

To cite this article: Dedy Nazaruddin and Wilhelmus Hary Susilo (2023). The New- Concept to Predicting of the Achievement of an Employee on Job Performance: An Insight of the Self- Congruence Theory and The Planned Behavior Theory. International Journal of Education, Business and Economics Research (IJEER) 3 (1): 58-67

## THE NEW- CONCEPT TO PREDICTING OF THE ACHIEVEMENT OF AN EMPLOYEE ON JOB PERFORMANCE: AN INSIGHT OF THE SELF- CONGRUENCE THEORY AND THE PLANNED BEHAVIOR THEORY

Dedy Nazaruddin<sup>1</sup> and Wilhelmus Hary Susilo<sup>2</sup>

MM FEB University of Persada Indonesia Y.A.I

### ABSTRACT

This decade the entire national- tourism aspects-institutions have to many constrain to implemented from the vision and missions on the heterogeneous- demand, not competitive, less-complain data and an incremental innovations for satisfy entire consumers. This analysis would be inquiry the research gap within the employee job performance. Furthermore, the novelty research-result from the confirmed model of the development of employee job performance and it's could make the contribution on body of knowledge on theory of competence- based and the planned behavior theory that it's have integrated within top managers competencies to long- run. Hence, the research method was conducted within the predicted strategy and the data analysis within an entire the latent variables with its dimensions conduct to the SmartPLS. The entire researchers were contribution on the body of knowledge- theory that would to conduct in this synthesis to improved existing employee job performance.

**KEYWORDS:** the employee on job performance, SCT, PBT

© The Authors 2023  
Published Online: Jan 2023

Published by International Journal of Education, Business and Economics Research (IJEER) (<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/licenses/by/4.0/legalcode>

### 1. INTRODUCTION

The business effort within an emerging market and the tight competitions, need more the knowledge sharing, find newest big consumer demand data, and the employee job performance that leads to human resources performance, that have been could not always to be confirm result of the research on sustainable business(Bagozzi, Belschak, Verbeke, & Gavino, 2016; Cambra-Fierro, Melero-Polo, & Javier Sese, 2015; Harris, Wonjoon, Holly, & Dan, 2014; Kang & Lam, 2016)(Day, Crown, & Ivany, 2017; Pittino, Visintin, Lenger, & Sternad, 2016; C.-J. Wang, Tsai, & Tsai, 2014; Z. Wang, Sharma, & Cao, 2016)(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).

Therefore, many government institutions have the very less-process of the impact to the organizations performance within the employee job performance without well skill and competencies in an among task as the result inquiries from some scholars synthesis and contribution on body of knowledge, that some research gap within less the employee job performance that its must have the novelty variables as the new development models of the market-based management research(Ewen et al., 2013; Ren & Chadee, 2017).(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 & Karjaluo, 2015; Lassala, Carmona, & Momparler, 2016; Stan De, Monique, & Guy Van, 2017; Straker & Wrigley, 2016; T. Thomas, 2015; Walmsley, 2016; W.-L. Wang, Malthouse, Calder, & Uzunoglu, 2017)

Moreover, the objective of this inquiries would be conduct with the synthesis the new- research model to fulfilling the find of research gap between the role of the employee job performance. Thus, the focus of the latent moderator variables as develop to leads the institutions performance in sustainable business for the future in tourism aspects .(Demirkan & Spohrer, 2014; Geraerds, 2012; Järvinen & Karjaluo, 2015; Kasper-Brauer & Leischnig, 2016; Kianto, Sáenz, & Aramburu, 2017; Kim, Cavusgil, & Cavusgil, 2013; Landroquez, 2013; Li, 2010; Malik, Pereira, & Budhwar, 2017; Matošková & Směšná, 2017; Nicole, Vaughan, Zabihullah, & Mei, 2016; Obal & Lancioni, 2013; Ouakouak & Ouedraogo, 2017; Pittino et al., 2016; Rakesh, Narendra, & Sandeep, 2017; Senichev, 2013; Stone, Deadrick, Lukaszewski, & Johnson, 2015; Walmsley, 2016; Xerri & Reid, 2017)

