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THE TRANSFORMATIONAL LEADERSHIP AND TRUST TO DEVELOP DIGITALIZE EMERGING MARKET AND THE FINANCIAL PERFORMANCE HI-TECH MULTI-NATIONAL CORPORATION

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ABSTRACT

An among multi-national- firms have the misguide from the vision and missions on the heterogeneous-industrial, costly, less-information fail from the tight competitions, no-data supported and the radically inventions. This analysis would be investigating the research gap within the multi-national-hi-tech venture. The novelty research- result from the development of emerging market that more contribution on body of knowledge of the R-A theory, GST and the theory of the GOF, that with to develop within the analysis of industrial hi-tech firms. Moreover, the research method was using the predicted strategy in multivariate data analysis within an among the latent variables with the SmartPLS.

KEYWORDS: Transformational Leadership, Trust, Multi-National- firms, digitalize emerging market, financial performance.

1. INTRODUCTION

The determinant factors within digitalize market and financial performance on hi-tech national firms have some indicated as follow; less informational and costly, the digital- channel consumer engagement, the rigor competitions, provide some big data, weak leadership, the human resources, market oriented and incremental innovations that have been could be confirm result of wide research on the world (Graça, Barry, & Doney, 2016; Hau, Evangelista, & Thuy, 2013; Shelby, 2007) (Vivek, Beatty, & Morgan, 2012),(Hollebeek, 2012), (Harrigan, Evers, Miles, & Daly, 2017), (Bitter & Grabner-Kräuter, 2016), (Glińska-Neweś, Sudolska, Karwacki, & Górka, 2017; Haifen, Mengya, & Jingqin, 2017; J. Hamilton, 2009; Straker & Wrigley, 2016).

Moreover, an inquiry have the low-process of the impact to the financial performance and the meaning in the entire hi-tech national- firms as the result research from some scholars synthesis and contribution on body of knowledge, that some research gap that must be fulfill the novelty variables as the new models of the emerging market- based research within the customer trust as the moderating variables.(Bürkner & Lange, 2017; Darren, 2015; González, Rodríguez Gil, Martorell Cunill, &



Merigó Lindahl, 2016; Ho, Nguyen, Adhikari, Miles, & Bonney, 2017; Järvinen & Karjaluo, 2015; Lassala, Carmona, & Momparler, 2016; Straker & Wrigley, 2016; T. Thomas, 2015; Walmsley, 2016; W.-L. Wang, Malthouse, Calder, & Uzunoglu, 2017)

The objective of this study would be synthesis the new- research model to fulfilling the research gap between the role of human resources within customer value delivered and innovative behavior that supported by the newest technologies on the national- hi-tech firms to the digitalize e- market and its impact on the financial performance and the trust such as a moderating as a supporting variable within a new model. Furthermore, the focus of an intervening variables as digitalize emerging- market and incremental innovation within a synthesis of results base on the focused of value creation and the trust such as moderating impact to.(Demirkan & Spohrer, 2014; Geraerds, 2012; Järvinen & Karjaluo, 2015; Kianto, Sáenz, & Aramburu, 2017; Kim, Cavusgil, & Cavusgil, 2013; Landroquez, 2013; Li, 2010; Malik, Pereira, & Budhwar, 2017; Matošková & Směšná, 2017; Obal & Lancioni, 2013; Senichev, 2013; Stone, Deadrick, Lukaszewski, & Johnson, 2015; Walmsley, 2016; Xerri & Reid, 2017)

The human resources within the value creation on an among multi- national- hi-tech corporations have many strategic plan to enhance the financial performance, and radically inventions- competitively within good manage for winning the competition, the transformational leadership, the human resources- advantage and would pursue the good digitalized emerging market on among multi-national market for having the new- opportunity for the business within create unique value on among consumers. Moreover, the strategic choices have an important way to applied by managers for improvement firm performance within well transformational leadership within the consumer trust as the moderating latent variable. (R. T. Hamilton, 2011; Reid & Brady, 2012) (Poisson-de Haro & Bitektine, 2015; Z. Wang, Sharma, & Cao, 2016).

