

Duangrat Luangon 2012: An Analysis of Competitiveness and Factors Affecting Market Share of Thai Diamond Cutting in Major Foreign Markets. Master of Economics (Business Economics), Major Field: Business Economics, Faculty of Economics at Si Racha. Thesis Advisor: Associate Professor Somsak Priebprom, Ph.D. 136 pages.

The major objectives of this study were: (1) to analyse a competitiveness of Thai diamond cutting export in world market, (2) to assess a competitive position of Thai diamond cutting in major foreign markets compared with the key competitive export countries, and (3) to analyse factors affecting a market share of Thai diamond cutting in major foreign markets. China and India were the key competitive export countries chosen purposively in this study, while Hongkong, Belgium, United States, Japan and Switzerland were chosen as the major foreign markets of Thai diamond cutting in this study. The secondary data related to Thai diamond cutting industry and trade were collected from 1999 to 2011 and used in this study. A reveal competitive advantage (RCA) index, Boston model, Diamond model and Constant market share (CMS) were employed as analytical tools to achieve the respective study objectives.

The results of RCA index indicated that Thailand still had a reveal competitive advantage in diamond cutting export to the world market. However, the analytical results from the Boston model showed that the competitive position of Thai diamond cutting in the 5 major foreign markets was in the "Dog" or poor situation. Moreover, the results from the CMS analysis indicated that changes in market share of Thai diamond cutting in the Hongkong, Belgium, United States, Japan and Switzerland markets was greatly affected by the market size accounting for 86.47%, 68.93%, 81.74%, 1,178.92% and 27.34% respectively, and also affected by the market competition accounting for 13.53%, 31.07%, 18.26%, -1,124.68% and 72.66% respectively. Results from the Diamond model and SWOT analysis indicated that strength of Thai diamond cutting industry was derived from the cheaper skill laborers while its weakness were caused by the shortage of domestic raw diamond. The great opportunity for Thai diamond cutting industry was seen due to an increasing demand for diamond cutting in the world market, but there still had a relevant threat to Thai diamond cutting industry due to a highly competition in the world market.

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Thesis Advisor's signature