

**MINISTRY OF EDUCATION AND TRAINING
DUY TAN UNIVERSITY**

**RESEARCHING FACTORS AFFECTING THE
COMPETITIVENESS OF AQUATIC EXPORTER IN AN
GIANG PROVINCE**

Major in business administration

Code: 9340101

**SUMMARY OF THE THESIS OF BUSINESS
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1. Reason for choosing the topic

The export of aquatic products has brought a huge source of foreign currency to the country. To serve the cause of national construction and defense. Among them is the export of catfish (pangasius), a unique product with characteristics of the Mekong Delta. Vietnamese pangasius has been present throughout 142 countries and territories...An Giang is one of the provinces of the Mekong Delta, blessed by nature with fertile alluvial soil with many rivers, lakes, lakes, and interlaced canals, very suitable for farming. processing pangasius for export (Because seafood exports in An Giang are 97% of pangasius exports, so this thesis would like to mention pangasius export as the main one). This profession brings high economic efficiency, so the area of ponds is growing rapidly, helping An Giang become the place with the largest export volume of freshwater seafood in the region. In the period 2015-2020, the seafood export industry has earned 1 billion 960 USD, contributing 2.86% of the province's GDP (An Giang Statistical Office), contributing to the creation of thousands of jobs every year... However, The current export output in the Cuu Long River Delta and especially in An Giang has decreased significantly. The output from 271,238 tons in 2007 to 2017 is 261,600 tons and by 2020 is 121,034 tons, the lowest in recent years, causing a lot of seafood export enterprises to dissolve and go bankrupt. The reason is due to the global economic recession, epidemics, technical barriers, and tariff barriers set up by importing countries, which have adversely affected the production and business situation. Not only that, seafood export enterprises have not fully assessed the importance of factors affecting the competitiveness of seafood exporters, including the following factors: financial factor, management capacity factor, processing technology factor, human resource factor, marketing factor, price factor, business relationship development capacity factor, brand factor, production factor products, logistics factors. All of the above factors have greatly affected the competitiveness of Vietnamese seafood exporters in general and An Giang province's seafood exporters in particular, which have faced many difficulties. I think it is necessary to have a lot of research work to find the appropriate solutions to limit the negative impact of the above factors in order to improve the competitiveness of construction enterprises in An Giang province in the coming time. extremely

urgent. Therefore, "Research on factors affecting the competitiveness of seafood export enterprises in An Giang province" was chosen as the research object for my PhD thesis in business management.

2. Research objective

* General Objectives:

Researching theoretical issues on competitive competence of enterprises and building models of factors affecting competitive competence of seafood exporting enterprises in An Giang province.

Determining the influencing factors and the degree of influence of these factors on the competitiveness of seafood export enterprises. From there, conduct analysis and evaluation to propose policy implications to improve the competitiveness of An Giang seafood export enterprises in the period of 2023 - 2035.

* Specific Objectives:

- Determining the factors affecting the competitiveness of seafood export enterprises in An Giang province.

- Measuring the impact of factors affecting the competitiveness of seafood exporters in An Giang province.

- Test the difference in competitiveness of seafood export enterprises in An Giang province according to business characteristics (capital size, personnel, number of years of experience, sales...).

- Proposing policy implications, governance implications to improve the competitiveness of seafood export enterprises in An Giang province in the period of 2023-2035.

3. Research questions

(1). Theories on the competitiveness of enterprises have approached according to what viewpoints and orientations?

(2). Which research model is applied to measure the factors affecting the competitiveness of seafood export enterprises in Vietnam in general and in An Giang province in particular?

(3). Which method is used to estimate and test the factors affecting the competitiveness of seafood exporting enterprises in An Giang province?

(4). What are the results of the analysis of factors affecting competitive competence in the model?

(5). What are the policy implications and governance implications to improve competitiveness of seafood exporters in An Giang province?

4. Object and scope of research

Research object: Factors affecting the competitiveness of seafood export enterprises in An Giang province. With 97% of seafood export turnover of An Giang province is from pangasius export (Source An Giang Statistical Office, 2016), so this thesis focuses on the competitiveness of exporting enterprises. Pangasius is the main.

-Research scope

+ Spatial scope: Studying the factors affecting the competitiveness of pangasius exporting enterprises in An Giang province.

+ Scope of time: Studying the competitiveness of pangasius exporting enterprises in An Giang province from 2008 to 2020.

5. Research Methods

Mixed research method, a combination of qualitative and quantitative research methods. Among them, the quantitative research method is the main one.

Qualitative: Researching documents, understanding previous research works of domestic and foreign authors related to the thesis to detect and select contents, as a basis for setting up a Expert interviews and focus group discussions aimed at completing the model for preliminary research, determining the scale and observed variables. In addition, the synthesis of research achievements of previous research streams is also to find research gaps to orient the research topic of the thesis.

Quantitative:

Quantitative research method aims to confirm the value and reliability of the scale, on the factors affecting the competitive competence of the construction export enterprises, through the application of SPSS and AMOS software, specifically. are: Cronbach's Alpha reliability test; exploratory factor analysis (EFA); Confirmatory factor analysis (CFA); Using linear structural model (SEM) to test the model and research hypotheses. Using Bootstrap to test the stability of the estimates in the research model;

6. Dissertation contributions

Theoretical contributions:

-Synthesize current theoretical issues on the competitiveness of enterprises, consider the components (factors) constituting the

competitiveness of enterprises from different schools and academic perspectives.

