

Disclosing Information and Creative Work Practices to MSMEs in Semarang City

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Abstract

This study aims to investigate how MSMEs in Semarang City use social media to enhance knowledge exchange, foster creative work practices, and achieve sales success. The way knowledge exchange is perceived within firms is gradually shifting due to the proliferation of social media platforms, most of which allow employees to collaborate on projects, share ideas, and obtain information. In Semarang City, MSMEs are no different. By utilizing social media, they can also promote innovative work practices. Social media provides an outlet for knowledge and idea sharing. Aside from that, appropriate social media use can foster a creative culture. Examining the connections between MSMEs in Semarang City's usage of social media, information sharing, creative work practices, and sales success is the goal of this study. PRISMA and bibliometric analysis make up the research approach. The research's findings indicate that over twenty publications, particularly in relation to MSMEs which are rapidly expanding in Semarang City state that social media is a useful platform for exchanging ideas and information. The findings of the study indicate that a number of other factors contribute to the smooth operation of everything in addition to social media. Like working together and cooperatively among staff members to enhance client.

How to Cite

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INTRODUCTION

MSMEs in Indonesia, while being impacted by the COVID-19 outbreak, are gradually beginning to adjust to the contemporary economic landscape. This indicates that MSMEs are performing well. Sales performance is one measure that may be used to evaluate MSMEs' performance. The company's achievement level or achievements within a specific time frame is referred to as sales performance (Rivani et al., 2022). Sales performance is a simple metric to employ when evaluating MSME success since it affects their revenue and profitability, boosts their sales volume, and allows them to reinvest their earnings in furthering their growth. Good sales performance must be balanced with the calibre of employee work in order to be supported.

The contribution of workers is a major factor in MSME sales growth. Workers are responsible for establishing rapport with clients, comprehending their demands, and skillfully conveying the benefits of goods and services (Napitupulu et al., 2021). Moreover, sales performance is also influenced by sales force efforts. A company's sales performance can be enhanced by employee cooperation and collaboration while using customer networks (Athallah & Tobing, 2023).

Generally speaking, social media material has a big impact on the present business climate. Social media use is widespread these days, and it can have an impact on salespeople's performance in both their personal and professional lives (Assegaff et al., 2018). Additionally, (Fishbein & Ajzen, 1975) highlighted the value of social network connections in enhancing the behavioral performance of the sales force and suggested a possible connection between social media use and sales force effectiveness. Workplace social media use has been linked to a number of employee behaviors, including innovation interpersonal trust, and deviance (Özkul, 2021).

These results demonstrate that social media use can influence employee behavior in a variety of ways, impacting not only produc-

tivity but also social dynamics and psychological elements. To ensure that the usage of social media does not contravene corporate policies, the company must exercise control. Employees can utilize social media in the workplace in a more rational, efficient, and scientific way if they receive the proper training on social media usage behavior (Li et al., 2010). Furthermore, the impact of social media efficacy and privacy on superior and subordinate trust, affective organizational commitment, and organizational citizenship behavior (Zouari & Abdelhedi, 2021)

MSMEs frequently struggle with a deficiency of innovation, which leads to subpar sales. This suggests that to boost sales, creative conduct is required. Accordingly, it is important to motivate staff members to develop original solutions to the issues they encounter. The term "innovative work behaviour" describes deliberate acts or behaviours displayed by staff members to support the creation, application, and application of fresh concepts, procedures, or techniques in the workplace (Ritonga, H. M., Fikri, M., Siregar, N., Agustin, R. R., & Hidayat, 2018)

Support is required for both the generation of concepts and solutions as well as their actual application. The organization will gain from innovative work behavior in the form of improved results and competitiveness, and employees will profit from increased job satisfaction. Therefore, it is important to concentrate on ways of thinking and knowledge (Vuori & Okkonen, 2012).

