

C660199 : MAJOR ECONOMICS

KEY WORD:

COMPETITIVENESS / INTERNATIONAL TRADE / INTEGRATED CIRCUIT

NATCHAMAI MAHARATTANAWONG : THE INTERNATIONAL TRADE COMPETITIVENESS OF THAILAND INTEGRATED CIRCUIT INDUSTRY. THESIS ADVISOR : ASSO. PROF. CHARUMA ASHAKUL, Ph.D. 180 pp. ISBN 974-636-168-6

The purpose of this study is to analyse international trade competitiveness of Thailand integrated circuit industry. The study consists of two parts. The first part is to analyse the structure and behaviour of Thailand integrated circuit industry. The second part is to compare price competitiveness and comparative advantage of Thailand and competitor.

For the first part, we found that Thailand integrated circuit is assembly industry for export. The company import raw material and technology from abroad about 91.7% of total cost. Only 8.3% is domestic raw material and the remaining 2.0 % is labour cost. Most labour about 88.32 % is women and the average level of education is secondary school that is 72.43% of total labours respectively. The finding reveals that the industry generate valued added and benefit or net profit margin to firm about 15.30% and 6.84% of total Thailand exports respectively. Finally, the study finding obstacles of business is the delay caused by regulation and government policy, shortage of funds and shortage of labours.

For the second part, the study compare price competitiveness among Thailand and 3 major competitors, U.S.A. Japan and Singapore, by considering the price and comparative advantage in terms of production. It is found that the rate of price competitiveness is stable at the level of 171.31% in 1995 which higher than Maxico, Phillipines and Hong Kong. At the same time, Thailand has comparative advantage in production compare with other world exporter in 1993.

ภาควิชา.....ECONOMICS

สาขาวิชา.....ECONOMICS

ปีการศึกษา.....1996

ลายมือชื่อนิติ.....

ลายมือชื่ออาจารย์ที่ปรึกษา.....

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....