

# UNIVERSITAS PERSADA INDONESIA Y.A.I FAKULTAS EKONOMI DAN BISNIS

Kampus A : Jl. Diponegoro No. 74, Jakarta Pusat 10340, Indonesia Telp : (021) 3904858, 31936540 Fax : (021) 3150604

Jakarta, 2 Maret 2023

Nomor : 258/D/FEB UPI YAI/III/2023 Lampiran : -Hal : Surat Tugas Penulisan Jurnal

Kepada Yth :

Dr. Ir. Wilhelmus Harry Susilo, MM, IAI

Dosen Tetap Fakultas Ekonomi & Bisnis UPI Y.A.I Di – Tempat

Bersama ini kami menugaskan sebagai Penulis ke - 2 di *International Journal of Education, Business and Economics Research (IJEBER)* dengan Judul *IMPACT OF THE LEADERSHIP PRACTICES TO A MILLENNIAL EMPLOYEE IN THE STATE- OWNED ENTERPRISES: NEW CONCEPT MODEL PROPOSE TO EVOLVE THE MANAGEMENT SCIENCE BASE ON UPPER ECHELONS THEORY*. Vol. 3, Issue.2, Mar-Apr 2023, pp. 156-167

Diharapkan dapat memberikan laporan nya pada kami paling lambat 1(satu) Minggu setelah jurnal tersebut diterbitkan.

Demikian surat tugas ini dibuat untuk dapat dilaksanakan sebagaimana mestinya.

Hormat kami, Fakultas Ekonomi & Bishis UPI Y.A.I a Dr. Marhalinda, SE, MM Dekan

# International Journal of Education, Business and Economics Research (IJEBER)



ISSN: 2583-3006

Vol. 3, Issue.2, Mar-Apr 2023, pp. 156-167

To cite this article: Dian Prihatianto Pamungkas and Wilhelmus Hary Susilo (2023). Impact of The Leadership Practices to a Millennial Employee in The State- Owned Enterprises: New Concept Model Propose to Evolve the Management Science base on Upper Echelons Theory. International Journal of Education, Business and Economics Research (IJEBER) 3 (2): 156-167

#### IMPACT OF THE LEADERSHIP PRACTICES TO A MILLENNIAL EMPLOYEE IN THE STATE- OWNED ENTERPRISES: NEW CONCEPT MODEL PROPOSE TO EVOLVE THE MANAGEMENT SCIENCE BASE ON UPPER ECHELONS THEORY

#### Dian Prihatianto Pamungkas and Wilhelmus Hary Susilo \*

MAGISTER MANAGEMENT Program, FEB University of Persada Indonesia Y.A.I ORCID:000-0002-6758-1159, SCOPUS ID: 56539508300.

#### ABSTRACT

The State- Owned enterprises sometimes have some misguide from the vision and missions on the heterogeneous, no-data and newest inventions and VUCA condition. This study would be investigating the research gap within the role model of leaderships that it conducts to the well handling the millennial's employee to provide good productivities. The novelty research- result from the predicted new proposed model have the powerful research- model to pursue an employee productivities within an unique of an employee capability that more contribution on body of knowledge on theory of the theory of upper echelons that it's have integrated various fields within top managers supported within millennial's task. Hence, the research method was conduct using the predicted impact within the SmartPLS software. The scholars were hope make to contribution on the body of knowledge to the theory that conducted in this synthesis within thetrh State- Owned enterprises in Indonesia.

**KEYWORDS**: Role model, Inclusive leadership, the fostering of innovation, employee job performance.

© The Authors 2023 Published by International Journal of Education, Business and Economics Research (IJEBER) Published Online: Apr 2023 (https://ijeber.com/) This article is published under the Creative Commons Attribution (CC BY 4.0) license. Anyone may reproduce, distribute, translate and create derivative works of this article (for both commercial and non-commercial purposes), subject to full attribution to the original publication and authors. The full terms of this license may be seen at: http://creativecommons.org/licences/by/4.0/legalcode

# INTRODUCTION

The VUCA is related to the institution of a knowledge-based public organization continuously living in a volatile, uncertain, complex and ambiguous (VUCA) world. It's important to be able to focus on leadership behaviors that are critical to advancing innovation, achieving something

https://ijeber.com

©IJEBER

important in employee performance. (Verma, 2021)A reliable leadership model and perspective on the distant future based on a VUCA world is a renewal-based to a qualified modern business world and always focuses on the absolute scope, quality of management strategy of the State-Owned enterprises and economic costs can be a solution to overcome VUCA challenges. (Mathew, 2019; Worley & Jules, 2020)

