

## DAFTAR PUSTAKA

- Aditiya, I. M. (2023). *Nilai Ekspor Negara-Negara ASEAN 2022*. GoodStats. <https://goodstats.id/infographic/nilai-ekspor-negara-negara-asean-2022-siapa-yang-paling-tinggi-eKWv1>
- Al-Khawaldah, R. A., Al-Zoubi, W. K., Alshaer, S. A., Almarshad, M. N., Alshalabi, F. S., Altahrawi, M. H., & Al-Hawary, S. I. (2022). Green supply chain management and competitive advantage: The mediating role of organizational ambidexterity. *Uncertain Supply Chain Management*, *10*(3), 961–972. <https://doi.org/10.5267/j.uscm.2022.2.017>
- Albort-Morant, G., Leal-Millán, A., & Cepeda-Carrión, G. (2016). The antecedents of green innovation performance: A model of learning and capabilities. *Journal of Business Research*, *69*(11), 4912–4917. <https://doi.org/10.1016/j.jbusres.2016.04.052>
- Alshanty, A. M., & Emeagwali, O. L. (2019). Market-sensing capability, knowledge creation and innovation: The moderating role of entrepreneurial-orientation. *Journal of Innovation and Knowledge*, *4*(3), 171–178. <https://doi.org/10.1016/j.jik.2019.02.002>
- Ardyan, E. (2016). Market sensing capability and SMEs performance: The mediating role of product Innovativeness Success. *DLSU Business and Economics Review*, *25*(2), 79–97.
- Aunyawong, W., Waiyawuththanapoom, P., Thitart, P., Kerdpitak, C., Vaiyavuth, R., Sritapanya, K., & Shaharudin, M. R. (2024). The effect of green supply chain management practices on performances of herb manufacturers in Thailand. *Uncertain Supply Chain Management*, *12*(1), 417–424. <https://doi.org/10.5267/j.uscm.2023.9.010>
- Banham, H. C., & College, O. (2010). For Small And Medium Enterprises ( SMEs ). *Journal of Business Economics Research*, *8*(10), 19–26.
- Barney, J. (1991a). Barney\_1991\_RBV.pdf. In *Journal of Management* (Vol. 17, Issue 1, pp. 99–120).
- Barney, J. (1991b). Firm Resources and Sustained Competitive Advantage. *Journal of Management*, *17*(1), 99–120. <https://doi.org/10.1177/014920639101700108>
- Bashir, M., Naqshbandi, M. M., & Yousaf, A. (2023). Impact of managerial skills and ties on business model innovation: the role of exploitative and explorative learning. *Leadership and Organization Development Journal*, *44*(2), 240–259. <https://doi.org/10.1108/LODJ-10-2021-0441>
- Chatterjee, S., Chaudhuri, R., & Vrontis, D. (2024). Examining the marketing performance of the firms from an international dynamic marketing capability perspective: moderating role of marketing leadership team. *International Marketing Review*, *41*(1), 138–161. <https://doi.org/10.1108/IMR-05-2022->

