

FACTORS AFFECTING COOPERATION DECISION BETWEEN FISHERMEN AND MIDDLEMEN WITHIN OCEANIC TUNA VALUE CHAIN CAPTURED IN THE CENTRAL REGION OF VIETNAM

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Summary

This paper presents results from the value chain study in three provinces of Binh Dinh, Phu Yen and Khanh Hoa those provide of over 90% of Viet Nam's tuna production. The econometric method with the probit model is used to measure the factors influencing the decision of the fishermen to cooperate with a certain middleman. The data for the analysis were collected from 130 tuna households in the three selected provinces. Research results show that factors that have a positive influence on the cooperation decision of the fishermen including: the reputation of middlemen; the financial dependence of fishermen on and the trust in middlemen. Meanwhile, the age of fishermen shows the opposite relationship to the cooperation decision. This means that the younger the age of fishermen, the more likely they are to participate in chain linkages. To promote efficient cooperation linkages in the oceanic tuna value chain, improving fishermen's credit access and business ethics of middlemen as well as enhancing official trading contracts are important solutions.

Keywords: *Oceanic tuna, linkage, fishermen, trust, reputation.*