

THE FACTORS AFFECTING THE COMPETITIVENESS OF THE VIETNAMESE RICE INDUSTRY

● NGUYEN VIET HUNG - NGUYEN THAI LINH

ABSTRACT:

This study explores the factors affecting the competitiveness of the rice industry in Vietnam. Employing both EFA and regression analysis techniques, the study assesses the effects of various factors on Vietnam's rice competitiveness. The finding reveals the influence of six factors on the competitiveness of the Vietnamese rice industry, in order from highest to lowest, as: Foremost is Domestic and international demand conditions; followed by Corporate strategy, structure and competition; The role of government comes the third; The production and business conditions of the rice industry occupy the fourth position; Marketing capacity is the fifth factor, and lastly, Supporting and related industries play a role in shaping competitiveness.

Keywords: competitiveness, Vietnamese rice industry, rice export.

1. Introduction

Examining competitiveness at the industry-level competitiveness is a topic of interest numerous economic researchers and policy makers. The study of competitiveness not only helps businesses and nations to comprehend market trends but also helps them make development strategies in the short, medium and long term. Enhancing competitiveness is instrumental for businesses in establishing a market position and achieving market dominance. For industries, improving competitiveness promotes the development of the industry, thereby contributing to improving the position of the country.

In fact, the competitiveness of Vietnam's rice industry in the period 2015-2022 showed, compared to other countries in the top 5 largest rice

exporting countries in the world, Vietnam's rice productivity ranks second, after the US. According to statistics, the average yield is 55.5 quintals/ha - 59.2 quintals/ha. Besides, the product quality of Vietnam's rice industry is also highly appreciated by consumers in East Asia and Southeast Asia. Rice price fluctuations are commensurate with potential, productivity growth in Vietnam's rice industry is not high and unstable, the RCA of Vietnam's rice industry decreased sharply in the entire period of 2015- 2022, the level of market and product diversification is low. Besides, the amount of costs for plant protection drugs (plant protection) still accounts for a high proportion.

In recent years, researches on the topic of improving competitiveness in Vietnam have been quite numerous, but in-depth studies on the factors

affecting the competitiveness of Vietnam's rice industry in the international market are quite limited. Most of the new studies only focus on factors and solutions related to the government policies, labor capacity improvement, and technological innovation. However, studies focusing on marketing capacity are limited. To improve competitiveness, both Vietnam's rice industry and export-oriented businesses necessitate a thorough understanding and development of this crucial factor..

Therefore, the author chose the research topic "The factors affecting the competitiveness of the Vietnamese rice industry" to analyze the influence of 6 key factors on the competitiveness of Vietnam's rice industry.

2. Literature review and The research model

2.1. Literature review

- The researches focused on measuring the competitiveness of the rice industry: According Irshad et al. (2018), rice industry in Pakistan had the highest competitive advantage among major global rice-exporting countries. However, fluctuations in the competitiveness index of Pakistani rice indicated challenges faced by producers and exporters, including elevated tax rates, production costs, insufficient access to electricity. Additionally, a lack of research and development activities emerged as a significant factor contributing to the diminishing competitiveness of Pakistan's rice exports. Ilyas et al. (2009) showed India, Pakistan, Thailand and Vietnam all had competitive advantages over China in rice exports.

The report of the World Bank and the International Bank for Reconstruction and Development (2022) on the development of the rice industry and occupation in the Mekong region has reviewed the development status of the rice industry in Cambodia, Laos, Myanmar, Thailand and Vietnam. This report assessed the competitiveness of the rice industry through input supply, productivity, and rice value chain. Therefore, in order to promote exports, reduce poverty as well as improve competitiveness, these

countries needed to improve farming expertise and increased access to urban markets for farmers.

- The researches focused on factors of production and business conditions of the rice industry: Li and Luo (2018) studied the competitiveness of the rice industry in Hunan Province, China. Their findings indicated that factors within the production conditions category, included water source, soil condition and environment exerted a significant influence on the competitiveness of the rice industry in this province. Sampaathon (2016) analyzed and compared the competitive advantages of the Thai and Vietnamese rice industries in the Chinese market. The authors argued that compared with Vietnam, Thailand's rice industry had competitive advantages in technology, production capacity and high quality rice. However, they also had some weaknesses such as low productivity, high labor and logistics costs and limited awareness of farmers. The study also emphasized that input resources are a key factor creating the competitive advantage of countries.

