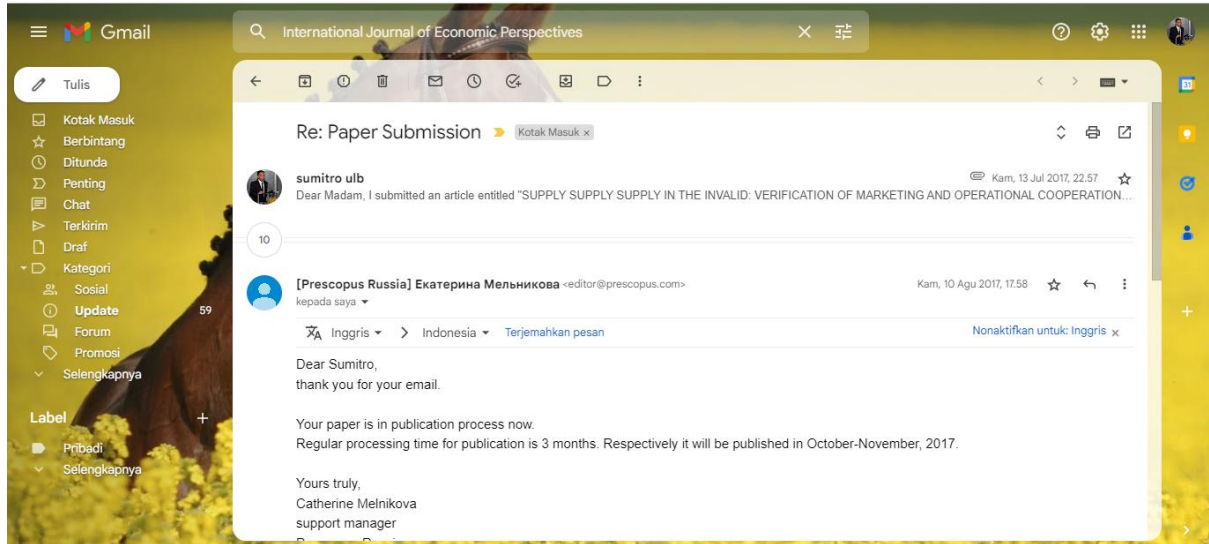


BUKTI KORESPONDENSI ARTIKEL JURNAL INTERNASIONAL BEREPUTASI

Judul artikel : Supply Chain Involvement in Engagement: Verification of Marketing and Operational Collaboration
Jurnal : International Journal of Economic Perspective, 2017, volume 1 (3),1327
Penulis : Sumitro Sarkum, Bambang Agus Pramuka, Agus Suroso, Suliyanto Suliyanto, Sutarmin Sutarmin



10.08.2017, 12:57, "sumitro ulb" <sumitro.ulb@gmail.com>:



sumitro ulb <sumitro.ulb@gmail.com>
kepada [Prescopus]

10 Agu 2017, 20:05 ☆ ↶ ⋮

Dear Catherine Melnikova,
thank you for your email.

Best regard
sumitro sarkum

↶ Balas

↷ Teruskan



SUPPLY CHAIN INVOLVEMENT IN AN ENGAGEMENT: VERIFICATION OF MARKETING AND OPERATIONAL COLLABORATION

Sumitro Sarkum¹, BA. Pramuka², A.Suroso³, S. Suliyanto⁴, S. Sutarmin⁵

¹ Doctoral Graduate Programme in Management Science,
Economics and Business Faculty, Jenderal Soedirman University and Amik-Labuhan Batu,
Rantauprapat-Indonesia 21421. email: sumitro.ulb@gmail.com

^{2,3,4} Department of Economic and Business Faculty, Jenderal Soedirman University,
Karangwangkal, Purwokerto-Indonesia 53123.

⁵ Department of Economic and Business Faculty, Peradaban University, Paguyangan, Brebes-
Indonesia

Abstract

The ability of firm's market knowledge in relationships with employee engagement and customer engagement becomes crucial in a marketing strategy. However, the role of marketing function to achieve competitive advantage is still a question of improving business performance. Empirically, there is a need to explore marketing and operational capabilities by involving the supply chain in marketing strategies. Through the views of Dynamic Capability (DC) and service logic, we combine it in a conceptual model that produces several hypotheses. A total of 250 MSME (Micro Small and Medium Enterprises) are involved to answer the questionnaire. Respondents' perceptions reveal that the supply chain has essentially opened itself into an engagement for mutual value creation and sustainability. Our findings also reveal that supply chain engagement can improve business performance and positively mediate employee engagement, but it is unable to mediate customer engagement. In contrast, supply chain engagement is insignificant when market knowledge, customer engagement and employee engagement are directly linked to business performance. In addition, our findings also resulted in an insight for management in optimizing the firm's ability to perform its marketing functions.