Hence, an entire multi- national hi-tech firms should have the digital customer engagement to create knowledge network for the relations between digital channel and an end-user, on the multi- national venture in the digitalize era to pursuing the financial performance and its effect within the trust as the moderating to make the strengthening impact.(Fang, Wang, & Chen, 2017; Ghosh & Wu, 2012; Gupta & Polonsky, 2014; Yu, Ramanathan, & Nath, 2013) (Anselmsson & Bondesson, 2015; Ben Aissa & Goaid, 2016; C. Roach, Ryman, & White, 2014; Takata, 2016)

2. Literature review and the Hypothesis

The study was inquiry the research- model on conducted within the contributions for the body of knowledge on R-A Theory, GST and GOF for the competitions and holistic, also for the contributions in develop of the management implications to make the strategies within entire multi- national firms.

Moreover, in this study within the R-A Theory, GST and GOF for pursuing the robust competitiveness advantage to affected the superior financial performance in multi-national hi-tech business.

The Resource- Comparative Advantage Theory, Theory of the growth of Firms in Industrial enterprise and the Contributions on Body of Knowledge

The Resources- comparative advantage theory have some knowledge about competition among venture in heterogeneous industries for long-run business development, and the sustainable competitive advantage should have as the foundation of the enterprise to planning the structures, bundles and provide the top-organization’s resources and it’s have smart- management winning the competitions for lung-run business within hybrid competitive strategy for achieving the financial performance.(Gabrielsson, Seppälä, & Gabrielsson, 2016; Shelby D. Hunt, 2013, 2015; Shelby D Hunt & Morgan, 1995; Zhao, Feng, & Wang, 2015)

The scholar was mentions to the grand theory to fulfill the research gap and its was make the contribution for the body of knowledge and gain the novelty result from the results of an empirical research as follow, the figure 1 below:

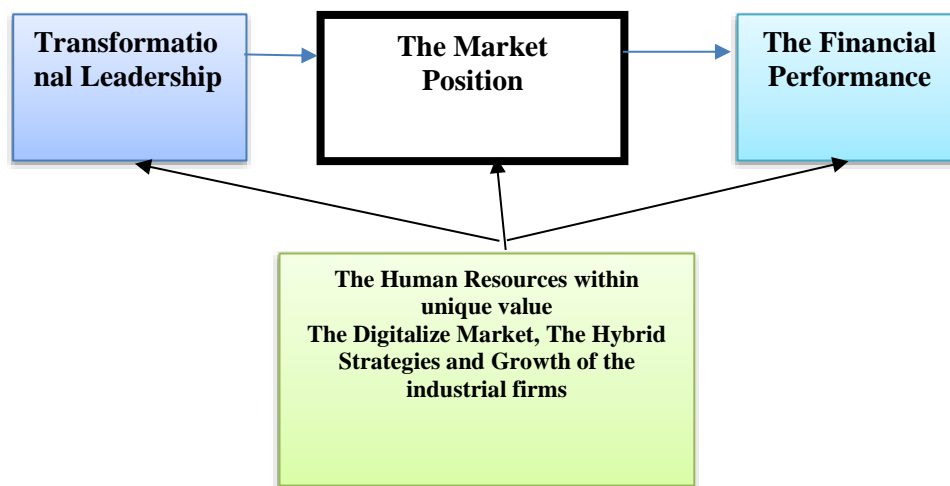


Figure 1. The R-A Theory and the industrial Firms and the Path to Contributions on Body of Knowledge

The Framework and Hypothesis

Indeed, the research framework of Superior- Financial Performance within Multinational-Corporations should have for development to fulfillment the research gap for finding the knowledge

to increase the superior- financial performance within heterogeneous industries and contributions for R-A Theory, GST and GOF in the body of knowledge within the management science (Shelby D. Hunt, 2013, 2015; Shelby D. Hunt & Arnett, 2006).

Moreover, the theory of the growth of firms in industrial hi-tech enterprise are could conducted to have the long-run business and sustainable and analysis of heterogeneously industries and economic functions, transformational leadership, consumer trust, an organizing human resource and other resource to gain the good profitability also deliver product with well administrative coordination and tight communication within among the industrial hi-tech firms. Hence, the market action, competitive advantage and performance should be based for making the action plan for run the sustainability business. (Castaño, Méndez, & Galindo, 2016; Demirkan & Spohrer, 2014; Kapferer, 2012; Torun & Çicekci, 2007).

