

SERVICE INNOVATION OF ECO-FRIENDLY HOTEL IN THAILAND

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ABSTRACT: This Academic Article on Service innovation of Eco-Friendly Hotel Business in Thailand, which is an important strategy for differentiating the hotel business. which is the invention, development, improvement of new products and processes, provide services to customers that are constantly changing based on the quality service and environmentally friendly. There are documentary and self-experience and used for the studies, documents, research, and self-experience. In Theories and Concepts Concerning theories and concepts of environmental management policies related to hotel business. which is an environmentally friendly service business covering all aspects, hotel design must consider energy saving. Systematic conservation of resources and waste management Involvement with communities and local authorities both socially, culturally, and economically. The objectives of the study were to be able to use them appropriately in accordance with the service innovations of the eco-friendly hotel business. In management innovation, external communication innovation, service scope innovation and support innovation. Results of the study were to cause conservation and proper use of resources. Reduce consumption and excessive use of resources and reduce waste generation. Preserving and promoting diversity of nature, society, and culture, with an emphasis on online transmission of information to promote information and present new promotions to customers. both in the hotel and on the limousine Including adding channels to communicate with customers through social media channels. To be innovative, sustainable environmentally friendly services in the future.

INDEX TERMS : Service Innovation, Eco-Friendly Hotel

1. INTRODUCTION

The world tourism situation in 2020 from the World Tourism Organization (UNWTO) has predicted that There will be only 6.7 million foreign tourists coming to Thailand and generating tourism income of 330 billion baht, both the number and the income shrink by 83% (1). 19 countries have taken the most extreme measures to block travel to prevent the spread of the epidemic, such as canceling visas. City/country lockdowns, border closures, while Thailand has implemented a ban on flights into the country since April 2020, resulting in no foreign tourists entering Thailand during this period, although at the end of 2020 there will be a relaxation of foreign tourist permit measures. Under special agreements such as Thailand Elite Card holders, Special Tourist Visa (STV) recipients travel to Thailand, but such groups are still very few (2).

Subsequently, during January-May 2021, the cumulative number of foreign tourists was 34,753 people, a contraction of 99.48 percent compared to the same period last year. The main impact remains from the COVID-19 outbreak. According to the World Health Organization (WHO) data, the cumulative number of cases worldwide is 150.12 million, up from 127.90 million in March 2021.

As for the epidemic situation in ASEAN countries, the number of infected people has continued to increase as well, with Indonesia still ranked number one. Found 1.8 million cumulative infections, while Thailand is ranked 4th with the cumulative number of infected people since 2020, 1.5 hundred thousand people.

The Thai tourism Affected by the new wave of COVID-19 outbreak since April 2021, the infection in the country comes from cluster infections in high-risk areas such as fresh markets, large mass transit systems, prisons, and communities. crowded, etc., which are found in Bangkok and its vicinities as a result, operators involved in tourism in high-risk areas must operate under the highest and strictest control measures (3).

From situation make the service sector especially in the tourism business and the hotel business has been greatly affected. It used to be one of the core businesses in the industry with a noticeable growth trend. This is due to the steady increase in the number of tourists visiting and the influx of tourism revenues into the country. This can be said that this is an important variable that requires hotel operators to more develop in our business.

The hotel business is a business that plays an important role in promoting and develop the country's tourism industry It is a business that provides services to tourists directly. It is the main business and supporting business that is mainly related to the tourism activities of the country. There is a relationship with tourist attractions, which is an important factor in attracting tourists to travel both domestically and internationally. As a result, hotels have emerged to accommodate the needs of accommodation and other services. The hotel business has developed in terms of quality. and variety of services Including offering other services to meet the needs of customers to be comfortable and satisfying the service users. Including the consideration of the service that is most environmentally friendly as well (4).

In the situation of adaptation and competition to create business survival causing entrepreneurs to adjust strategies and used to create the survival of the business One of the strategies today that many hoteliers decide to implement to create value in hospitality and business competitiveness is service innovation. Service innovation is an important strategy for success (5). Four types of service industry innovations are introduced: 1) management innovation 2) communication innovation. external; 3) innovation in the scope of services; and 4) innovation in supporting work. For Creative Service Idea, to create an attitude towards change and create generative learning that has a positive impact on the business (6) to enable the implementation of a viable service innovation strategy. What is important is the vision and ability of the entrepreneur. Leaders play an important role in driving business (7).

