

Study the Advantages of MSME Products with A Bibliometric Approach

Muhammad Zainuddin¹, Sudarmiati², Ery Tri Djatmika R.W.W.³, Agus Hermawan⁴

¹Universitas Negeri Malang

²muhammad.zainuddin.2204139@student.um.ac.id

ARTICLE INFO	ABSTRACT
Received: 22 Oct 2024	The superiority of MSME products in literature review with a bibliometric approach has not been widely done. The purpose of this study is to review the extent to which the variables of MSME's product excellence are studied. Using the help of Harzing Publish or Parish and with analysis using VOSViewer 1.6.19. Using the product excellence keywords Micro, Small, and Medium Enterprises, a search from 2017 to 2022 found 943 articles, and 20 articles with the most citations were carried out. Themes that often appear in searches are MSMEs (SMEs), COVID-19, business performance, and sustainable competitive advantage, while countries usually research the Excellence of Indonesian SME Products.
Revised: 14 Dec 2024	
Accepted: 27 Dec 2024	
Keywords: MSMEs, Product Value Excellence, SLR, Bibliometric	

INTRODUCTION

Micro, small, and medium enterprises (MSMEs) play an essential role in the country's economy (Larios-France & Ferasso, 2023; Wałęga et al., 2024; Bravo-Ortega et al., 2023; Mishra & Kushwaha, 2023; De Simone et al., 2022;). Despite their small size, MSMEs can majorly contribute to creating jobs and increasing people's income. In addition, MSMEs also have several advantages that make them superior to large businesses [1]. One of the main advantages of SMEs is their flexibility in keeping up with market changes. Because this business is small in size and not too dependent on complex procedures and bureaucracy [2], [3], [4], [5], [6].

Besides being known for their flexibility, they are also able to innovate quickly and create better and unique products than large businesses that tend to be stuck in slower and stiffer processes, so MSMEs can produce products with high quality because they pay attention to every detail in the production process [7]. MSMEs often produce products with characteristics and uniqueness that are not owned by-products from big businesses [8], [9], [10]. This maintains the diversity of local products and provides opportunities for local communities to develop their products. SME products can be superior [11].

Product advantages are one of the factors that affect the marketing performance of micro, small, and medium enterprises (MSMEs) [12], [13], [14], [15]. Product excellence can help MSMEs strengthen their brand image and increase the competitiveness of their products in the market [16]. Product excellence can help boost consumer confidence in SME products. Products that have superior quality and features can make consumers feel satisfied with the products purchased and tend to become loyal customers. This can increase the Brand Trust and Reputation of MSMEs in the market [17], [18], [19], [20].

Although product excellence is recognized as an essential factor affecting SME marketing performance, there is still a lack of research on implementing such product excellence in SME marketing strategies. Further research can examine how SMEs can optimize product excellence in marketing, such as how to market product excellence, create marketing strategies focusing on product excellence, and maintain product excellence. One research method still lacking is literature review-based research with a bibliometric approach. Science mapping uses bibliometric methods to examine how disciplines, fields, specialties, and individual papers relate to each other (Calero-Medina & van Leeuwen, 2012) [21], [22], [23].

OBJECTIVES

This article tries to conduct a literature review study with a Bibliometric approach focusing on MSME product excellence. (RQ1) What topics have been discussed in the last five years related to the advantages of MSME products? (RQ2) What is the description of the topic of MSME product excellence?

METHODS

This research method uses the SLR method because it uses principles that provide adequate transparency and replicability as a research method [24]. One approach to SLR is the Bibliometric approach. The bibliometric method includes several techniques: citation analysis, co-citation analysis, bibliographic merging, co-author analysis, and co-word analysis. In this study, we used Google Scholar data with the search process Harzing Publish or Perish. Extract articles related to SME Product Excellence by utilizing the title keyword: "MSMEs Product Excellence." From these keywords, 20 articles were obtained. Data is taken from 2018 to 2022 and accessed on April 8, 2023.

According to Merig O. et al. (2016), VOSviewer can function to visualize relationships between variables [25]. When combined with network analysis, this technique enables the intellectual and bibliometric structures of the research field [26]. Bibliometric analysis with VOSviewer Software (version 1.6.1 g) aims to create and visualize results by topic. VOSviewer is free software that allows information to be represented and analyzed graphically, such as citation analysis, journal co-citations, bibliographic merging by author and country, and co-occurrence of author keywords [27], [25], [26].

RESULTS

The first search step with the keyword Product Advantage of Small and Medium Enterprises found 943 articles in the last five years, from 2017 to 2022. Then, the second step, searching using the keyword Product Advantage of SMEs on the Google Scholar search engine with criteria from 2017 to 2022, obtained as many as 200 Papers with a total of 22450 citations.