Keywords: business performance; competitive advantage through engagement; market knowledge, supply chain; structural equation modeling

INTRODUCTION

The idea of the Dynamic Capability (DC) theory is still an interest of researcher until now. It is deeply influenced by the views of economic evolution by Helfat & Peteraf (2003): the idea

Supply Chain Involvement in Engagement: Verification of Marketing and Operational Collaboration.

- **Source:** International Journal of Economic Perspectives . 2017, Vol. 11 Issue 3, p1327-1347. 21p. 2 Diagrams, 7 Charts.
- **Author(s):** SARKUM, Sumitro; PRAMUKA, B. A.; SUROSO, A.; SULIYANTO, S.; SUTARMIN, S.
- **Abstract:** The ability of firm's market knowledge in relationships with employee engagement and customer engagement becomes crucial in a marketing strategy. However, the role of marketing function to achieve competitive advantage is still a question of improving business performance. Empirically, there is a need to explore marketing and operational capabilities by involving the supply chain in marketing strategies. Through the views of Dynamic Capability (DC) and service logic, we combine it in a conceptual model that produces several hypotheses. A total of 250 MSME (Micro Small and Medium Enterprises) are involved to answer the questionnaire. Respondents' perceptions reveal that the supply chain has essentially opened itself into an engagement for mutual value creation and sustainability. Our findings also reveal that supply chain engagement can improve business performance and positively mediate employee engagement, but it is unable to mediate customer engagement. In contrast, supply chain engagement is insignificant when market knowledge, customer engagement and employee engagement are directly linked to business performance. In addition, our findings also resulted in an insight for management in optimizing the firm's ability to perform its marketing functions.
- *Copyright of International Journal of Economic Perspectives is the property of International Economic Society and its content may not be copied or emailed to multiple sites or posted to a listserve without the copyright holder's express written permission. However, users may print, download, or email articles for individual use. This abstract may be abridged. No warranty is given about the accuracy of the copy. Users should refer to the original published version of the material for the full abstract.*

For access to this entire article and additional high quality information, please check with your college/university library, local public library, or affiliated institution.



Important User Information: Remote access to EBSCO's databases is permitted to patrons of subscribing institutions accessing from remote locations for personal, non-commercial use. However, remote access to EBSCO's databases from non-subscribing institutions is not allowed if the purpose of the use is for commercial gain through cost reduction or avoidance for a non-subscribing institution.

[Privacy Policy](#) [A/B Testing](#) [Terms of Use](#) [Copyright](#) [Cookie Policy](#)

© 2023 EBSCO Industries, Inc. All rights reserved.

also developed by scimago **SCIMAGO INSTITUTIONS RANKINGS**

SJR

Scimago Journal & Country Rank

Home Journal Rankings Country Rankings Viz Tools Help About Us

Enter Journal Title, ISSN or Publisher Name

Ads by Google

Stop seeing this ad Why this ad?

International Journal of Economic Perspectives

Discontinued in Scopus as of 2017

COUNTRY	SUBJECT AREA AND CATEGORY	PUBLISHER	H-INDEX
Turkey	Economics, Econometrics and Finance	International Economic Society Ltd.	17

Scopus Preview

Pencarian Penulis Sumber

Detail sumber

Masukan > Bandingkan sumber >

Jurnal Internasional Perspektif Ekonomi

Tahun cakupan Scopus: dari 2009 hingga 2018 (cakupan dihentikan di Scopus)

Penerbit: International Economic Society Ltd.
E-ISSN: 1307-1637

Bidang subjek: (Ekonomi, Ekonometrika dan Keuangan; Ekonomi Umum, Ekonometrika dan Keuangan)

Jenis sumber: Jurnal

CiteScore 2016	0,1
SJR2019	0,116
MENGGUNTING2021	0.000

CiteScore Peringkat & tren CiteScore Cakupan konten Scopus

Say: Metodologi CiteScore yang ditingkatkan
CiteScore 2016 menghitung kutipan yang diterima pada 2013-2016 untuk artikel, ulasan, makalah konferensi, bab buku, dan makalah data yang diterbitkan pada 2013-2016, dan membaginya dengan jumlah publikasi yang diterbitkan pada 2013-2016. [Belajarlah lagi >](#)

CiteScore 2016