

DYNAMIC LEARNING CAPABILITY AND FIRM SUSTAINABILITY: EVIDENCE FROM FOODS BUSINESSES IN THAILAND

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ABSTRACT

This study investigates the influences of dynamic learning capability (DLC) on new idea generation, operational improvement continuity, organizational value creation and stakeholder response effectiveness to firm sustainability. It tests whether transformational leadership is a moderator. Also, 121 foods businesses in Thailand were chosen as the sample of the study. The results indicate that DLC is partially supported for the hypotheses derived from the model, indicate that DLC affects new idea generation, operational improvement continuity, organizational value creation and stakeholder response lead to firm sustainability. Potential discussion of the research results is implemented. Theoretical and practical implications are clearly provided. Conclusion, suggestions, and directions for future research are effectively described.

Keywords: *Dynamic Learning Capability; Flexible Managerial Commitment; Continuous Experimentation; Aggressive Openness; Proactive Knowledge Transfer; New Idea Generation; Organizational Value Creation; Operational Improvement Continuity; Stakeholder Response Effectiveness; Firm Sustainability; Transformational leadership*