Indeed, an analysis have the very misguide process of the impact to the millennials employee performance within source of employee capabilities and the meaning in an among the State-Owned enterprise's as the result research from many scientist synthesis and contribution to body of knowledge for the theory of the Upper echelons theory, that some research gap that must be fulfill the novelty variables as the new models of the human resources management research within the leadership.(Bürkner & Lange, 2017; Darren, 2015; González, Rodríguez Gil, Martorell Cunill, & Merigó Lindahl, 2016; Ho, Nguyen, Adhikari, Miles, & Bonney, 2017; Husain, Dayan, & Di Benedetto, 2016; Järvinen & Karjaluoto, 2015;)(Donkor et al., 2021a; Moss et al., 2007)

Furthermore, the objective of this analysis would be synthesis the new- research model to fulfilling the research gap between the role of leadership's style within its pursue on the productivity and millennial's employee performance.(Donkor et al., 2021b; Imhangbe et al., 2019; Syafii et al., 2015)Hence, the focus of an intervening variables as develop of resource of the fostering innovations within a synthesis of results to contribution on the body of knowledge to the theory of UE Theory.(Demirkan & Spohrer, 2014; Geraerdts, 2012; Järvinen & Karjaluoto, 2015; Kianto, Sáenz, & Aramburu, 2017; Kim, Cavusgil, & Cavusgil, 2013; Landroguez, 2013; Li, 2010; Malik, Pereira, & Budhwar, 2017; Matošková & Směšná, 2017)

Moreover, the strategic choices have done by managers for improvement to the employee productivities performance within a good human resources and well competencies. (Bravo, Matute, & Pina, 2015; Kang & Lam, 2016; Mullen, Kelloway, & Teed, 2017)(Poisson-de Haro & Bitektine, 2015; Z. Wang et al., 2016)(Aima, Susilo, Purwanto and Wiratih, 2015)(Çetin et al., 2012)

The Company applies the Human Capital Management approach method in managing human resources where this method focuses on improving the quality of human resources so as to increase human resource capacity in facing the demands of company growth, PT Pembangunan Perumahan (Persero) Tbk or commonly known as is one of the State-Owned Enterprises engaged in building planning and construction.(https://www.ptpp.co.id/human-capital/highlight, 1042023)

The millennials are the largest generation in today's work force and have challenged the traditional leadership by having different values and expectations from their leaders. Further, the communication, relationship-building and empowerment are some of the key components in millennials' preferred leadership styles. These are some key principles that guide what millennials are looking for in a leader; Mission-based role assignment, Acknowledgment of life outside of work, Attention as an individual, not a group and Encouragement to work toward something greater than themselves. The needs of millennials in the workplace are driven by the desire to find a life purpose and fulfillment. A business must align its mission to one that serves a bigger, life-changing purpose than merely selling a product or service to the market. Leaders must define each role

assigned to a millennial based on this mission in order for them to find fulfilments.(https://www.google.com/search?q=The+Leadership+Style+to+a+Millennial+Employee &oq=The+Leadership+Style+to+a+Millennial+Employee)

The good leaders should be able to look at among employee holistically and needs and concerns within an outside of work directly that it could impact their employee job performance. Moreover, to manage among millennials employee could pertain; know what motivates them, create a values-driven workplace, commit to diversity, equity, and inclusion. Understand how millennials prefer to work, provide plenty of feedback, adopt a flexible leadership style and don't only within assume. (Moorthy et al., 2021; Salau et al., 2018)

# 2. LITERATURE REVIEW AND HYPHOTESIS DEVELOPMENT

The scientist movement has in this synthesis was investigating the research- model to pursue the millennials employee performance on conducted within the contributions for the body of knowledge on the Upper Echelons' theory of the firm for the competitions and holistic, also for the contributions in develop of the management implications to make the strategies within entire the state-owned companies. Importantly, in this inquiry for attempted the robust competitiveness advantage to leads the superior employee performance in the venture to doing business for the long-run and sustainable.(Ekiyanto et al., n.d.-a)

# The Upper Echelons Theory and the Contributions on Body of Knowledge the Management Science

The organization structure and incremental innovation could improve of the well employee performance and the strategic approach on HR management and making subordinate within efficiently process to develop future action plan within the business development.(Ekiyanto et al., n.d.-b) The GST and Upper Echelons theory would help to knowing, evaluating, predicting and explaining the paradigm more to be precisions. Moreover, the R-A theory have some knowledge about competition entire firm in heterogeneous industries and the sustainable competitive advantage should have as the foundation of the corporations to create the best structures, bundles and provide the top-organization's resources and it's have smart- management within hybrid competitive strategy for achieving the employee performance within source of well employee capabilities.(Alisher Tohirovich, Changjoon, & Junghyun, 2017; Gabrielsson, Seppälä, & Gabrielsson, 2016; Shelby D. Hunt, 2013, 2015; Shelby D Hunt & Morgan, 1995; Krausert, 2017; Kumar & Yakhlef, 2016; Stan De et al., 2017; C.-J. Wang et al., 2014;