0107

- Cui, R., Wang, J., Xue, Y., & Liang, H. (2020). Interorganizational learning, green knowledge integration capability and green innovation. *European Journal of Innovation Management*, 24(4), 1292–1314. <https://doi.org/10.1108/EJIM-11-2019-0325>
- Danneels, E., & Sethi, R. (2011). *New Product Exploration Under Environmental Turbulence*. 22(4), 1026–1039. <https://www.jstor.org/stable/20868909>
- David, F. R., & David, F. R. (2017). Strategic management (A Competitive Advantage Approach, Concepts and Cases). In *Pearson Education* (6th ed.).
- de Moura, G. B., & Saroli, L. G. (2021). Sustainable value chain management based on dynamic capabilities in small and medium-sized enterprises (SMEs). *International Journal of Logistics Management*, 32(1), 168–189. <https://doi.org/10.1108/IJLM-01-2020-0044>
- Dheeraj, N., & Vishal, N. (2012). An Overview of Green Supply Chain Management in India. *Research Journal of Recent Sciences*, 1(6), 77–82. <https://doi.org/10.4324/9781351278683>
- Dias, A. L., & Lages, L. F. (2021). Measuring market-sensing capabilities for new product development success. *Journal of Small Business and Enterprise Development*, 28(7), 1012–1034. <https://doi.org/10.1108/JSBED-07-2019-0216>
- Farida, I., & Setiawan, D. (2022). Business strategies and competitive advantage: the role of performance and innovation. *Jurnal of Open Innovation: Technology, Market, and Complexity*, 8(2), 201–226. <https://doi.org/10.3390/joitmc8030163>
- Finn, M. G. (2000). Perfect Competition and the Effects of Energy Price Increases on Economic Activity. *Journal of Money, Credit and Banking*, 32(3), 400. <https://doi.org/10.2307/2601172>
- Fraj, E., Matute, J., & Melero, I. (2015). Environmental strategies and organizational competitiveness in the hotel industry: The role of learning and innovation as determinants of environmental success. *Tourism Management*, 46, 30–42. <https://doi.org/10.1016/j.tourman.2014.05.009>
- Ghozali, I. (2011). *Aplikasi Analisis Multivariante Dengan Program IBM SPSS 19* (5th ed.). Universitas Diponegoro.
- Grant, R. M. (1996). Toward a knowledge-based theory of the firm. *Strategic Management Journal*, 17(8), 109–122. <https://doi.org/10.1136/bjo.84.8.877>
- Green, K. W., Toms, L. C., & Clark, J. (2015). Impact of market orientation on environmental sustainability strategy. *Management Research Review*, 38(2), 217–238. <https://doi.org/10.1108/MRR-10-2013-0240>
- Heiets, I., Oleshko, T., & Leshchinsky, O. (2023). *Application of Game Theory to*