Service innovation is the creation of creativity in the production process of products and services to be modern. or build the ability to meet the needs of a more diverse customer The interaction with customers through innovation will create more value for the business (8) modern or create diversity and convenience through service which will bring technology to develop Improved in the process of service process This increases the value of the products and services of the hotel business even more. And the potential of hotels in terms of quality of service will change for the better. able to compete effectively.

When the hotel business grows from service innovations that are used to adjust the hotel business strategy to be competitive. and meet the needs of customers what follows is environmental problems due to material advancement and lack of awareness of human environment The effects of global warming cause many changes to the world. and human society because of these natural changes causing people around the world to be affected both directly and indirectly Therefore, there has begun to be alert and worried about natural disasters until it becomes a trend to conserve the environment. There has been a change in the consumption behavior of goods and services. Considering the impact on the environment, hotels need to adjust their strategy for standardized management. Enhance the service that makes customers satisfied. based on environmentally friendly service.

Eco-friendly hotel or Green Hotel is a model that promotes efficient use of resources. effective have good environmental management and raising the standard of environmentally friendly service to be one of the 17 Sustainable Development Goals (SDGs) education on sustainable tourism criteria or the Global Sustainable Tourism Council (GSTC) is an important tool that is framework for all parties to achieve results Currently, the sustainability of tourism covers economic sustainability. society and culture and the natural environment of tourism destinations (9).

Therefore, from studying the situation of the hotel business Application of service innovation and environmentally friendly services in Thailand Because Thailand is a growing country. and with the expansion of service businesses that are diversified resulting in rebirth or the improvement of the original business of the hotel business to grow accordingly and more competitive make each hotel business They have to adjust their operational strategies. by looking at management control the use of natural resources to reduce the environmental impact that may occur from the hotel facilities as well (10) for the safety of the service recipient Responsibility towards environmental problems energy saving and awareness of local communities Both social, cultural, and economic, this article can be used as a basis for information and guidelines for conservation and proper use of resources. Reduce consumption and excessive use of resources and reducing waste generation Preserve and promote natural, social, and cultural diversity, together with the development of innovative hotel business operations with environmentally friendly services. It can also be expanded to create a sustainable and efficient service network that is environmentally friendly. does not cause environmental problems and is a sustainable hotel business that is environmentally friendly.

2. RESEARCH OBJECTIVES

This study about innovative eco-friendly hotel service in Thailand aims to study the concepts of environmental policies and measures related to hotel business. Environmentally friendly service model of hotel business in Thailand as a guideline for proper operation.

3. SCOPE OF THE STUDY

This academic article conducts a study on the implementation of innovative environmentally friendly hotel services in Thailand. The steps are as follows: 1) Identify issues that affect the current situation of the hotel business. 2) Study the documents, and related case studies 3) To analyze the data to compile by inserting the author's experiences; 4) Summarize and discuss the results of the study.