Future more, the six-practice leadership, perspective from Ashkenas and Manville (2019), state that the unique combining within practice leadership was has six characteristics such as follow figure 1 below:

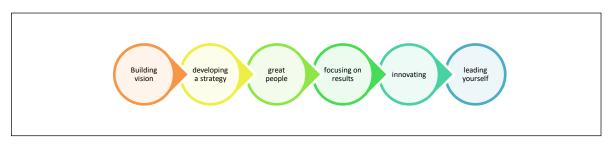


Figure 1. The six practice of Leadership

As a new form, the scholar was mentions to the grand theory UET to fulfill the research gap and its was make the contribution for the body of knowledge and gain the novelty the research result from an empirical research as follow, the figure 2 below(Ekiyanto et al., n.d.-a):

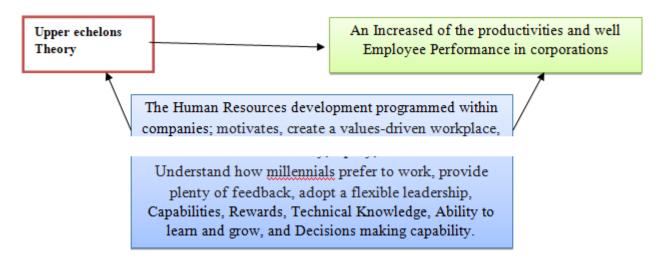
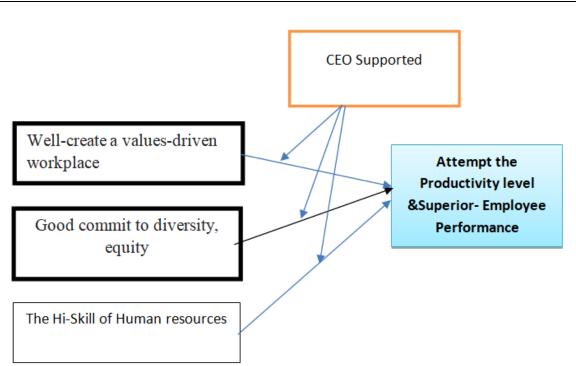


Figure 2. The Upper Echelons Theory and the Contributions on Body of Knowledge also to Evolve the Management Science

# The Framework and Hypothesis

Regarding, the research framework of increased- Employee Performance within national retailer-Corporations in Jakarta, Indonesia should be to develop for fulfillment the research gap for finding the knowledge to improvement the superior- employee performance that it conduct to the empirical study within the previously research.(Chiang & Birtch, 2010; Gupta, Singh, & Bhattacharya, 2017; Munir, Rahman, Malik, & Ma'amor, 2012). Moreover, the schemes of research- framework as follow figure 3, below:



**Figure.3.** The Research Model to Increase the productivity level & superior Employee Performance (Source: Develop from an Author)

The hypothesis in this study the conceptual research model, as follow:

H<sub>1</sub>: The antecedent's factors are positively related to the increased the productivity levels and superior employee performance.

# **3. RESEARCH METHOD**

In this study the research would conduct within the quantitative methods and the survey design. (Tuthill et al., 2020)Indeed, the respondent for this research conducted within total sampling and the employee many venture in Jakarta (Mathwick, Wagner, & Unni, 2010; E. Thomas, 2013). Hence, The survey was conduct within the self-administered questionnaire that uses the rating scale for among latent variables to make the response for increase the productivity levels and well employee performance.(Peng et al., 2020; Udin et al., 2022)(Sekaran and Bougie, 2016) Hence, 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 good).(Cluley et al., 2020; Dolnicar & Ring, 2014; Ekiyanto et al., n.d.-c; Mavhandu-Mudzusi et al., 2022; Ren et al., 2010).

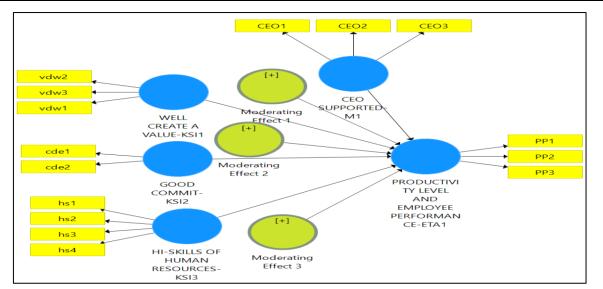


Figure 4. The SmartPLS Model to Increase the superior Employee Performance and base on the UET

(Source: Develop from an Author)

Furthermore, the first step was doing assessments of the validity and reliability the parameters and the construct test that conducted with outer- model conducts to the structural equation modeling among variables within the outer model testing, the second step should assessment of the hypotheses testing within the inner-model by assessments with the p-value< 0.05. (Hair, Black, Babin and Anderson, 2010)(Evermann & Tate, 2016)(Guerras-Martín et al., 2014; Wut et al., 2021)