*Business Strategy*. <https://doi.org/10.5772/intechopen.111790>

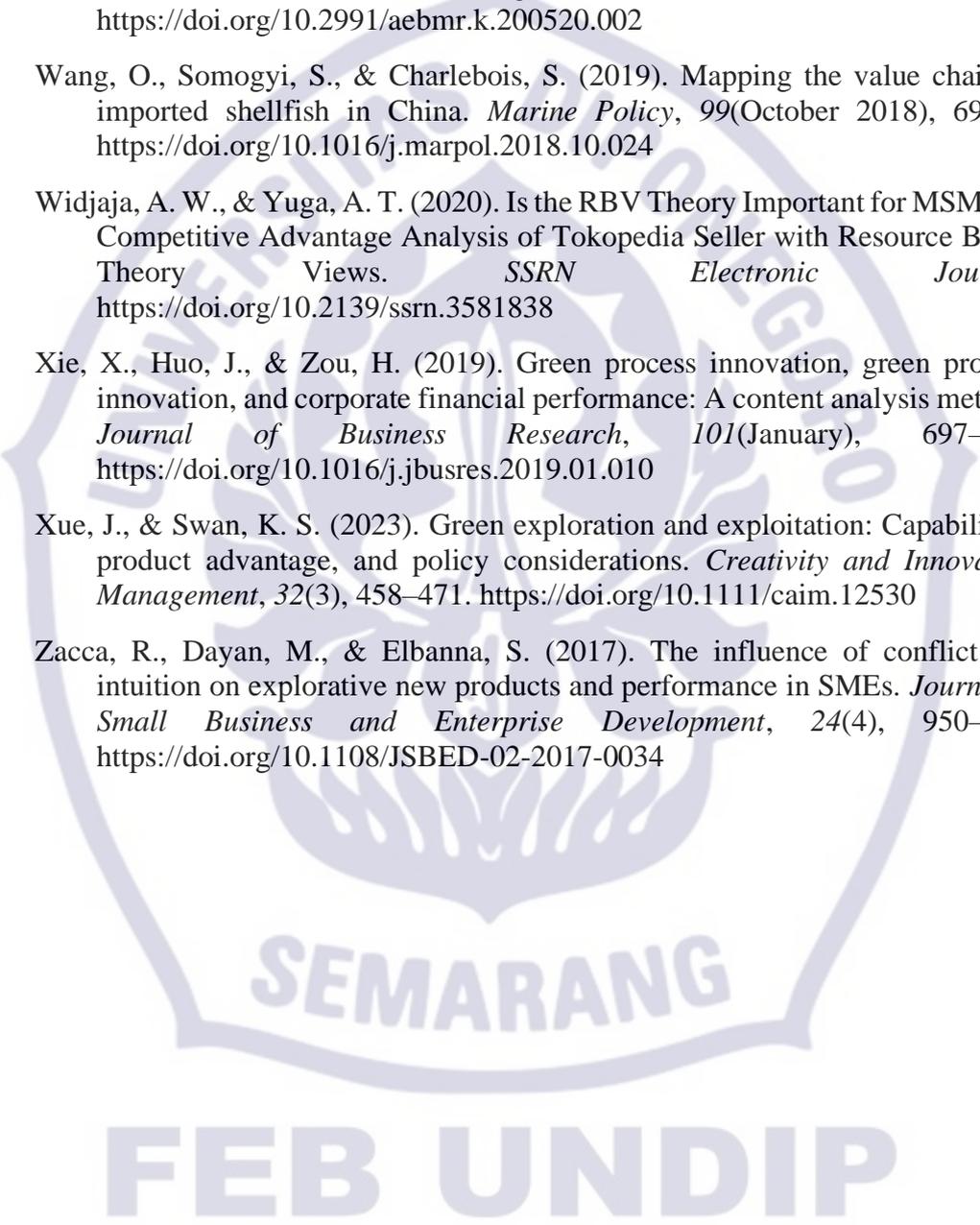
- Hoque, M. T., Ahammad, M. F., Tzokas, N., & Gabay, G. (2020). Dimensions of dynamic marketing capability and export performance. *Journal of Knowledge Management*, 25(5), 1219–1240. <https://doi.org/10.1108/JKM-09-2019-0482>
- Huang, X., Tan, B. L., & Ding, X. (2015). An exploratory survey of green supply chain management in Chinese manufacturing small and medium-sized enterprises pressures and drivers. *Journal of Manufacturing Technology Management*, 26(1), 80–103. <https://doi.org/10.1108/JMTM-05-2012-0053>
- Hunt, S. D., & Morgan, R. M. (1996). Resource-Advantage Theory of Competition : Dynamics, Path Dependencies, and Evolutionary Dimensions. *Journal of Marketing*, 60(4), 107–114. <http://www.jstor.org/stable/1251905>
- Ibeh, K. I. N., & Young, S. (2001). Exporting as an entrepreneurial act - An empirical study of Nigerian firms. *European Journal of Marketing*, 35(5/6), 566–586. <https://doi.org/10.1108/03090560110388114>
- KEMENDAG RI. (2024). *EXPORT COACHING PROGRAM*. Kementerian Perdagangan RI. <https://ppejp.kemendag.go.id/site/home>
- Kemenko Perekonomian. (2023). *Dorong UMKM Naik Kelas dan Go Export, Pemerintah Siapkan Ekosistem Pembiayaan yang Terintegrasi*. KEMENTERIAN KOORDINATOR BIDANG PEREKONOMIAN REPUBLIK INDONESIA. <https://www.ekon.go.id/publikasi/detail/5318/dorong-umkm-naik-kelas-dan-go-export-pemerintah-siapkan-ekosistem-pembiayaan-yang-terintegrasi>
- Khalid, S. (2020). Explorative and exploitative strategies and export performance: The moderating effects of entrepreneurial orientation. *Journal of Research in Marketing and Entrepreneurship*, 22(1), 21–36. <https://doi.org/10.1108/JRME-01-2018-0004>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson. <https://books.google.co.id/books?id=UbfwtwEACAAJ>
- Lavrov, V. (1999). Russia&colon; The Fraudsters' Craftsmanship. *Journal of Money Laundering Control*, 3(1), 94–95. <https://doi.org/10.1108/eb027216>
- Levitt, T. (1980). Marketing success through differentiation - of anything. *Havard Business Review*, January-February, 1–9.
- Likoum, S. W. B., Shamout, M. D., Harazneh, I., & Abubakar, A. M. (2020). Market-Sensing Capability, Innovativeness, Brand Management Systems, Market Dynamism, Competitive Intensity, and Performance: an Integrative Review. *Journal of the Knowledge Economy*, 11(2), 593–613. <https://doi.org/10.1007/s13132-018-0561-x>

