

**EFFECTS OF LEARNING ORIENTATION ON INNOVATION ADVANTAGE AND FIRM SUSTAINABILITY:  
AN EMPIRICAL INVESTIGATION OF EXPORTING FURNITURES BUSINESS IN THAILAND**

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**ABSTRACT**

The purpose in this study is to investigate the effect of learning orientation on innovation advantage and firm sustainability via a moderating effect of team effectiveness and competitive intensity. Exporting furniture business in Thailand as sample and questionnaires are used as a tool. Results show that learning orientation has a significant positive with innovation advantage and firm sustainability. For moderating effect, team effectiveness moderates the relationship between learning orientation and innovation advantage. For the relationship between innovation advantage and firm sustainability by use competitive intensity is moderating effect. Theoretical and managerial contributions are provided. Conclusion and suggestion for future research are presented.

Keywords: *Learning Orientation, Innovation Advantage, Firm Sustainability, Team Effectiveness, Competitive Intensity*