

CATCHING UP THE INNOVATION AND TECHNO-PRENEURSHIP THROUGH HUMAN RESOURCE MANAGEMENT: INDONESIAN'S MATURE EMERGING MARKET ECONOMICS

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ABSTRACT

Indonesia has a high level of local product with innovation by SME's around the big until the small city, which is villages with any expansion of leading home production. Where in some other case that outsourcing and contracting out by small and large enterprises create business opportunities like contributing with economic development to cluster business teams. In contrast, any efficiency of local product innovation and the ability of SMEs can develop some linkages with relation to the technology platform business industry.

The methodology was used by meta-analysis with the qualitative method, in which several start-up entrepreneurs can provide integrated assistance to hire many people and help to upgrade of knowledge by leadership and skills in a sensitive movement in the field of technology. This also catching up influenced by several supporting factors such as knowledge, experience, and expertise possessed by local business through the economy and human resource management.

Moreover, there are outputs for owner and business people or partner of the experiment is able to invite all millennial generation, both strategies entrepreneurs and local communities to repeat collaboration in digital areas such as learning the environment by social media to support their product in the short-term and long-term period. Some of these concepts and applications can spread with regional innovation capacity by supply role and system between an individual firm or large firm and stakeholders to be able to work together maximally, well structured, and balanced with the government in creating selection such integrated production systems develop with potential advantages. It is hoped that this experiment research can be immediately applied in increasing economies scale by competitive of local product in Indonesia.

Keywords: start-up, business economic, technology industry, human resource

INTRODUCTION

One of the most important things for the determinant on innovation activity at the organizational business level, which was related to the knowledge and based on the firm or home industry, in a high technology sectors. It would may be can reflected in a high incidence about qualified scientists and engineers (QSEs) among employees and leaderships. However, it can conclude by a highly education for entrepreneur in their start-up business.

Management attitudes are another best factor, which is any influence the priority given to innovation in business development as well as unique style of innovation, particularly respect to each other local business. In contrast, there will exists for a climate in the individual members, like encourage to learn and develop any potential benefits in innovative efforts.

In SMEs, many routines rules can represent about practices development and nurtured in overtime about facilitation for innovation. They can also reflect to the habits and behavioral pattern involve in relation owner or managers perception. Despite about variations are exist empirically between extent about innovation in SMEs sectors local areas in Indonesia. There are certain skills size related about characters between entrepreneurs at the micro level. In this case, there is any shaping about strategic business activities and underlying management actions affecting to the innovation process.

The role networking and long-term relationships in particularly emphasized by writers such as Cooke and Morgan (1998) who suggested that an inclination and ability on SMEs to innovate is liked to an extent to they can enter into interactive learning process for business. Rothwell (1991) said that success for business innovation for firms, which are plugged into the market place and to external sources on technology expertise and also advice to many people in industry. For instance, Hart and Simmie (1997) also founded that any majority about award-winning innovate in Hertfordshire, which is not consider for a local network to be important and always concern for commercial confidently preference firms from cooperation with other business people.

An assessment on the business performance for SMEs in terms of innovation, which is undoubtedly influence by the definition of business innovation. Adopting by Porter (1990) stated that innovation is attempt to create any competitiveness with perceive or discover a new and good ways on completion at the business industry to bring the emerging market.

In another sectors, like a food processing, competitiveness might depend on more upon SMEs being able to maintain for a high level on flexibility to customer demands. There is developing about business skills to people slightly modified versions an existing local products or new business start-up way on packaging. However, innovation for SMEs are like typically rely on incremental changes to their unique product portfolio and the way that presented to customers rather than fundamental business innovations or radical changes tot the unique local product are produces in Indonesia or another country in the world by online technology platform.

THEORITICAL

SMEs in the Different Types of Production and Innovation Systems

According to the Stopper 1997 argued that a part the national and European Union based on innovation policy should carried out in the regional level. Where, a best knowledge on the variation of regional condition innovation can be secured as well. For the case, innovation activity is a territorial innovation phenomenon. This is like any stimulation by cooperation between local players and by place specific resources. For instances, some places platform about knowledge and learning spillover to take result, which is lead to unique experience being created in a best way to promote competitive for local firm or home production.