- Luu, D. T. (2023). Internationalisation, knowledge intensity, adaptive culture and absorptive capacity: a strategic entrepreneurship enabling logic for export firms. *Journal of Small Business and Enterprise Development*, 30(2), 390–418. <https://doi.org/10.1108/JSBED-06-2022-0288>
- Maksimov, V., & Luo, Y. (2021). International springboard as an entrepreneurial act. *Journal of World Business*, 56(3), 101176. <https://doi.org/10.1016/j.jwb.2020.101176>
- Morgan, N. A., Slotegraaf, R. J., & Vorhies, D. W. (2009). Linking marketing capabilities with profit growth. *International Journal of Research in Marketing*, 26(4), 284–293. <https://doi.org/10.1016/j.ijresmar.2009.06.005>
- Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust Theory of. *Journal of Marketing*, 58(July), 20–38. <https://journals.sagepub.com/doi/full/10.1177/002224299405800302>
- Mostafiz, M. I., Sambasivan, M., & Goh, S. K. (2020). The performance of export manufacturing firms: roles of international entrepreneurial capability and international opportunity recognition. *International Journal of Emerging Markets*, 16(8), 1813–1839. <https://doi.org/10.1108/IJOEM-09-2019-0732>
- Muna, N., Yasa, N. N. K., Ekawati, N. W., Wibawa, I. M. A., & Sri Subawa, N. (2023). Business network power as a process for enhancing firm performance: A perspective of RAToC. *Cogent Business and Management*, 10(2). <https://doi.org/10.1080/23311975.2023.2207620>
- Navarro-García, A., Schmidt, A. C. M., & Rey-Moreno, M. (2015). Antecedents and consequences of export entrepreneurship. *Journal of Business Research*, 68(7), 1532–1538. <https://doi.org/10.1016/j.jbusres.2015.01.047>
- Navarro-García, A., & Peris-Ortiz, M. (2015). New challenges in entrepreneurship and finance: Examining the prospects for sustainable business development, performance, innovation, and economic growth. *Export Entrepreneurship and Export Performance. A Resource and Competitive Perspective in: New Challenges in Entrepreneurship and Finance*, 1–278. <https://doi.org/10.1007/978-3-319-08888-4>
- Olavarrieta, S., & Friedmann, R. (2008). Market orientation, knowledge-related resources and firm performance. *Journal of Business Research*, 61(6), 623–630. <https://doi.org/10.1016/j.jbusres.2007.06.037>
- Perovic, Đ., Moric, I., Pekovic, S., Stanovic, T., Roblek, V., & Pejic Bach, M. (2018). The antecedents of tourist repeat visit intention: systemic approach. *Kybernetes*, 47(9), 1857–1871. <https://doi.org/10.1108/K-12-2017-0480>
- Porter, M. (1995). Competitive Advantage (Creating and Sustaining Superior Performance). In *Simon & Schutters Inc* (Vol. 18, Issue 2).
- Prodjo, W. A. (2024, August 25). Jadi Tulang Punggung Ekonomi Indonesia, Begini Tips Usaha Mikro agar Naik Kelas. *Kompas*.