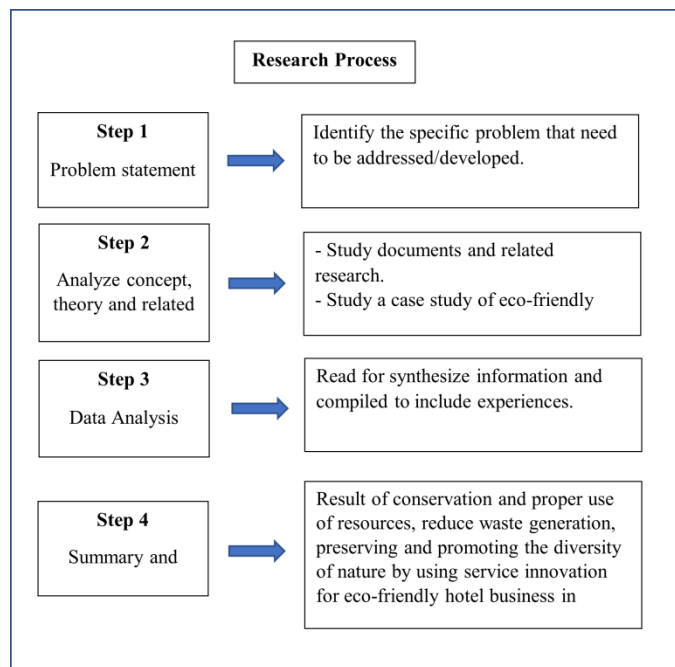


Fig.1 Research process for Service innovation of Eco-Friendly Hotel in Thailand

4. REVIEW OF CONCEPTS

Innovation Theory and Service Innovation

Innovation (Innovation) is a theory developed from the idea of industrial economist Joseph Schumpeter in the early 20th century has the idea that innovation is something that organizations should focus on 5 things: 1) new product updates by developing new or improving from the old 2) Creating or introducing new processes in the industry 3) Creating new markets 4) Developing supply of new markets by acting on procurement of factors. Production 5) Restructuring or development of the organization, which Schumpeter's concept of the broad concept of creating and developing new things. This concept plays an important role as the foundation of the theory. The academics have applied this concept to study innovation (10) and study the development of innovative ideas in tourism and hospitality (11).

In terms of research related to innovation It is largely concerned with the use of technological innovations in the development of innovation (12). Therefore, it is not surprising to find that research on service innovation often focuses on the use of technology for improvement. Change the form of service (13) Salter and Tether (2006) agree that the nature of human service work. There is a difference in the level of relationship and interaction with customers than using technology. Services are therefore designed with engagement from the perspective and experience of the customers. These processes consist of It is more complex and difficult to access than production. As service is intangible, service innovation concept is different from innovation in other areas.

Eco-Friendly Hotel

A hotel is an establishment that provides services to users for convenience, and create satisfaction for service users which carrying out various activities requires energy resources and cause pollution Both in the waste and wastewater contribute to the emission of greenhouse gases into the atmosphere, which is the main cause of climate change and global warming that is becoming a major environmental crisis today. From the growth and expansion of the hotel business that has increased Department of Environmental Quality Promotion Ministry of Natural Resources and Environment has set criteria for environmentally friendly service (Criteria of the Green Hotel) of hotel establishments covering 6 issues as follows (14)

1) Environmental Policy refers to the principles or practices that an establishment uses as a guideline for the implementation of environmentally friendly services, such as environmentally friendly procurement, environmental management energy conservation Involvement with the local community where management and employees work together to achieve the objectives and goals that have been set.

2) Capacity Building means methods or processes or activities, which is carried out to enhance personnel in the workplace to gain knowledge, ability, and skills in working in environmentally friendly services.

3) Public Relations and Campaigns means communication of information, and environmentally friendly service news.

4) Green Procurement means procurement, or procurement of goods and services that must consider the suitability of quality, price, distance, timely delivery of goods and services and reduce the environmental impact caused by production and services It takes into account the entire life cycle of a green procurement product.

5) Environmental Management and Energy Conservation means any operation that can use resources sustainably, or there is a disposal of waste and pollution, or deteriorated or does not affect the surrounding environment, such as water use, energy conservation green space management wastewater treatment Reducing and eliminating waste Prevention of air pollution and waste Occupational health and safety.

6) Participation with Local Community means participation of the establishment with the local community in the area where the establishment is located, both co-awareness, joint thinking, and co-operation in natural resource and environmental management activities such as conservation and restoration of natural resources environmental protection and creating value in local history or art and culture the identity of the local community.

In addition, Thailand has been gaining popularity in caring for and preserving the environment continuously. The concept of environmental conservation It is taken as part of national policy for both government and private sectors, international organizations, service business and tourism business especially in the hotel business sector, which is a business sector that uses resources and a lot of energy and affecting the environment in many aspects whether it is various resources, waste emissions and environmental impacts in the community.

