

Internationalization, Digitalization And Sustainability Development UMKM Woven Bag Products In Ngawi District

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Abstract

In times like this, MSMEs have a lot of limitations in developing the business of Internationalization, Digitalization and Sustainability even though MSME players have developed internationalization by serving domestic and foreign demand as has been done by MSMEs woven bag products in Kab. Ngawi. The purpose of this study was to determine the strategies that have been carried out by the woven bag UMKM actors in the district. Ngawi in the development of internationalization, digitization, and sustainability which may not be done by other MSME actors sometimes. This study finds that in carrying out international development, product innovations are needed especially during the current Covid-19 pandemic to be able to help the continuity of a company or MSME business, as well as the role of digitalization which is a very vital technology that must be applied every time it does development through social media such as Facebook, IG, WA, Promotion, and others, as well as the sustainability of a relationship in doing business and products, must be maintained.

Keywords :Internationalization Development, Digitalization, Sustainability, UMKM

I. INTRODUCTION

In the era of free trade and during the Covid-19 pandemic, which demanded high creativity did not necessarily discourage the woven bag craftsmen from Ngawi. On the other hand, their woven bags made of plastic have successfully penetrated the international market. Quoted from the PKK Ngawi kab.go.id website page, one of the owners of a plastic woven bag craft business from Ngawi Suwardi said the sales turnover of these bags reached hundreds of millions of rupiah per month for both domestic and foreign markets. According to Suwardi, the bags were exported to United States, Japan, Malaysia, and Korea. "The demand is quite high, especially Japan,". These woven plastic bags are directly exported from native Ngawi craftsmen in PohKonyal village, Pangkor district, Ngawi, East Java. Not only there but Ngawi has a woven plastic bag craft center is also located in Karangjati District. With 15 workers who can produce more than 20,000 plastic bags every month, 10,000 of which are exported to the countries he mentioned earlier. There is a price difference between bags sold domestically and abroad. Domestically, Suwardi sets a price of Rp. 5,000 to Rp. 60,000 per piece, while the price of a bag for export is Rp. 11,000 to Rp. 170,000 per piece. He has been doing this craft business for 15 years. He admitted that there were obstacles, such as the number of workers that decreased when the harvest period came to the problem of capital to develop a business. Of these, 000 bags are exported to the countries he mentioned earlier. There is a price difference between bags sold domestically and abroad. Domestically, Suwardi sets a price of Rp. 5,000 to Rp. 60,000 per piece, while the price of a bag for export is Rp. 11,000 to Rp. 170,000 per piece. He has been doing this craft business for 15 years. He admitted that there were obstacles, such as the reduced number of workers if the harvest period came to the problem of capital to develop a business. Of these, 000 bags are exported to the countries he mentioned earlier. There is a price difference between bags sold domestically and abroad. Domestically, Suwardi sets a price of Rp. 5,000 to Rp. 60,000 per piece, while the price of a bag for export is Rp. 11,000 to Rp. 170,000 per piece. He has been doing this craft business for 15

years. He admitted that there were obstacles, such as the reduced number of workers if the harvest period came to the problem of capital to develop a business while for exports it ranges from 14,000 to 180,000 rupiah. The local market needs around 10,000 bags, and they are sent to various big cities in Indonesia, such as Medan, Jakarta, Semarang, Surabaya, Pontianak, and other areas.

The plastic woven bag from Ngawi is one of 4 superior products that the PKK (Family Empowerment and Welfare) Working Group is trying to achieve. Batik, gamelan, and tempe chips are also a mainstay of this regency. In Ngawi Regency, the makers of tempe chips can be found in Sadang Village, Prandon. Meanwhile, the famous Ngawi gamelan industry is located in Mojo Village, Bringin District, Ngawi Regency. Gamelan raw materials are made of super bronze and brass. As for the marketing area, it has penetrated the market outside the island of Java. As is known, the PKK movement seeks to encourage the development of communities that grow from below to create a healthy, prosperous, advanced, and independent family. The indicator of the success of the PKK movement is being able to realize its role as a motivator and dynamist for the community so that every family can become a reliable development instrument.

