

Supika Phongpheng 2014: The Study of Competitive Advantage and Revealed Comparative Advantage of Rice Export among Thailand, Vietnam and India. Master of Economics, Major Field: Economics, Department of Economics. Thesis Advisor: Miss. Piyaphan Changwatchai, Ph.D. 200 pages.

“Rice” is major agricultural product of Thailand with large export volume every year especially for “Jasmine rice”, which creates great reputation for Thailand. However, currently many countries can develop more efficient rice farming so that their rice quality is getting better and main competitors of our jasmine rice exports are Vietnam and India.

Therefore, this study compares the competitive advantage of indices influencing Thailand’s jasmine rice export performance to ASEAN market with those of Vietnam and India. The data are secondary data collected from 2008 - 2013 and the analyses are based on competitive advantage theory (Diamond Model) and revealed comparative advantage theory (RCA).

The results show that Thailand has competitive advantage to Vietnam by 4.01 percent with competitive strength in Firm Strategy, Structure and Rivalry and the value of competitive advantage index is 10.28. Nonetheless, Thailand has competitive disadvantage to India by 4.23 percent with most disadvantage in Supporting and Related Industries and the value of the competitive advantage index is 12.67. In addition, the revealed comparative advantage study suggests that both Thailand and Vietnam have comparative advantage in exporting rice to ASEAN markets while India has comparative disadvantage in exporting rice to those market since India is not the major jasmine rice exporter. The results from this study suggest that strong support for farmers to reduce rice growing cost should be done by promoting bio-fertilizer using in substitution for chemical fertilizer which is getting more expensive, adopting modern technology to increase manufacturing efficiency, and granting low-rate loans to farmers.

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Thesis Advisor’s signature