Green Leaf Foundation

green leaf foundation Founded in 1998, it consists of organizations with a vision of developing tourism and hospitality businesses, including the Tourism Authority of Thailand, Thai Hotels Association United Nations Environment Program Asia-Pacific Office of Electricity Management Electricity Generating Authority of Thailand Environmental Quality Improvement Association and Metropolitan Waterworks Authority By adopting the main concept of "knowing, saving, saving the environment", the objective is to set standards for environmental management. Improve energy efficiency and environmental quality of tourism and hotel businesses and has ranked hotels to award from 1-5 The Green Leaf Certificates in order of their ability to manage the environment in hotels (15).

Seven Greens Concept

The concept of 7 Greens (Seven Green Concept) was established in accordance with the various elements that are tourism elements. It has behavioral implications and provides a framework or guidelines for environmental protection and reduction of greenhouse gas emissions for all involved parties (16) as follows:

1) Green Heart: Green Heart, attitudes, feelings, thoughts, perceptions, and awareness of the value of the environment and the threat of global warming to tourism, with practices to protect, preserve and restore the environment along with reducing greenhouse gas emissions with knowledge, understanding and proper methods.

2) Green Logistics: Green travel patterns Methods of transportation and modes of service in the transportation system or tourism transport from the residence to tourist attractions that focus on energy saving use of renewable energy Reducing Greenhouse Gas Emissions and Helping the Environment.

3) Green Attraction: Green Attraction Tourism attractions that are managed according to the policy framework in the direction of sustainable tourism. Be careful or have a clear commitment to protect the environment, and help reduce greenhouse gas emissions in the right way.

4) Green Community: Green community, community attraction in both urban and rural areas. with sustainable tourism management with work that focuses on environmental conservation, especially the preservation of culture and lifestyle that is the identity of the community.

5) Green Activities: Green Activities Tourism activities that are in harmony with the value of resources and the environment of tourist attractions. It is an activity that provides enjoyment or fun that provides opportunities for learning. and enhancing the tourist experience with minimal impact on resources and the environment.

6) Green Service: Green Service forms of tourism businesses in various fields that focus on impressing tourists with good quality standards Along with having a determination and taking action to protect the environment and help reduce greenhouse gas emissions from various services.

7) Green Plus: Social and Environmental Responsibility The expression of individuals, groups, and organizations to support physical or intellectual energy, or to donate funds to cooperate in safeguarding actions. and restore the environment of tourist attractions or activities that help reduce threats caused by global warming.

At present, the hotel database system is environmentally friendly. Department of Environmental Quality Promotion has announced a list of hotels that have been assessed in the Green Hotel Program 2021. There are 40 hotels that have been assessed in an Excellent (Gold), 18 Very Good (Silver) and Good (Bronze) 10 places (17)

Types of service innovations in hotels

Service innovations for hotel businesses can be divided into different categories. but still relevant the classification often found in innovation studies is between product innovation and product innovation. which is to create or develop innovations in products and services and answering questions on how to conduct business of the organization This includes external processes and product development. Elements of service innovation in the hotel and tourism business A variety of innovation-driven focus models have been presented, including (18).

1) Building Innovation Capabilities This creates a direction for the organization to find dimensions that will be developed with innovation to be more efficient (19).

2) Marketing Focus It is the use of innovation to create value for the business to create value that is superior to competitors with efficiency. and make the business competitiveness in the market Highly skilled (20)

3) Focus on learning It is an innovation applied to the corporate culture to have higher potential in terms of employee performance. and the organization's adaptation to new innovations that occur where innovation will make the work process, or the operation procedure has changed (21)

4) Entrepreneurship Focus It is an improvement to the organizational structure level. Create a leadership system and drive innovation to become part of the corporate culture to have modern potential. and compatible with the current situation where innovations can effectively deliver improvements (22)

5) Corporate atmosphere from all elements the corporate atmosphere is what allows innovation to be carried out with ease. and more efficient It adjusts the environment and ensures the members of the organization adapt to new innovations that will bring about change (23).

Customer point of view or consumers still have some innovations that are inaccessible, such as management innovations. This will be a form of management within the hotel. Customers will be able to access it through the application. or use the service or by touch only whether concrete or abstract the types of innovations that cause changes in the hotel business can be modified as follows: 1) Management innovations in a way that the customer will be able to access using the services provided by the management system; 2) external communication innovations. in the form of communication between employees and customers; 3) service scope innovation. In the form of new products and services the hotel has been developed to meet the needs of customers. Using technology to apply in service 4) Support innovation in the form of supporting other hotel services, including considering the promotion of an eco-friendly hotel.

