

## Abstract

The purpose of this research “Adversity Quotient, Entrepreneurial Orientation, Human capital and Success of Accommodation Business’s Entrepreneurs in 2004 Tsunami Disaster Area, Thailand<sup>1</sup>” are to study adversity quotient, entrepreneurial orientation, human capital and success of entrepreneurs in accommodation business in 2004 Tsunami disaster area, to study the patterns relations of all variables and to find the prediction equation to predict entrepreneurial success by adversity quotient, entrepreneurial orientation and human capital. The sample of this study were 112 entrepreneurs in accommodation business in 2004 Tsunami disaster area, started business after the disaster, considered successful in the business and still open now. The measurement tools used in this study were the adversity quotient questionnaire and the individual structured interview and questionnaire, measured entrepreneurial orientation, human capital and success.

For this study, I found that autonomy, innovativeness, risk taking, competitive aggressiveness, and achievement orientation positively correlated with success significantly but I do not found correlation between adversity quotient and success, and human capital and success. It was also found that innovativeness could predict the entrepreneurial success at 9.8 percent.

Otherwise, I found that innovativeness, risk taking, competitive aggressiveness, and stability and learning orientation correlated with control significantly. Stability and learning orientation correlated with reach and endurance and risk taking also correlated with endurance.

Finally, I do not found correlation between human capital and adversity quotient but found positive correlation between experience in management and innovativeness.

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