- Introducing some empirical studies on the competitiveness of enterprises by domestic and foreign authors.

- The thesis has approached in the direction of integrating the theoretical schools on the competitiveness of enterprises. In there:

- + Approach based on enterprise resources

- + Market-driven approach

- + Approach based on business capacity

- + Approach from the value chain

- Propose a research model on factors affecting the competitiveness of seafood export enterprises in An Giang province with 10 factors (components), of which 02 new factors are integrated: logistics and marketing capacity.

Practical contributions:

- Analysis and assessment of the current situation of production and business activities of Agribusinesses in An Giang province in the period of 2009 -2020 in terms of farming area, output and export turnover, number of employees, production and processing technology , input costs, selling prices, management capacity, marketing activities, logistics, etc.

- Proposing a number of governance implications and policy implications to improve the competitiveness of seafood exporters in An Giang province by 2030

- The thesis can contribute to providing more scientific basis for agencies and departments in formulating policies for the development of An Giang's fisheries sector and can serve as a reference in developing business strategies of the company. seafood export enterprises in An Giang province.

7. Structure of the thesis The thesis has a structure of 5 chapters as follows:

- Chapter 1. Overview of the research problem of the thesis.

- Chapter 2. Theoretical basis and research model on factors affecting competitiveness in seafood export enterprises.

- Chapter 3. Research design.

- Chapter 4. Research results and discussion

- Chapter 5. Conclusion and policy implications.

CHAPTER 1 OVERVIEW OF RESEARCH ISSUES

1.1 Overview of studies on overseas competitiveness

According to Wernerrfelt (1984), the enterprise's resources are the decisive factor to the competitiveness and business performance of enterprises. Analysis of enterprise's resources is focused on analyzing competitiveness based on internal factors, it is the resources of enterprises. This theory is based on the premise that firms in the same industry often use different business strategies. Moreover, enterprises cannot easily copy each other's business strategies because the business strategy is built based on the enterprise's own resources.

Porter (1990), pointed out that competitive advantage is not only in each activity, but also in the link between activities, with the activities of suppliers and customers. Thereby the author introduces the concept of "value chain", dividing the general activities of an enterprise into different groups of activities representing each factor creating a competitive advantage, thereby assessing the advantage to develop competitive strategies of enterprises.

According to the research of Sanchez & Heence (1996, 2004), the competitiveness of enterprises is based on the ability of enterprises to combine resources to create competitive advantages. ability to maintain, deploy and coordinate resources and capabilities in a way that helps the company achieve its goals”.

Two authors Ambastha and Momaya (2004), have provided a theoretical framework for competitive competence at the enterprise level. This study shows that the competitive competence of enterprises is influenced by the following factors: (1) Resources (human resources, structure, culture, technology level, assets of enterprises); (2) Process (strategy, management process, technology process, marketing process); (3) Performance (cost, price, market share, new product development). This study only stops at the competitive competence of enterprises in general, without distinguishing in terms of size, geography, and field of operation.

1.2. An overview of research on competitiveness in Vietnam

In the past time, the study of competitiveness has received the attention of scientists, organizations and individuals. There have

been many articles, many research works, many theses and theses. Writing about improving competitiveness can be mentioned as:

Nguyen Vinh Thanh (2005) said that "The competitiveness of Vietnamese enterprises is low, because most of the enterprises do not have enough information about the market, make decisions based on experience, follow the trail and lack acumen. ". There are too many enterprises operating in the same business or the same industry, in the same market, which leads to the situation of "household chickens fighting domestic chickens" which reduces competitiveness unnecessarily. Especially, are export products, thus significantly reducing the competitiveness of enterprises. In addition, the awareness of the importance of distribution channels of many businesses is still limited.

Pham Thi Quy (2005), has approached competitiveness at 3 levels: Country, Enterprise, Product. The author believes that: technological capacity has a great impact on the competitiveness of goods, technological innovation is a measure to improve product quality, reduce costs, selling prices or create many products with high quality. more advanced features. Competition in the market is not high, but the main reason is product quality. In particular, the assurance of strict food hygiene and safety standards of this market. Thus, this research topic only refers to competitiveness through competitive signs of products, but has not mentioned the influence of objective advantages factors of enterprises and the seafood processing industry. products are accessible.

Bui Duc Tuan (2010), has pointed out the lessons learned from improving the competitiveness of the seafood processing industry in China, Thailand and India that it is necessary to: (a) Stabilize the source of raw materials to serve serve the needs of seafood exports by boosting the capacity of aquaculture as a source of supply, meeting the requirements of the market. (b) Applying global gap quality management systems, traceability, ensuring food hygiene and safety, meeting the strict standards of the world market. (c) Modernize the processing area to meet international standards and good infrastructure to improve quality and lower product costs. (d) Balancing fishing, aquaculture and seafood processing in order to effectively implement fisheries development plans. From there, the author analyzes and evaluates the current situation of

competitiveness of the seafood processing industry. Assess the key factors affecting the competitiveness of the seafood export industry. Thereby, the author aims to find solutions to improve the competitiveness of the seafood processing industry.

1.3. Comment on previous studies and identify research gaps

1.3.1. Studies have been

a/ Studies on overseas competitiveness:

Reviewed concepts and perspectives on competitive competence (competitive capacity). In which the views of the schools with a multi-dimensional view through each period, with the thinking of the research schools in the field of economics, especially the commonality of competitive competence or the competitiveness of the national level. , corporate level. Foreign studies have shown the important factors affecting the competitiveness of a country, a company in different industries. Studies have also confirmed that competitiveness is inevitable, for Financial Capabilities, Executive Management Capabilities, Human Resource Capabilities, Product Capabilities, Marketing Capabilities, Product Capabilities, Trademarks.