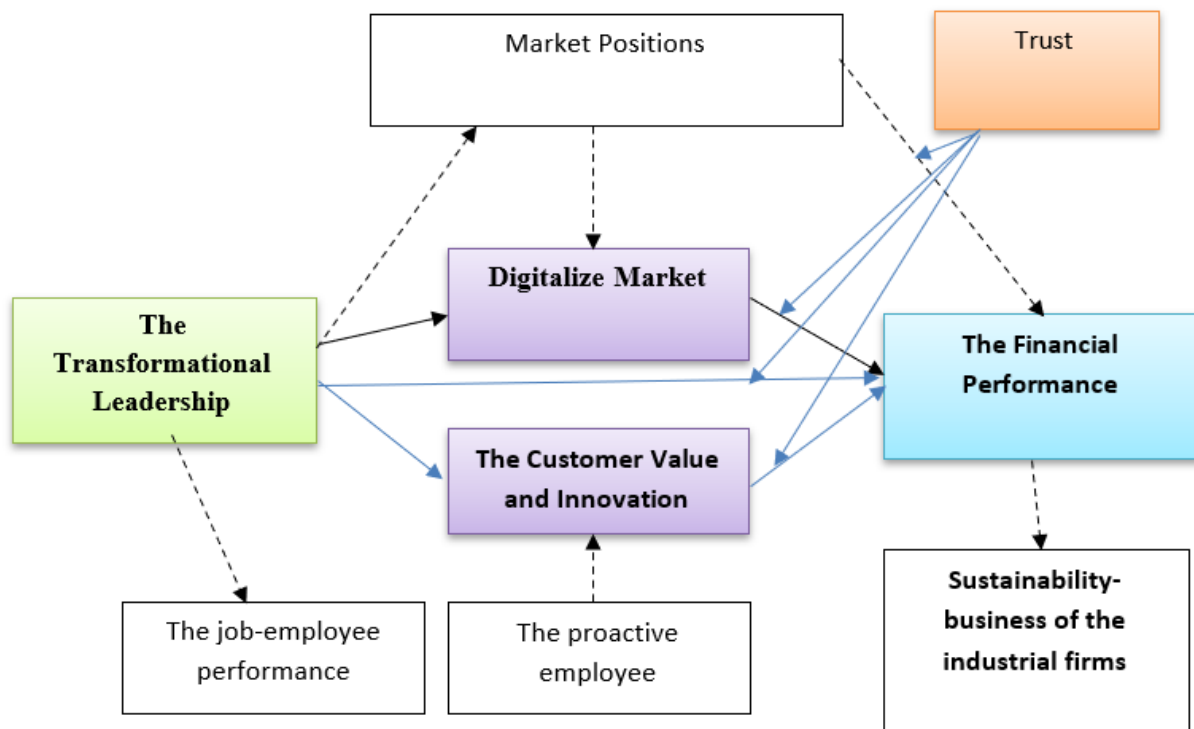


Fig.2. The Research Model enhancing the financial performance in Hi-Tec Corporate (Source: Develop from an Author- concept)



3. RESEARCH METHOD

The quantitatively method was conduct in this study with research design of the survey and the sample and data collection, the respondent in digital era as which participated that daily used the consumers good which have the newest technology- product within total sampling (Mathwick, Wagner, & Unni, 2010; E. Thomas, 2013). The data would be collected from in JABODETABEK industrial estate, which used the national- hi-tech product and in this study conducted within an area sampling that it selected by researcher within matching criteria (Sekaran U and Bougie R (2016).

Measurement of variables, the inquiry was conduct to the self-administered questionnaire of the rating scale for among latent variables and to make the response that they were use the newest technologies consumers goods (Sekaran U and Bougie R (2016). Moreover, the tools- instrument have the independently cross-sectional collected method and conducted with the rating scale as an interval data scale (1 to 10 very agree). Hence, the validity and reliability construct test that conducted with measurement model in structural equation modeling among variables (Hair, Black, Babin and Anderson, 2010).