The business within on the source of employee value an entire institutions should have some strategic plan and not implement in the same time for many to pursue the employee job performance, within well leaderships for face the competition. Furthermore, the human resources-advantage on among national market for having the new- opportunity for reach the profit embedded on the sustainable business with creates a consumer value. The strategic choices by the top managers for improvement organizations performance within harmonized human resources and well value creation also the well employee- skill(Bravo, Matute, & Pina, 2015; Kang & Lam, 2016; Mullen, Kelloway, & Teed, 2017; Raybould & Wilkins, 2006; Sambasivan, Abdul, & Yusop, 2009).(Hamilton, 2011; Reid & Brady, 2012)(Poisson-de Haro & Bitektine, 2015; Z. Wang et al., 2016)(Aima, Susilo, Purwanto and Wiratih, 2015). (Wilhelmus Hary Susilo, 2017; Wilhelmus Hary Susilo, 2020b)

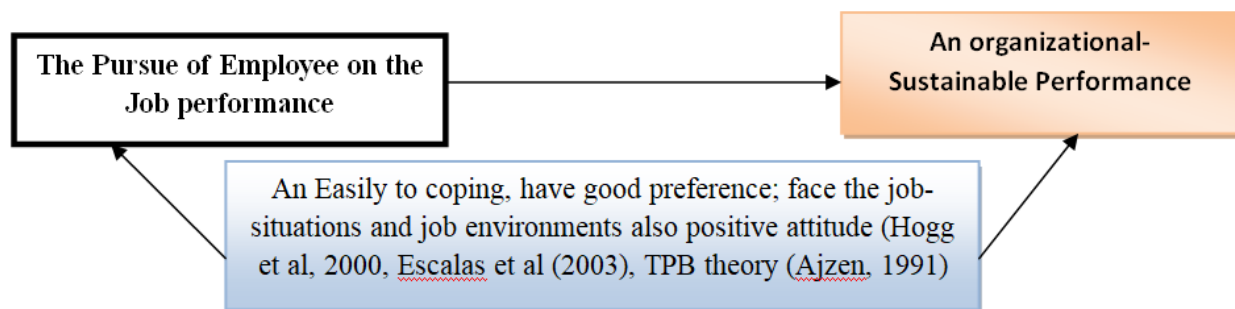
## **2. LITERATURE REVIEW AND THE HYPOTHESIS**

Actually, the many researcher has investigating the research- model to pursue the employee job performance conducted within the contributions for the body of knowledge on internal factors theory of the firm for the competitions, also for the giving the contributions of the management implications to make the organization strategies within entire the institutions. Hence, in this investigate for mapping the competitiveness advantage to leads the superior performance in sustainable business for the long- run (Estrada, Faems, & de Faria, 2016; Ivens, Pardo, Niersbach, & Leischnig, 2016).

### The Competence- Based Theory also the Contributions on Body of Knowledge

The competence-based theory as an internal factors for develop business strategies for many heterogeneously industries for satisfy customer. Hence, the distinctive work competence within entire employee should help the firms for facing its competitions in many industries. (Hult, Ketchen Jr, & Reus, 2001; Javad Khazaei, Masood, & Ezat Amirbakzadeh, 2017; Mitrega, 2012) Furthermore, the R-A theory have competition among firm in heterogeneous business and the sustainable competitive advantage should have as the foundation of the firms to create the best policy, bundles and provide the top-organization's resources and for achieving the employee performance within source of employee job satisfactions.(Alisher Tohirovich, Changjoon, & Junghyun, 2017; Gabrielsson, Seppälä, & Gabrielsson, 2016; Shelby D. Hunt, 2013, 2015; Shelby D Hunt & Morgan, 1995; Krausert, 2017; Kumar & Yakhlef, 2016; Nor Shahriza Abdul, Mohamed Jalaldeen Mohamed, & Norshidah, 2012; Stan De et al., 2017; C.-J. Wang et al., 2014; Xiaohong, Chengfeng, Yanbo, & Gaowen, 2015; Zhao, Feng, & Wang, 2015)

