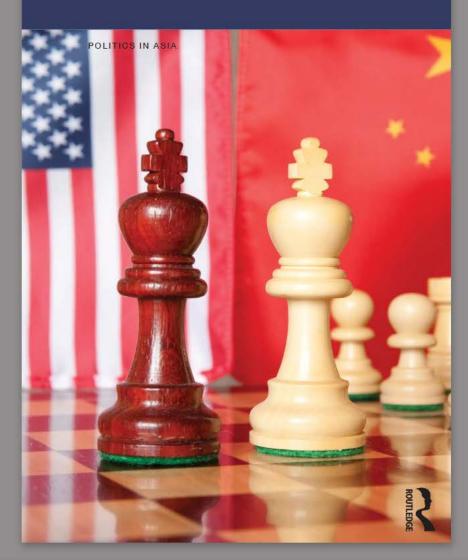




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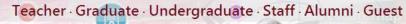
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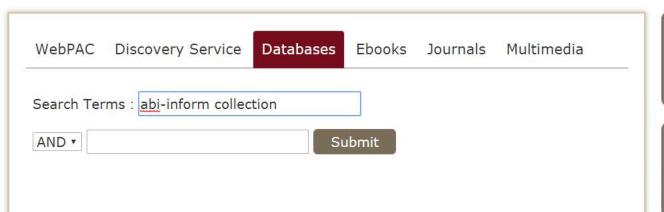