Social entrepreneurship

Social entrepreneurship holds the mission of the firm as its ultimate purpose. Creating wealth is necessary for social entrepreneurs if they are to survive and thrive but wealth is more of a means to an end that benefits society. The Benefit Corporation is a new corporate form that makes it possible for social entrepreneurs and other like-minded business people to promote the social good as well as wealth creation. Sustainability reports, otherwise known as social responsibility reports, measure how well the firm achieves the triple bottom line of planet, people, and profit. Integrating reporting is becoming increasingly prevalent as firms try to pull and reporting together into a comprehensive format.

Corporate Public Policy

Corporate public policy is a firm's posture or stance regarding the public, social, or ethical aspects of stakeholders and corporate functioning. It was a part of strategic management, particularly enterprise-level strategy. Enterprise-level strategy is the broadest, overarching level of strategy, and it was focus on the role of the organization in society. A major aspect of enterprise-level strategy is the integration of important core values into company strategy. The other strategy levels are include the corporate, business, and functional levels. The strategic management process entails six stages, and a concern for social, ethical, and public issues may be seen at each stage. In the control stage, the social audit, social performance, sustainability report is crucial.

Public Affairs

Public affairs can be described as the management function that is responsible for monitoring and interpreting a corporation's noncommercial environment and managing it was response to that environment. Public affairs is intimately linked to corporate public policy, environmental analysis, issues management, and crisis management. The major functions of public affairs departments today can include government relationship, political action, community involvement or responsibility, issues management, global public affairs, and corporate philanthropy. Public affairs executives are positioned to increase their future status and influence as they embark on such challenges as help and create values-based enterprises, exerting themselves as through leaders in their companies, and help seek alternatives arenas of resolution as they broaden issues to embrace global considerations. Some companies do not use public affairs departments, but choose to organize these activities into different departments such as sustainability, corporate social responsibility (CSR), and ethic office.

METHODOLOGY

This research used a qualitative method with case study approach, and conceptual method. A substantial substance contained that can be explored in depth (Yin, 2009). In this research, it was to explore how many local communities in Samalona Island can sets a goals and drives for achievement ideas and innovation to an organization. An extent to discuss for critical informations are identified, collected, communication, and creativity. For other case, the important place for generate and evaluation for the next ideas of product, then a way about individualism and involvement is nurtured as part of a human relations and drives for motivation between personal and teams in the Indonesia areas.

CONCLUSION

In conclude, this research paper already explained about the significant of the regional level for the innovation activity by SMEs varies among others business start-up technology level such education, culinary, fashion, and many kinds of SMEs. However, this implies that some firm can survive in digital market industry by good skills and knowledge from young generation. So, many people from local firm or small can also obtain collective strengthening by networking in regional areas like Indonesia. Thus, the results of firm specific and region-specific knowledge are often involving experience such as unique and sticky may be created.

SUGGESTION

Market-orientated solutions

Supporters of market-based solutions argued that firms are the best judges of where they should locate. Government intervention would impede efficient decision taking by firms. It was better that they argued to remove impediments to the market achieving regional and local balance for example, they favor either or both of the following.

Reducing unemployment benefits

Generally, a reduction in unemployment benefits and other welfare payments would encourage the unemployment in the local areas of high unemployment to migrate and to the more prosperous local areas, or enable firms to offer lower wages in the local areas for high unemployment. In this case, some policy can attempt initially to widen the economic that divided between workers in the different local areas and in order to encourage capital, then labour to move in others. Such as many policy would hardly be welcomed by workers in the poorer local areas.

A site of government offices in the depressed by regions

The government could be change or move for some of it was own departments out of the capital and locate in local areas for high unemployment. It really important to distinguish many policy the merely seek to modify a local market by altering market signals from policies that replace a market for local communities. Regulation replaces a market and unless very carefully devised and monitored that it may lead to ill-thought-out decisions being made. Subsidies and taxes merely can modify to the local market, leave it to individual firms and to make for their good and final location for tourist decision.

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