Kemavuthanon, S.  
**Leadership in the OVOP and Similar Movements: The Comparative Study Between the OVOP Movement in Japan and OTOP Project in Thailand**  
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**Abstract**
This study is concerned with the comparative study of leadership in the "One Village, One Product" (OVOP) and similar movements in Japan and the "One Tambon, One Product" (OTOP) project in Thailand. The aim of the study is to explore leadership constructed in the OVOP movement and OTOP project. This study uses in-depth semi-structured interviews of leaders in Thailand and Oita prefecture. The model developed from this research presents some similarities and differences in terms of objectives, structure, qualities and processes between the OVOP movement and OTOP project. The study also highlights the recommendations for the OTOP project in Thailand and other OVOP-equivalent movements in other countries. Copyright © Taylor & Francis Group, LLC.

**Author Keywords**
community; leadership; people participation; policy and qualitative approach

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