

DAFTAR PUSTAKA

- Ahmed, R. R., Akbar, W., Aijaz, M., Channar, Z. A., Ahmed, F., & Parmar, V. (2023). The role of green innovation on environmental and organizational performance: Moderation of human resource practices and management commitment. *Heliyon*, 9(1), e12679. <https://doi.org/10.1016/j.heliyon.2022.e12679>
- Ai Indriani, Euis Yunita Purnama Sari, & Bismantara. (2024). Aplikasi Inovasi Hijau Di Umk Rumah Mocaf, Indonesia. *Seminar Nasional Pariwisata Dan Kewirausahaan (SNPK)*, 3, 526–534. <https://doi.org/10.36441/snpk.vol3.2024.266>
- Akhtar, S., Martins, M., Mata, P. N., Tian, H., Naz, S., Maria, D., & Sim, R. (2021). Assessing the Relationship between Market Orientation and Green Product Innovation : The Intervening Role of Green Self-Efficacy and Moderating Role of Resource Bricolage. *Sustainability*. 1–15. <https://doi.org/10.3390/su132011494>
- Al Farisi, S., Iqbal Fasa, M., & Suharto. (2022). Peran Umkm (Usaha Mikro Kecil Menengah) Dalam Meningkatkan Kesejahteraan Masyarakat. *Jurnal Dinamika Ekonomi Syariah*, 9(1), 73–84. <https://doi.org/10.53429/jdes.v9ino.1.307>
- Aman Suparman. (2024). Orientation entrepreneurship and neighborhood industry to formation strategy commerce on performance commerce textile in java west, Indonesia. *International Journal of Science and Research Archive*, 12(2), 1663–1689. <https://doi.org/10.30574/ijrsra.2024.12.2.1303>
- Anshar, C., & Ros Bangun, M. Y. (2023). Identifying Human Capital Readiness and Digital Culture toward Employee Performance in Facing Industry 4.0: Case of Pt Perusahaan Listrik Negara Province X. *International Journal of Current Science Research and Review*, 06(07), 4429–4442. <https://doi.org/10.47191/ijcsrr/v6-i7-57>
- Ar, I. M. (2012).
- Ariesty, R., Halik, F., Arhim, M., Studi, P., Fakultas, A., & Barat, U. S. (2025). Eksplorasi Orientasi Kewirausahaan dan Orientasi Pasar terhadap Kinerja Usaha Berkelanjutan pada Usaha Mikro dan Kecil Agribisnis di Polewali Mandar. *Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*. 11, 925–937. <https://dx.doi.org/10.25157/ma.v11i1.16629>

- Artha, B., & Putri, A. A. K. S. (2024). Impact of Market and Entrepreneurial Orientation on Batik MSMEs Performance in Yogyakarta. *Journal of Business and Management Review*, 5(11), 1004–1029. <https://doi.org/10.47153/jbmr.v5i11.1191>
- Berger, S. L., Meyer-Waarden, L., Kuhn, M., & Hanisch, A. (2024). Navigating Uncharted Waters: Insights into Transformative Marketing in the B2B Mobility Ecosystem. *Journal of Business-to-Business Marketing*, 32(1), 31–56. <https://doi.org/10.1080/1051712X.2024.2380682>
- Chen, A., Lin, Y., Mariani, M., Shou, Y., & Zhang, Y. (2023). Entrepreneurial growth in digital business ecosystems: an integrated framework blending the knowledge-based view of the firm and business ecosystems. *Journal of Technology Transfer*, 48(5), 1628–1653. <https://doi.org/10.1007/s10961-023-10027-9>
- Chen, Y. S., Lai, S. B., & Wen, C. T. (2006). The influence of green innovation performance on corporate advantage in Taiwan. *Journal of Business Ethics*, 67(4), 331–339. <https://doi.org/10.1007/s10551-006-9025-5>
- Dai, D., & Xue, Y. (2022). The Impact of Green Innovation on a Firm's Value from the Perspective of Enterprise Life Cycles. *Sustainability (Switzerland)*, 14(3). <https://doi.org/10.3390/su14031226>
- Dedy, N. M., & Soelaiman, L. (2023). Pengaruh Orientasi Pasar dan Bauran Pemasaran Terhadap Keunggulan Bersaing Usaha Olahan Pala Di Kota Ternate. *Jurnal Ekonomi Pertanian Dan Agribisnis (JEPA)*, 7(4), 1496–1506. <https://doi.org/10.21776/ub.jepa.2023.007.04.26>
- Fazal-e-Hasan, S. M., Ahmadi, H., Sekhon, H., Mortimer, G., Sadiq, M., Kharouf, H., & Abid, M. (2023). The role of green innovation and hope in employee retention. *Business Strategy and the Environment*, 32(1), 220–239. <https://doi.org/10.1002/bse.3126>
- Febriani, N. E., & Febriansyah, H. (2024). Analysis of Human Capital Readiness and Digital Culture on Employee Performance in Facing Industry 4.0: Case Study of Perum DAMRI. *Perpustakaan ITB*, 7(4), 597–615.
- Ghimire, B. (2024). Determinants of Entrepreneurial Readiness: An Empirical Analysis. *Journal of Management Changes in the Digital Era*. <https://doi.org/10.33168/JMCDE.2024.0110>
- Habib, Y., Effendi, M. I., & Sabihaini, S. (2023). Pengaruh orientasi kewirausahaan terhadap kinerja UKM Batik Giriloyo yang dimediasi oleh orientasi belajar