# 4. DATA ANALYSIS

The business model data analysis would conduct to the structural equation modeling(the SmartPLS), because entire the five variables were identified latent characteristics.(Chang et al., 2016; Seduram et al., 2022) Moreover, the two step approach have pertains; outer-model and the structural hybrid full model such as the inner-model and used the predictive strategies were conducted in this multivariate data analysis, with a testing the validity and the reliability construct, also synthesis the hypothesis to predict.(Chang et al., 2016) (Susilo and Yulius, 2017). The research result could 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 an univariate and multivariate of normality test.(Chang et al., 2016)Hence, the entire hypothesis confirmed was conducted with t value >2 and the p-value < 0.05, within the level of significance research result was 95%.(Hair, Black, Babin and Anderson, 2010)(Evermann & Tate, 2016).

# 5. CONCLUSIONS AND RESEARCH CONTRIBUTION.

Importantly, our research result would successfully to predicted entire hypotheses, and the best value could be fined to increase of the productivity level and a superior employee performance. Hence, the scholar hopes the fulfillment the research gap within the new research model would effectively to achieve the hi- productivity level and an employee performance with the smart planning to develop HRM-program. (Hewagama et al., 2019)

Furthermore, the research contributions were within 2 (two) area that pertain; first, the contributions for theoretical implications to the body of knowledge of the recourses advantage in human resource strategic development. Moreover, the conducted with The Upper Echelons Theory as the explanations and predicted the relationship for the increased the productivity level and the employee performance that it will investigate on the basic research in management science such as the scientific approach. (Nguyen et al., 2021; Ramachandran et al., 2020)

# Acknowledgement

Thank you so much to the Business-Methods class and the New Expertise and Experience Learning Club, Faculty of Economic and Business, University of Persada Indonesia Y.A.I. To my colleague and students. To in Kind Workshops The NEW- E&EL CLUB LABORATORY FEB UPI Y.A.I team.

# **Declaration of conflicting interests**

The scholar declared no potential conflicts of interest with respect to the investigated, authorship, publication within this manuscript.

# ORCID: 000-0002-6758-1159, URL: orcid.org/0000-0002. And SCOPUS ID: 56539508300.

# REFERENCES

- Çetin, M., Karabay, M. E., & Efe, M. N. (2012). The Effects of Leadership Styles and the Communication Competency of Bank Managers on the Employee's Job Satisfaction: The Case of Turkish Banks. Procedia - Social and Behavioral Sciences, 58, 227–235. https://doi.org/10.1016/j.sbspro.2012.09.996
- Chang, S. E., Shen, W. C., & Liu, A. Y. (2016). Why mobile users trust smartphone social networking services? A PLS-SEM approach. Journal of Business Research, 69(11), 4890– 4895. https://doi.org/10.1016/j.jbusres.2016.04.048
- Cluley, R., Green, W., & Owen, R. (2020). The changing role of the marketing researcher in the age of digital technology: Practitioner perspectives on the digitization of marketing research. International Journal of Market Research, 62(1), 27–42. https://doi.org/10.1177/1470785319865129
- Dolnicar, S., & Ring, A. (2014). Tourism marketing research: Past, present and future. Annals of Tourism Research, 47, 31–47. https://doi.org/10.1016/j.annals.2014.03.008
- Donkor, F., Dongmei, Z., & Sekyere, I. (2021a). The Mediating Effects of Organizational Commitment on Leadership Styles and Employee Performance in SOEs in Ghana: A Structural Equation Modeling Analysis. SAGE Open, 11(2). https://doi.org/10.1177/21582440211008894
- Donkor, F., Dongmei, Z., & Sekyere, I. (2021b). The Mediating Effects of Organizational Commitment on Leadership Styles and Employee Performance in SOEs in Ghana: A Structural Equation Modeling Analysis. SAGE Open, 11(2). https://doi.org/10.1177/21582440211008894
- Ekiyanto, R. T., Rahmawati, L., & Susilo, W. H. (n.d.-a). THE TASK-EMPLOYEE PERFORMANCE IN MULTINATIONAL FIRMS: INSIGHT OF THE UPPER ECHELONS THEORY. https://doi.org/10.24327/ijrsr.2021.1201.5706
- Ekiyanto, R. T., Rahmawati, L., & Susilo, W. H. (n.d.-b). THE TASK-EMPLOYEE PERFORMANCE IN MULTINATIONAL FIRMS: INSIGHT OF THE UPPER ECHELONS THEORY. https://doi.org/10.24327/ijrsr.2021.1201.5706