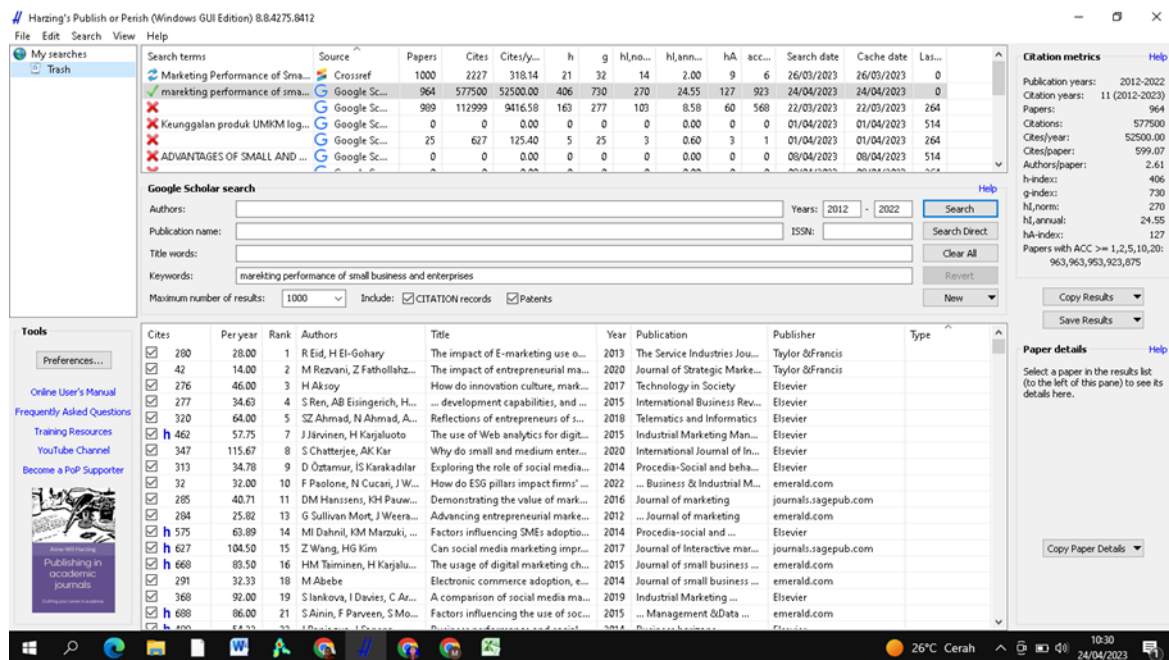


Figure 1: First Search Results with Herzing Publish or Paris

*Source: Data obtained in 2023

In Figure 1. Above, it can be seen that different keywords or keywords get very different search results. From the first result, as many as 943 750214 citations and 125035.65 citations per year. Then we searched with keywords, namely Product advantage of SMEs, and obtained 200 articles. Search results with different keywords can be seen in Figure 2 below.

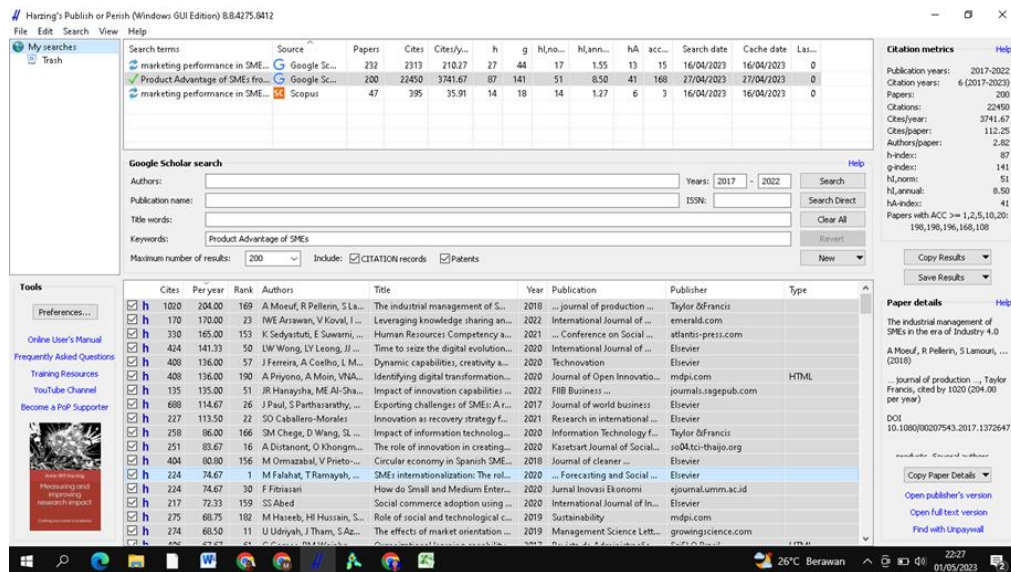


Figure 2: Second Search Results with Different Keywords

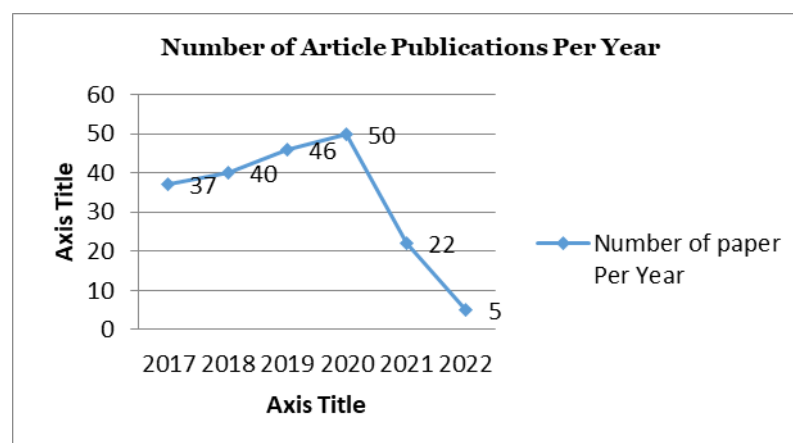
*Source: Data obtained in 2023

The number of citations per paper per year averages 3,741 times. Using the keyword Product Advantage of SMEs, paper search criteria start from 2017 to 2023. Here we can see in table 1, below:

Table 1: Number of papers published on the topic of Product Advantage Of SMEs from 2017 to 2022

No.	Year Published	Number of Tickets Issued
1.	2017	37
2.	2018	40
3.	2019	46
4.	2020	50
5.	2021	22
6.	2022	5
Total		200

*Source: Data obtained in 2023



Graph 1: Number of Article Publications Per Year from 2017 to 2022

*Source: Data processed in 2023

In Graph 1 above, we can see the number of publications per year. The number of articles published on the topic of product advantage of SMEs published in 2020 was 50 papers. At the same time, the most citations are 1010 times citations. The order of the 20 articles with the most citations is listed in Table 2 below.