From that, it is necessary to find out which factors affect the competitive competence of companies which are important factors, which can be said to be the hinges for the study of competitive competence in the subject of our study. author. However, the studies have not really given a specific model with factors affecting the competitiveness of enterprises, in order to confirm the completeness and fundamentality for research on the competitiveness of an enterprise. Most of the research works only give general problems about factors, such as: Human Resources, Capital, Marketing, Service Quality, Product Quality, Technology, Management, ... are the factors. internal factors that determine the competitiveness of companies. A difference in issues in studies abroad such as: Research data, policy, legality, or factors on management mechanism, management level, technology, culture, .. . shows that the assessment of the factors is also really inappropriate for the application to the studies in Vietnam. Because each country has a different political institution, market, level of human resources, .. is different.

b/ Studies on competitiveness of seafood exporters in Vietnam.

-Research by Tran The Hoang (2011), analyzed the influence of 14 factors:

1. Management capacity; 2. Research and implementation capacity; 3. Production technology capacity; 4. Export organization capacity; 5. Capacity to develop business relations; 6. Human resources; 7. Financial capacity; 8. International payment capacity; 9. Marketing capacity; 10. Price competitiveness; 11. Brand competitiveness; 12. Commercial dispute handling capacity; 13. Corporate culture; 14. Capacity to adapt and innovate. Through analyzing the importance of each factor (weight) for the competitive competence of an enterprise. The research is only qualitative analysis, has not built a model, has not gone into the survey and analyzed reality, to confirm the certainty with the research conclusions.

- CIEM (2011), a study on the competitiveness of exporters in the three industries of apparel, seafood, and electronics in Vietnam, listed 9 factors such as tax policy, customs, rate prices, credit, labor, land and production premises; policies of the importing country and regulations and technical barriers of the importing country; affecting the competitiveness of seafood exporting enterprises. To determine the factors affecting the competitiveness of enterprises, the authors use an analytical framework developed from different theories on the behavior and export performance of enterprises and use data secondary enterprise surveys of the General Statistics Office (GSO). In addition, the expert method is used in the research. However, the above study only stopped at listing the factors, but did not build a model of the factors affecting the competitive competence of a specific industry. In addition, the study has not used quantitative methods to re-test the reliability of the hypotheses built. This study has been carried out since 2011, so considering the current context, the appearance of the Covid pandemic has greatly affected the competitiveness and also the development of logistics factors has a significant impact on the competitiveness of enterprises around the world. world and also in Vietnam. Therefore, the feasibility of the study is also less appropriate.

1.3.2. Research gap

From the review and evaluation of existing studies at home and abroad, the thesis identifies research gaps with the following issues:

a/ Domestic and foreign studies on competitiveness are approached from different perspectives, subjects and research methods such as:

-Macro Perspective: Competitiveness of Vietnam's seafood industry (Bui Duc Tuan, 2010); Competitiveness of seafood exporters, footwear and electronics (CIEM, 2011). Competitiveness of the tourism industry (Nguyen Thanh Long, 2016).

-Enterprise level: The relationship between competitiveness and governance (Ho, 2015); Building competitiveness and choosing business strategies of enterprises (Omar & Polat, 2010); Factors affecting enterprise competitiveness (Ambastha & Momaya, 2004; Sauka, 2014).

-Using methods: Using the weight of each factor to evaluate the competitiveness of enterprises (Tran The Hoang, 2011); Using qualitative methods (Bui Duc Tuan, 2010). However, so far there has not been any research on "Factors affecting the competitiveness of seafood export enterprises in An Giang province".

b/ In Vietnam, there has not been any empirical research at the enterprise level approaching in the direction of integrating theoretical schools of enterprise competitiveness such as:

- + Approach based on enterprise resources
- + Market-driven approach
- + Approach based on business capacity
- + Approach from the value chain (Porter, 1985):

c/ It is necessary to consider the influence of logistic factors on the competitiveness of the export and import enterprises. The logistics chain includes activities: goods storage, packaging, packaging, warehousing, customs procedures, freight transportation... seafood exports, and logistics costs in Vietnam account for a high proportion (25-30%) of the cost of exported products, while this cost in developed countries accounts for only 10-12%. Vietnam has three main export seafood products, namely pangasius, black tiger shrimp, and whiteleg shrimp produced in the Mekong Delta, but customs procedures are cumbersome, and transport infrastructure is lacking. synchronization, difficulties in transporting goods to seaports, lack of empty frozen containers, lack of warehouses, orders of seafood enterprises are canceled, delayed, goods are returned, causing logistic costs to be inflated. , reducing

the competitiveness of export products, especially during the Covid 19 pandemic. Realizing the importance of logistic factors in the operations of the export-import enterprises, in this study, we integrated the Logistic factor into the model. proposed research and can be considered as one of the new contributions of the research topic

CHAPTER 2

THEORETICAL BASIS AND RESEARCH MODEL ON THE FACTORS AFFECTING COMPETITIVENESS IN FISHERIC EXPORT ENTERPRISES

2.1 General overview of competitiveness

The term "competitiveness" is derived from Latin: *Competere*, which means to meet at the same point, indicates the ability to cope with competition and compete with others. Currently, the terms "Competitiveness", "Competitiveness" and "Competitiveness" are widely used in Vietnam in the economic field. While English uses the word "Competitiveness", using only the meaning of the three phrases mentioned above. So although three phrases but they have the same meaning and can be used interchangeably. A precise definition for this concept is still controversial. Currently, there is no universally recognized definition of competitiveness. Here are some definitions of competitiveness:

According to Laura D'Andrea Tyson (1992), competitiveness is "the ability to produce goods and services to meet international competitive needs, thereby improving the living standards of all citizens and sustainably."