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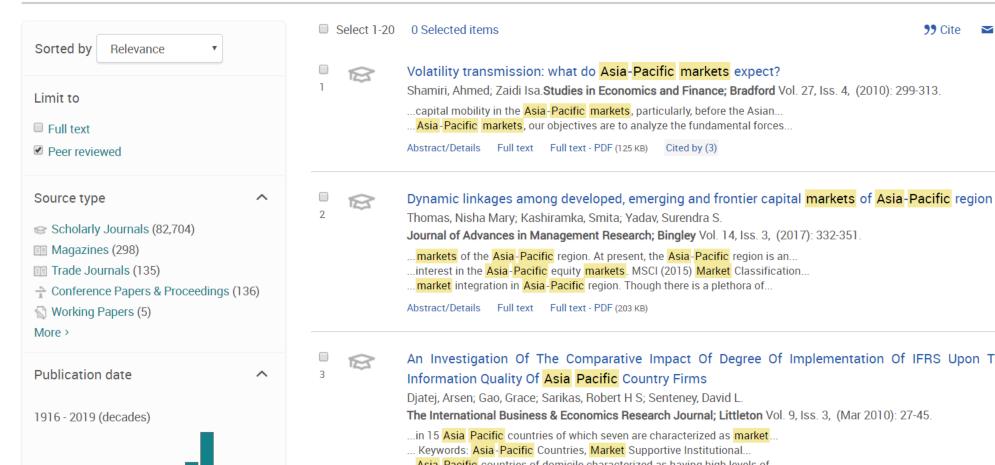
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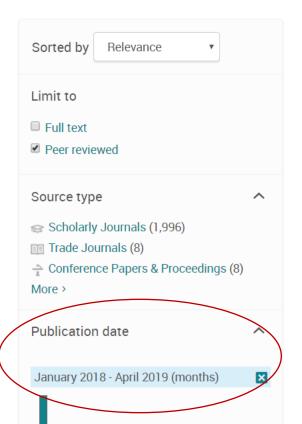
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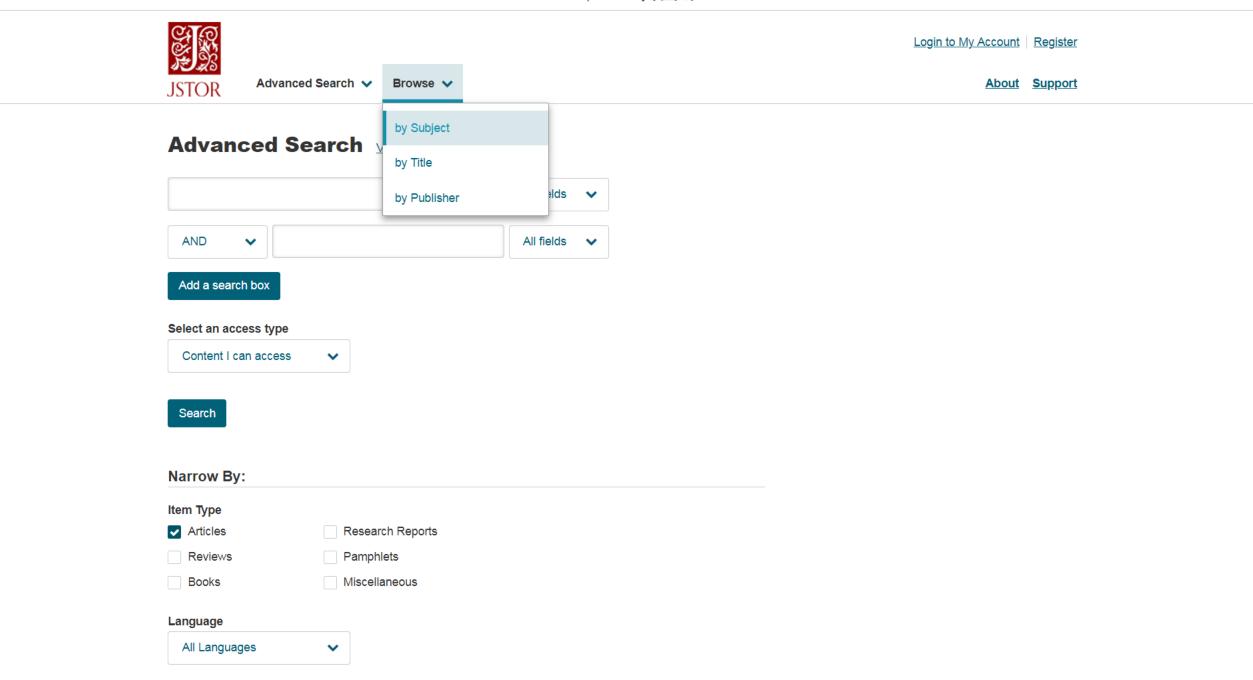
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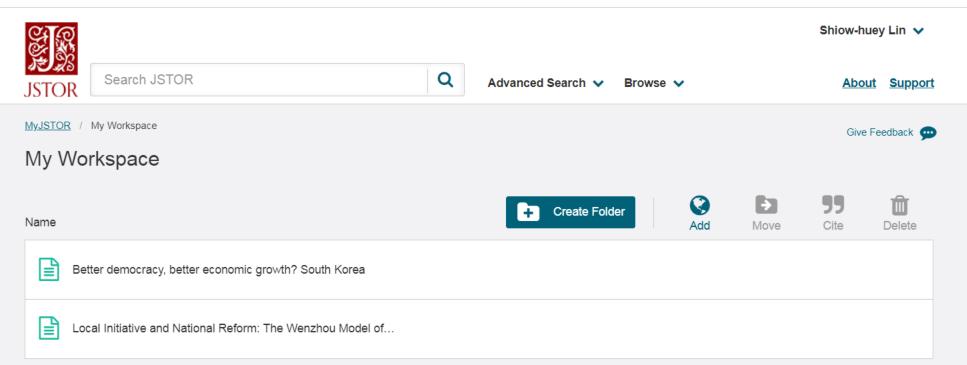
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The "Wenzhou model" is a controversial one in China. Wenzhou, situated in south-eastern Zhejiang Province, is characterized by its lively private or unofficial economy. This pattern of development caused Wenzhou to be pulled into the vortex of national politics, policy-making and reform in the 1980s. As a result, policy implementation and development in Wenzhou has a wider significance than just as an example of local variation.

Significant institutional innovation began in Wenzhou in the 1960s and 1970s, well before the central initiation of reform under Deng Xiaoping. Changes occurred in response to local demand and became pervasive with the support of members of the central reform faction. The experience of Wenzhou shows that local individuals and groups do have the capacity to affect existing policy. They pursue their interests by "working" the state socialist system to their own advantage, often changing the existing institutions in the process.1 The development of the Wenzhou model was the result of conflict, accommodation and "chronic negotiation" among ordinary members of local society and the agents of the local and central state.2 Local cadres played a pivotal role, often colluding with local citizens to thwart central policy. The emergence of new economic institutions, alternative values and new organizations in Wenzhou reflect the shifting boundary between state and society and a redefinition of the state-society relation in contemporary China.3

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