

# **Startup Acceleration model based on higher education business incubation: Psycho Analysis in the case of Taiwan and Indonesia**

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## **ABSTRACT**

### ***Abstract***

Ideas have become the new battleground for SMEs success. In the digital age, competition is no longer focused on information but on how they can compete to generate inventive ideas. The purpose of this study is to investigate the impact of founders' imaginativeness on SMEs performance. To see the relationship between imaginativeness and SMEs performance more clearly, the mediating influence of strategic flexibility and moderating of SMEs resources, and intra-organizational knowledge sharing is used. This study was conducted on 98 Indonesian SMEs. The findings indicate that strategic flexibility mediates the impact of imaginativeness on SMEs performance, whereas intra-organizational knowledge sharing and resources moderate the impact of imaginativeness on SMEs performance.

Kata Kunci: *SMEs performance, strategic flexibility, imaginativeness, firm resources, intra-organizational knowledge sharing*