Analysis

The results of production bibliometric analysis and graphic maps related to the Product Advantage of SME research are presented in Table 1. Harzing, publishing, or Perish obtained 200 articles from the search process.

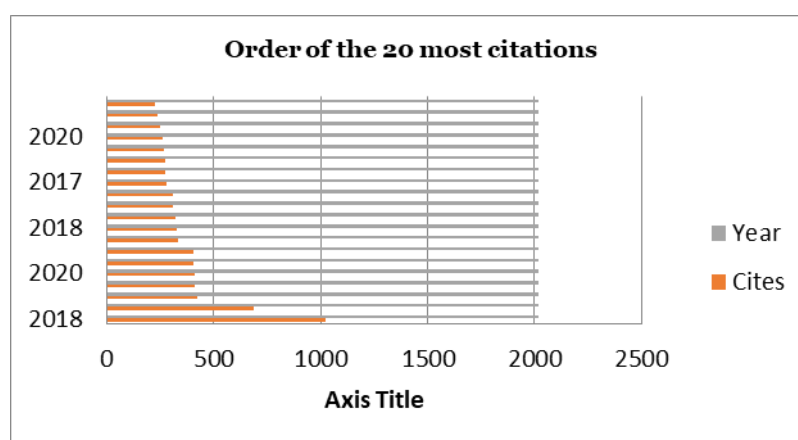
Table 2. Most cited documents

No.	Cites	Authors	Title	Year	Publisher
1	1020	A Moeuf, R Pellerin, S Lamouri, ...	The industrial management of SMEs in the era of Industry 4.0	2018	Taylor & Francis
2	688	J Paul, S Parthasarathy, P Gupta	Exporting challenges of SMEs: A review and future research agenda	2017	Elsevier
3	424	LW Wong, LY Leong, JJ Hew, GWH Tan, ...	Time to seize the digital evolution: Adoption of blockchain in operations and supply chain management among Malaysian SMEs	2020	Elsevier
4	408	J Ferreira, A Coelho, L Moutinho	Dynamic capabilities, creativity, and innovation capability and their impact on competitive advantage and firm performance: The moderating role of entrepreneurial ...	2020	Elsevier
5	408	A Priyono, A Moin, VNAO Putri	Identifying digital transformation paths in the business model of SMEs during the COVID-19 pandemic	2020	mdpi.com
6	406	G Gomes, RM Wojahn	Organizational learning capability, innovation, and performance: study in small and medium-sized enterprises (SMEs)	2017	SciELO Brazil
7	404	M Ormazabal, V Prieto-Sandoval, R Puga-Leal, ...	Circular economy in Spanish SMEs: challenges and opportunities	2018	Elsevier
8	330	K Sedyastuti, E Suwarni, DR Rahadi, ...	Human Resources Competency at Micro, Small, and Medium Enterprises in Palembang Songket Industry	2021	Atlantis-press.com
9	326	S Cantele, A Zardini	Is sustainability a competitive advantage for small businesses? An empirical analysis of possible mediators in the sustainability–financial performance relationship	2018	Elsevier
10	320	SZ Ahmad, N Ahmad, ARA Bakar	Reflections of entrepreneurs of small and medium-sized enterprises concerning the adoption of social media and its impact on performance outcomes: Evidence from ...	2018	Elsevier
11	311	V Scuotto, M Del Giudice, EG Carayannis	The effect of social networking sites and absorptive capacity on SMES' innovation performance	2017	Springer
12	310	M Anwar	Business model innovation and SME performance—does competitive advantage mediate?	2018	World Scientific

No.	Cites	Authors	Title	Year	Publisher
13	276	H Aksoy	How do innovation culture, marketing innovation, and product innovation affect the market performance of small and medium-sized enterprises (SMEs)?	2017	Elsevier
14	275	M Haseeb, HI Hussain, S Kot, A Androniceanu, ...	Role of social and technological challenges in achieving a sustainable competitive advantage and sustainable business performance	2019	mdpi.com
15	274	U Udriyah, J Tham, S Azam	The effects of market orientation and innovation on competitive advantage and business performance of textile SMEs	2019	growingscience.com
16	266	M Aboelmaged	The drivers of sustainable manufacturing practices in Egyptian SMEs and their impact on competitive capabilities: A PLS-SEM model	2018	Elsevier
17	258	SM Chege, D Wang, SL Suntu	Impact of information technology innovation on firm performance in Kenya	2020	Taylor & Francis
18	251	A Distanont, O Khongmalai	The role of innovation in creating a competitive advantage	2020	soo4.tci-thaijo.org
19	236	CML Chan, SY Teoh, A Yeow, ...	Agility in responding to disruptive digital innovation: Case study of an SME	2019	Wiley Online Library
20	227	SO Caballero-Morales	Innovation as recovery strategy for SMEs in emerging economies during the COVID-19 pandemic	2021	Elsevier

*Source: Data processed in 2023

After being extracted from internationally reputable publishers (Emerald, Elsevier, Springer, Taylor & France, Wiley's online library, undergraduate, social sciences, world sciences), 200 papers were obtained. All these papers are then abstracted into 20 papers from papers relevant to the Product Advantages of MSMEs.