According to OECD (1996), competitiveness is defined as the ability to produce relatively high income on the basis of effective use of factors of production for enterprises, industries, localities and countries. and the region to develop sustainably in the context of international competition.

According to Shtaylmann et al., (2000), the economic competitiveness of a country is the efficient use of the country's resources to increase the productivity of the economy and thereby increase the level of production. life of the people in that country.

Porter et al. (2008), conceptualized the most intuitive orientation of competitiveness as a market share of countries in the world for

their products. This makes competitiveness a zero game, because the interests of one country affect the other. Thus, for the research of the above authors, it has been confirmed that the competitiveness of a country is created from the country's resources, from the ability to organize production, to deliver products and services of the country. countries to the world market, meet the requirements of the market, prove the position of their products and services in the market, in order to bring a prosperous life to the people with a high salary. for employees, through effective labor productivity. The competitiveness of a country is enhanced with the development of economic sectors and business organizations, especially companies and enterprises in that country. The views and concepts from competitive competence studied at the national level show the necessary and important factors to serve as a foundation and support for the organization of activities and increase the competitiveness of companies and enterprises. industry in the development of the economy.

2.2. Schools of competitiveness

2.2.1 Classical competitiveness

Adam Smith (1776) commented that the origin of the trade process between two or more countries in the world is because that country has an absolute competitive advantage in a certain industry over another country. Competitive advantage, measured by the labor time required to produce a certain product is shorter than other countries. (Quoted by Schumacher, 2012)

2.2.2 Competitiveness according to the modern

-Porter's diamond model (1990): Porter is considered the "father" of competitive strategy, a master competitive strategic thinker of the time. He has written two famous books: "Competitive Strategy" (Competitive Strategy, 1980) and "Competitive Advantage of Nations" (Competitive Advantage of Nations, 1990). Porter (1990) arranged the determinants of a country's competitiveness into a model named diamond, and this model is still used by economists to assess competitiveness. at the enterprise level

2.2.3. Theories of Enterprise Level Competitiveness

Summary of research papers on competitiveness of some authors such as: Flanagan et al. (2005), Ambastha. A and Momaya. K, (2004) pointed out that, from the 1990s to the present, research on competitiveness in the world entered a "boom" period with a very

large number of published research works. Research perspectives on competitive competence are divided into 5 main directions: (1) Competitive competence approaches from the perspective of traditional competitive theory; (2) Competitive competence approaches the value chain; (3) Competitive competence approaches market-oriented; (4) Competitive competence approaches the theory of enterprise resources; (5) Competitive competence approaches according to capacity theory.

2.3. Empirical studies at home and abroad on the competitiveness of enterprises

-Competitive model of stores in Taiwan. Chang et al. (2007) provided a model of seven factors affecting the competitiveness of stores in Taiwan. The analysis results show that the competitiveness of stores in Taiwan is competitive. stores in Taiwan are affected by 7 factors, (1) Business strategy; (2) Financial capacity; (3) Facilities and amenities; (4) Products and goods; (5) Service quality; (6) Marketing and promotion; (7) Human resources. However, research has not clarified the relationship of these factors and how they are placed under the influence of the environment. The study, which also only mentions the factors affecting the competitiveness of stores in Taiwan in general, does not clearly distinguish the difference between stores providing physical products or services.

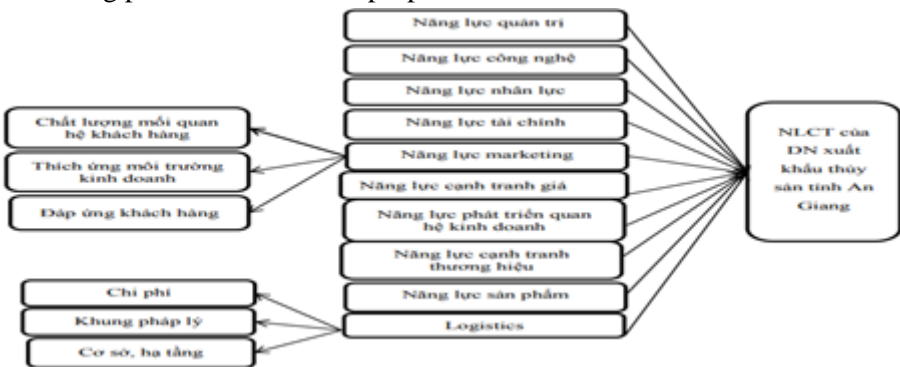
-Study model of competitiveness of companies in Latvia The study "Measurement of the competitiveness of companies in Latvia" by Sauka (2014) has made a practical contribution by discovering the influencing factors. to the competitiveness of companies in Latvia. The study is based on a survey of business owners to show the factors affecting the competitiveness of companies in Latvia. Research results have identified 7 factors affecting company-level competitiveness, including: (1) Ability to access resources; (2) Employee's working capacity; (3) financial resources; (4) Business strategy; (5) Impact of the environment; (6) Business capacity compared to competitors; (7) Use of communication networks. The main disadvantage of this study is that it only uses statistical methods and makes comments based on mean values. The study only identifies the factors affecting the competitiveness of enterprises and measures their level through the survey, but does not mention the relationship with the competitive competence of enterprises. The

results of the study are evaluated in the Latvian context by companies in general, regardless of the field of activity, so the results will be limited when applied to countries with developed economies as well as those with industrialized countries. You have another profession.

