

TABLE OF CONTENTS

COVER	i
AUTHORIZATION	ii
STATEMENT OF AUTHENTICITY OF WRITTEN THESIS.....	iii
PREFACE	iv
TABLE OF CONTENTS.....	v
TABLE OF FIGURES	vii
LIST OF TABLES	viii
TABLE OF APPENDIX.....	ix
ABSTRACT.....	x
CHAPTER 1	1
INTRODUCTION	1
1.1. Background	1
1.2. Problem Statement	9
1.3. Research Questions	11
1.4. Research Objectives	12
1.5. Contribution of Research.....	12
1.6. Scope of Research	13
1.7. Writing Systems	14
CHAPTER 2	16
LITERATURE REVIEW.....	16
2.1 Sustainability Strategy.....	16
2.1.1 Stakeholder Engagement.....	17
2.1.2 Governance and Leadership.....	18
2.1.3 Strategic View	20
2.1.4 Economic, Environmental, Social Strategy (Triple Bottom Line)..	20
2.2 Research Framework.....	23
CHAPTER 3	25
RESEARCH METHOD.....	25
3.1 Research Design	25
3.2 Data Collection Method	25
3.2.1 Source of Data.....	26
3.2.2 Data Collection Process	28

3.3	Research Location	32
3.4	Research Instrument	33
3.5	Research Measurement.....	34
3.6	Analysis Method.....	35
3.7	Research Object.....	36
CHAPTER 4		42
RESEARCH RESULTS AND DISCUSSION		42
4.1	Sustainability Strategy Analysis.....	43
4.1.1	Stakeholder Engagement.....	49
4.1.2	Governance and Leadership	53
4.1.3	Strategic View	57
4.1.4	Economic Strategy	60
4.1.5	Environmental Strategy.....	64
4.1.6	Social Strategy	67
4.2	Discussion	70
CHAPTER 5		85
CONCLUSION AND SUGGESTION		85
5.1	Conclusion.....	85
5.2	Implication.....	88
5.3	Limitation of The Research.....	89
5.4	Recommendations	89
5.5	Further Research Direction	92
REFERENCES.....		94
APPENDIX		101