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#### LIST OF ABBREVIATIONS

AGFI Adjusted Goodness of Fit Index

AMOS Analysis of Moment Structures

ANOVA Analysis of Variance

BST Business Sustainability

CFA Confirmatory Factor Analysis

CFI Comparative Fit Index

CLO Collaborative Orientation

CTR Customer Responsibility

ECO Economic Outcomes

EFA Exploratory Factor Analysis

EME Employee Engagement

EMS Employee Responsibility

ENU Environment Uncertainty

ETC Ethical Compliance

ETE Ethical Embeddedness

ETO Entrepreneurial Orientation

EVO Environmental Outcomes

EVR Environment Responsibility

GFI Goodness of Fit Index,

IFI Incremental Fit Index

KMA Kaiser-Meyer-Olkin

MBA Master of Business Administration Program

PGFI Parsimony Goodness of Fit Index

PSI Product and Service Initiatives

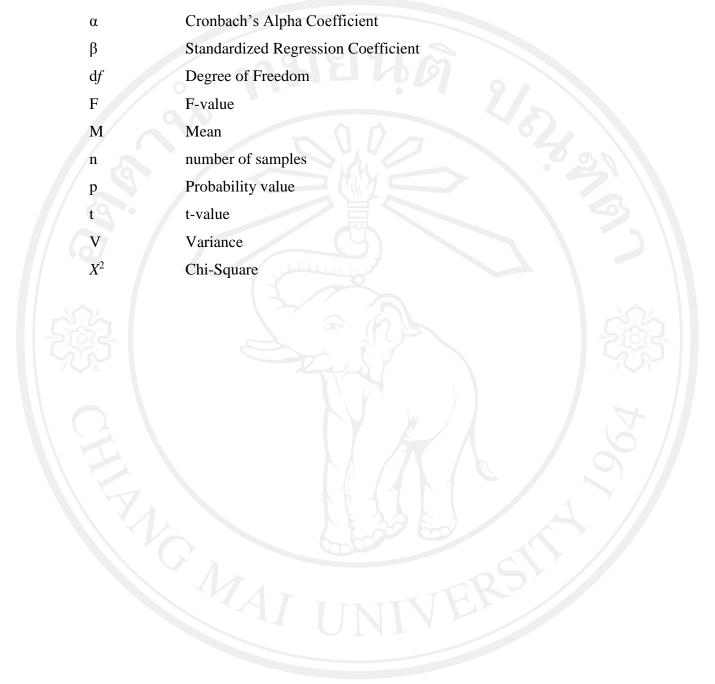
RAG Risk Aggressiveness

RMSEA Root Mean Square Error of Approximation

SCO Social Outcomes

SD Standard Deviation

SPSS Statistical Package for the Social Sciences



### ข้อความแห่งการริเริ่ม

- 1) วิทยานิพนธ์นี้เป็นการศึกษาครั้งแรกที่ทดสอบเชิงประจักษ์ถึงผลกระทบร่วมกันของความมุ่งเน้น ทางธุรกิจสองประการซึ่งได้แก่ ความมุ่งเน้นด้านการเป็นผู้ประกอบการและความมุ่งเน้นด้านการ ประสานความร่วมมือที่มีต่อความยั่งยืนทางธุรกิจ
- 2) วิทยานิพนธ์นี้เป็นการศึกษาครั้งแรกที่ทดสอบเชิงประจักษ์ถึงผลกระทบแทรกของความไม่ แน่นอนทางธุรกิจที่มีต่อความสัมพันธ์ระหว่างความมุ่งเน้นทั้งสองประการกับความยั่งยืนทาง ธุรกิจ

#### STATEMENT OF ORIGINALITY

 This thesis is the first study that empirically examines the simultaneous effect of the two orientations, entrepreneurial and collaborative orientation, on business sustainability.

2) This thesis is the first study that empirically examines the moderating effect of environment uncertainty on the relationships between the two orientations and business sustainability.