Graph 2. Order of the top 20 Citations

Source: data processed in 2023

In Graph 2 above, we can see that the highest number of citations in 2018 in the article entitled "The Industrial Management of SMEs in the Era of Industry 4.0" compiled by A Moeuf, R Pellerin, S Lamouri and published by Taylor & Francis, then followed by the second most citations in the article entitled "Exporting challenges of SMEs: A review and future research agenda" compiled by J Paul, S Parthasarathy, P Gupta, and published by Elsevier in 2017.

By using the VOSViewer 1.6.19 application, it was found that 20 terms often appear in article searches, namely: data, sustainable competitive advantage, market orientation, sample, ability, firm performance, product innovation, covid, case, business performance, social medium, SMEs, adoption, research, new product, information, opportunity, customer, Indonesia and medium size enterprise.

Table 3: Frequently Appearing Words During Search

No.	Item	Occurrences	Relevance
1.	data	8	1,95
2.	sustainable competitive advantage	9	1,70
3.	market orientation	7	1,61
4.	sample	7	1,34
5.	ability	11	1,31
6.	form performance	9	1,21
7.	product innovation	16	1,16
8.	covid	7	1,10
9.	case	7	1,05
10.	business performance	11	0,94
11.	sosial medium	9	0,93
12.	SMEs	161	0,93
13.	adoption	16	0,88
14.	research	9	0,85
15.	new product	12	0,74
16.	information	10	0,55
17.	opportunity	10	0,50
18.	customer	11	0,50
19.	Indonesia	9	0,46
20.	medium size enterprise	10	0,27

Source: data processed in 2023

In Table 3 above, the frequently appearing items consist of 20 items. The items that appeared most often were SMEs 161 times, while product innovation and adoption appeared 16 times. The new product was repeated 12 times. Business performance items appeared 11 times, while Indonesia appeared 9 times. Customer item 11, business performance, market orientation, sample, and COVID items appeared 7 times.

DISCUSSION

Conceptual Structural Analysis

Network visualization uses marketing performance keywords to investigate the conceptual structure of marketing performance. From Figure 2, we can see four large circles, meaning there are 4 clusters in this study.

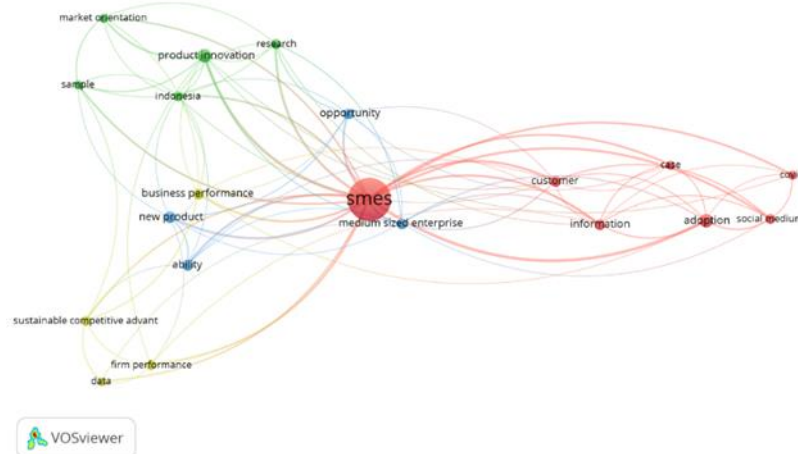


Figure 3: Network Visualization

*Source: Image processed from Vosviewer in 2023

Cluster 1 includes adoption, cases, COVID-19, customers, information, SMEs, and social media. The topic that is often discussed in this cluster is social media. Ahmed (2017) conducted a study to look at the adoption of social media among small and medium enterprises (SMEs) in the Middle East region, particularly in the United Arab Emirates (UAE) [28]. This study also analyzed the adoption phenomenon through word of mouth, viral marketing, and social presence theories using personal, semi-structured, in-depth interviews with MSMES entrepreneurs. Meanwhile, Wong et al. (2019) conducted a study investigating the factors influencing the adoption of blockchain technology for supply chain operations and management among Small and Medium Enterprises (SMEs) in Malaysia [29]. The study extends the framework used in previous research to include organizational and environmental factors and the technological dimensions of relative advantage and complexity. Scuotto et al. (2017) revealed that the combination of knowledge and innovation in today's business world, especially in corporate digital ecosystems and social networking sites, plays an essential role in this relationship [30]. Santiago (2021) revealed the impact of the COVID-19 pandemic on SMEs in developing countries and the importance of innovation in helping SMEs survive during and after the pandemic [31].

Cluster 2 explains the topics: MSMEs in Indonesia, market orientation, product innovation, research, and samples. Santiago (2021) revealed the importance of digital resources as the leading facilitator for networking and research-based innovative product design in the context of "social distancing [31]." Therefore, this multidisciplinary approach offers practical and scalable solutions for small companies to survive and thrive during and after the pandemic. Udriyah (2019) revealed that market orientation and innovation positively and significantly influence competitive advantage and business performance in textile SMEs in Selangor, Malaysia [32]. Therefore, textile SMEs must improve market orientation and innovation to gain a competitive advantage and improve business performance. Meanwhile, Akoy (2017) revealed that innovation culture is essential for maintaining product innovation and driving marketing strategies in SMEs. The article also discusses Terziovski's model, which can [33].

Cluster 3 comprises ability, medium-sized enterprise, new product, and opportunity. Paul et al. (2017) revealed that SMEs are often considered the backbone of the economy in many countries, and export challenges and other issues can affect the growth and success of SMEs [34]. By understanding the problems in SMEs, appropriate action can be taken to help improve the performance and competitiveness of SMEs, which can positively contribute to the overall economy. Distant (2018) revealed that innovation is a key factor in increasing competitive advantage in the frozen food business through external factors [35]. These external factors are divided into two groups, namely micro-oriented and macro-oriented factors, with external factors at the micro level more influential on the development of frozen food business innovation than at the macro level.