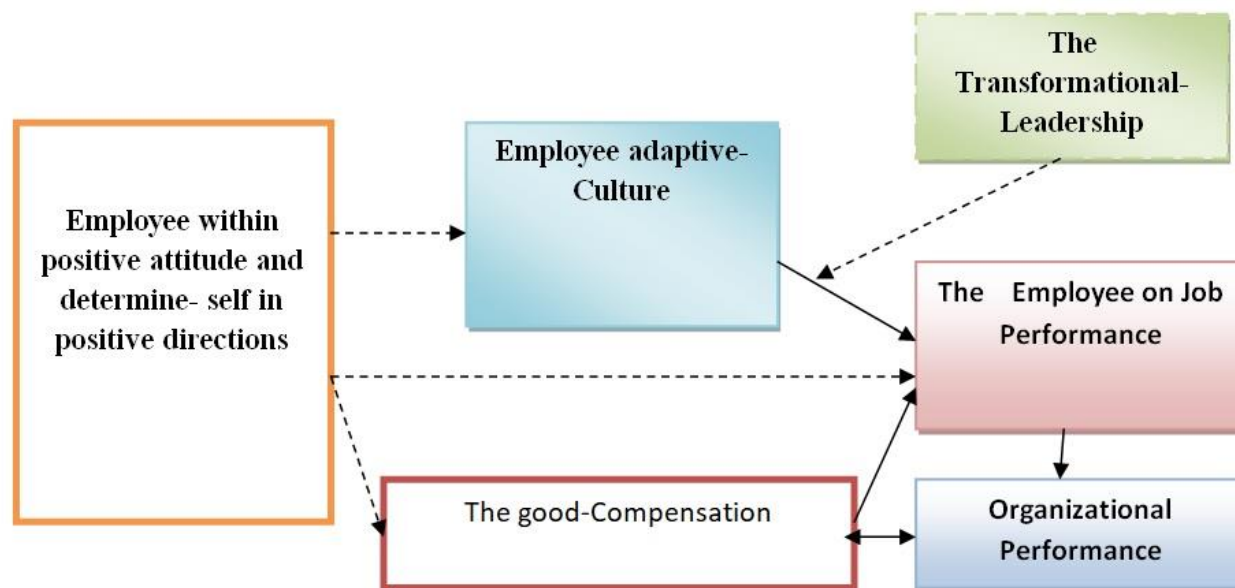
The researcher could mentions to the theory to fulfill the research gap and its would have the contribution for the body of knowledge and result the novelty of the research result from an empirical research for distinctive- pursue the employee job performance as follow, the figure 1 below:



**Figure 1.** The SCT for Contributions on the Theoretical logic support

### The Framework and Hypothesis

Indeed, the research framework of Superior- Employee job Performance within institutions should be to develop for fulfillment the research gap for finding the knowledge to improvement the superior- employee performance.(Chiang & Birtch, 2010; Gupta, Singh, & Bhattacharya, 2017; Munir, Rahman, Malik, & Ma'amor, 2012). Moreover, the schemes of research- framework as follow figure 2, below:



**Fig.2.** The Research Model to Pursue the Distinctive- Organizational Performance  
(Source: Develop from an Authors)

The hypothesis in these inquiries the conceptual research model, as follow:

**H1.** An employee adaptive- organization culture within the Institution BPODT is positively related to an employee performance and it's affected to an organization performance.

### 3. RESEARCH METHOD

The respondent, how data collection and the measurement of entire latent variables

The sample for this investigations conducted within the cluster random sampling and an employee in among institutions in the North Sumatra (Borenstein, Hedges, Higgins, & Rothstein, 2009; Hertwig & Pleskac, 2010; Vos, Schiele, & Hüttinger, 2016)(Mathwick, Wagner, & Unni, 2010; E. Thomas, 2013). Furthermore, the survey was conduct within the self administered questionnaire that uses the rating scale to among latent variables to make the response for distinctive-organization performance in the institutions. (Samson, Gloet, & Singh, 2017; Stundziene, Startiene, Remeikiene, & Dapkus, 2015) (Sekaran and Bougie, 2016).

