

The Development of Community Leadership Strategies for Career Development of the Benjarong Pottery Products in Eight Upper Central Provinces

Authors : Thanaporn Chaimongkol

Abstract : The objective of this research was aimed to examine the factors that influence the development of community leadership strategies to further develop the career regarding the Benjarong pottery products in eight upper central provinces, Thailand. The sample included (1) 1200 Benjarong pottery operators, (2) 30 involved representatives at both the policy level and support, and (3) OTOP network of 24 people. In this quantitative study, investigating data was conducted on individual session basis. The research instruments used included questionnaires and interview. The results showed that the components of the development of the community leadership strategies for career development of the Benjarong pottery products in eight upper central provinces were high overall; the Five Competitive Forces were of the highest average, followed by bargaining power of suppliers, and McKinsey 7's framework, respectively; where the highest average was strategy.

Keywords : community leadership, strategy development, Benjarong Pottery, 8 upper central provinces

Conference Title : ICEBMM 2015 : International Conference on Economics, Business and Marketing Management

Conference Location : Prague, Czechia

Conference Dates : March 23-24, 2015