2.4 Proposing a model of enterprise's competitiveness

Stemming from the existing problem of An Giang seafood export enterprises, the research objectives and contents have been determined, the author builds an analytical framework, selects a method to evaluate the influencing factors. to competitiveness, by means of theoretical research, qualitative research from group discussions with directors, experts and managers in the field of fisheries.

Inheriting domestic and foreign studies, including theoretical models and empirical studies, the proposed research model has components such as: Enterprise resources (human resources, financial capacity ..); Market orientation (marketing capacity, business relationship development capacity..); Enterprise capacity (products, prices, technology..); Value chain (customers, suppliers, competitors...). and the author proposes a model to study the factors affecting the competitiveness of seafood export companies in An Giang province, the author proposes a research model as follows:



Proposed research model on competitiveness of seafood export enterprises in An Giang province

CHAPTER 3

RESEARCH DESIGN

To conduct the thesis research, the author develops a clear and specific research method and process. In it, the research steps from preliminary to official are outlined. In which, conducting qualitative research and quantitative research

3.1. Research methods and procedures

3.1.1. Research Methods:

In this study, the author uses mixed research methods, combining qualitative and quantitative research methods. In which, the quantitative research method is dominant.

* Qualitative research: To explore, adjust and supplement observed variables, used to measure concepts in research. This qualitative research was carried out through discussions, opinions of experts, and interviews with research subjects.

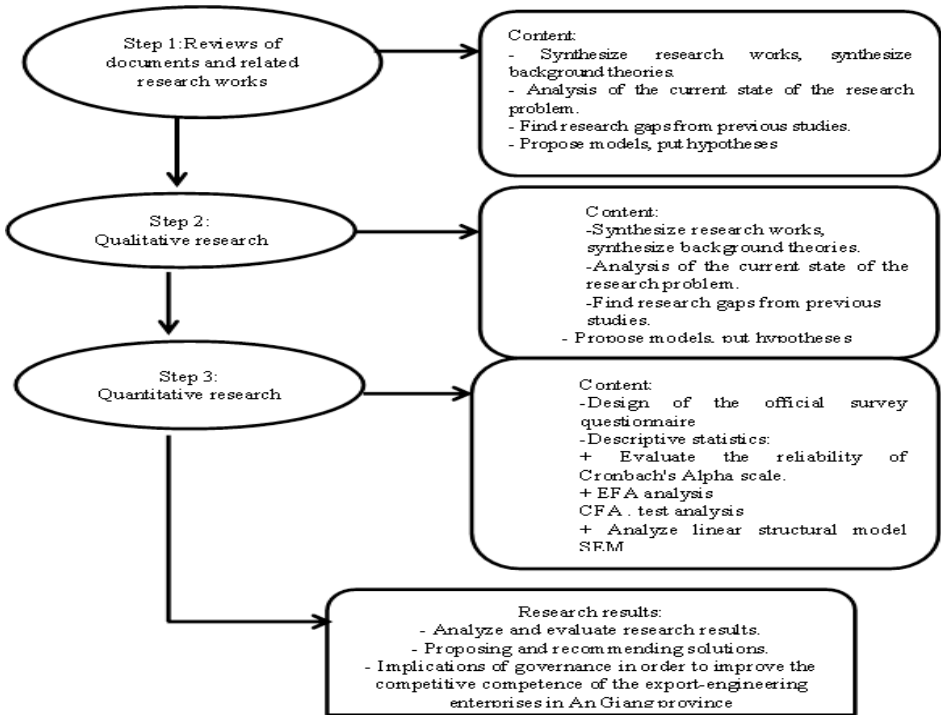
* Quantitative research: Performed after adjusting, modifying, removing and adding observed variables, based on the results of qualitative research step. Quantitative research aims to test and measure the research theoretical model.

3.1.2. Research process:

The author has established and implemented a complete research process through 3 stages:

- Step 1: Synthesize research documents, previous research works
- Step 2: Qualitative research
- Step 3: Quantitative research.

The research process of the thesis is as follows



3.3. Quantitative research

3.3.1. Data sources and methods of collection

Quantitative data sources were collected directly using a detailed, pre-designed survey questionnaire, measured using a 5-Likert scale (points from 1 to 5). For those votes not collected directly. The author sends the survey questionnaires to experts to answer and then receives them back by post or Email. Data used in the official survey questionnaire via mailing, email. With the results from the survey tables, then screen the data to remove the unsatisfactory survey votes due to incomplete answers, blank votes, incorrect specifications, etc.

3.3.2. Survey subjects and research samples

- The companies are operating in the field of architectural export, the research results are achieved on the basis of the research objectives set out in the introduction and the research methods set out in the previous chapters. solutions to contribute to improving the

competitiveness (competitive capacity) of seafood export enterprises (DNXKTS) in the province. The implementation period of the survey and survey program is from October 2018 to the end of April 2019. During the formal investigation, 530 observations were made, and 530 votes were collected. During the data entry and processing process, there were 12 faulty votes and 18 blank votes. The result is N= 500 valid votes.