- The researches focused on supporting and related industries: According to Mukhopadhyay and Chakrabarti (2016), the process of agricultural industrialization in India has created a revolution in the rice sector. Their research showed that the Indian rice industry faced challenges due to a lack of integration with other economic sectors, hindering the creation of a robust value chain and preventing the attainment of set goals. Consequently, the authors suggested that India should focus on promoting the processing industry, improving infrastructure, creating new rice varieties, establishing value chains and improving the efficiency of rice production and trade to meet the predetermined objectives.

Narayan and Bhattacharya (2019) acknowledge found that the competitiveness of all four commodities has increased over time but compared to other countries, it was still quite limited. According to the research results, the WTO had a positive impact on the competitiveness of the rice industry.

Vi and Liu (2019) studied on improving the competitiveness and value of rice export of the Mekong Delta provinces. The research began by discussing the Mekong Delta's competitiveness, the value of rice exports, and the need to increase competitiveness and export value of rice. Then, in the future, various remedies were recommended to boost the competitiveness and export of rice in the Mekong Delta.

Tam (2020) studied on the competitiveness of Vietnam's rice industry, in which analyzed the competitiveness of Vietnam's rice industry in the international market in the period 2010-2019; analyzing the factors affecting the competitiveness of the Vietnamese rice industry, on that basis, the study quantified the impact of these factors on the competitiveness of the Vietnamese rice industry.

Nhung and Wang (2022) conducted a study on the competitiveness of Vietnam's rice in the international trade market, exploring both opportunities and new challenges for the country's rice exports in recent years. In addition to identifying new potential and issues in Vietnam's rice export, this study examined the worldwide competitiveness of Vietnam's rice exports, the research delved into the global competitiveness of Vietnam's rice exports. The study employed the Revealed Comparative Advantage Index (RCA) to assist in identifying alternative rice export markets for the country. Recommendations were provided on strategies to increase rice exports while maintaining or enhancing the international competitiveness of Vietnam. Furthermore, the Export Competitive Advantage index (XCA) was used as a supplement to the RCA index's bias in this paper.

2.2. The research model

According to Porter (1990), the quality of the business environment is assessed based four general characteristics, which are: (a) production factor conditions, (b) demand conditions; (c) related and supporting industries and (d) the context for corporate strategy and competition. These factors make up the four corners of a rhombus and are often called the Porter Diamond

Model. Besides, it is also necessary to emphasize the role of local governments in formulating and implementing economic policies. They play a vital role in shaping demand and establishing competition standards, all aimed at enhancing productivity.

Based on the theory of the diamond model, it can be seen that most of the studies on industry-level competitiveness summarized above focus on groups of factors such as (i) Production and business conditions of the rice industry, encompassing elements like infrastructure, production lines, factory scale, technological advancements, and more; (ii) factors associated with supporting industries, policies and related value chains policies, support from the state, inter-sectoral linkages, and so forth. Notably, the majority of these studies have not focused on the impact of marketing capacity in the competitiveness of the rice industry.

Therefore, in this study, the author evaluates factors affecting the competitiveness of the rice industry through two groups of factors: (1) internal factors including: production and business conditions of the rice industry (including geographical location, topography, land; weather and climate; infrastructure; human resource qualifications; production land area); corporate strategy, structure and competition; marketing capacity, and (2) external factors including: domestic and international demand conditions; supporting and related industries; the role of government.

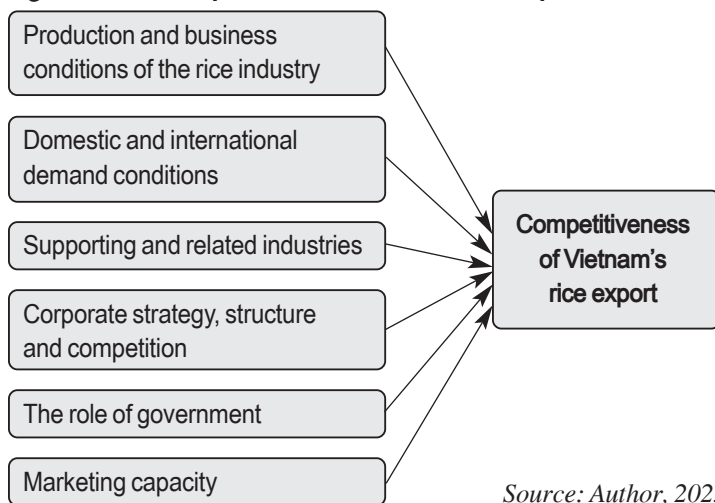
Through analysis, the author builds a research model including six factors affecting the competitiveness of Vietnam's rice export, as: (Figure 1)

The proposed research hypotheses include:

H1: Production and business conditions of the rice industry will have a effect Competitiveness of Vietnam's rice export.