Actually, the tools- instrument have the independently collected method and conducted with the rating scale as an interval data scale (1 to 10 very agree).Moreover, the validity as the cross validations and reliability construct test as the outer model assessments and the inner-model tests as the structural equation modeling phase as the predicted power, entire the latent variables and its dimensions as the second order also driven by the SmartPLS software. (Reguera-Alvarado, Blanco-Oliver, & Martín-Ruiz, 2016)(Agostini, Nosella, & Filippini, 2016; Ghozali, 2013; Jangl, 2016) (Hair, Black, Babin and Anderson, 2010)(Evermann & Tate, 2016). (Wilhelmus Hary Susilo, 2020b)

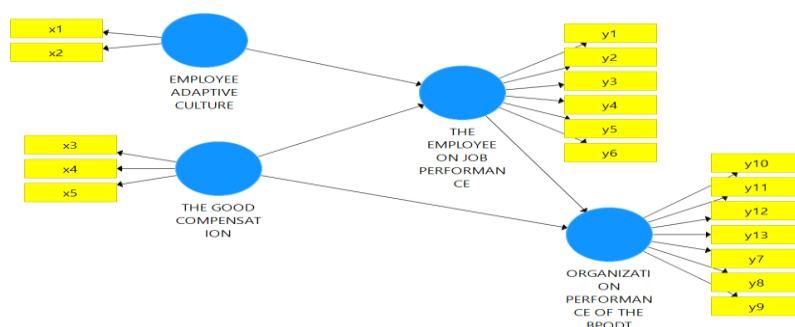
#### 4. DATA ANALYSIS

The Model of fitting and Hypothesis testing

Indeed, an analysis should conduct to the structural equation modeling, cause an among the latent variables were un-observed characteristics. Furthermore, the two phase approach have pertains; measurement- Outer model and the Inner-model as structural hybrid full model that conducted to the predicted strategies in this multivariate data analysis, with a testing the validity and the reliability construct, also synthesis the hypothesis proved (Ghozali, 2013)(Susilo and Yulius, 2017)(Wilhelmus Hary Susilo, 2020a).

The research result would have for the data analysis pertained: 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 the multivariate of normality test.

The scheme of new- concept Model for predicting to pursue the Employee-job performance within the BPODT in Indonesia as follow, figure 3, below:



**Fig.3.** The Research do new- concept Model for predicting to pursue the Employee-job performance within the BPODT in Indonesia (Source: by authors)

Hence, 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 the p-value less than 0.05. (Augusty, 2014; Chang, Shen, & Liu, 2016; Reguera-Alvarado et al., 2016; Schlittgen, Ringle, Sarstedt, & Becker, 2016; Schubring, Lorscheid, Meyer, & Ringle, 2016; Wilhelmus Hary Susilo, 2016)(Wilhelmus Hary Susilo, 2017)

#### 5. CONCLUSIONS AND RESEARCH CONTRIBUTION.

The predictions an entire hypotheses testing, and the value should be have to pursue the distinctive-organizational performance in water treatment corporations. The researcher would be to the fulfillment the research gap within the new research model would effectively to achieve the employee satisfactions and performance within transformational leadership as moderator latent variable. Hence, 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 in human resource management of the venture. Moreover, the conducted with **the behavior planned theory** and **the competence- based Theory** as the explanations and predicted the relationship for the attempt the distinctive- organization performance that its would inquiries on employee



performance in management of human resources science.(Al-Debei, Al-Lozi, & Papazafeiropoulou, 2013)(Ajzen, 1991; Gupta et al., 2017; Zhu, Teng, Foti, & Yuan, 2019)

### Acknowledgement

Thank you so much to the Expertise and Experience Learning Club, Faculty of Business and Management, University Of Persada Indonesia Y.A.I. To my colleague and students. To In Kind Workshops 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/0000-0002-6758-1159](https://orcid.org/0000-0002-6758-1159). And SCOPUS ID: 56539508300.**