- dan strategi diferensiasi. *Journal of Business & Banking*, 13(1), 19. <https://doi.org/10.14414/jbb.v13i1.3685>
- Hamel, C., & Wijaya, A. (2020). Pengaruh Orientasi Kewirausahaan dan Orientasi Pasar terhadap Kinerja Usaha UKM Di Jakarta Barat. *Jurnal Manajerial Dan Kewirausahaan*, 2(4), 863. <https://doi.org/10.24912/jmk.v2i4.9865>
- Hendarman, A. F. ., Sari, F. A., Reza, L. V. I., Damar, M. R., Handayani, M., Zefanya, S., & Adinata, S. J. . (2020). Human Capital Mapping for Industry 4.0. *International Journal of Advanced Science*, January, 0–8.
- Heny Widyastuti, Kamilia Deandra Azies, Riah Isnaini Rohmah, T. Y. (2023). Pengaruh Inovasi Hijau, Budaya Organisasi Hijau Terhadap Kinerja Perusahaan. *Jurnal Manajemen, Akuntansi dan Logistik (JUMATI)*. II(1), 300–313.
- Kaplan, R. S., & Norton, D. P. (2004). Measuring the Strategic Readiness of Intangible Assets. *Harvard Business Review*, 82(2).
- Khusnah, H., & Soewarno, N. (2024). Human capital readiness and global market orientation to business performance: The mediation role of green innovation. *Contaduria y Administracion*, 69(4), 1–19. <https://doi.org/10.22201/fca.24488410e.2024.4950>
- Kohli, A. K., & Jaworski, B. J. (1990). Market Orientation: The Construct, Research Propositions, and Managerial Implications. *Journal of Marketing*, 54(2), 1. <https://doi.org/10.2307/1251866>
- Linda Sutanto, Bambang Tjahjadi, & Fiona Niska Dinda Nadia. (2023). The Impact of Human Capital Readiness on Business Performance : The Mediating Role of Innovation Capability. *Journal of Accounting Science*, 7(2), 130–145. <https://doi.org/10.21070/jas.v7i2.1725>
- Margaretha, C., & Soelaiman, L. (2022). Entrepreneurial Orientation, Market Orientation, and Organizational Culture on Business Performance. *Proceedings of the Tenth International Conference on Entrepreneurship and Business Management 2021 (ICEBM 2021)*, 653(Icebm 2021), 387–393. <https://doi.org/10.2991/aebmr.k.220501.058>
- Nurpratama, M., Sonjaya, N. S., Yudianto, A., & Agung, I. (2024). Studi Orientasi Pasar dan Inovasi Produk Terhadap Kinerja Pemasaran UMKM di Kabupaten Indramayu. *Jurnal EMT KITA*, 8(3), 822–831. <https://doi.org/10.35870/emt.v8i3.2406>

- Nuvriasari, A., Suyanto, M., & Azman, M. N. A. (2022). The Effect of Market Orientation Towards Small and Medium Enterprises Batik Entrepreneurial Marketing: A Case Study in Indonesia. *Quality - Access to Success*, 23(188), 110–118. <https://doi.org/10.47750/QAS/23.188.16>
- Puspaningrum, A. (2020). Market Orientation, Competitive Advantage and Marketing Performance of Small Medium Enterprises (SMEs). *Journal of Economics, Business, & Accountancy Ventura*, 23(1), 19–27. <https://doi.org/10.14414/jebav.v23i1.1847>
- Putra, A. W., & Nuvriasari. (2024). The Effect of Market and Entrepreneurial Orientation, Product Quality on the Competitive Advantage of Batik MSMEs in Yogyakarta. *Research Horizon*, 4(3), 223–232. <https://journal.lifescifi.com/index.php/RH/article/view/291>
- Ratulian, M. C., Salleh, F., & Prasetio, J. E. (2024). Knowledge sharing and sustainable competitive advantage : Mediating role of innovation culture and MSMEs business performance. *Assian Management and Business Review*. 4(2), 358–375. <https://doi.org/10.20885/AMBR.vol4.iss2.art12>
- Roma, F., Morante, B., & Roma, S. (2022). Factors Affecting Human Capital Development: A Model for Operational Effectiveness in Human Resource Practice. *Global Scientific Journals*, 10(8), 1194–1203. <https://www.researchgate.net/publication/363290497>
- Sekaran, U., and, & Bougie, R. (2016). Research methods for business : a skill-building approach (Seventh Ed). John Wiley & Sons.
- Sekaran, U., and, & Bougie, R. (2019). Research methods for business : a skill-building approach (Seventh Ed). John Wiley & Sons.
- Setiawan, H., & Praswati, A. (2023). *The Influence of Market Orientation on Sales Performance Mediated by Innovation*. 653(Icebm 2021), 36–41. <https://doi.org/10.4108/eai.13-9-2023.2341166>
- Singh, S. K., Giudice, M. Del, Chierici, R., & Graziano, D. (2020). Green innovation and environmental performance: The role of green transformational leadership and green human resource management. *Technological Forecasting and Social Change*, 150(September 2019), 119762. <https://doi.org/10.1016/j.techfore.2019.119762>
- Situmorang, J., Sembiring, R., & Sianturi, J. A. T. P. (2023). Jurnal Ilmu Manajemen METHONOMIX (Maret 2023 – Agustus 2023). *Jurnal Ilmu Manajemen METHONOMIX*, 6, 1–13.