<https://umkm.kompas.com/read/2024/08/25/170000983/jadi-tulang-punggung-ekonomi-indonesia-begini-tips-usaha-mikro-agar-naik-kelas>

- Radomska, J., Wołczek, P., & Szpulak, A. (2021). Injecting courage into strategy: the perspective of competitive advantage. *European Business Review*, 33(3), 505–534. <https://doi.org/10.1108/EBR-12-2019-0306>
- UU RI Nomor 20, 1 (2008).
- Ruivo, P., Oliveira, T., & Neto, M. (2015). Using resource-based view theory to assess the value of ERP commercial-packages in SMEs. *Computers in Industry*, 73, 105–116. <https://doi.org/10.1016/j.compind.2015.06.001>
- Santhosh, C. (2020). What affects the export entrepreneurship of SMEs? *Review of International Business and Strategy*, 30(2), 265–278. <https://doi.org/10.1108/RIBS-06-2019-0086>
- Santra, I. K., Batu, K. L., & Sampe, F. (2021). Export entrepreneurship and green product uniqueness orientation on export performance of Indonesian small and medium enterprises. *Management Science Letters*, 11, 587–594. <https://doi.org/10.5267/j.msl.2020.9.008>
- Schippers, M. C., West, M. A., & Dawson, J. F. (2015). Team Reflexivity and Innovation: The Moderating Role of Team Context. *Journal of Management*, 41(3), 769–788. <https://doi.org/10.1177/0149206312441210>
- Situmorang, T. P., Ferdinand, A. T., & Indriani, F. (2024). Preemptive Market Exploitability: Resource Advantage Theory of Competition Perspective. *Business: Theory and Practice*, 25(1), 252–262. <https://doi.org/10.3846/btp.2024.18627>
- Sulistiyono. (2012). Pemanasan Global (Global Warming) Dan Hubungannya Dengan Penggunaan Bahan Bakar Fosil. *Jurnal Forum Teknologi*, 2(2), 47–56. <http://ejurnal.ppsdmmigas.esdm.go.id/sp/index.php/swarapatra/article/view/60/49>
- Tarsakoo, P., & Charoensukmongkol, P. (2020). Dimensions of social media marketing capabilities and their contribution to business performance of firms in Thailand. *Journal of Asia Business Studies*, 14(4), 441–461. <https://doi.org/10.1108/JABS-07-2018-0204>
- Tinits, P., & Fey, C. F. (2022). The Effects of Timing and Order of Government Support Mechanisms for SME Exports. In *Management International Review* (Vol. 62, Issue 2). Springer Berlin Heidelberg. <https://doi.org/10.1007/s11575-022-00465-2>
- Tybout, J. R. (2000). Manufacturing Firms in Developing Countries: How Well Do They Do, and Why? *Journal of Economic Literature*, 38(1), 11–44. <https://doi.org/10.1257/jel.38.1.11>

- Wadud, M., Wahid, R. M., Hendarmin, R. R., Sulastri, Wahab, Z., & Widiyanti, M. (2020). *Sustainable Competitive Advantage in the Manufacturing Firms: The Effects of Planning Flexibility and Entrepreneurship with Business Environment as a Moderating Variable*. 142(Seabc 2019), 5–11. <https://doi.org/10.2991/aebmr.k.200520.002>
- Wang, O., Somogyi, S., & Charlebois, S. (2019). Mapping the value chain of imported shellfish in China. *Marine Policy*, 99(October 2018), 69–75. <https://doi.org/10.1016/j.marpol.2018.10.024>
- Widjaja, A. W., & Yuga, A. T. (2020). Is the RBV Theory Important for MSMEs?: Competitive Advantage Analysis of Tokopedia Seller with Resource Based Theory Views. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3581838>
- Xie, X., Huo, J., & Zou, H. (2019). Green process innovation, green product innovation, and corporate financial performance: A content analysis method. *Journal of Business Research*, 101(January), 697–706. <https://doi.org/10.1016/j.jbusres.2019.01.010>
- Xue, J., & Swan, K. S. (2023). Green exploration and exploitation: Capabilities, product advantage, and policy considerations. *Creativity and Innovation Management*, 32(3), 458–471. <https://doi.org/10.1111/caim.12530>
- Zacca, R., Dayan, M., & Elbanna, S. (2017). The influence of conflict and intuition on explorative new products and performance in SMEs. *Journal of Small Business and Enterprise Development*, 24(4), 950–970. <https://doi.org/10.1108/JSBED-02-2017-0034>



SEMARANG

FEB UNDIP