

## REFERENCES

- Abdelfattah, F., Salah, M., Dahleez, K., Darwazeh, R., & Al Halbusi, H. (2024). The future of competitive advantage in Oman: Integrating green product innovation, AI, and intellectual capital in business strategies. *International Journal of Innovation Studies*, 8(2), 154–171.
- Akhtar, N. (2023). Unlocking the potential: the impact of innovative capability on process, product, and market innovation and firm performance. *Marketing i Menedžment Inovacij*, 14(2), 19–33.
- Allam, S. (2016). The Impact of Artificial Intelligence on Innovation-An Exploratory Analysis. *Sudhir Allam, "The Impact of Artificial Intelligence on Innovation-An Exploratory Analysis", International Journal of Creative Research Thoughts (IJCRT), ISSN, 2320–2882.*
- Awa, H. O., Ojiabo, O. U., & Emecheta, B. C. (2015). Integrating TAM, TPB and TOE frameworks and expanding their characteristic constructs for e-commerce adoption by SMEs. *Journal of Science & Technology Policy Management*, 6(1), 76–94. <https://doi.org/10.1108/JSTPM-04-2014-0012>
- Babina, T., Fedyk, A., He, A., & Hodson, J. (2024). Artificial intelligence, firm growth, and product innovation. *Journal of Financial Economics*, 151, 103745.
- Barney, J. (1991). Firm Resources and Sustained Competitive Advantage. *Journal of Management*, 17(1), 99–120. <https://doi.org/10.1177/014920639101700108>
- Basri, W. S., & Alandejani, M. (2018). Technology Adoption Impact on E-business Transformation in Saudi SMEs: A Pilot Study. *Journal of King Saud University-Computer and Information Sciences*, 30(2), 254261.
- Bontis, N. (1998). Intellectual capital: an exploratory study that develops measures and models. *Management Decision*, 36(2), 63–76. <https://doi.org/10.1108/00251749810204142>
- BPS. (2021). *Indonesia's export value from January to November 2021*.
- Budiardjo, I. D., & Sugiarto, T. (2019). Knowledge Management in Family Businesses: A Study on Knowledge Sharing in Indonesian SMEs. *Journal of Knowledge Management Practice*, 20(3), 312–329.
- Creswell, J. W., & Poth, C. N. (2016). *Qualitative inquiry and research design: Choosing among five approaches*. Sage publications.
- Dalenogare, L. S., Benitez, G. B., Ayala, N. F., & Frank, A. G. (2018). The expected contribution of Industry 4.0 technologies for industrial performance. *International Journal of Production Economics*, 204, 383–394. <https://doi.org/10.1016/j.ijpe.2018.08.019>
- Dalkir, K. (2013). *Knowledge management in theory and practice*. routledge.

