

Ambidexterity Behavior Of Creative SMEs For Disruptive Flows Of Innovation: A Comparative Study Of Indonesia And Taiwan

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ABSTRACT

The era of disruptive innovation forces small business managers to innovate by carrying out exploitation and exploration activities simultaneously. Ambidexterity is defined as an ability to use two hands equally. It is a crucial ability needed by current businesses, especially SMEs to survive. In SMEs organization structure, manager and owner plays an essential role in determining the business orientation. Therefore, the study aims to examine the influence of the manager's social network on the organization's ambidexterity orientation and its impact on SMEs' innovation performance. This study uses two moderating variables, which consist of two of the manager's internal factors; proactive and commitment to innovation. The study population was small and medium enterprises in the creative manufacturing sector in Indonesia and Taiwan. The analytical method is SEM-PLS. The total sample gathered was 101 from Indonesia and 123 from Taiwan. The results support the construction in both countries. The result of multiple group analysis shows that Indonesia has greater Ambidexterity, Commitment to Innovation and Innovation performance when compared to Taiwan.

Kata Kunci: ambidexterity, managerial social networks, proactive managerial, Commitment to innovation, innovation performance, SMEs