Cluster 4 comprises business performance, data, firm performance, and sustainability. Haseb et al. (2019) revealed sustainable business performance in the postmodern industrialization era and social and technological challenges faced by Micro, Small, and Medium Enterprises (MSMEs) in Malaysia. This research aims to examine the role of

social and technological challenges in achieving sustainable competitive advantage and sustainable business performance [36]. Meanwhile, Abulmaged (2017) revealed that the institutional context is essential in encouraging MSMES to engage in pro-environmental behavior. The authors suggest policymakers provide incentives and support for MSMES to adopt sustainable practices [37]. The article also calls for future research to focus on MSMES and its role in promoting sustainable development.

Overlay Visualization

Figure 3 Overlay Visualization shows that the darker the color of the net, the more often the topics were discussed in the past. Meanwhile, yellow indicates that the topic is hot and interesting to discuss.

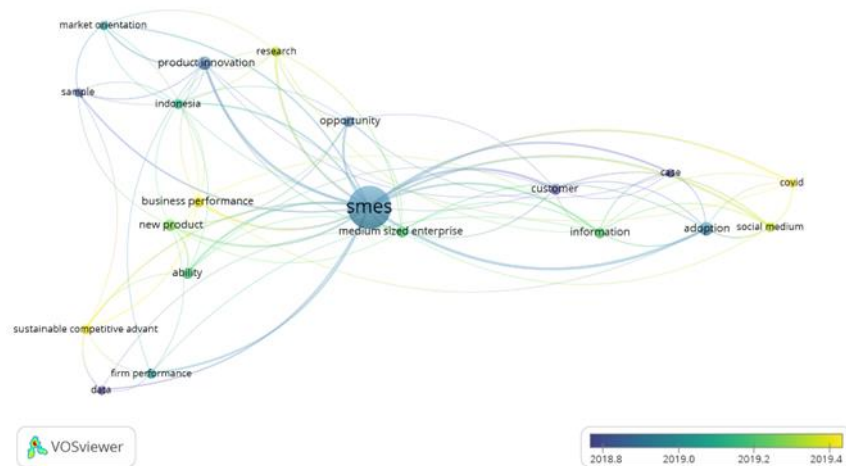


Figure 4: Overlay Visualization

*Source: Image processed from Vosviewer in 2023

In Figure 3 above, we can see that the deep blue color is shown in the SME's topic; this indicates that starting in 2017, the SME's topic is often studied or raised in a study. In addition to SMEs, topics frequently discussed from 2018 to 2019 are market orientation, product innovation, opportunity, firm performance, customer, data, and adoption. Figure 3 also shows topics often discussed from 2019 to 2022: new products, information, social media, COVID-19, business performance, and sustainable competitive advantage.

The article "The Industrial Management of SMEs in the Era of Industry 4.0," compiled by Mouef et al. (2017), discusses the results of a literature review of existing applied research and classifies them based on targeted performance objectives, required managerial capacity, and selected technology groups [38]. The review results show that MSMES has not fully optimized resources to implement Industry 4.0 and prefers adopting more affordable technologies such as Cloud Computing and the Internet of Things. In addition, although the concept of Industry 4.0 has been applied in SMEs, it is still limited to monitoring industrial processes, and there has been no actual application in production planning.

The article entitled "Exporting challenges of SMEs: A review and future research agenda," compiled by Paul et al. (2017), discusses the study of export challenges and problems of small and medium enterprises (MSMES) in the era of globalization as well as identifying gaps in the literature and providing direction for further research [34]. The review is expected to understand research gaps and opportunities and conduct new research projects based on the outlined future research propositions and agendas. In addition, this article synthesizes findings and analyzes different dimensions to facilitate further research and the growth of small companies in the long run.

The 2019 article "The Role of Innovation in Creating a Competitive Advantage," compiled by Anyanitha Distanont and Orapan Khongmalai, provides essential insights into the role of social and technological challenges in achieving sustainable competitive advantage and sustainable business performance in Malaysian SMEs. However, further research with more representative methods is needed to validate these findings and consider other factors affecting sustainable business performance.

The article entitled "The Effects of Market Orientation and Innovation on Competitive Advantage and Business Performance of Textile SMEs," conducted by Undriyah et al. (2019), revealed that overall, his research concluded that market orientation and innovation have a positive and significant influence on competitive advantage and business performance in textile SMEs in Selangor, Malaysia [32]. Therefore, textile SMEs must improve market orientation and innovation to gain a competitive advantage and improve business performance.

Density Visualization

Density Visualization is an item (label) marked the same as the visible item. Density Visualization is handy for understanding the general structure of a bibliometric map by paying attention to the parts of the light and dark sides to analyze. This Density Visualization lets us interpret the keywords most often used in a publication. Visualization of word density maps together with the development of research on the use of institutional institutions. In Figure 4. In the following section, we can see that there are two very prominent topics, namely SMEs and marketing performance.