CHAPTER 4

RESEARCH RESULTS AND DISCUSSION

4.1 Assessment of the general situation of competitive competence of seafood exporting enterprises

4.1.1 Overview of Vietnam's aquaculture and seafood export industry

Vietnam is located on the west coast of the East Sea, a large sea of the Pacific Ocean, with an area of about 331,212 km², with a coastline of 3,260 km. The internal waters and territorial sea is 226,000 square kilometers, the exclusive economic zone is more than 1 million square kilometers, with more than 4,000 islands, creating 12 bays and lagoons, with a total area of 1,160 square kilometers. boat parking. Vietnam's sea has a relatively high biodiversity, is also the birthplace and dispersal of many groups of marine organisms in the Indo-Pacific tropical region with about 11,000 species of creatures discovered. Our country has a dense system of rivers and a long sea route, which is very convenient for the development of fishing and aquaculture activities. From 1995 to 2020, Vietnam's fishing and aquaculture production increased more than 6.5 times, from 1.3 million tons in 1995 to 8.4 million tons in 2020, an average annual growth of 8%. In which, aquaculture production accounts for 54%, exploitation accounts for 46%. With the government's policy of promoting development, aquaculture has made strong strides. Period 1995-2020: Vietnam's aquaculture production increases 11 times, growing at an average annual rate. 10%, from 415 thousand tons to nearly 4.6 million tons (Source: VASEP, 2020). Aquaculture for export is concentrated mainly in the Mekong Delta (accounting for 95% of total pangasius production and 80% of shrimp production).

4.1.2. Status of aquaculture and seafood export industry in An Giang province and assessment of factors affecting competitiveness of seafood exporters in An Giang province

4.1.2.1 Status of aquaculture and seafood export in An Giang province

In the period 2009-2020, An Giang seafood is one of the leading provinces in the country in terms of output and export turnover of seafood, especially pangasius. From small-scale breeding in some localities, to now expanding to the whole province, from being present in a few export markets in the world, to now becoming the "Vietnamese pangasius" brand that is always loved in Vietnam. most continents. The Provincial People's Committee has issued many policies and guidelines, including the master plan on aquaculture development up to 2010 and orientation to 2020, adjusting and supplementing the aquaculture development planning in An Giang province to 2030. However, along with the rapid development, initially effective, the fishery industry is facing great difficulties and challenges. That requires the sustainability of the ecological environment and natural resources, the sustainability of socio-economic issues and fierce competition in the seafood export market. From the achieved results, facing difficulties and challenges, the fisheries sector of An Giang province needs to orient the planning of fisheries production areas associated with the application and transfer of science and technology, especially high technology into production, in order to improve productivity, quality and especially increase production value per unit area as well as save resources, respond to climate change in the future, thereby contribute to the local socio-economic growth.

4.1.2.2 Assessment of factors affecting the competitiveness of seafood export enterprises in An Giang province

Seafood business in An Giang in recent years has been quite flourishing and growing, the number of companies considered specialized in export and import business in the province is 17 (Appendix 1), with a total capacity of nearly 340,000 tons/year. and a workforce of nearly 30,000 people. However, the province's seafood export still faces many difficulties, the competitiveness of the export-import enterprises is still limited, and the factors affecting the competitiveness of the export-import enterprises in the province can be mentioned as follows: 1 Management capacity; 2. Production technology; 3. Human resources; 4. Financial capacity; 5. Marketing

capacity; 6. Price capacity; 7. Capacity to develop business relationships; 8. Brand capacity; 9. Product capacity; 10. Logistics

4.2 Qualitative research results

Qualitative research results are carried out through discussions and in-depth interviews with experts on the basis of the content of the outline prepared for discussion. The subjects of the survey and interview are experts from two groups of subjects: The first group includes experts working in the export-import enterprises, such as leaders and managers of enterprises; The second group is a group that includes experts from outside the SOEs, such as managers, leaders working in import-export management agencies, lecturers who are researching and teaching at universities. , University, in the field of business administration, international economics, import and export business. Experts agree to meet and conduct interviews, exchanges and face-to-face discussions. Thereby, the author has obtained enough data with comments, analysis and assessment from experts for the internal factors affecting the competitiveness of enterprises. In addition, experts suggest adding a new factor Logistics. From the synthesis of previous studies and extracts from the opinions of experts, it shows that the number of factors affecting the competitive competence of the An Giang Architects and Exporters is agreed by the experts in the survey questions and interview outline. question.

4.3 Results of quantitative research

Analyze the reliability of Cronbach's Alpha of the scales

Fator	Cronbach's Alpha	Corrected Item-Total Correlation	Number of original observed variables	Number of variables eliminated	The number of observed variables remaining
Human Resources	.881	.702	5	0	5
Finance	.931	.764	5	0	5
Administration	.936	.727	6	0	6
Technology	.870	.674	4	0	4
Price	.924	.747	5	0	5
Marketing	.877	.742	9	MR2, MR8	7

Brand	.920	.727	5	0	5
Business Development Relations	.938	.817	4	0	4
Product	.914	.722	5	0	5
Logistics	.855	.729	9	LG6, LG7	7
Competitiveness	.838	.687	3	0	3

Check the reliability, there are inappropriate observed variables, the author removes the variables: MR2 (DN you have regular contact with customers to determine their needs for the product. new), MR8 (your business has established a good relationship with local authorities), LG6 (The current legal framework is not suitable (Law on enterprises, Laws regulating the operation of enterprises), LG7 (The cost of transportation of your business is currently high) The author Continues to perform the retest steps after removing the above variables, the results are reliable in the research model.