- Ekiyanto, R. T., Rahmawati, L., & Susilo, W. H. (n.d.-c). THE TASK-EMPLOYEE PERFORMANCE IN MULTINATIONAL FIRMS: INSIGHT OF THE UPPER ECHELONS THEORY. https://doi.org/10.24327/ijrsr.2021.1201.5706
- Guerras-Martín, L. Á., Madhok, A., & Montoro-Sánchez, Á. (2014). The evolution of strategic management research: Recent trends and current directions. BRQ Business Research Quarterly, 17(2), 69–76. https://doi.org/10.1016/j.brq.2014.03.001
- Hewagama, G., Boxall, P., Cheung, G., & Hutchison, A. (2019). Service recovery through empowerment? HRM, employee performance and job satisfaction in hotels. International Journal of Hospitality Management, 81, 73–82. https://doi.org/10.1016/j.ijhm.2019.03.006
- Imhangbe, O. S., Okecha, R. E., & Obozuwa, J. (2019). Principals' leadership styles and teachers' job performance: Evidence from Edo State, Nigeria. Educational Management Administration and Leadership, 47(6), 909–924. https://doi.org/10.1177/1741143218764178
- Mathew, S. G. (2019). Book review: Vikram Bakshi, The Forward Looking Manager in a VUCA World. Vision: The Journal of Business Perspective, 23(1), 108–109. https://doi.org/10.1177/0972262918821210
- Mavhandu-Mudzusi, A. H., Moyo, I., Mthombeni, A., Ndou, A., Mamabolo, L., Ngwenya, T., Marebane, T., & Netshapapame, T. (2022). WhatsApp as a Qualitative Data Collection Method in Descriptive Phenomenological Studies. International Journal of Qualitative Methods, 21. https://doi.org/10.1177/16094069221111124
- Moorthy, K., Salleh, N. M. Z. N., Jie, A. X., Yi, C. S., Wei, L. S., Bing, L. Y., & Ying, Y. Z. (2021). Use of Social Media in Planning Domestic Holidays: A Study on Malaysian Millennials. Millennial Asia, 12(1), 35–56. https://doi.org/10.1177/0976399620938503
- Moss, S. A., McFarland, J., Ngu, S., & Kijowska, A. (2007). Maintaining an open mind to closed individuals: The effect of resource availability and leadership style on the association between openness to experience and organizational commitment. Journal of Research in Personality, 41(2), 259–275. https://doi.org/10.1016/j.jrp.2006.03.009
- Nguyen, V. K., Natoli, R., & Divisekera, S. (2021). Innovation and productivity in tourism small and medium enterprises: A longitudinal study. Tourism Management Perspectives, 38. https://doi.org/10.1016/j.tmp.2021.100804
- Peng, X., Lee, S., & Lu, Z. (2020). Employees' perceived job performance, organizational identification, and pro-environmental behaviors in the hotel industry. International Journal of Hospitality Management, 90. https://doi.org/10.1016/j.ijhm.2020.102632
- Ramachandran, R., Reddy, K., & Sasidharan, S. (2020). Agglomeration and Productivity: Evidence from Indian Manufactuaring. Studies in Microeconomics, 8(1), 75–94. https://doi.org/10.1177/2321022220923211
- Ren, C., Pritchard, A., & Morgan, N. (2010). Constructing tourism research. A critical inquiry. Annals of Tourism Research, 37(4), 885–904. https://doi.org/10.1016/j.annals.2009.11.006
- Salau, O., Oludayo, O., Falola, H., Olokundun, M., Ibidunni, S., & Atolagbe, T. (2018). Integrated datasets on transformational leadership attributes and employee engagement: The moderating role of job satisfaction in the Fast Moving Consumer Goods (FMCG) industry. Data in Brief, 19, 2329–2335. https://doi.org/10.1016/j.dib.2018.06.032
- Seduram, L., Mamun, A. Al, Salameh, A. A., Perumal, S., & Shaari, H. (2022). Predicting Smartphone Brand Loyalty Using Four-Stage Loyalty Model. SAGE Open, 12(2). https://doi.org/10.1177/21582440221099295
- Syafii, L. I., Thoyib, A., Nimran, U., & Djumahir. (2015). The Role of Corporate Culture and Employee Motivation as a Mediating Variable of Leadership Style Related with the Employee Performance (Studies in Perum Perhutani). Procedia - Social and Behavioral Sciences, 211, 1142–1147. https://doi.org/10.1016/j.sbspro.2015.11.152