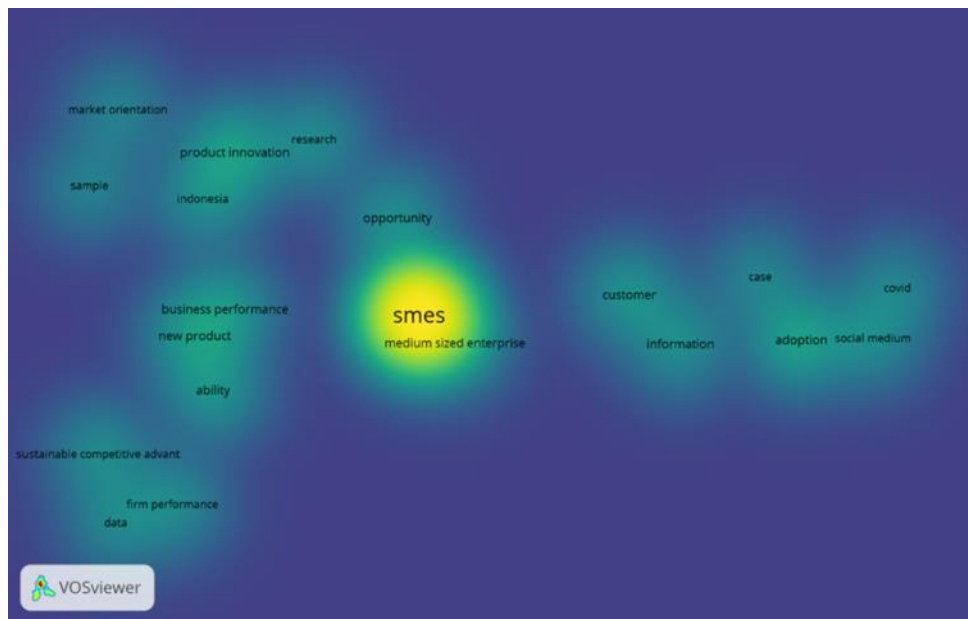


Figure 5: Density Visualization

Source: Image processed from Vosviewer in 2023

Based on Figure 4 above, we can see the topic of SMEs and marketing performance. Often discussed or studied. In every article we analyze, the theme of SMEs always appears, as well as the theme of medium-sized enterprises. In addition, the topics discussed were market orientation, research, product innovation, sample, Indonesia, opportunity, business performance, new product, ability, sustainable competitive advantage, customer information, case, adoption, COVID-19, and social media.

CONCLUSION

Bibliometric analysis of MSME's Product Excellence in 200 articles published from 2017 to 2022 shows that the topics that are often discussed above in 2020 are data, sustainable competitive advantage, market orientation, sample, ability, firm performance, product innovation, covid, case, business performance, social medium, SMEs, adoption, research, new product, information, opportunity, customer, Indonesia and medium size enterprise. Bibliometric mapping supports the scientific explanation between probability theory and proof. Research on the excellence of MSMES products can be developed more broadly on emerging topics that have not been widely included in research in the last five years. Therefore, this research is expected to be a reference for future research, such as the advantages of MSMES products in improving Marketing Performance.

Limitations of Research and Follow-up

This study is still not perfect because it is still searching for articles limited to the Google Scholar search engine. Researchers try to combine search results on Google Scholar with Scopus and WOS, but they are not synchronized

because, with the exact keywords, they produce different topics, so future research must use the right keywords to synchronize. Using one type of application in the search limits results; in the future, several applications will be needed to get optimal results.

REFERENCES

- [1] Aboelmaged, M. (2018). The drivers of sustainable manufacturing practices in Egyptian SMEs and their impact on competitive capabilities: A PLS-SEM model. *Journal of Cleaner Production*, 175, 207-221.
- [2] Ahmad, S. Z., Ahmad, N., & Bakar, A. R. A. (2018). Reflections of entrepreneurs of small and medium-sized enterprises concerning the adoption of social media and its impact on performance outcomes: Evidence from the UAE. *Telematics and Informatics*, 35(1), 6-17.
- [3] Aksoy, H. (2017). How do innovation culture, marketing innovation, and product innovation affect the market performance of small and medium-sized enterprises (SMEs)? *Technology in Society*, 51, 133-141.
- [4] Andersén, J. (2021). A relational natural-resource-based view on product innovation: The influence of green product innovation and green suppliers on differentiation advantage in small manufacturing firms. *Technovation*, 104. <https://doi.org/10.1016/j.technovation.2021.102254>
- [5] Anwar, M. (2018). Business model innovation and SMEs performance—does competitive advantage mediate?. *International Journal of Innovation Management*, 22(07), 1850057.
- [6] Bravo-Ortega, C., Egana-delSol, P., & Winkler-Sotomayor, N. (2023). Does the lack of resources matter in a dual economy: Decoding MSMEs productivity and growth. *Economic Analysis and Policy*, 80, 716–739. <https://doi.org/10.1016/j.eap.2023.08.022>
- [7] Caballero-Morales, S. O. (2021). Innovation as recovery strategy for SMEs in emerging economies during the COVID-19 pandemic. *Research in international business and finance*, 57, 101396.
- [8] Cantele, S., & Zardini, A. (2018). Is sustainability a competitive advantage for small businesses? An empirical analysis of possible mediators in the sustainability–financial performance relationship. *Journal of Cleaner Production*, 182, 166–176. <https://doi.org/10.1016/j.jclepro.2018.02.016>
- [9] Cantele, S., & Zardini, A. (2018). Is sustainability a competitive advantage for small businesses? An empirical analysis of possible mediators in the sustainability–financial performance relationship. *Journal of cleaner production*, 182, 166-176.
- [10] Chan, C. M., Teoh, S. Y., Yeow, A., & Pan, G. (2019). Agility in responding to disruptive digital innovation: Case study of an SME. *Information Systems Journal*, 29(2), 436-455.
- [11] Chege, S. M., Wang, D., & Suntutu, S. L. (2020). Impact of information technology innovation on firm performance in Kenya. *Information Technology for Development*, 26(2), 316-345.
- [12] De Simone, V., Pasquale, V. Di, & Miranda, S. (2022). An overview on the use of AI/ML in Manufacturing MSMEs: solved issues, limits, and challenges. *Procedia Computer Science*, 217, 1820–1829. <https://doi.org/10.1016/j.procs.2022.12.382>
- [13] Distanont, A., & Khongmalai, O. (2020). The role of innovation in creating a competitive advantage. *Kasetsart Journal of Social Sciences*, 41(1), 15-21.
- [14] Ferreira, J., Coelho, A., & Moutinho, L. (2020). Dynamic capabilities, creativity and innovation capability and their impact on competitive advantage and firm performance: The moderating role of entrepreneurial orientation. *Technovation*, 92, 102061.
- [15] Gligorić, B., & Leong, B. (2011). Trust, reputation and the small firm: Building online brand reputation for SMEs. ... of the International AAAI Conference on Web <https://ojs.aaai.org/index.php/ICWSM/article/view/14166>
- [16] Gomes, G., & Wojahn, R. M. (2017). Organizational learning capability, innovation and performance: study in small and medium-sized enterprises (SMES). *Revista de Administração (São Paulo)*, 52, 163-175.
- [17] Govaerts, F., & Ottar Olsen, S. (2023). Consumers' values, attitudes and behaviours towards consuming seaweed food products: The effects of perceived naturalness, uniqueness, and behavioural control. *Food Research International*, 165. <https://doi.org/10.1016/j.foodres.2022.112417>
- [18] Gutierrez-Leefmans, C., Nava-Rogel, R. M., & ... (2016). Digital marketing in an emerging country: Exploratory study of the marketing mix of SMES with trust seal. ... de Marketing. <https://periodicos.uninove.br/remark/article/view/12126>