The success of other PKK movements can also be seen from its ability to improve the quality of families in building a prosperous family through the basis of family resilience that can carry out family functions optimally. The woven bag craftsmen who are members of the Abadi Joint Business Group (KUBE) in Babadan Village, Paron District, Regency Ngawi, East Java continues to survive the COVID-19 pandemic by continuing to be creative by and market demand. One of the local Kube members, Sutinah, said that previously his group only produced woven bags, but now they are starting to create creations from wallets to tissue holders and others according to consumer needs. "To stay afloat, you have to follow the trend. "Currently, the trend is what the motive is, what form you like so that it sells," said Sutinah in Ngawi, Saturday. Since the COVID-19 pandemic, there has indeed been a decline in orders for woven bags at her place of business. Usually, the woven bags made by craftsmen, most of whom are housewives, are used for souvenirs for celebration or congratulations, both in the Ngawi area and outside the city. During the pandemic, demand fell because no one held a celebration. able to make eight to ten woven bags a day. Now in the pandemic era, it has decreased by half. Apart from following the trend, the craftsmen are also aggressively marketing bags and other woven products online. This is because to market directly must comply with health protocols and there are restrictions on community mobility. Luckily, online marketing is relatively smooth with orders in many areas around Ngawi and even several cities in Java and outside Java. Craftsmen hope that the pandemic will end so so that the demand for woven bags and other woven products will return to normal.

Khairudin (2017) revealed that the factors that influence the development of MSMEs, namely capital, easy access to production, education, and training, and production results exhibition, Wulandari (2018) revealed that social capital and knowledge sharing significantly affect the sustainability strategy of MSMEs, sustainability strategies and various knowledge affects the performance of MSMEs. Limited quality of human resources is also a serious obstacle for MSME players in Indonesia, especially in the aspects of engineering design, quality control of business organizations, product development, data processing, marketing techniques, and market research. All of these skills are needed to maintain and improve product quality, increase efficiency and productivity in production, expand market share and penetrate new markets (Tambunan, 2007). 2002). The quality of human resources is very important in business development, to continue to create creative ideas, innovations that are different from the others, quality human resources are needed so that the business is run can compete with others.

This article is expected to provide insights for MSME actors in developing their business to an international and sustainable level. So a question arises how to build the development of an internationalization path through the digital world and be sustainable in its business.

I. METHODS

The purpose of this article is to discuss the development of internationalization, digitization, and sustainability of UMKM woven bag products in Ngawi district, East Java. Where the existing variables are needed by MSME actors in developing their business or business. many MSMEs in running their businesses have not been moved to develop internationalization, and carry out digitalization and sustainability systems for the continuity of their business development.

II. RESULTS AND DISCUSSION

Internationalization Development

The development of MSMEs is an action or process to advance the conditions of MSMEs in a better direction so that MSMEs can better adapt to new technologies, markets, and challenges as well as the rapid turnaround of changes that occur. According to Anoraga (2007: 66), business development is the responsibility of every entrepreneur or entrepreneur who needs foresight, motivation, creativity. about 19% of both incorporated companies and 25% of self-employed businesses have closed permanently between the two survey waves. (Ruochen Dai, Hao Feng, Junpeng Hu, Quan Jin, Huiwen Li, Ranran Wang, Ruixin Wang, LiheXu, Xiaobo Zhang, 2020). In developing the Internationalization of MSMEs, innovation in product and marketing is needed. the rate of innovation of a company depends on the capabilities developed. Companies that are lagging in the innovation process can compensate by actively building networks for resources and capabilities. FirouzePourmandHilmersson, Mikael Hilmersson, 2020).

Blok, De Vries, Schumann, & Sandner, (2014); Olander, Vanhala, & Hurmelinna-Laentuken, 2014), have been suggested (Bos, Broekhuizen, & Faria, 2015) that a firm can achieve a competitive advantage only by applying value effectively through protecting its innovation activities from being used by competitors. Although the relationship between patents and innovation has been debated in the literature, patents are the protection mechanism that has attracted the most attention in management research to date (Sandelin-Palmqvist, Sandberg, & Mylly, 2012; Levitas. Business models represent the way companies create, capture, and deliver. value (Teece, 2010). It reflects a company's strategy (Casadesus-Masanell and Ricart, 2010), describes its logic, and the way it operates and creates value for its stakeholders (Baden-Fuller et al., 2010; Battistella et al., 2017) DaSilva and Trkman, 2014). Business models can be considered in various ways, starting from cognitive devices or recipes (Baden-Fuller and Mangematin, 2013; Baden-Fuller and Morgan, 2010) to the configuration of several categories or components (Demil and Lecoq, 2010; Demil et al., 2015; Zott et al., 2011).

