

Jutarat Phromtat 2010: A Competitive Analysis of Natural Rubber Exporting to People's Republic of China. Master of Science (Agricultural Economics), Major Field: Agricultural Economics, Department of Agricultural and Resource Economics. Thesis Advisor: Associate Professor Sanit Kao-ian, M.S. 154 pages.

This study aimed to analyze factors influencing the competitive advantage of natural rubber exporting by using the Diamond System Competitive Advantage Model of Michel E. Porter. This study also analyzed factors affecting the imported demand for Ribbed Smoked Sheet, Standard Thai Rubber and Natural Rubber Latex of China from Thailand, Indonesia, Malaysia and Vietnam by using Panel Data Analysis.

The results indicated that Thailand has the competitive advantage on Ribbed Smoked Sheet and Natural Rubber Latex exporting in term of production factors and domestic demand such, as the adequacy of raw material, skilled labors and the increasing number of rubber processing plants. The investigation on related and supporting industries also showed that more Smoked Rubber Sheet and Natural Rubber Latex are used in the production process, and the competitive advantage of Standard Thai Rubber in the export industry leads to the development of high quality products. However, there are some disadvantages in Ribbed Smoked Sheet, Standard Thai Rubber and Natural Rubber Latex exporting, such as high transportation cost, non-systematic administration in form of family business, higher cost and insufficient production technology. In the analysis of factors affecting demand for various types of rubber imported from Thailand to China, the results showed that imported demand for Ribbed Smoked Sheet depends on the actual import price and real gross national income of China. In addition, the study also indicates that imported demand for Standard Thai Rubber depends on the actual import price and exchange rates between countries. For Natural Rubber Latex, imported demand is determined by real national income and exchange rates between countries. These findings indicated that Ribbed Smoked Sheet and Natural Rubber Latex are common goods.

Therefore, Thailand needs to develop its production and exporting capacity in each types of rubber, especially Standard Thai Rubber and also needs to improve its export competitiveness on Ribbed Smoked Sheet and Natural Rubber Latex by promoting research and development on the product's quality to increase the competitive advantage of rubber exporting from Thailand to China.

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Thesis Advisor's signature