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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

α	Cronbach's Alpha Coefficient
β	Standardized Regression Coefficient
df	Degree of Freedom
F	F-value
M	Mean
n	number of samples
p	Probability value
t	t-value
V	Variance
χ^2	Chi-Square

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ข้อความแห่งการริเริ่ม

- 1) วิทยานิพนธ์นี้เป็นการศึกษาครั้งแรกที่ทดสอบเชิงประจักษ์ถึงผลกระทบร่วมกันของความมุ่งมั่นทางธุรกิจสองประการซึ่งได้แก่ ความมุ่งมั่นด้านการเป็นผู้ประกอบการและความมุ่งมั่นด้านการประสานความร่วมมือที่มีต่อความยั่งยืนทางธุรกิจ
- 2) วิทยานิพนธ์นี้เป็นการศึกษาครั้งแรกที่ทดสอบเชิงประจักษ์ถึงผลกระทบแทรกของความไม่แน่นอนทางธุรกิจที่มีต่อความสัมพันธ์ระหว่างความมุ่งมั่นทั้งสองประการกับความยั่งยืนทางธุรกิจ

STATEMENT OF ORIGINALITY

- 1) 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.