- Tuthill, E. L., Maltby, A. E., DiClemente, K., & Pellowski, J. A. (2020). Longitudinal Qualitative Methods in Health Behavior and Nursing Research: Assumptions, Design, Analysis and Lessons Learned. International Journal of Qualitative Methods, 19. https://doi.org/10.1177/1609406920965799
- Udin, U., Dananjoyo, R., Shaikh, M., & Vio Linarta, D. (2022). Islamic Work Ethics, Affective Commitment, and Employee's Performance in Family Business: Testing Their Relationships. SAGE Open, 12(1). https://doi.org/10.1177/21582440221085263
- Verma, K. (2021). First Among Equals: T-R-E-A-T Leadership For L-E-A-P in a Knowledge-Based World. Vikalpa: The Journal for Decision Makers, 46(4), 248–250. https://doi.org/10.1177/02560909211065659
- Worley, C. G., & Jules, C. (2020). COVID-19's Uncomfortable Revelations About Agile and Sustainable Organizations in a VUCA World. Journal of Applied Behavioral Science, 56(3), 279–283. https://doi.org/10.1177/0021886320936263
- Wut, T. M., Xu, J. (Bill), & Wong, S. mun. (2021). Crisis management research (1985–2020) in the hospitality and tourism industry: A review and research agenda. In Tourism Management (Vol. 85). Elsevier Ltd. https://doi.org/10.1016/j.tourman.2021.104307
- Alisher Tohirovich, D., Changjoon, R., & Junghyun, Y. (2017). Organizational structure and innovation performance: Is employee innovative behavior a missing link? Career Development International, 22(4), 334-350. doi: 10.1108/CDI-12-2016-0234
- Bitter, S., & Grabner-Kräuter, S. (2016). Consequences of customer engagement behavior: when negative Facebook posts have positive effects. ElectronMarkets, 26, 13.
- Bravo, R., Matute, J., & Pina, J. M. (2015). Corporate identity management in the banking sector: effects on employees' identification, identity attractiveness, and job satisfaction. Service Business, 10(4), 687-714. doi: 10.1007/s11628-015-0287-9
- Bürkner, H.-J., & Lange, B. (2017). Sonic capital and independent urban music production: Analysing value creation and 'trial and error' in the digital age. City, Culture and Society. doi: 10.1016/j.ccs.2017.04.002
- Chiang, F. F. T., & Birtch, T. A. (2010). Pay for performance and work attitudes: The mediating role of employee–organization service value congruence. International Journal of Hospitality Management, 29(4), 632-640. doi: 10.1016/j.ijhm.2009.11.005
- Darren, D. (2015). Behavioral finance: insights from experiments I: theory and financial markets. Review of Behavioural Finance, 7(1), 78-96. doi: 10.1108/RBF-03-2015-0011
- Day, A., Crown, S. N., & Ivany, M. (2017). Organisational change and employee burnout: The moderating effects of support and job control. Safety Science. doi: 10.1016/j.ssci.2017.03.004
- Demirkan, H., & Spohrer, J. (2014). Developing a framework to improve virtual shopping in digital malls with intelligent self-service systems. Journal of Retailing and Consumer Services, 21(5), 860-868. doi: 10.1016/j.jretconser.2014.02.012
- Evermann, J., & Tate, M. (2016). Assessing the predictive performance of structural equation model estimators. Journal of Business Research, 69(10), 4565-4582. doi: 10.1016/j.jbusres.2016.03.050
- Gabrielsson, M., Seppälä, T., & Gabrielsson, P. (2016). Realizing a hybrid competitive strategy and achieving superior financial performance while internationalizing in the high-technology market. Industrial Marketing Management, 54, 141-153. doi: 10.1016/j.indmarman.2015.07.001
- Geraerdts, R. (2012). Customer value creation: A journey in the search of excellence. Industrial Marketing Management, 41(1), 11-12. doi: 10.1016/j.indmarman.2011.11.023

