

*Conference Name: MBP 2025 Tokyo International Conference on Management & Business Practices, 21-22 January*

*Conference Dates: 21-Jan- 2025 to 22-Jan- 2025*

*Conference Venue: TKP Ichigaya Conference Center, Building 2F, 8 Ichigaya Hachiman-cho, Shinjuku-ku, Tokyo 162-0844*

*Appears in: PEOPLE: International Journal of Social Sciences (ISSN 2454-5899)*

*Publication year: 2025*

*Thanusak Loogsorn, 2025*

*Volume 2025, pp. 41-42*

*DOI- <https://doi.org/10.20319/icssh.2025.4142>*

*This paper can be cited as:Loogsorn. T. (2025). Causal Factors Affecting Business Model Innovation and Sustainable Performance Of Monthly Rental Apartments In Thailand. MBP 2025 Tokyo International Conference on Management & Business Practices, 21-22 January. Proceedings of Social Science and Humanities Research Association (SSHRA), 2025, 41-42.*

## **CAUSAL FACTORS AFFECTING BUSINESS MODEL INNOVATION AND SUSTAINABLE PERFORMANCE OF MONTHLY RENTAL APARTMENTS IN THAILAND**

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### **Abstract**

*This dissertation investigates the causal factors influencing business innovation models and sustainable performance in Thai apartments. The research aims to explore the impact of key factors, including green leadership, digital service transformation, and internal capabilities, on business innovation and sustainability. A comprehensive theoretical framework integrates these components using a systemic analysis that highlights the interconnections between each variable. Findings reveal that green leadership significantly enhances environmentally friendly practices and green innovation, while digital transformation improves operational efficiency and*

*competitive advantage. Internal capabilities foster ongoing innovation and sustainability, contributing to a business model responsive to market and environmental demands, leading to long-term sustainability. This study provides valuable insights for apartment entrepreneurs, academics, and researchers, supporting sustainable business practices in Thailand's real estate sector.*

**Keywords:**

Business Innovation Models, Green Leadership, Digital Service Transformation, Internal Capabilities, Sustainable Performance, Thai Apartment Industry