

**ARTNeT GMS Capacity Building Workshop on Primary Data Collection  
and Competitiveness Analysis**

*organized by ARTNeT in collaboration with  
Faculty of Economics and Business Management, National University of Laos*



4 September 2009  
Vientiane, Lao PDR



**PROGRAMME**

- 08:30 – 08:45      **Registration**
- 08:45 – 09:15      **Session 1: Introduction – When do we need primary data for competitiveness analysis?**
- What is ‘competitiveness’ and why is it important?*
- When is primary data collection necessary?*
- *Micro-level Competitiveness Investigations*
    - *What are the data needed for such analysis, and where can we get the required data?*
- 09:15 – 10:15      **Session 2: Introduction to primary data collection methods**
- What are the main survey methods, and when are they appropriate?*
- *Questionnaire*
  - *Interviews*
  - *Observation*
  - *Case Study*
- What are the limitations of each method?*
- 10:15 – 10:30      **Break**
- 10:30 – 12:00      **Session 3: Survey Design- How to plan and manage the fieldwork?**
- *Steps of survey administration*
  - *Structure of a questionnaire*
  - *Questionnaire design*
  - *Pilot testing*
- Exercise*
- 12:00 – 13:00      **Lunch**
- 13:00 -14:00      **Session 4 : Methods of Sampling and when they are appropriate**
- *Simple Random Sampling*
  - *Stratified Sampling*
  - *Systematic Sampling*
- Exercise*
- 14:00 – 15:00      **Session 5: Organizing database**  
*Data Processing*  
*Variables and scale of measurements*

- *Nominal Scale*
- *Ordinal Scale*
- *Numerical Scale*

*Exercise*

15.00-15.15

*Break*

15:15 – 15:45

***Session 6: Limitations of doing competitiveness analysis from primary data***

- *Sampling Errors*
- *Non-sampling Errors*
- *Ways to improve reliability and validity of the data collection*

15:45 – 17:15

***Session 7: Introduction to important statistical techniques for competitiveness analysis- examples and interpretations***

- *analysing individual variables*
- *analysing relationships between variables*
- *analysing differences between groups*

*Exercise solution*

17:15 – 17:30

***Session 8: Wrap up***

**Note:**

Asia-Pacific Research and Training Network on Trade (ARTNeT), an initiative of ESCAP and the International Development Research Centre (IDRC), Canada is an open regional network of research and academic institutions specializing in international trade policy and facilitation issues. Network members currently include about 20 leading national trade research and academic institutions from as many developing countries from East, South and South-East Asia and the Pacific. The Trade and Investment Division of UNESCAP is the Secretariat of ARTNeT, and operates through a grant from IDRC. WTO, as a core network partner, provides substantive and financial support to the network. Visit [www.artnetontrade.org](http://www.artnetontrade.org) for details.

## REFERENCES

- Asian Development Bank (2003). 'Aggregate Measures of Competitiveness', *Asian Development Outlook 2003, Part 3 Competitiveness in Developing Asia*, [http://www.adb.org/documents/books/ADO/2003/part3\\_3-2.asp](http://www.adb.org/documents/books/ADO/2003/part3_3-2.asp)
- Athukorala, P. and S. Jayasuriya (1996). *Macroeconomic Policies and Export Competitiveness in Sri Lanka*, National Economic Council, Sri Lanka.
- Blunck, F. (2006). 'What is Competitiveness?', <http://www.competitiveness.org/article/articleview/774/1/32>
- Chynoveth, G. (2003). 'Some Bad and Best Practices in Survey Design', <http://www.dxresearch.net/resources/bestPractices.pdf>
- Ezeala-Harrison, F. (1999). *Theory and Policy of International Competitiveness*. Praeger Publisher, London.
- Lall, S. (2001). 'Competitiveness Indices and Developing Countries: An Economic Evaluation of the Global Competitiveness Report', *World Development*, Vol. 29(9), 1501-1525.
- Siggel, E. (2006). 'International Competitiveness and Comparative Advantage: A Survey and a Proposal for Measurement', *Journal of Industry, Competition and Trade*, Vol. 6(2), 137-159.
- Statistics New Zealand (1995). *A Guide to Good Survey Design*, Wellington, New Zealand. <http://www.stats.govt.nz/NR/rdonlyres/CA923AA8-BDF6-4EAD-834F-573F04EEF7A9/0/AGuidetoagoodSurvey.pdf>
- Strowman, S. (2004). '*Best Practices in Survey Design*', Pottruck Technology Resource Centre, Simmons College, [http://my.simmons.edu/services/technology/ptrc/pdf/survey\\_design.pdf](http://my.simmons.edu/services/technology/ptrc/pdf/survey_design.pdf)
- Sykes, O.A. (1999). '*An Introduction to Regression Analysis*', The Inaugural Coase Lecture, Chicago Working Paper in Law and Economics, University of Chicago, USA. [http://www.law.uchicago.edu/files/files/20.Sykes\\_Regression.pdf](http://www.law.uchicago.edu/files/files/20.Sykes_Regression.pdf)
- Turner, P. and J. Van't Dack (1993). 'Measuring International Price and Cost Competitiveness', BIS ECONOMIC PAPERS No.39, Bank for International Settlements.
- Weiss, J. and G. Shanwen (2003). '*People's Republic of China's export threat to ASEAN: Competition in the US and Japanese markets*', ADB Institute Discussion Paper No. 2, <http://www.adbi.org/files/2003.01.02.dp002.prcthreat.competition.pdf>