- González, L. O., Rodríguez Gil, L. I., Martorell Cunill, O., & Merigó Lindahl, J. M. (2016). The effect of financial innovation on European banks' risk. Journal of Business Research, 69(11), 4781-4786. doi: 10.1016/j.jbusres.2016.04.030
- Graça, S. S., Barry, J. M., & Doney, P. M. (2016). B2B commitment building in emerging markets: the case of Brazil. Journal of Personal Selling & Sales Management, 36(2), 105-125. doi: 10.1080/08853134.2016.1188708
- Gupta, V., Singh, S., & Bhattacharya, A. (2017). THE RELATIONSHIPS BETWEEN LEADERSHIP, WORK ENGAGEMENT AND EMPLOYEE **INNOVATIVE** PERFORMANCE: EMPIRICAL EVIDENCE FROM THE INDIAN R&D CONTEXT. International Journal of Innovation Management, 21(07), 1750055. doi: 10.1142/S1363919617500554
- Hamilton, R. T. (2011). How firms grow and the influence of size and age. International Small Business Journal, 30(6), 611-621. doi: 10.1177/0266242610383446
- Harrigan, P., Evers, U., Miles, M. P., & Daly, T. (2017). Customer engagement and the relationship between involvement, engagement, self-brand connection and brand usage intent. Journal of Business Research. doi: 10.1016/j.jbusres.2017.11.046
- Hau, L. N., Evangelista, F., & Thuy, P. N. (2013). Does it pay for firms in Asia's emerging markets to be market oriented? Evidence from Vietnam. Journal of Business Research, 66(12), 2412-2417. doi: 10.1016/j.jbusres.2013.05.028
- Ho, K. L. P., Nguyen, C. N., Adhikari, R., Miles, M. P., & Bonney, L. (2017). Exploring market orientation, innovation, and financial performance in agricultural value chains in emerging economies. Journal of Innovation & Knowledge. doi: 10.1016/j.jik.2017.03.008
- Hollebeek, L. D. (2012). The customer engagement/value interface: An exploratory investigation. Australasian Marketing Journal (AMJ). doi: 10.1016/j.ausmj.2012.08.006
- Hunt, S. D. (2013). A general theory of business marketing: R-A theory, Alderson, the ISBM framework, and the IMP theoretical structure. Industrial Marketing Management, 42(3), 283-293. doi: 10.1016/j.indmarman.2013.02.002
- Hunt, S. D. (2015). Marketing theory : foundations, controversy, strategy, resource-advantage theory. New York, USA: Routledge Taylor & Francis Group.
- Hunt, S. D., & Morgan, R. M. (1995). The comparative advantage theory of competition. The Journal of Marketing, 1-15.
- Husain, Z., Dayan, M., & Di Benedetto, C. A. (2016). The impact of networking on competitiveness via organizational learning, employee innovativeness, and innovation process: A mediation model. Journal of Engineering and Technology Management, 40, 15-28. doi: 10.1016/j.jengtecman.2016.03.001
- Järvinen, J., & Karjaluoto, H. (2015). The use of Web analytics for digital marketing performance measurement. Industrial Marketing Management. doi: 10.1016/j.indmarman.2015.04.009
- Kang, E. S. L., & Lam, S. Y. (2016). Contingent effects of firm and employee reputations on professional advice adoption. Service Business. doi: 10.1007/s11628-016-0312-7
- Kianto, A., Sáenz, J., & Aramburu, N. (2017). Knowledge-based human resource management practices, intellectual capital and innovation. Journal of Business Research, 81, 11-20. doi: 10.1016/j.jbusres.2017.07.018
- Kim, D., Cavusgil, S. T., & Cavusgil, E. (2013). Does IT alignment between supply chain partners enhance customer value creation? An empirical investigation. Industrial Marketing Management, 42(6), 880-889. doi: 10.1016/j.indmarman.2013.05.021
- Krausert, A. (2017). HR differentiation between professional and managerial employees: Broadening and integrating theoretical perspectives. Human Resource Management Review, 27(3), 442-457. doi: 10.1016/j.hrmr.2016.11.002

- Kumar, N., & Yakhlef, A. (2016). Managing business-to-business relationships under conditions of employee attrition: A transparency approach. Industrial Marketing Management, 56, 143-155. doi: 10.1016/j.indmarman.2016.01.002
- Landroguez, S. M. (2013). Developing an integrated vision of customer value. Journal of Services Marketing, 27(3), 234-244. doi: 10.1108/08876041311330726
- Lassala, C., Carmona, P., & Momparler, A. (2016). Alternative paths to high performance of independent financial advisors: A fuzzy-set analysis. Journal of Business Research, 69(11), 5305-5309. doi: 10.1016/j.jbusres.2016.04.129
- Li, Y.-M. (2010). Pricing digital content distribution over heterogeneous channels. Decision Support Systems, 50(1), 243-257. doi: 10.1016/j.dss.2010.08.027
- Malik, A., Pereira, V., & Budhwar, P. (2017). Value creation and capture through human resource management practices. Organizational Dynamics. doi: 10.1016/j.orgdyn.2017.09.002
- Mathwick, C., Wagner, J., & Unni, R. (2010). Computer-Mediated Customization Tendency (CMCT) and the Adaptive e-Service Experience. Journal of Retailing, 86(1), 11-21. doi: 10.1016/j.jretai.2009.11.001
- Matošková, J., & Směšná, P. (2017). Human resource management practices stimulating knowledge sharing. Management & Marketing, 12(4). doi: 10.1515/mmcks-2017-0036
- Mullen, J., Kelloway, E. K., & Teed, M. (2017). Employer safety obligations, transformational leadership and their interactive effects on employee safety performance. Safety Science, 91, 405-412. doi: 10.1016/j.ssci.2016.09.007
- Munir, R. I. S., Rahman, R. A., Malik, A. M. A., & Ma'amor, H. (2012). Relationship between Transformational Leadership and Employees' Job Satisfaction among the Academic Staff. Procedia - Social and Behavioral Sciences, 65, 885-890. doi: 10.1016/j.sbspro.2012.11.215
- Nor Shahriza Abdul, K., Mohamed Jalaldeen Mohamed, R., & Norshidah, M. (2012). Measuring employee readiness for knowledge management using intention to be involved with KM SECI processes. Business Process Management Journal, 18(5), 777-791. doi: 10.1108/14637151211270153
- Obal, M., & Lancioni, R. A. (2013). Maximizing buyer-supplier relationships in the Digital Era: Concept and research agenda. Industrial Marketing Management, 42(6), 851-854. doi: 10.1016/j.indmarman.2013.06.002
- Ouakouak, M. L., & Ouedraogo, N. (2017). ANTECEDENTS OF EMPLOYEE CREATIVITY AND ORGANISATIONAL INNOVATION: AN EMPIRICAL STUDY. International Journal of Innovation Management, 21(07), 1750060. doi: 10.1142/S1363919617500608
- Pittino, D., Visintin, F., Lenger, T., & Sternad, D. (2016). Are high performance work practices really necessary in family SMEs? An analysis of the impact on employee retention. Journal of Family Business Strategy, 7(2), 75-89. doi: 10.1016/j.jfbs.2016.04.002
- Poisson-de Haro, S., & Bitektine, A. (2015). Global sustainability pressures and strategic choice: The role of firms' structures and non-market capabilities in selection and implementation of sustainability initiatives. Journal of World Business, 50(2), 326-341. doi: 10.1016/j.jwb.2014.10.009
- Reid, M., & Brady, E. (2012). Improving firm performance through NPD: The role of market orientation, NPD orientation and the NPD process. Australasian Marketing Journal (AMJ), 20(4), 235-241. doi: 10.1016/j.ausmj.2012.05.011
- Senichev, V. (2013). Human Resource Diversity and Performance within the Frame of Organizations, Teams and Individuals. Verslas: teorija ir praktika, 14(4), 337-345. doi: 10.3846/btp.2013.36
- Shelby, D. H. (2007). Economic growth: should policy focus on investment or dynamic competition? European Business Review, 19(4), 274-291. doi: 10.1108/09555340710760116

