

**EFFECT OF KNOWLEDGE MANAGEMENT CAPABILITY ON FIRM PERFORMANCE OF SPA  
BUSINESSES IN THAILAND VIA ENVIRONMENTAL MUNIFICENCE AS A MODERATOR**

Nikorn Yasamorn, Institute of Physical Education Mahasarakham Campus, Thailand

[dx.doi.org/10.18374/IJBS-13-2.2](https://doi.org/10.18374/IJBS-13-2.2)

**ABSTRACT**

This research examines the influence of knowledge management capability, organizational innovation, firm competitiveness, firm performance, and environmental munificence of Spa businesses in Thailand. Here, 84 Spa businesses in Thailand are the sample of the study. The results indicate that knowledge management capability is positively significant with organizational innovation and firm competitiveness. In addition, organizational innovation is positively significant with firm competitiveness. Likewise, the relationship between firm competitiveness and firm performance is positively significant. Interestingly, environmental munificence has a potential negative influence on both firm competitiveness and firm performance. Additionally, the potential discussion with the results is implemented in the study. Theoretical and managerial contributions are described. Conclusion, suggestions, and directions of the future are presented.

Keywords: *Knowledge Management Capability, Organizational Innovation, Firm Competitiveness, Firm Performance, Environmental Munificence*