- [19] Haseeb, M., Hussain, H. I., Kot, S., Androniceanu, A., & Jermsittiparsert, K. (2019). Role of social and technological challenges in achieving a sustainable competitive advantage and sustainable business performance. *Sustainability*, 11(14), 3811.
- [20] Healy, B.; Ledwith, A. dan O'Dwyer, M. 2014. Perceptions of product advantage, NPD and organisational performance. *Journal of Small Business and Enterprise Development*, Vol. 21(No. 1): pp. 49-69.
- [21] Hossain, M. R., Akhter, F., & Sultana, M. M. (2022). SMEs in Covid-19 Crisis and Combating Strategies: A Systematic Literature Review (SLR) and A Case from Emerging Economy. *Operations Research Perspectives*, 9. <https://doi.org/10.1016/j.orp.2022.100222>
- [22] INDRA, M. N. (2021). Analisis Proses Produksi Untuk Meningkatkan Kualitas Produk Tembakau Dengan Menggunakan Metode Fmea (Studi Kasus: UKM Sdn Tobacco).
- [23] Klimek, J. A. (2020). Multi-criteria assessment of the bureaucracy in Poland - The individual decision-making aspect. *Procedia Computer Science*, 176, 2434–2444. <https://doi.org/10.1016/j.procs.2020.09.321>
- [24] Krause, F., Görgen, J., de Bellis, E., Franke, N., Burghartz, P., Klanner, I. M., & Häubl, G. (2023). One-of-a-kind products: Leveraging strict uniqueness in mass customization. *International Journal of Research in Marketing*. <https://doi.org/10.1016/j.ijresmar.2023.04.002>
- [25] Larios-Francia, R. P., & Ferasso, M. (2023). The relationship between innovation and performance in MSMEs: The case of the wearing apparel sector in emerging countries. *Journal of Open Innovation: Technology, Market, and Complexity*, 9(1). <https://doi.org/10.1016/j.joitmc.2023.100018>
- [26] Litchfield, I., Gale, N., Burrows, M., & Greenfield, S. (2023). "You're only a receptionist, what do you want to know for?": Street-level bureaucracy on the front line of primary care in the United Kingdom. *Heliyon*, 9(11), e21298. <https://doi.org/10.1016/j.heliyon.2023.e21298>
- [27] Mammano, F., Bortoletto, F., Panizzolo, P., & Ciubotaru, C. D. (2012). Adaptively corrected grin objective for microscopy.
- [28] Maryudi, A., Sahide, M. A. K., Daulay, M. H., Yuniati, D., Syafitri, W., Sadiyo, S., & Fisher, M. R. (2022). Holding social forestry hostage in Indonesia: Contested bureaucracy mandates and potential escape pathways. *Environmental Science and Policy*, 128, 142–153. <https://doi.org/10.1016/j.envsci.2021.11.013>
- [29] Maya, D. (2023). Uniqueness and rigidity of the second symmetric product of standard universal dendrites. *Topology and Its Applications*, 338. <https://doi.org/10.1016/j.topol.2023.108669>
- [30] Merigó, J. M., Pedrycz, W., Weber, R., & de la Sotta, C. (2018). Fifty years of Information Sciences: A bibliometric overview. *Information Sciences*, 432, 245-268.
- [31] Mishra, S. K., & Kushwaha, H. (2023). Managing litigation risk through business legal expense insurance: Facilitators and inhibitors for MSMEs. *IIMB Management Review*, 35(1), 57–70. <https://doi.org/10.1016/j.iimb.2023.04.002>
- [32] Moeuf, A., Pellerin, R., Lamouri, S., Tamayo-Giraldo, S., & Barbaray, R. (2018). The industrial management of SMEs in the era of Industry 4.0. *International journal of production research*, 56(3), 1118-1136.
- [33] Nica, E., Comănescu, M., & Manole, C. (2017). Digital reputation and economic trust in the knowledge labor market. *Journal of Self-Governance and* <https://www.ceeol.com/search/article-detail?id=572278>
- [34] Ningrum, G. A. P. D. V., Ayuningsasi, A. A. K., & Wenagama, I. W. (2020). Faktor-Faktor yang Mempengaruhi Pendapatan Pedagang Bidang Fashion di Kota Denpasar. *E-Jurnal Ekon. Pembang. Univ. Udayana*, 9(1), 147-176.
- [35] Nuansa (2021), Peran Usaha Mikro Kecil Dan Menengah (UKM) Dalam Perekonomian Indonesia, diunduh 30 Maret 2023 dari <https://nuansa.nusaputra.ac.id/2021/03/30/peran-usaha-mikro-kecil-dan-menengah-UKM-dalam-perekonomian-indonesia/>
- [36] Onjewu, A. K. E., Olan, F., Nyuur, R. B. be isan, Paul, S., & Nguyen, H. T. T. (2023). The effect of government support on Bureaucracy, COVID-19 resilience and export intensity: Evidence from North Africa. *Journal of Business Research*, 156. <https://doi.org/10.1016/j.jbusres.2022.113468>
- [37] Ormazabal, M., Prieto-Sandoval, V., Puga-Leal, R., & Jaca, C. (2018). Circular economy in Spanish SMEs: challenges and opportunities. *Journal of cleaner production*, 185, 157-167.
- [38] Paul, J., Parthasarathy, S., & Gupta, P. (2017). Exporting challenges of SMEs: A review and future research agenda. In *Journal of World Business* (Vol. 52, Issue 3, pp. 327–342). Elsevier Inc. <https://doi.org/10.1016/j.jwb.2017.01.003>
- [39] Paul, J., Parthasarathy, S., & Gupta, P. (2017). Exporting challenges of SMEs: A review and future research agenda. *Journal of world business*, 52(3), 327-342.