Service Innovation of Eco-Friendly Hotel

Hotel establishments where the use of resources and energy is cost-effective and efficient. have good pollution and environmental management Participate in the continuation of art and culture local wisdom and participate in local development The concepts and goals are 1) to promote efficient and efficient use of resources and energy; 2) to have good environmental management; 3) to upgrade service standards; 4) to expand the network of eco-friendly hotels to Support measures for procurement of goods and services that are environmentally friendly by government agencies and environmentally friendly consumption. 5) Prepare for the assessment of international environmental standards that will lead to the development of and promote sustainable tourism of the country and reduce greenhouse gas emissions.

For that reason, make many hotels has moved towards becoming an eco-friendly hotel with development improve service standards products and other support in the hotel to continue to meet the needs of customers Along with protecting the environment as well.

Mandarin Hotel Participated in the eco-friendly hotel project with clear goals in management Environmentally friendly services coupled with energy conservation Promote energy use for maximum efficiency and benefits (24).

Objective	Description
Green Procurement	The hotel will purchase equipment that meets industry standards and receives at least a 50 percent eco-friendly mark starting from the selection process. and buy locally sourced and environmentally friendly products or materials such as organic, chemical-free rice organic rice from farmers organic vegetables.
Effective Water Management	<ul style="list-style-type: none"> - Create water campaign signs. - Do not turn on the water to drain Choose water-saving equipment with automatic sensors to help save water. -Controlling lawn watering and plants by setting the on-off time. - There is a grate to trap food waste. - There is a suitable grease trap.
Effective Waste Management	<ul style="list-style-type: none"> - Choose a glass container for drinking water. Instead of using paper cups for the Welcome drink. - Choose a laundry bag instead of using plastic bags. - Decorate the place with the use of ornamental plants or fake flowers. to reduce the amount of waste. -Choose from natural materials that are biodegradable. - There is a waste separation for ease of use or disposal.
Efficient Power Management	<ul style="list-style-type: none"> - Adjust the air conditioner temperature to the same standard. - Adjust the cooling of the refrigerator to an energy-saving temperature. - Change the light bulb from compact fluorescent to LED bulb. - The cooling system of the Heat Pump is used to nourish the Chiller room to help reduce the formation of condensation in the pipes and valves.

Fig.2 Goals in Management Environmentally friendly services of Mandarin Hotel

As well as Centara Hotels and Resorts. Leading hotel chains in Thailand Declaration of Intent on Sustainable Environmental Management Policy It has also set long-term goals to jointly deal with the global climate change problem, including reducing energy use and water consumption by more than 20 percent, reducing greenhouse gas emissions. and reducing the amount of waste that is destroyed by landfills. by pushing for the installation of photovoltaic power panels and install a high-quality metering system to manage the water system and the use of electricity for maximum benefit. Including energy-saving metering and heating systems have been optimized. And it is applied to the operations department in every work that can be done. which the Centara Hotels and Resorts Set a goal that by 2025 will focus on hotels and all affiliated resorts Accredited with international eco-friendly hotel standards and will end the service of disposable plastic entirely. All of which underscore the sustainability of hotel management in the environment (25).

5. RESULT

Service innovation is a concept that responds to the creative economy. By focusing on the process of delivering services to customers smoothly and efficiently. Create competitiveness and create customer satisfaction. Therefore, the need for innovation in hotel services. It is another strategy that increases competitiveness in another way. and moreover, in the present situation All over the world, they pay attention to the conservation of natural resources and the environment. Optimal use of resources Reduce excessive use of resources and to preserve the diversity of nature, society and culture, hotel businesses have to adapt. Develop a management system accordingly. And effective as well, such as sending information online. Presenting new promotions to customers online Reservations for the use of various facilities through the application Increase communication channels with customers through social media channels. To be an innovative, sustainable environmentally friendly service in the future