- de Bem Machado, A., Secinaro, S., Calandra, D., & Lanzalonga, F. (2022). Knowledge management and digital transformation for Industry 4.0: a structured literature review. *Knowledge Management Research & Practice*, 20(2), 320–338. <https://doi.org/10.1080/14778238.2021.2015261>
- Donate, M. J., & Sánchez de Pablo, J. D. (2015). The role of knowledge-oriented leadership in knowledge management practices and innovation. *Journal of Business Research*, 68(2), 360–370. <https://doi.org/10.1016/j.jbusres.2014.06.022>
- Edvinsson, L., & Sullivan, P. (1996). Developing a model for managing intellectual capital. *European Management Journal*, 14(4), 356–364. [https://doi.org/10.1016/0263-2373\(96\)00022-9](https://doi.org/10.1016/0263-2373(96)00022-9)
- El Sawy, O. A., & Pavlou, P. A. (2008). IT-enabled business capabilities for turbulent environments. *MIS Quarterly Executive* (2008), 7(3), 139–150.
- Esterberg, K. (2002). Qualitative methods in social research. *McGraw Hill, Boston*.
- Eveland, J., & Tornatzky, L. G. (1990). *Technological Innovation as a Process* (pp. 27–50).
- Felin, T., & Powell, T. C. (2016). Designing Organizations for Dynamic Capabilities. *California Management Review*, 58(4), 78–96. <https://doi.org/10.1525/cm.2016.58.4.78>
- Fred D. Davis, Jr. (1996). *A technology acceptance model for empirically testing new end-user information systems Theory and results*.
- Füller, J., Hutter, K., Wahl, J., Bilgram, V., & Tekic, Z. (2022). How AI revolutionizes innovation management—Perceptions and implementation preferences of AI-based innovators. *Technological Forecasting and Social Change*, 178, 121598.
- Geert H. Hofstede. (2003). Culture's consequences: Comparing values, behaviors, institutions, and organizations across nations. *Behaviour Research and Therapy*, 41(7), 861–862. [https://doi.org/10.1016/S0005-7967\(02\)00184-5](https://doi.org/10.1016/S0005-7967(02)00184-5)
- Grant, R. M. (1996). Toward a knowledge-based theory of the firm. *Strategic Management Journal*, 17(S2), 109–122. <https://doi.org/10.1002/smj.4250171110>
- Gunday, G., Ulusoy, G., Kilic, K., & Alpkan, L. (2011). Effects of innovation types on firm performance. *International Journal of Production Economics*, 133(2), 662–676. <https://doi.org/10.1016/j.ijpe.2011.05.014>
- Handayani, N. U. (2020). *Changing business behavior patterns and social relationships in the digital era*.
- Hardyanto, R. H. (2017). KONSEP INTERNET OF THINGS PADA PEMBELAJARAN BERBASIS WEB. *Jurnal Dinamika Informatika*, 6(1).
- Hidayat, R., & Shidiq, A. (2020). Building a Collaborative Culture in Indonesian Startups. *Indonesian Journal of Innovation and Business*, 12(4), 45–58.

- Huang, M.-H., & Rust, R. T. (2018). Artificial Intelligence in Service. *Journal of Service Research*, 21(2), 155–172. <https://doi.org/10.1177/1094670517752459>
- Ikujiro Nonaka, H. T. (1995). *The Knowledge-Creating Company-Ikujiro Nonaka*. Hirotaka Takeuchi-Oxford University Press.
- Khalique, M., Abdul Nassir Shaari, J., Md. Isa, A. H., & Ageel, A. (2011). Role of Intellectual Capital on the Organizational Performance of Electrical and Electronic SMEs in Pakistan. *International Journal of Business and Management*, 6(9). <https://doi.org/10.5539/ijbm.v6n9p253>
- Kozak, M. (2011). Strategic approach to intellectual capital development in regions. *International Journal of Learning and Intellectual Capital*, 8(1), 76. <https://doi.org/10.1504/IJLIC.2011.037360>
- Li, G. (2022). Research on the relationships between knowledge-based dynamic capabilities, organizational agility, and firm performance. *Journal of Risk and Financial Management*, 15(12), 606.
- Lian, J. (2019). *The impact of digital technology development in Indonesia*.
- Liem, C. (2020). Innovation in Indonesian Technology Startups. *Asia Pacific Journal of Innovation and Entrepreneurship*, 14(2), 147-160.
- McKinsey&Company. (2020). *The digital archipelago: How online commerce is driving Indonesia's economic development*.
- Migdadi, M. M. (2020). Knowledge management, customer relationship management and innovation capabilities. *Journal of Business & Industrial Marketing*, 36(1), 111–124.
- Mills, A. M., & Smith, T. A. (2011). Knowledge management and organizational performance: a decomposed view. *Journal of Knowledge Management*, 15(1), 156–171. <https://doi.org/10.1108/13673271111108756>
- Ministry of Indonesia. (2020). *Making Indonesia 4.0*.
- Mohamad, M. S. , Al Mamun, A. , & Ahmad, G. B. (2022). The influence of technological orientation, innovation capabilities, and sustainable product innovation on SMEs' sustainable competitive advantage. . *Journal of Cleaner Production*.
- Moleong, L. J. (2007). *Metodologi Penelitian Kualitatif*. . PT Remaja Rosdakarya.
- Muhammad Zafeer Shahid, B., Li, G., Zafeer Shahid α, M., & Li σ, G. (2019). *Impact of Artificial Intelligence in Marketing: A Perspective of Marketing Professionals of Pakistan*.
- Neely, A. (2007). *Business performance measurement: Unifying theories and integrating practice, second edition*. <https://doi.org/10.1017/CBO9780511488481>

