

Patcharada Choojit 2010: The Study of Competitive Advantage and Comparative Advantage of Prepared or Preserved Seafood Export of Vietnam. Master of Economics, Major Field: Economics, Department of Economics. Thesis Advisor: Associate Professor Chiraphan Kuladilok, M.Econ. 175 pages.

Prepared or preserved seafood industry is one of the Vietnam's important industries because the value of exports increased continuously. However, the industry has been experiencing several problems resulting in higher production costs. These problems impact significantly on the prepared or preserved seafood export.

The main objectives of this study are to investigate the competitive advantage of prepared or preserved seafood export of Vietnam then compared with Thailand's by Michael E. Porter's competitive advantage theory and SWOT analysis and to study the comparative advantage of prepared or preserved seafood export of Vietnam exports to the world and major markets which are Japan and the United States during 2004-2008 by revealed comparative advantage index (RCA).

The result of the competitive advantage of prepared or preserved seafood export of Vietnam found that Vietnam has the competitive advantage in the industry because of these factors that promote the competitive advantage were abundance of fishes, low employment rate, infrastructures supporting trade and investment, the trade privileges from major export market, participation in economic trade groups and good policy to directly and indirectly promote the sectors. The factors that cause competitive disadvantage were food safety, production technology at low level, little domestic demand and trade barriers from importing countries. However, the study on factors determining the competitive advantage of Vietnam and Thailand found that Vietnam's the disadvantages of the contributors that determine competitive advantage were domestic demand which does not result in product development, the related and supporting industries are lower than Thailand's and Vietnam has been affected by measures of trading partners more than Thailand. Anyway, the study of comparative advantage found that both Vietnam and Thailand have the ability to compete in the prepared or preserved seafood export to the world. The major markets are Japan and the United States. Vietnam likely has the increasing in potential comparative advantage in the world and all major markets whereas Thailand has the increasing potential comparative advantage in Japan and the United States but in the world has decreased potential comparative advantage.

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Student's signature

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Thesis Advisor's signature