### REFERENCES

- Agostini, L., Nosella, A., & Filippini, R. (2016). Towards an Integrated View of the Ambidextrous Organization: A Second-Order Factor Model. *Creativity and Innovation Management*, 25(1), 129-141. doi: 10.1111/caim.12167
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50, 179-211.
- Al-Debei, M. M., Al-Lozi, E., & Papazafeiropoulou, A. (2013). Why people keep coming back to Facebook: Explaining and predicting continuance participation from an extended theory of planned behaviour perspective. *Decision Support Systems*, 55(1), 43-54. doi: 10.1016/j.dss.2012.12.032
- 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
- Augusty, F. (2014). *Structural Equation Modelling Dalam Penelitian Manajemen*: Fakultas Ekonomi dan Bisnis Universitas Diponegoro.
- Bagozzi, R. P., Belschak, F., Verbeke, W., & Gavino, J. C. (2016). Salesperson self-regulation of pride: Effects on adaptability, effort, and citizenship behaviors between independent-based and interdependent-based cultures. *Spanish Journal of Marketing - ESIC*, 20(1), 1-17. doi: 10.1016/j.reimke.2016.01.002
- Bitter, S., & Grabner-Kräuter, S. (2016). Consequences of customer engagement behavior: when negative Facebook posts have positive effects. *ElectronMarkets*, 26, 13.
- Borenstein, M., Hedges, L. V., Higgins, J. P. T., & Rothstein, R. R. (2009). *Fixed-effect vs Random-effects Introduction to Meta Analysis*: John Wiley and Sons.
- 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
- Cambra-Fierro, J., Melero-Polo, I., & Javier Sese, F. (2015). Can complaint-handling efforts promote customer engagement? *Service Business*, 10(4), 847-866. doi: 10.1007/s11628-015-0295-9
- 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. doi: 10.1016/j.jbusres.2016.04.048
- 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

- Estrada, I., Faems, D., & de Faria, P. (2016). Coopetition and product innovation performance: The role of internal knowledge sharing mechanisms and formal knowledge protection mechanisms. *Industrial Marketing Management*, 53, 56-65. doi: 10.1016/j.indmarman.2015.11.013
- 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
- Ewen, C., Wihler, A., Blickle, G., Oerder, K., Ellen, B. P., Douglas, C., & Ferris, G. R. (2013). Further specification of the leader political skill–leadership effectiveness relationships: Transformational and transactional leader behavior as mediators. *The Leadership Quarterly*, 24(4), 516-533. doi: 10.1016/j.leaqua.2013.03.006
- 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
- Geraerdt, 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
- Ghozali, I. (2013). *Model Persamaan Structural, Konsep dan Aplikasi Dengan Program AMOS 21.0*: Badan Penerbit Universitas Diponegoro.
- 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
- Harris, T. B., Wonjoon, C., Holly, M. H., & Dan, S. C. (2014). Do trainer style and learner orientation predict training outcomes? *Journal of Workplace Learning*, 26(5), 331-344. doi: 10.1108/JWL-05-2013-0031
- 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
- Hertwig, R., & Pleskac, T. J. (2010). Decisions from experience: why small samples? *Cognition*, 115(2), 225-237. doi: 10.1016/j.cognition.2009.12.009
- 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
- Hult, G. T. M., Ketchen Jr, D. J., & Reus, T. H. (2001). Organizational learning capacity and internal customer orientation within strategic sourcing units. *Journal of Quality Management*, 6(2), 173-192. doi: [http://dx.doi.org/10.1016/S1084-8568\(01\)00036-0](http://dx.doi.org/10.1016/S1084-8568(01)00036-0)
- 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.jengtman.2016.03.001
- Ivens, B. S., Pardo, C., Niersbach, B., & Leischnig, A. (2016). Firm-internal key account management networks: Framework, case study, avenues for future research. *Industrial Marketing Management*, 58, 102-113. doi: 10.1016/j.indmarman.2016.05.019
- Jangl, P. (2016). Model of Market Orientation of High-Tech Firms in Germany: Validation Study. *Verslas: teorija ir praktika*, 17(3), 216-224. doi: 10.3846/btp.2016.643
- 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

- Javad Khazaei, P., Masood, K., & Ezat Amirbakzadeh, K. (2017). Linking internal marketing orientation to balanced scorecard outcomes in small businesses: the case of travel agencies. *International Journal of Culture, Tourism and Hospitality Research*, 11(3), 297-308. doi: 10.1108/IJCTHR-03-2016-0024
- 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
- Kasper-Brauer, K., & Leischnig, A. (2016). Yes, we can! A fuzzy-set analysis of challenges, skills, and enjoyment of work. *Journal of Business Research*, 69(11), 5286-5291. doi: 10.1016/j.jbusres.2016.04.126
- 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
- Landroguéz, 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
- Mitrega, M. (2012). Network partner knowledge and internal relationships influencing customer relationship quality and company performance. *Journal of Business & Industrial Marketing*, Vol. 27 / 6, pg. 486-496. doi: 10.1108/08858621211251488
- 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
- Nicole, D., Vaughan, C., Zabihullah, S., & Mei, L. (2016). Workplace training and generic and technical skill development in the Australian construction industry. *Journal of Management Development*, 35(4), 486-504. doi: 10.1108/JMD-05-2015-0073
- 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
- Rakesh, S., Narendra, K., & Sandeep, P. (2017). Thought self-leadership strategies and sales performance: Integrating selling skills and adaptive selling behavior as missing links. *Journal of Business & Industrial Marketing*. doi: 10.1108/JBIM-06-2016-0127