H2: Domestic and international demand conditions will have a effect Competitiveness of Vietnam's rice export.

H3: Supporting and related industries will have

Figure 1: Conceptual framework of the topic

Source: Author, 2023

a effect Competitiveness of Vietnam's rice export.

H4: Corporate strategy, structure and competition will have a effect Competitiveness of Vietnam's rice export.

H5: The role of government will have a effect Competitiveness of Vietnam's rice export.

H6: Marketing capacity will have a effect Competitiveness of Vietnam's rice export.

3. Data and Methodology

3.1. Data

The author employs a combination of stratified sampling and convenience sampling methods for the sampling process, categorized by research area and survey subjects. These methods are chosen due to the substantial size of the population, including farmers, traders, and enterprises in the rice industry. The vast numbers involved, coupled with the challenges related to geographical distances and survey costs, make convenience sampling a practical choice in this context. Stratified sampling adds a structured approach to ensure representation from diverse segments within the population.

Because it is not possible to determine the sample population, the author uses the formula for determining the sample of Cochran (1977). Therefore, the sample size must be at least: 384 observations. The author interviewed 100 production farmers; 100 representatives of rice retail stores; 100 representatives of food

companies and 100 representatives of milling companies. In order to exclude the cases of invalid survey forms, the author distributed survey questionnaires to 500 people, within a period of 1 month, from September 1, 2023 to October 1, 2023.

After 1 month, the author received 478 questionnaires, of which 431 were valid questionnaires. These 431 questionnaires are used to analyze the influence of factors on the competitiveness of the rice industry.

3.2. Methodology

The research will be conducted using a qualitative methods and quantitative

methods, corporeality:

- Qualitative methods: The study uses the method of in-depth interviews with experts combined with group discussions to build research models and survey questionnaires. These methods help the author have a comprehensive view of the research problem, and at the same time make reasonable adjustments to suit the conditions and situation of agricultural development in Vietnam.

- Quantitative methods: In this study, the author uses the EFA factor method to find out the factors affecting industry competitiveness. Additionally, the study uses regression method to quantitatively assess the impact of factors on the competitiveness of the rice industry.

4. Results and discussion

4.1. Descriptive statistics

Statistical findings regarding the production and business conditions of the rice industry (assessed on a 7 scales, covering factors such as the ability to adopt technological advances, the scale of rice production area, rice production labor, labor qualifications, weather conditions, geographical location, and land) indicate that, on the whole these conditions are above average and quite high. This has a significant impact on both the production and trading process, contributing significantly to the enhanced competitiveness of rice products compared to other countries. Among the seven criteria used to evaluating production and business

conditions, "Farmers demonstrating a high ability to apply technological advances " received the highest rating, scoring 4.00 points out of 5 points. "The weather is always favorable for rice production" was rated second best. "The human resource for activities related to the rice industry is abundant" is rated the worst among 7 criteria with 3.23 points/5 points.

Statistical results of domestic and international demand conditions (with 3 scales: Regarding the ability to access many market channels, the selling price of rice products and market demand for the product): Demand for goods and services is the most important factor that has a decisive influence on all production and business activities of goods in general and production and business of the rice industry in particular. The difference between the criteria is not high, in which "The selling price of rice products in Vietnam is higher than other products in the international market" is rated highest.

Statistical results of supporting and related industries: Supporting and related industries have a significant difference between evaluation criteria, of which the highest is "Ability to apply and update new knowledge related to rice production and supply" with 3.72 point/5 point, and the lowest is "Partners involved in production and supply have extensive experience in the rice industry" with 2.95 points/5 points. This shows that supporting and related industries have not really promoted their strengths and linked together to develop products.

Statistical results of corporate strategy, structure and competition showed although in recent years there have been many signs showing that the international economic integration of actors participating in the rice production and supply chain has changed in a positive direction, there has still not been a breakthrough. This has caused considerable difficulties in improving the competitiveness of the rice industry. In recent years, rice export businesses have focused on development strategies and competitive product prices, so this factor is highly appreciated.

Statistical results of the role of government through 5 scales: The role of the government is rated quite highly compared to other factors with an average score of 3.64 points/5 points. This result is thanks to the great attention from the Party and State, which focuses mainly on technical support, tax support and preferential loan support.