Business model innovation, or the process of "designing new, or modifying a company's existing system of activities" (Amit and Zott, 2010, p. 2), differs from product or process innovation (Teece, 2010) because it involves changes in the firm. 'operations, in other words, its system of activities. We embrace the definition proposed by Amit and Zott (2010), who argue that business model innovation refers to (i) a gradual and radical change to an existing business model or (ii) the development of a fundamentally different business model. Internationalized SMEs that are late in approaching foreign markets with different degrees of BMI. For theory development purposes, we will classify the various levels of BMI practiced by case firms into two opposing categories - large and small-scale BMI, based on the definition of a business model proposed by Zott et al. (2011). Although we maintain these two opposing categories, indeed, there are differences within each category. Thus, among the companies that performed BMI on a large scale, BMI in some companies was more substantial than in others. CEO leadership style is the second major construct in our study.

Digitalization

In this context, it is hoped that after the pandemic many of these companies will disappear as the "new normality" will require changes in business and infrastructure management. The use of digital resources was identified as a key facilitator for networking and research-based innovative product design in a "social

distancing" context (Santiago-Omar Caballero-Morales, 2021). Social media and digital tools are gradually changing the way companies market themselves. This paper examines how social media, digital, and traditional sales communication tools are utilized during the three main phases of the B2B sales process in international SMEs. Digital communication tools seem to be most common in the persuasion phase, whereas more traditional communication tools are still applicable in customer relationship management. However, there appear to be several potentially important boundary conditions, including cultural relationships, proximity, technological innovation/resources, and strategic customer interests that influence how international SMEs use different communication tools during the sales process (Sara Fraccastoro A, Mika Gabrielsson A, *, Ellen BolmanPullins, 2020). Recent studies have attempted to address this problem by investigating the integration of different marketing communication tools, taking into account the effects of social media and traditional marketing on different customer metrics (Kumar, Bezawada, Rishika, Janakiraman, & Kannan, 2016), to their varying effectiveness. overtime (Kumar, Choi, & Greene, 2017), and by explaining their potential impact on brand building and new customer acquisition (de Vries, Gensler, & Leeflang, 2017). By looking at various sales communication tools from non-digital to social media, we differentiate and categorize these tools as: (I) "traditional" sales communication tools, based on sales communications that involve face-to-face interactions, phone calls, and postal services;

Sustainability

Specifically, this study illustrates how capabilities underlie the international e-commerce development process (Daniel Tolstoy An, Emilia RoviraNordman, Sara Mel énHånell A, Nurgül, 2020). There is great potential for learning in studying how retail SMEs use e-commerce to develop internationally (Mel énHånell et al., 2019; Schu et al., 2016) as the retail industry is rapidly becoming a digital industry (Hagberg et al., 2016). this study aims to examine, using effects theory, the processes by which retail SMEs develop international e-commerce in overseas markets. By checking this out, we seek to fill gaps in international entrepreneurship research relating to how companies use digital sales efforts to pursue international opportunities (see Schu et al., 2016). The theoretical basis is the theory of effectiveness because of its suitability to explore the process by which retail SMEs develop certain capabilities to create international e-commerce abroad. In their thematic analysis of international entrepreneurship research between 1989 - 2009, Jones, Coviello, and Tang (2011) highlighted that international opportunities are less studied, but they can be captured by applying the logic of effects (Jones et al., P. 648). Other scientists have also called for research that can apply effect theory to better understand international opportunity processes and their behavior (Mainella&Puhakka, 2009;