- Sutanto, L., & Tjahjadi, B. (2023). Analisis human capital readiness dengan human maturity model pada RSUD Dr. Soetomo. *Value Added: Majalah Ekonomi Dan Bisnis*, 19(1), 10–21.
- Tjahjadi, B., Soewarno, N., & Gunawan, G. M. (2024). Effect of Information Capital Readiness on Business Performance in Indonesian MSMEs: Does Online Market Orientation Matter?*. *Journal of Asian Finance, Economics and Business*, 7(12), 267–274. <https://doi.org/10.13106/JAFEB.2020.VOL7.NO12.267>
- Tjahjadi, B., Soewarno, N., Hariyati, H., Nafidah, L. N., Kustiningsih, N., & Nadyaningrum, V. (2020a). The role of green innovation between green market orientation and business performance: its implication for open innovation. *Journal of Open Innovation: Technology, Market, and Complexity*, 6(4), 1–18. <https://doi.org/10.3390/joitmc6040173>
- Tjahjadi, B., Soewarno, N., Hariyati, H., Nafidah, L. N., Kustiningsih, N., & Nadyaningrum, V. (2020b). The role of green innovation between green market orientation and business performance: its implication for open innovation. *Journal of Open Innovation: Technology, Market, and Complexity*, 6(4), 1–18. <https://doi.org/10.3390/joitmc6040173>
- Tjahjadi, B., Soewarno, N., Nadyaningrum, V., & Aminy, A. (2022). Human capital readiness and global market orientation in Indonesian Micro-, Small- and Medium-sized Enterprises business performance. *International Journal of Productivity and Performance Management*, 71(1), 79–99. <https://doi.org/10.1108/IJPPM-04-2020-0181>
- Ula, F., Khusnah, H., Anugraini, M., & Anshori, M. Y. (2023). Peran Mediasi Green Innovation Pada Pengaruh Human Capital Terhadap Kinerja Bisnis Umkm Surabaya. *Dialektika : Jurnal Ekonomi Dan Ilmu Sosial*, 8(2), 271–280. <https://doi.org/10.36636/dialektika.v8i2.3272>
- Wahyuni, N. M., & Sara, I. M. (2020). Market Orientation and Innovation Performance: Mediating Effects of Customer Engagement in SMEs. *Journal of Economics, Business, & Accountancy Ventura*, 23(1), 28–37. <https://doi.org/10.14414/jebav.v23i1.2040>
- Widiastuti, I., Azzam, Y. F., Aldiyanto, D. N., Saputra, T. W., & Estriyanto, Y. (2025). Academic community acceptance of recycled plastic products: An analysis of product evaluation and willingness to consume. *Cleaner Waste Systems*, 11(August 2024), 100280. <https://doi.org/10.1016/j.clwas.2025.100280>

- Widjajanti, K., & Sugiyanto, E. K. (2024). Competitiveness Improvement Strategies of Msme Blora Batik: Analytic Network Process Approach. *International Journal of Professional Business Review*, 9(1), e03381. <https://doi.org/10.26668/businessreview/2024.v9i1.3381>
- Yanto, J. (2021). Pengaruh Orientasi Kewirausahaan terhadap Kinerja UMKM di Jabodetabek dengan Individualisme sebagai Variabel Moderasi. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 5(2), 207. <https://doi.org/10.24912/jmbk.v5i2.11233>
- Yulianto, W., Nuvriasari, A., Manajemen, P. S., Ekonomi, F., Mercu, U., Yogyakarta, B., Sleman, K., Daerah, P., & Yogyakarta, I. (2025). Pengaruh Kapabilitas Pemasaran , Orientasi Pasar , dan Networking Terhadap Kinerja Pemasaran UMKM Batik di Yogyakarta. *Journal of Humanities Educartion Management Accounting and Transportation*. 2(1), 311–322.