Statistical results of marketing capacity through 5 scales: Marketing capacity is highly appreciated, especially price flexibility. This shows that, according to the assessment of people, farm owners..., they have quite good price policies, easily adaptable to many different situations. According to statistical results, the average score of marketing capacity is 3.45/5 points, showing that the marketing capacity of Vietnam's rice export enterprises is not really high.

Statistical results of competitiveness of the rice industry: The competitiveness of the rice industry is assessed at a low level with 2.94 points/5 points. This accurately reflects current competitive practices when imported products are of increasingly better quality than our products but the price is much cheaper. This is a huge risk that could cause a loss at home for rice products, which have been Vietnam's strength for many decades.

4.2. Empirical results

4.2.1. Results from tests

a. Cronbach's Alpha analysis (Table 1)

A factor is evaluated well when the Cronbach's alpha coefficient is greater than or equal to 0.8, and a Cronbach's alpha coefficient of 0.6 or higher can be used (Peterson, 1994). Thus, according to our table, the Cronbach's Alpha of the factors is greater than $0.719 > 0.6$, so the quality of the scale is good.

b. Exploratory Factor Analysis (EFA)

- EFA of the independent variables: Based on Table 2, the KMO value is $0.800 > 0.5$ and the Sig value of Bartlett's test is $0.000 < 0.05$, showing that the variables are correlated with each other so the model is suitable for inclusion in exploratory factor analysis.

The analytical results showed that the six extracted factors all have Eigenvalue values greater than 1 and a stopping point when extracting

Table 1. Cronbach's Alpha analysis Test

Factor	Item	Cronbach's Alpha
The production and business conditions of the rice industry (con)	con1, con2, con3, con4, con5, con6, con7	0.800
Domestic and international demand conditions (demand)	demand1, demand2, demand3	0.641
Supporting and related industries (sup)	sup1, sup2, sup3, sup4, sup5	0.859
Corporate strategy, structure and competition (cor)	cor1, cor2, cor3	0.628
The role of government (rol)	rol1, rol2, rol3, rol4, rol5	0.842
Marketing capacity (mark)	mark1, mark2, mark3, mark4, mark5, mark6, mark7	0.843
Competitiveness of the rice industry (com)	com1, com2, com3, com4, com5	0.686

Source: Survey result

Table 2. KMO coefficient and Bartlett's test of the dependent variables

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.800
Bartlett's Test of Sphericity	Approx. Chi-Square	4866.123
	df	435
	Sig.	0.000

Source: Survey result

the factors at the sixth factor, the Eigenvalue is $1.737 > 1$. The total variance extracted of the six factors is $62.743\% > 50\%$, this shows that the ability to use these 6 component factors explains 62.743% of the variation in observed variables. (Table 3)

- EFA of the dependent variables:

The results of EFA The results of EFA exploratory factor analysis with KMO equal to $0.713 > 0.5$ and Bartlett's test with sig equal to $0.000 < 0.05$ can confirm that the data is suitable for factor analysis.

Table 3. Variance extracted for independent factors

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.016	14.874	14.874	4.016	14.874	14.874	3.993	14.790	14.790
2	3.320	12.295	27.169	3.320	12.295	27.169	3.254	12.050	26.840
3	3.195	11.835	39.004	3.195	11.835	39.004	3.136	11.615	38.455
4	2.700	10.002	49.006	2.700	10.002	49.006	2.767	10.247	48.702
5	1.972	7.303	56.309	1.972	7.303	56.309	2.034	7.532	56.234
6	1.737	6.434	62.743	1.737	6.434	62.743	1.757	6.509	62.743
Extraction Method: Principal Component Analysis.									

Source: Survey result

The analytical results showed one main factor with Eigenvalue equal to 1.042 and total variance extracted is 68.776% >50%.

c. ANOVA analysis

According to Hoang Trong and Chu Nguyen Mong Ngoc (2008): “The F-test is used to test the assumption about the appropriateness of the linear regression model, to see whether the dependent variable is linearly related to the entire set of independent variables”.