By looking at some of the research above regarding the development of internationalization, digitization, and sustainability for MSMEs, many have to use the existence of development, digital systems, and sustainability in running their business. Companies are increasingly recognizing social media as a strategic resource to advertise their brands and products and to build strong relationships with users (Shiau et al., 2018). This fact has caught the attention of researchers and practitioners concerned with brand issues and social media platforms (Alalwan et al., 2017, for review). However, although there is a great deal of research on this topic, few have examined how companies can leverage social media to develop branding strategies marketing (Ananda et al., 2016; Hudson, Huang, Roth, & Madden, 2016). As an integral part of the firm's promotional mix, social media facilitates brand-related eWOM through a variety of interactive practices and mechanisms, such as online brand communities, in consumer marketing, blogging, and microblogging, and company-sponsored discussion boards (e.g., Childers et al. 2018) Digital opinion leaders can be viewed as intermediaries who receive information from the media or marketers and further disseminate this information to other individuals or consumers (Segev, Villar, & Fiske, 2012); this role may result in benefits or brand damage. Given the difficulty of identifying relevant and appropriate digital influencers, and the risks of investing in advertising strategies associated with the use of well-known people (Choi & Rifon, 2012), companies need to know whether using

digital marketing strategies is effective or not. in terms of consumer response to brands. Currently, the SME sector accounts for about forty-eight percent of the national GDP and about ninety-six percent of the total number of businesses in Nigeria, which employs eighty-four percent of the total population (PwC, 2020). Even so, the MSME sector is still constrained in maximizing its potential to grow and develop (Wale-Oshinowo et al., 2018). The role of knowledge transfer for operators in the industry has received very little attention in existing research. However, in existing studies, the importance of sharing knowledge has been determined to be very important for SME performance growth (Mislán et al., 2016; Hassan et al., 2017). The results of this study emphasize that the possible contribution of the economy, particularly in terms of innovation performance, is involved in SMEs international business can be improved significantly. fi by focusing on social networks and R&D. Two of the targets included in the United Nations Sustainable Development Goal 12 Ensure sustainable consumption and production patterns focused on reducing waste generation (target 12.2), and promoting more efficient and sustainable resource management (target 12.5) [1]. This target is in line with the vision of a circular economy (CE) to separate economic growth from resource constraints [2].

Although no single common definition of CE is available [3], unlike the traditional linear take-to-consume-waste approach, the goal of CE is to maximize the value in each product, component, and ingredient at its highest use at all times. Several targets with an overall economic vision to separate economic growth from resource constraints. However, only a limited amount is available to implement, guiding organizations in the transition to a more holistic and ensuring sustainable consumption and production patterns in line with the circulating principles of a sustainable mode of operation. turnover, each has recognized its role and concerns about climate change and the challenges to sustainable production, which sets a list of priorities towards sustainability. These priorities focus on improving energy efficiency, managing resources (e.g. water, packaging) and food waste, developing sustainable supply chains. The Standards guide organizations in the transition to a more circular and sustainable mode of operation, based on an eight-stage flexible framework to assist organizations to develop a roadmap for sustainable and transformational improvement. As shown by Geissdoerfer et al. there are similarities and differences between CE and the concept of sustainability; So far in the literature, CE has been identified as a condition for sustainability, favorable relationships, or trade-offs. For a circular economy to be sustainable, the environmental, economic, and social aspects of the circularity strategy need to be taken into account. Niro and Hauschild recommend using the Lifecycle Sustainability Assessment (LCSA) framework to evaluate circular economy strategies, Sustainability is defined as meeting current needs without compromising the ability of future generations to meet their own needs (Commission World for Environment and Development, 1987) has grown significantly in many business organizations. More and more organizations are concerned about the impact of their business activities on environmental, social, and economic sustainability, as well as the impact of sustainability issues on their business (Adams and Frost, 2008; Holton et al., 2010; Lindsey, 2011). Therefore, the perception of sustainability, as a matter of virtue with no direct impact on the organization's core business strategy, has changed over the years as organizations actively incorporate sustainability principles into their core business strategies. More and more organizations are now integrating sustainability issues into their corporate reporting for several reasons (Global Reporting Initiative, 2008; KPMG, Internationalized SMEs that are late in approaching foreign markets with different degrees of BMI. For theory development purposes, we will classify the various levels of BMI practiced by case firms into two opposing categories - large and small-scale BMI, based on the definition of a business model proposed by Zott et al. (2011).