* All Cronbach's Alpha coefficients are > 0.6 , no coefficients pass 0.95.

* All correlation coefficients of the total variables are > 0.3 Based on the above-mentioned theoretical basis, it shows that the reliability of Cronbach's Alpha for the independent variables in the research model has good and uniform results. meet regulatory requirements.

* Factor analysis explores EFA variables Human resources, finance, management, technology, prices, marketing, human resources, brands, business relationship development, products, logistics.

The results show that there are 10 factors extracted from 57 variables measuring attributes in the group of factors affecting the competitiveness of enterprises. These ten factors have a total extracted variance of 70.666% $> 50\%$, the scale is accepted. KMO coefficient = 0.907 > 0.5 is in the range of $0.5 \leq KMO \leq 1$, factor analysis is appropriate. All Factor loading values of each group are greater than 0.50, therefore satisfactory, so the EFA factor analysis scales are valid.

* Exploratory factor analysis EFA dependent variable

KMO and Bartlett's test results show that the coefficient KMO = 0.708 is in the range of $0.5 \leq KMO \leq 1$, factor analysis is appropriate.

The Bartlett test with Sig = 000 shows a high level of significance. All the Factor loading values of each group are greater than 0.50 and are therefore satisfactory.

Table 4.12. The results of KMO and Bartlett's test in EFA analysis of the dependent variable of competitiveness

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.708
Bartlett's Test of Sphericity	Approx. Chi-Square	645.687
	df	3
	Sig.	.000

(Source: Author's research results)

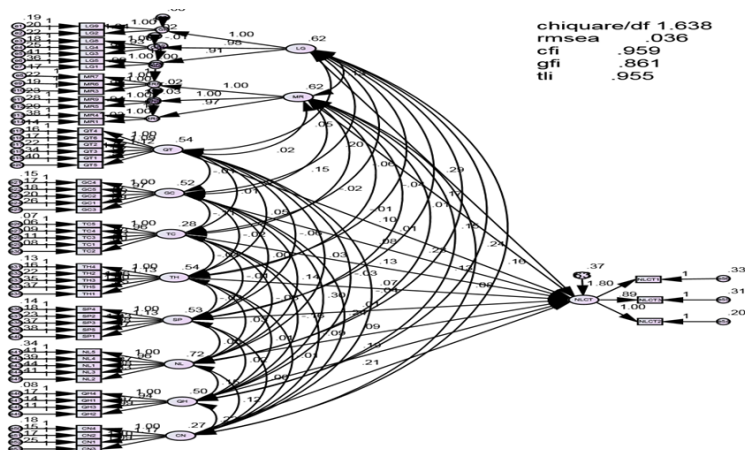
The Chi-Square statistic of Bartlett's test reached the value 645,687 with the significance level $\text{sig}=0.00 < 0.5$. This proves that the observed variables are correlated with each other at the overall level. Total variance extracted $70.666 > 50\%$ tells us that 10 factors explain 70.666% of the variation of the data. Variance coefficient = $2.262 > 1$. The extracted factors are both reliable and valid.

* Confirmatory factor analysis CFA

The CFA results (detailed in Figure 4.3), show chi square (Chisquare = 2331,316), degrees of freedom ($\text{df} = 1423$), P value = 0.000; CMIN/df (Chi-square/ $\text{df} = 1.638 < 3$). Other measures also met the requirements ($\text{GFI} = .861$; $\text{TLI} = .955$; $\text{CFI} = .959$ are all greater than 0.8; $\text{RMSEA} = 0.036 < 0.8$). Conclusion the model fits the data. All normalized weights are greater than 0.5. Thus, all observed variables are significant in CFA .

*Testing the research model by linear structural model SEM

Applying AMOS software to analyze the SEM linear structural model to test the research model, including the concepts in the research model and the official survey table with 57 observed variables, and 1 general competency concept. of an export-engineering enterprise in An Giang province with 3 observed variables. Estimation results (normalization) of the research model show that, the model is consistent with the data, chi-square (Chi-square = 2331,316), has degrees of freedom ($\text{DF} = 1423$), P value = 0.000 ; CMIN/df (Chi-square/ $\text{DF} = 1.638 < 3$). Other measures also met the requirements ($\text{GFI} = .861$; $\text{TLI} = .955$; $\text{CFI} = .959$ are all greater than 0.8; $\text{RMSEA} = 0.036 < 0.8$).



Testing with Bootstrap

Tested by Bootstrap with $N = 5000$, the absolute value of C.R in all relationships is less than 2. Thus, the bias of 0 is statistically significant at 95% confidence level, the estimated model is reliable. high trust.

Table 4.15 Bootstrap Results

Parameter			SE	SE-SE	Mean	Bias	SE-Bias	C.R
Competitiveness	<---	LG	.052	.002	.298	.003	.002	1.5
Competitiveness	<---	MR	.051	.002	.171	-.003	.002	-1.5
Competitiveness	<---	QT	.045	.001	.102	-.001	.002	-0.5
Competitiveness	<---	GC	.075	.002	.082	.006	.003	2
Competitiveness	<---	TC	.078	.002	.143	.009	.003	3
Competitiveness	<---	TH	.049	.002	.073	.002	.002	1
Competitiveness	<---	SP	.050	.002	.019	.007	.002	3.5
Competitiveness	<---	NL	.043	.001	.094	.000	.002	0
Competitiveness	<---	QH	.072	.002	.196	.003	.003	1
Competitiveness	<---	CN	.122	.004	.195	-.013	.005	-2.6

Model fit Table 4.57 analysis of Anova

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	107.371	57	1.884	3.265	.000 ^b
	Residual	254.987	442	.577		
	Total	362.358	499			

The evaluation results and the above values indicate that the built linear regression model is appropriate. However, to be able to infer this model into a model of the population, we need to conduct an F-test through analysis of variance. According to the results analyzed in Table 4.57, we see that $\text{Sig.} = .000 < .05$. From that, we can conclude that the built linear regression model fits the population. In other words, the independent variables are linearly related to the dependent variable and the level of confidence. 95%.