-
- [40] Priyono, A., Moin, A., & Putri, V. N. A. O. (2020). Identifying digital transformation paths in the business model of SMEs during the COVID-19 pandemic. *Journal of Open Innovation: Technology, Market, and Complexity*, 6(4), 104.
 - [41] Raguseo, E., Pigni, F., & Vitari, C. (2021). Streams of digital data and competitive advantage: The mediation effects of process efficiency and product effectiveness. *Information and Management*, 58(4). <https://doi.org/10.1016/j.im.2021.103451>
 - [42] Scuotto, V., Del Giudice, M., & Carayannis, E. G. (2017). The effect of social networking sites and absorptive capacity on SMEs' innovation performance. *The Journal of Technology Transfer*, 42, 409-424.
 - [43] Sedyastuti, K., Suwarni, E., Rahadi, D. R., & Handayani, M. A. (2021, April). Human Resources Competency at Micro, Small and Medium Enterprises in Palembang Songket Industry. In 2nd Annual Conference on Social Science and Humanities (ANCOSH 2020) (pp. 248-251). Atlantis Press.
 - [44] Singh, J., Crisafulli, B., Quamina, L. T., & Xue, M. T. (2020). 'To trust or not to trust': The impact of social media influencers on the reputation of corporate brands in crisis. *Journal of Business Research*, 119, 464-480. <https://doi.org/10.1016/j.jbusres.2020.03.039>
 - [45] Spence, M., & Essoussi H., L. (2010). SME brand building and management: an exploratory study. *European Journal of Marketing*, 44(7/8), 1037-1054
 - [46] Tambunan, T. T. (2021). UKM di Indonesia: perkembangan, kendala, dan tantangan. Prenada Media.
 - [47] Torbica, A., Radosavljević, M., Belović, M., Tamilselvan, T., & Prabhasankar, P. (2022). Biotechnological tools for cereal and pseudocereal dietary fibre modification in the bakery products creation – Advantages, disadvantages and challenges. In *Trends in Food Science and Technology* (Vol. 129, pp. 194-209). Elsevier Ltd. <https://doi.org/10.1016/j.tifs.2022.09.018>
 - [48] Tümer, M., Aghaei, I., Öney, E., & ... (2019). The impact of traditional and social media marketing on customers' brand trust and purchase intentions in the Turkish airline market. *Journal of Research in ...* <http://publications.ud.ac.ae/index.php/jrems/article/view/344>
 - [49] Udriyah, U., Tham, J., & Azam, S. (2019). The effects of market orientation and innovation on competitive advantage and business performance of textile SMEs. *Management Science Letters*, 9(9), 1419-1428.
 - [50] Venny, M. T. F. (2020). Sustainable Entrepreneurial Orientation Dan Keunggulan Bersaing Terhadap Kinerja Bisnis: Studi Pada UKM Di Kota Batam. *DeReMa (Development Research of Management): Jurnal Manajemen*, 15(2), 257-281.
 - [51] Wałęga, A., Wojkowski, J., Sojka, M., Amatya, D., Młyński, D., Panda, S., & Caldvell, P. (2024). Exploiting satellite data for total direct runoff prediction using CN-based MSME model. *Science of The Total Environment*, 908, 168391. <https://doi.org/10.1016/j.scitotenv.2023.168391>
 - [52] Waltman, L., Calero-Medina, C., Kosten, J., Noyons, E. C., Tijssen, R. J., van Eck, N. J., ... & Wouters, P. (2012). The Leiden Ranking 2011/2012: Data collection, indicators, and interpretation. *Journal of the American society for information science and technology*, 63(12), 2419-2432.
 - [53] Wong, L. W., Leong, L. Y., Hew, J. J., Tan, G. W. H., & Ooi, K. B. (2020). Time to seize the digital evolution: Adoption of blockchain in operations and supply chain management among Malaysian SMEs. *International Journal of Information Management*, 52, 101997.
 - [54] Zupic, I., & Čater, T. (2015). Bibliometric methods in management and organization. *Organizational research methods*, 18(3), 429-472.
 - [55] Zupic, I., & Čater, T. (2015). Bibliometric methods in management and organization. *Organizational research methods*, 18(3), 429-472.