- Ngo, T. M., Le, T. H. T., & Tran, Y. T. B. (2022). Innovation and firm performance: Is R&D worth it? An empirical case of Vietnam enterprises. *Science & Technology Development Journal: Economics-Law & Management*, 6(1), 2039–2050.
- Ode, E., Rigby, J., & Proudlove, N. (2017). How knowledge management processes increase customer value and firm performance through value co-creation. *Available at SSRN 3148453*.
- OECD/ERIA. (2018). *SME Policy Index: ASEAN 2018*. OECD.  
<https://doi.org/10.1787/9789264305328-en>
- Potočan, V., Mulej, M., & Nedelko, Z. (2021). Society 5.0: balancing of Industry 4.0, economic advancement and social problems. *Kybernetes*, 50(3), 794–811.  
<https://doi.org/10.1108/K-12-2019-0858>
- Prem, E. (2019). Artificial intelligence for innovation in Austria. *Technology Innovation Management Review*, 9(12).
- Purwandani, E., & Tan, J. D. (2019). The Impact of Transformational Leadership on Innovation Capability: The Role of Cultural Intelligence as Mediation and Open Innovation as Moderation. *Journal of Entrepreneurship Education*, 22(4).
- PWC. (2021). *The Future of Banking is Open: How to Seize the Open Banking Opportunity*.
- Rahayu, R., & Day, J. (2017). E-commerce adoption by SMEs in developing countries: evidence from Indonesia. *Eurasian Business Review*, 7(1), 25–41.  
<https://doi.org/10.1007/s40821-016-0044-6>
- Ressin, M. (2022). Product Innovation Paradigm of Modern Entrepreneurship. *Quality Innovation Prosperity*, 26(3), 190–209.
- Rogers, E. M. (1995). *Diffusion of innovations*. Free Press.
- Sarwoko, E. (2021). Documenting Best Practices in Indonesian SMEs. *International Journal of Business and Management*, 16(1), 99–112.
- Schilling, M. A. (2017). *Strategic Management of Technological Innovation, Fourth Edition*.
- Srivastava, R. K., Fahey, L., & Christensen, H. K. (2001). The resource-based view and marketing: The role of market-based assets in gaining competitive advantage. *Journal of Management*, 27(6), 777–802.  
<https://doi.org/10.1177/014920630102700610>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung : Alfabet.
- Teece, D. J. (2007). Explicating Dynamic Capabilities: The Nature and Microfoundations of (Sustainable) Enterprise Performance. *Strategic Management Journal*, 28(13), 1319–1350. <http://www.jstor.org/stable/20141992>

- Teece, D. J., Pisano, G., & Shuen, A. (1997). Dynamic Capabilities and Strategic Management. In *Strategic Management Journal* (Vol. 18, Issue 7).
- Temasek, Bain & Company, & Google. (2020). *e-Conomy SEA 2020*.
- Tidd, J., & Bessant, J. (2018). *Managing Innovation Integrating Technological, Market and Organizational Change Sixth Edition*.
- Tidd, J., & Bessant, J. (2021). *Managing Innovation Integrating Technological, Market and Organizational Change*.
- Unilever Indonesia. (2021). *Unilever Annual Report 2020*.
- Wamba-Taguimdje, S.-L., Wamba, S. F., Kamdjoug, J. R. K., & Wanko, C. E. T. (2020). Influence of artificial intelligence (AI) on firm performance: the business value of AI-based transformation projects. *Business Process Management Journal*, 26(7), 1893–1924.
- Zhang, C. Q., & Wu, X. B. (2012). How dose product innovation help new firm growth: The moderating effects of knowledge from demand side and business environment. *2012 IEEE International Conference on Industrial Engineering and Engineering Management*, 563–567.

