



THE DETERMINANTS OF THE EFFECTIVENESS OF
ONE DISTRICT ONE INDUSTRY (ODOI) PROGRAMME

JOAN ALESHA RAYNER
2011606392

FACULTY OF BUSINESS MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION WITH
HONOURS (ECONOMICS)

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According to the study by Tahukin (2012), being employed may be a more attractive option to many, especially in countries where employment opportunities are readily available and entrepreneurial activities are generally not very rewarding, but in other cases especially those in poor countries, entrepreneurial action is crucial as that is

CHAPTER 1

INTRODUCTION

1.0 Introduction

The background of study section explains some general information regarding the topic in this study. The implementation of One District One Industry programme raises the concerns whether it is effective and what would be the determinants that leads to its effectiveness. This section will also discuss about the research question arise concerning the ODOI issues, the objective of the study as well as the significance of the study.

1.1 Background of Study

In the year 2003, One District One Industry (ODOI) programme was introduced by the Malaysian Government. The programme was inspired by the accomplishment of the One Tambon One Product (OTOP) programme in Thailand. According to the study by Mackenzie (1992) and Friedman (1987), enhancing rural entrepreneurship is one of the ways to boost economic development and thus improving the well being in rural areas.

According to the study by Tajuddin (2012), being employed may be a more attractive option to many, especially in countries where employment opportunities are readily available and entrepreneurial activities are generally not very rewarding, but in other cases especially those in poor countries, entrepreneurial action is crucial as that is