4. Data analysis, The Model of Fitting and Hypothesis testing

The quantitative data analysis, the data analysis would conduct to the structural equation modeling, because entire the variables were latent characteristics within the smartPLS, as follow figure 3 such as first assessments data: The hypothesis in these inquiries the conceptual research model on figure 2 above, as follow:

H1. The transformational leadership is positively related to develop digitalize market and financial performance within industrial hi-tech firms.

H2. The develop digitalize market and customer value within industrial hi-tech firms is positively related to the superior financial performance conduct to the consumer trust as the moderating variable.

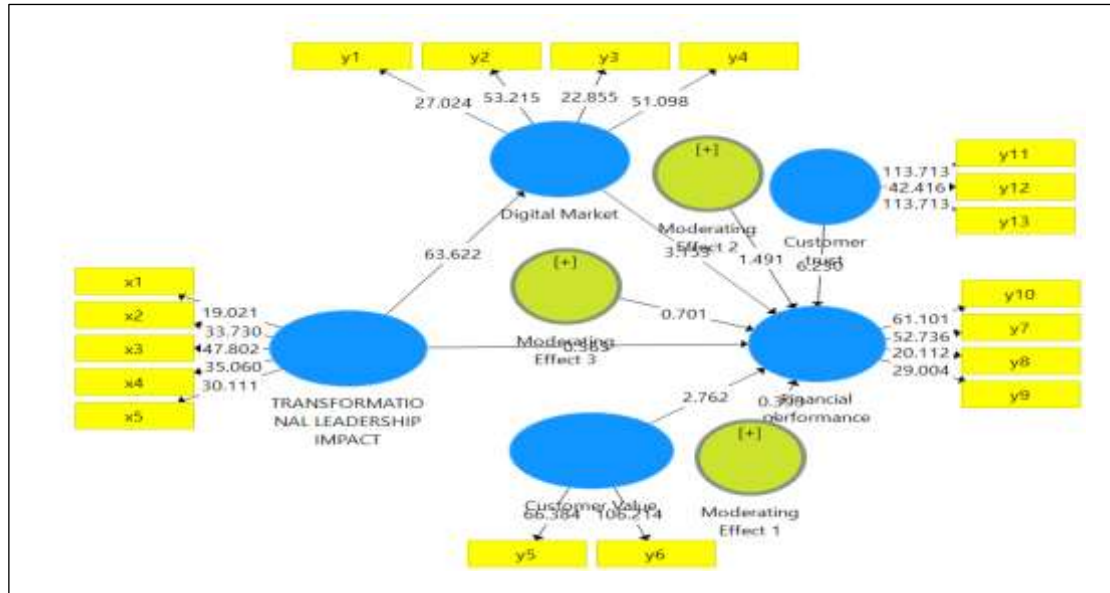


Fig.3. The Research Predicting New-Model enhancing the financial performance in Hi-Tec Corporate

Hence, the one step approach have pertains; the outer model use to validation and reliably assessments among parameter's and the structural hybrid full model as the inner model development and used the prediction strategies were conducted in this multivariate quantitative- data analysis, with a testing the validity and the reliability construct, also synthesis the fitting model and hypothesis proved (Susilo and Yulius, 2017). The research result would have for the data analysis pertain: the sensitivity analysis: the test indicated did not have the outlier and missing value that conducted with SPSS and the z value <2.50 and a univariate and multivariate of normality test. Hence, the Model of Fitting and Hypothesis testing, the goodness of fit research model could be analyzed within the indexed value. Moreover, the entire hypothesis confirmed was conducted with t value >2 and p value less than 0.05.

5. CONCLUSIONS AND RESEARCH CONTRIBUTION.

Conclusions, the research result will successfully to confirm among hypotheses, and the greatest value can find to pursue financial performance multi-national hi-tech corporations. The researcher hopes the fulfillment the research gap within the new research model to achieve the financial performance within superior categories. Research contribution, the research contributions were within 2 (two) area that pertain; first, the contributions for theoretical implications to the body of knowledge of the recourse advantage, market position and the financial performance of the multi-national hi-tech venture. Moreover, the conducted with R-A theory, GST and GOF as the explanations and predicted also the theory of the growth of the firm to the confirmatory for the attempt the financial performance that its



will investigate on the market- based research in management that it conduct the latent consumer trust as the moderating variable.

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