Detect violations of necessary assumptions in the model

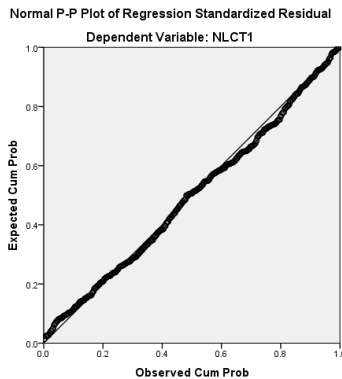


Figure 4.4: Normalized residual plot Normal P-P Plot
(Source: The author's data processing results)

The assumption that the variance of the residuals is constant does not violate the scatter plot. The residual is standardized according to the forecast value of the dependent variable of the factors affecting the competitiveness of seafood exporters. Looking at the scatter plot shows us that the residuals are randomly scattered around the line passing through zero and not forming any other shape. Besides, when we observe the P-P histogram, we see that the observed points are not scattered too far from the expected line, but are scattered along and close to the expected line, so the residuals can be considered as standard. Therefore, it can be concluded that the assumption of normal distribution is not violated.

4.4 Discussion

Through descriptive statistics about the mean value of 10 factors in the model, it shows that the average score of the observed

variables is high (>2). With this result, most of the observed variables in this factor, have a positive effect on NLCT.

From the results of quantitative research, the hypotheses from H1 to H10 proposed by the author are suitable for the model, none of which is rejected. Proven by Cronbach's Alpha coefficients fluctuating in the range $(0.802-0.936) > 0.6$. However, there are a number of variables whose coefficients do not satisfy the requirement of having Cronbach's Alpha coefficient > 0.6 , so they are excluded as variables MR2, MR8 and LG6, LG7.

EFA exploratory factor analysis: the results show that there are 10 factors extracted from 57 variables measuring attributes in the group of factors affecting the competitiveness of enterprises. These ten factors have a total extracted variance of $70.666\% > 50\%$, the scale is accepted.

Standardized CFA test, specifically: Model Fit indexes are all in good range: $CMIN/DF = 1.638 < 2$; $GFI = 0.861 > 0.8$; $CFI = 0.959 > 0.9$; $TLI = 0.955 > 0.9$; $RMSEA = 0.036 < 0.06$. Through the above results, the author found that the model is consistent with the data, and through the evaluation of the results of confirmatory factor analysis CFA, the scales show that the scales are consistent with unidirectionality. The normalized weights are higher than 0.5, all observed variables are significant in the CFA test. CR values are both greater than 0.7 and AVE is greater than 0.5, so the scales are all convergent.

After the CFA step, the author continues to perform the hypothesis testing step by the SEM linear structural model, giving the results: All variables are significant in the model.

Tested by Bootstrap with $N = 5000$, the absolute value of C.R in all relationships is less than 2, so the bias is zero, statistically significant at 95% confidence level, the estimated model has confidence. high trust. In addition, the author conducts ANOVA analysis to check the residuals through the Histogram and Normal P-P Plot. Finally, test the assumption of a linear relationship between the dependent variable and the independent variable using a Scatter Plot Diagram.

CHAPTER 5

CONCLUSION POLICY IMPLICATIONS

5.1 Conclusion

Studying the factors affecting the competitiveness of seafood export enterprises is not a new concept. But it is the main factor, contributing to improving the competitiveness of seafood enterprises in Vietnam in general and An Giang in particular. In recent years, the development of seafood export enterprises has not been commensurate with the inherent potential and internal resources. Because the competitiveness of enterprises is still low compared to enterprises in the ASEAN region and in the world. This thesis is built to study the factors affecting the competitiveness of enterprises. From there, point out weaknesses that adversely affect the competitiveness of enterprises, first of all: unfair competition in the raw material market; rising inflation; economic recession due to the impact of the Covid 19 pandemic; technical barriers erected by importing countries; food safety and hygiene is not good; import and export management has many shortcomings; The infrastructure is not synchronized, which are the objective and subjective factors that greatly affect the seafood export activities of An Giang Agribusinesses in particular and Vietnam in general. The State should have comprehensive policies to help businesses develop, expand business autonomy, simplify administrative and customs procedures for businesses and export goods.

5.2 Policy Implications

There should be a comprehensive policy to help enterprises develop, expand their business autonomy, simplify administrative and customs procedures for businesses and export goods. Strengthen trade promotion at the state level, improve the operational efficiency of foreign market promotion organizations. Building a long-term strategy for the industry, industry associations, and enterprises dealing in and processing seafood for export. Completing the legal framework of regulations on food hygiene and safety and safety of farming areas. controlling the import, production, trading and use of veterinary drugs and chemicals used in aquaculture as well as consolidating the entire organizational apparatus in this field from central to local levels. There is a support mechanism for general trade promotion activities for Vietnam's seafood products, linking promotion activities with building and promoting the brands of each key product group to major markets.