

ANSWER KEY FOR A Model for Sustainable Business

This model applies the principle of Sufficiency Economy to the contemporary business management principles as widely taught and practiced by Western companies as well as many Thai companies. It can be summarized in a chart as shown in Figure 1 below.

The model is explained by using layers of circles, starting with the innermost circle representing profit as the immediate goal of business, and surrounded with intermediate to longer and wider ranges of goals and stakeholders respectively, up to the outermost and longest goal of sustainable business management.