

Abstract

In this thesis we study the competitiveness of the Hong Kong stock market from a strategic perspective. Various strategic factors that affect the competitiveness of the Hong Kong stock market are identified through a SWOT analysis, and collection of expert opinions. In order to inquire the opinion of some groups about the issues stated above, questionnaires are developed to gather data from experts. By utilizing a hybrid method that combines the Analytical Hierarchy Process and SWOT, we quantify the relative importance of these strategic factors in SWOT.

Our finding reveals that the Hong Kong stock market is competitive with high strength, low degree of weakness, high opportunity and relatively low degree of threats. We conclude that Hong Kong's strength is more critical and key to the success of the Hong Kong stock market. If those good factors could be sustained to counterbalance the harming from its weakness and threats gradually, as well as catching the available opportunities, the Hong Kong stock market would be operated more effectively.