

Patra Malakul Na Ayudhya 2006: An Analysis of Competitiveness in Processed Seafood Products Export of Thailand. Master of Science (Agricultural Economics), Major Field: Agricultural Economics, Department of Agricultural and Resource Economics. Thesis Advisor: Mr. Charuk Singhapreecha, Ph.D. 144 pages.
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The Objectives of this study was to review the export competitive situation in process seafood (shrimp) product of Thailand in the world market by using indicator: ARCA (Additive Revealed Comparative Advantage), DRC (Domestic Resource Cost), and external factor, which are analyzed by Multiple Regression.

The result of the study showed that the industry has a significant comparative advantage, which ARCA still positive from 1970 to 2001 but it extremely decreased during 1994 to 2001, On internal factor consideration, DRC was less than RER (Real Exchange Rate), which indicated that Thailand still has a competitiveness .It was an evidence to confirmed the ARCA's result. On external factor, there were NPC (Nominal Protection Coefficient) and RER (Real Exchange Rate), which had a negative relationship with ARCA.

It is suggest that policies for Producers have an affect to processors' competitiveness. The industry should create more product, value added, do research and development along with new production technology to maintain competitiveness. Additionally, it should do risk management of exchange rate.

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