The testing hypothesis is:

H0: $\beta_1 = \beta_2 = \beta_3 = \beta_4 = \beta_5 = \beta_6 = 0$

H1: There exists at least one $\beta \neq 0$

The results of testing the statistical value F = 153.077 with the value sig = 0.000 (< 0.05) in Table

4 show that: We reject the hypothesis H0 that “all regression coefficients are equal to 0 (except for the constant)”. Thus, according to Hoang Trong and Chu Nguyen Mong Ngoc (2008), this result shows that the model can be used to analyze the next steps.

d. Multivariate regression analysis

Level of explanation of the model: Model regression obtained an adjusted R² result of 0.608. Thus, 60.8% of the change in rice industry competitiveness is explained by the independent variables of the model. In other words, the project's model can explain 60.8% of the change in Vietnam's rice industry competitiveness.

Level of suitability: According to statistical

Table 4. ANOVA analysis

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	103.272	7	14.753	153.077	.000b
	Residual	37.780	392	.096		
	Total	141.052	399			
a. Dependent Variable: com						
b. Predictors: (Constant), con, sup, demand, cor, mark, rol						

Source: Survey result

Table 5. Regression model

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-2.369	0.309		-7.664	0.000		
	con	0.214	0.072	0.252	2.986	0.000	0.984	1.017
	sup	0.096	0.032	0.106	2.972	0.000	0.955	1.047
	demand	0.488	0.040	0.440	12.283	0.000	0.954	1.049
	cor	0.362	0.032	0.397	11.182	0.001	0.972	1.029
	mark	0.166	0.073	0.190	2.281	0.000	0.964	1.038
	rol	0.289	0.034	0.314	8.477	0.000	0.894	1.118

a. Dependent Variable: com

Adjusted R Square = 0.608; F = 62.09; Sig. = 0.000b

Source: Survey result

results $F = 62.091$ with $\text{Sig.} = 0.000 < 0.01$ can conclude that the model is suitable for real data. In other words, the independent variables are linearly correlated with the dependent variable at a 99% confidence level.

According to the regression results table, the last column (VIF) of the multicollinearity test between independent variables we see: all VIF coefficients are < 2 , so there is no multicollinearity between the independent variables.

Based on the regression table of variables, it can be seen that all variables have the same direction of impact as stated in the hypothesis and are statistically significant at a high level.

4.2.2. Discussion of findings

The standardized beta coefficient for "The production and business conditions of the rice industry" (con) is 0.252 and it is statistically significance at the 0.000 level. This indicates that production conditions have a positive impact on the competitiveness of Vietnam's rice industry. Specifically, when production and business conditions of the rice industry increase by 1 standard deviation, the competitiveness of Vietnam's rice industry increases by 0.252 standard deviations. This factor is responsible for 14.83% of the overall importance level for Vietnam's rice competitiveness.

The estimated standardized beta coefficient of the variable "Supporting and related industries" (sup) has a positive impact on competitiveness at the statistical significance level of 0.001. This underscores the significance of supporting industries and related parties in improve the competitiveness of Vietnam's rice industry. Accordingly, if supporting industry and related entities in enhancing the competitiveness of Vietnam's rice industry. Specifically, if supporting and related industries increase by 1 standard deviation, the competitiveness of Vietnam's rice industry increases by 0.106 standard deviations. This factor only accounts for 6.24% of the

importance level for Vietnam's rice competitiveness.

In the current globalization trend, the development of interdisciplinary chains plays an important role in developing production and enhancing competitive advantage. In fact, the rice industry is related to many other industries such as industry (production line technology, supporting machinery in the farming and production process...), microbiology industry, and fertilizer industry, etc. If one of these links is broken, the rice industry will be seriously affected and lead to reduced competitiveness in the market.

The standardized beta coefficient for "Domestic and international demand conditions" (demand) is 0.440 and it has statistical significance at the 0.001 level. The estimates indicate that when domestic and international demand conditions increase by 1 standard deviation, the competitiveness of Vietnam's rice industry increases by 0.440 standard deviations. This factor contributes significantly accounting for 25.9% of the overall importance level for Vietnam's rice competitiveness. Market demand influence the price of input materials and the output and quality of final products. In rice production, market price play a pivotal role. Rice varieties that received attention from farmers and are popular among consumers tend to command higher prices, thereby affecting consumers price. Besides, the needs, characteristics, and preferences of consumers also have an impact on the competitiveness of businesses. Different regions and territories exhibit distinct consumer characteristics, preferences and consumption needs.

The estimated standardized beta coefficient of the variable "Corporate strategy, structure and competition" (cor) has a positive impact on competitiveness at the statistical significance level of 0.001, showing the importance of strategy and structure of businesses in improving competitiveness. Accordingly, when business strategy, structure and competition increase by 1

standard deviation, the competitiveness of Vietnam's rice industry increases by 0.397 standard deviations. This factor accounts for 23.37% of the importance level for Vietnam's rice competitiveness. Strategies on pricing, product design, developing relationships with customers, relationships with suppliers, etc. help rice industry businesses have more favorable conditions in production and trade as well as enhance competitiveness.