- Stan De, S., Monique, R., & Guy Van, G. (2017). Good employees through good jobs: A latent profile analysis of job types and employee outcomes in the Belgian electricity sector. Employee Relations, 39(4), 503-522. doi: 10.1108/ER-02-2016-0034
- Stone, D. L., Deadrick, D. L., Lukaszewski, K. M., & Johnson, R. (2015). The influence of technology on the future of human resource management. Human Resource Management Review, 25(2), 216-231. doi: 10.1016/j.hrmr.2015.01.002
- Straker, K., & Wrigley, C. (2016). Designing an emotional strategy: Strengthening digital channel engagements. Business Horizons, 59(3), 339-346. doi: 10.1016/j.bushor.2016.01.010
- Thomas, E. (2013). Supplier integration in new product development: Computer mediated communication, knowledge exchange and buyer performance. Industrial Marketing Management, 42(6), 890-899. doi: 10.1016/j.indmarman.2013.05.018
- Thomas, T. (2015). Agent-based risk management a regulatory approach to financial markets. Journal of Economic Studies, 42(5), 780-820. doi: 10.1108/JES-03-2013-0039
- Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). Customer Engagement: Exploring Customer Relationships Beyond Purchase. Journal of Marketing Theory and Practice, 20(2), 122-146. doi: 10.2753/MTP1069-6679200201
- Walmsley, B. (2016). From arts marketing to audience enrichment: How digital engagement can deepen and democratize artistic exchange with audiences. Poetics, 58, 66-78. doi: 10.1016/j.poetic.2016.07.001
- Wang, C.-J., Tsai, H.-T., & Tsai, M.-T. (2014). Linking transformational leadership and employee creativity in the hospitality industry: The influences of creative role identity, creative selfefficacy, and job complexity. Tourism Management, 40, 79-89. doi: 10.1016/j.tourman.2013.05.008
- Wang, W.-L., Malthouse, E. C., Calder, B., & Uzunoglu, E. (2017). B2B content marketing for professional services: In-person versus digital contacts. Industrial Marketing Management. doi: 10.1016/j.indmarman.2017.11.006
- Wang, Z., Sharma, P. N., & Cao, J. (2016). From knowledge sharing to firm performance: A predictive model comparison. Journal of Business Research, 69(10), 4650-4658. doi: 10.1016/j.jbusres.2016.03.055
- Xerri, M. J., & Reid, S. R. M. (2017). HUMAN RESOURCES AND INNOVATIVE BEHAVIOUR: IMPROVING NURSING PERFORMANCE. International Journal of Innovation Management, 1850019. doi: 10.1142/S1363919618500196
- Xiaohong, Z., Chengfeng, L., Yanbo, W., & Gaowen, T. (2015). The impact of employees' relationships on tacit knowledge sharing. Chinese Management Studies, 9(4), 611-625. doi: 10.1108/CMS-06-2015-0126
- Zhao, G., Feng, T., & Wang, D. (2015). Is more supply chain integration always beneficial to financial performance? Industrial Marketing Management, 45, 162-172. doi: 10.1016/j.indmarman.2015.02.015