- Raybould, M., & Wilkins, H. (2006). Generic Skills for Hospitality Management: A Comparative Study of Management Expectations and Student Perceptions. *Journal of Hospitality and Tourism Management*, 13(2), 177-188. doi: 10.1375/jhtm.13.2.177
- Reguera-Alvarado, N., Blanco-Oliver, A., & Martín-Ruiz, D. (2016). Testing the predictive power of PLS through cross-validation in banking. *Journal of Business Research*, 69(10), 4685-4693. doi: 10.1016/j.jbusres.2016.04.016
- 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
- Ren, S., & Chadee, D. (2017). Influence of work pressure on proactive skill development in China: The role of career networking behavior and Guanxi HRM. *Journal of Vocational Behavior*, 98, 152-162. doi: 10.1016/j.jvb.2016.11.004
- Sambasivan, M., Abdul, M., & Yusop, Y. (2009). Impact of personal qualities and management skills of entrepreneurs on venture performance in Malaysia: Opportunity recognition skills as a mediating factor. *Technovation*, 29(11), 798-805. doi: 10.1016/j.technovation.2009.04.002
- Samson, D., Gloet, M., & Singh, P. (2017). SYSTEMATIC INNOVATION CAPABILITY: EVIDENCE FROM CASE STUDIES AND A LARGE SURVEY. *International Journal of Innovation Management*, 21(07), 1750058. doi: 10.1142/S136391961750058X
- Schlittgen, R., Ringle, C. M., Sarstedt, M., & Becker, J.-M. (2016). Segmentation of PLS path models by iterative reweighted regressions. *Journal of Business Research*, 69(10), 4583-4592. doi: 10.1016/j.jbusres.2016.04.009
- Schubring, S., Lorscheid, I., Meyer, M., & Ringle, C. M. (2016). The PLS agent: Predictive modeling with PLS-SEM and agent-based simulation. *Journal of Business Research*, 69(10), 4604-4612. doi: 10.1016/j.jbusres.2016.03.052
- Senichev, V. (2013). Human Resource Diversity and Performance within the Frame of Organizations, Teams and Individuals. *Verstas: 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
- Stundziene, A., Startiene, G., Remeikiene, R., & Dapkus, M. (2015). Does the Survey Data on New Orders Lie? *Procedia - Social and Behavioral Sciences*, 213, 5-11. doi: 10.1016/j.sbspro.2015.11.395
- Susilo, W. H. (2016). An Impact of Behavioral Segmentation to Increase Consumer Loyalty: Empirical Study in Higher Education of Postgraduate Institutions at Jakarta. *Procedia - Social and Behavioral Sciences*, 229, 183-195. doi: 10.1016/j.sbspro.2016.07.128
- Susilo, W. H. (2017). *International Marketing Research* (S. I. I. GROUP Ed. FIRST ed.). Jakarta, INA: IN MEDIA.
- Susilo, W. H. (2020a). *Business Research Methods: Market Based Management Approach in Application* (S. I. I. Group Ed. First Edition ed.). Bogor, INA: IN MEDIA.
- Susilo, W. H. (2020b). *The Business Research: The Competency & Confident- Building Approach* (imuruz Ed.). Mauritius: LAMBERT Academic Publishing.
- 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
- Vos, F. G. S., Schiele, H., & Hüttinger, L. (2016). Supplier satisfaction: Explanation and out-of-sample prediction. *Journal of Business Research*, 69(10), 4613-4623. doi: 10.1016/j.jbusres.2016.04.013
- 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 self-efficacy, 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
- Zhu, X., Teng, L., Foti, L., & Yuan, Y. (2019). Using self-congruence theory to explain the interaction effects of brand type and celebrity type on consumer attitude formation. *Journal of Business Research*, 103, 301-309. doi: 10.1016/j.jbusres.2019.01.055