Although we maintain these two opposing categories, indeed, there are differences within each category. Thus, among the companies that performed BMI on a large scale, BMI in some companies was more substantial than in others. CEO leadership style is the second major construct in our study. Building on the insights from the literature showing that directive and empowering leadership styles are two basic and distinct styles upon which there is consensus (Lorinkova et al., 2013), we will attempt to characterize the leadership style of case firm

CEOs in one of these different categories, based on three traits of leadership behavior: (i) decision-making patterns, (ii) follower engagement, and (iii) the degree of autonomy afforded the latter. Tables 3 and 4 summarize the characterizations of BMIs and leadership styles of our case companies at the time they began their internationalization. Identifying BMIs and CEOs' leadership styles in the early stages of internationalization allowed us to categorize the patterns of BMI / leadership styles in the firms in our sample. The literature on integrated marketing communications, marketing budget research (Naik & Peters, 2009; Naik & Raman, 2003), and multichannel marketing (De Haan, Wiesel, & Pauwels, 2016; Wiesel et al., 2011) has begun to take a close look at integrated use. online and offline marketing to understand the effect of using multiple marketing and sales tools simultaneously. In addition to traditional offline and online tools, recent studies have incorporated social media and emphasized its suitability to embody key tools for enterprises. 'marketing and sales functions. A model that describes the application and integration of social media with traditional and digital marketing tools, and focuses on its synergistic effects for companies operating in the B2C domain (Kumar et al., 2016; Kumar et al., 2017), and explain the consumer's pathway to making a purchase (Srinivasan, Rutz, & Pauwels, 2016) because it has been spurred. This effort responds to a clear call for further research to understand the effects of multichannel marketing (Kumar et al., 2016; Lin, Venkataraman, & Jap, 2013).

Table. 1. Summary of each variable

Variable	Research
International Development	(Anoraga 2007: 66) ,. (Ruochen Dai, Hao Feng, Junpeng Hu, Quan Jin, Huiwen Li, Ranran Wang, Ruixin Wang, LiheXu, Xiaobo Zhang, 2020), (FirouzePourmandHilmersson, Mikael Hilmersson, 2020), Blok, De Vries, Schumann, & Sandner, (2014); Olander, Vanhala, & Hurmelinna-Laentuenen, 2014).
Digitalization	(Santiago-Omar Caballero-Morales, 2021 (Sara Fraccastoro A, Mika Gabriellsson A, Ellen Bolman Pullins, 2020), (Kumar, Bezawada, Rishika, Janakiraman, & Kannan, 2016), (Kumar, Choi, & Greene, 2017 (de Vries, Gensler, & LeeFlang, 2017), (Kaplan and Haenlein 2010)
Sustainability	(Daniel Tolstoy An, Emilia Rovira Nordman, Sara Mel ´ en Hånell A, Nurgül, 2020), (Mel ´ en Hånell et al., 2019; Schu et al., 2016), (Hagberg et al., 2016), (Jones, Coviello , and Tang 2011), (Mainela & Puhakka, 2009, Tabares, Chandra, Alvarez, & Escobar-Sierra, 2020), (Geissdoerfer, M., Savaget, P., Bocken, N., & Hultink, E. 2017) , (Carol A. Adams, Geoff Frost, 2008,)

III. CONCLUSION

In times like this, MSMEs have a lot of limitations in developing the business of Internationalization, Digitalization and Sustainability even though MSME players have developed internationalization by serving domestic and foreign demand as has been done by MSMEs woven bag products in Kab. Ngawi. In this work, an integrated methodology is presented to support the recovery efforts of SMEs during and after COVID-19 contingencies. Making use of digital resources such as the Internet and communication platforms (WhatsApp,

ZOOM, Skype), knowledge of certain techniques, and contacts (suppliers, clients) can be made to make better use of the SME's limited resources. As discussed, innovation can be the main source of survival during this event. To implement it, the production process must be optimized.

More than ever, a multidisciplinary approach is essential to innovation and optimization. Also, it reveals four possible boundary conditions, including cultural relationships, proximity to geographic locations, technological innovation/ resources, and strategic customer interests that influence the way international SMEs adapt to the foreign market context (Schmid & Kotulla, 2011) by using communication tools that are different during the sales process. Although international entrepreneurship is generally conceptualized as an opportunity-focused activity (e.g. Chandra et al., 2012; Mainela et al., 2018), scholars have repeatedly identified the topic of opportunity development as one that requires further study (Dimitratos & Jones, 2005; Jones et al., 2011; Knight & Liesch, 2016; Lindstrand & MelénHånell, 2017).

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