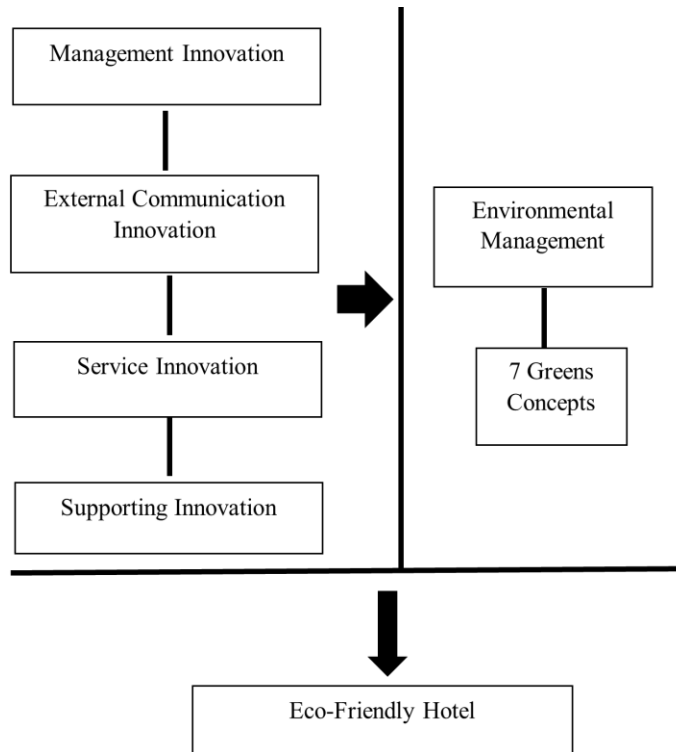


Fig.3 Model of Service Innovation of Eco-Friendly Hotel in Thailand.

6. RECOMMENDATIONS

1. From the study of environmental policies and measures related to services Environmentally friendly hotel management believes that environmental conservation in the hotel business can "lower costs" in the production of goods and services and increase the competitiveness of the hotel business. "Value-added" and "Differentiate" to products and services to stimulate "Satisfaction" to customers and the important issue is "Conserving the environment", resulting in hotel operators to focus on setting environmental policies. and find practical ways to reduce costs while taking care of the environment Promote changes in the hotel business in a direction that is beneficial to the environment in the future.
2. The presentation of service innovations for application in environmentally friendly hotel management consists of 4 aspects: 1) management innovation 2) external communication innovation 3) service innovation 4) supporting innovation. Which must be developed in parallel with the 7 Green concepts to be used to manage hotels that are environmentally friendly for sustainable and efficient development.
3. A study of the situation of the hotel business both globally and nationally to analyze the situation in setting clear business goals Determine the organization's specific management strategies in terms of policy, direction, monitoring and evaluation. solving environmental management problems in the organization to develop a good environment-friendly hotel and service business model in the hospitality industry.

7. CONCLUSION

Implementing service innovations in hotel business operations This is to create competitive potential. and make a difference for the business which in the current situation saving the world make hotel business must return to focus on the development of service innovations in hotels coupled with environmentally friendly service coupled with tourists using the current service There is a growing demand for eco-friendly hotels. It looks at the service coverage in all aspects such as resource management, customer safety, environmental responsibility, energy saving, as well as social, cultural, and economic awareness of the local community. Developing innovative services for eco-friendly hotel businesses Able to perform and operate the actual hotel properly and can be extended to create a network of services that are environmentally friendly, sustainable, and efficient that do not cause environmental problems in the future. There are guidelines for service innovation management, consisting of 4 aspects: 1) management innovation 2) external communication innovation 3) service scope innovation 4) supporting innovation It is implemented in tandem with the hotel business environmental policy and the 7 Green concept, resulting in the conservation and rational use of resources, reducing consumption and overuse of resources, reducing waste generation, preserving and promoting Diversity of nature, society and culture. However, operating an environmentally friendly hotel business Operators must have clear goals for hotels. should have good management by emphasizing the quality of products and services to be competitive, can create a good image for the hotel. and add psychological value to hotel guests that has taken action to conserve the environment and society of hotel operators and other related services.

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