

Wichuda Kulmanochwong 2008 : An Analysis of Competitive Advantage of
Telecommunication Industry: A Case Study of Thailand and the People's Republic of
China. Master of Economics, Major Field: Economics, Department of Economics.
Thesis Advisor: Associate Professor Chiraphan Kuladilok, M.Econ. 110 pages

The purposes of this Thesis are to study the general situation of the Telecommunication Industry in Thailand and the People's Republic of China based on International trade and investment Theory, and to study the Competitive Advantage of this industry by calculating for the competitive index of 4 factors before using SWOT for an analysis. The secondary data for this analysis was used from January 2001 till December 2005.

The consequence of this study indicated that both Thailand and China Mobiles' operator are continuously trying to provide the better service for the market under the limited resources. The majority of market share in Thailand is belonging to AIS while China Telecommunication Market is seemed to be an oligopoly market, and the major operators in the market are China Unicom and China Mobile. Furthermore, the finding also indicated that an analysis of competitive advantage of Telecommunication Industry by using 5 forces model and calculating for index before SWOT analysis is used, Thailand is not really competitive in all factors to be the leader in Telecommunication Industry of this region except the factor of Substitute Industry. Therefore, if Thailand wanted to be the leader in Telecommunication Industry, the country still needed to have a strong support from our government in term of an efficiency of capital investment, stimulating of demand in the market, and the consecutive support of the government in order to adjusting ourselves to be the leader in this industry.

Student's signature

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