“Marketing capacity” (mark) also has a positive impact on the competitiveness of businesses with a standardized beta coefficient of 0.190 and is statistically significant at the 0.001 level. This shows that when a business's marketing capacity increases by 1 standard deviation, the competitiveness of Vietnam's rice industry increases by 0.190 standard deviation. This factor accounts for 11.18% of the importance level for Vietnam's rice competitiveness. The higher the marketing capacity of businesses, the faster their ability to develop new products and improve existing products to meet market diversification. Pricing strategies to compete with competitors are more flexible, helping businesses easily dominate the market. Furthermore, high marketing capacity helps the company develop and maintain good relationships with product distribution channels in the market, ensuring supply to maintain production and distribution channels to consumers. Besides, skillful use of marketing and advertising methods is one of the factors that help businesses easily attract customers, develop quickly in the market as well as improve competitiveness.

In fact, the marketing capacity of Vietnam's rice industry is not high. According to Manh Tran (2019), although Vietnam's rice exports rank third in the world, they are mainly in the form of bulk goods and do not have specific brands. At foreign supermarkets, consumers only know rice brands imported from Thailand, not Vietnamese rice. Although Vietnamese rice has been exported to

over 150 markets, it is not labeled Vietnamese or Vietnamese businesses when it reaches consumers. Many businesses started to create Vietnamese rice brands but encountered difficulties at many stages. Most businesses producing and trading rice have poor ability to access and penetrate the market. Even when entering export markets, the business's marketing activities or ability to negotiate and sign contracts is very weak. Therefore, Vietnamese rice brand products are still not known to final consumers in import markets, because most Vietnamese rice exports reach consumers through another brand. On the other hand, when it comes to international trade disputes, most businesses are very confused in handling and resolving, etc. (Uyen, 2018).

Finally, the “the role of government” (rol) also plays an important role in enhancing the competitiveness of the rice industry. According to the estimated results, an increase in the government's role of 1 standard deviation leads to an increase in competitiveness of 0.314 standard deviations. This factor accounts for 18.48% of the importance level for Vietnam's rice competitiveness. The role of the government is manifested in two key directions: the management role and the support role. In the product market, effective management, including the enforcement of clean and safe standards, places pressure on farmers to adhere strictly to the rice production process, ensuring the creation of products that meet quality requirements. Furthermore, managing and stabilizing the market serves to limit practices such as dumping by foreign businesses, which may exploit tax incentives from free trade agreements. This, in turn, helps curb the proliferation of counterfeit goods, ultimately enhancing the competitiveness of the rice industry for businesses in the market.

5. Conclusion

The results of estimating the relationship between factors show that all 6 proposed factors have a positive influence on the competitiveness

of Vietnam's rice industry; in which Domestic and international demand conditions is the most influential; next is Corporate strategy, structure and competition; The role of government; The production and business conditions of the rice industry; Marketing capacity and finally Supporting and related industries.

In terms of importance affecting the

competitiveness of Vietnam's rice export, we can see that Domestic and international demand conditions account for the highest percentage of importance (25.9%) among the 6 factors; Next is Corporate strategy, structure and competition; the role of government; The production and business conditions of the rice industry; Marketing capacity and finally Supporting and related industries ■

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TÓM TẮT:

Bài nghiên cứu xem xét các nhân tố ảnh hưởng đến năng lực cạnh tranh của ngành công nghiệp lúa gạo Việt Nam. Nghiên cứu đã cho thấy mức độ ảnh hưởng của 6 nhân tố đến năng lực cạnh tranh của ngành lúa gạo Việt Nam, theo mức độ từ cao nhất xuống thấp nhất như sau: Đầu tiên là Điều kiện nhu cầu của trong nước và quốc tế; Thứ hai là Chiến lược, cơ cấu và sự cạnh tranh của công ty; Thứ ba là Vai trò của Chính phủ; Thứ tư là Điều kiện sản xuất kinh doanh của ngành công nghiệp lúa gạo; Thứ năm là Năng lực marketing và Cuối cùng là Công nghiệp hỗ trợ và các ngành có liên quan.

Từ khóa: năng lực cạnh tranh, ngành Lúa gạo Việt Nam, xuất khẩu gạo.