Innovation in the sales force will boost initiatives to create a favorable sales environment, which will ultimately boost sales performance (Finamore et al., 2021) Stated differently, the measure of innovation and creativity that are intrinsic to innovative work behavior can be conducted at the individual and team levels in MSMEs and big enterprises, respectively (T, 2000). Moreover, social media use can foster innovative behavior (Ayodele & Kehinde, 2020). Social media offers businesses and customers an informed channel of communication.

These channels can improve processes, practices, or offerings through consumer feedback and evaluation analysis (Bogorin-Predescu et al., 2022) The frequency of corporate social media use strengthens the indirect effect on employee creativity through perceived support for innovation (Pai et al., 2013) These results emphasize the positive impact created by the use of social media on work performance and creativity.

Within organizations, social media is increasingly a widely used medium for knowledge sharing. Within a company, social media platforms have the potential to facilitate information exchange among employees (Ghozali, 2021). This demonstrates that social media is a useful tool for employers.

The successful use of social media to share knowledge is influenced by factors such as reciprocity, ease of use, and making daily work easier and faster (Vuori & Okkonen, 2012). The convenience of social media illustrates that sharing knowledge is now something that is very easy for employees to do. This allows for superior work processes. The unique capabilities of social media, such as interactivity and the creation of social networks, have proven useful in facilitating knowledge sharing (Florindo et al., 2006). Furthermore, social media also supports more interactive and intensive interaction and collaboration, thereby enabling richer and more intensive knowledge exchange (Assegaff et al., 2018)

Knowledge-sharing behaviour is one of the things that can influence the success of an organization because knowledge-sharing behaviour can increase innovation and also stimulate problem-solving. Organizational culture plays an important role in encouraging knowledge sharing behavior (Akindutire & Olanipekun, 2017). Subjective incentive schemes can reduce the tendency for counterproductive behavior towards the company (Panday et al., 2022). This proves that providing incentives also drives knowledge sharing behavior. In addition, knowledge sharing, learning orientation, and creative self-efficacy of knowledge workers have been proven to have

a positive influence on innovative work behavior (Arisa anjaya, 2021). The mediating role of work engagement has also been identified, indicating that higher levels of work engagement can increase innovative work behavior (Baptista et al., 2021). In addition, distributive justice and servant leadership have proven to be important factors in creating an environment conducive to innovative work behavior (Majeed et al., 2024). There needs to be encouragement from organizations to increase knowledge sharing behavior. Organizations need to consider the appropriate types of knowledge and sharing methods in improving their knowledge sharing practices (Borden et al., 2018)

Based on the explanation that has been given, the aim of writing this article is to study in more detail the implementation of innovative work behavior, especially in practice in MSMEs. The method used in this article is PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analysis) and uses bibliometric analysis to identify co-occurrence and coauthorship. The use of VOSviewer software is also used to visualize the relationship of bibliometric sources to top author sources to extract enhanced information from individual publications, academics, or journals (Gordon, 2013). Using VOSviewer can produce graphical representations of bibliometric maps, which makes it easier for researchers to assess and interpret bibliometric maps because the display is easy to read.

METHODS

The publish or perish tool was used to search for articles from Scopus by entering the terms sales performance, creative work behavior, and knowledge sharing. For every variable, 100 articles were found through the search. Therefore, 303 articles total for all factors. RIS format was obtained for the 303 articles. Next, the Mendeley Reference Manager Application is populated with the RIS format. The RIS format for every article is then exported into a single RIS format for the full article. After

that, the full article is loaded into the VOSviewer program, which generates a bibliometric map graphic.

Preferable Reporting Items for Systematic Review and Meta-Analysis, or PRISMA, is the methodology used in this study. publications that were downloaded from Scopus by means of the publish or publish program. Use of social media, creative work habits, information sharing, and salesforce performance are the keywords that are employed. An aggregate of 45 articles were obtained for the sales performance variable, 63 articles for the innovative work behavior variable, 43 articles for the knowledge sharing variable, and 38 articles for the social media use variable based on the search results, with the criteria for publication year being 2018–2023, articles that can be accessed freely (open access).

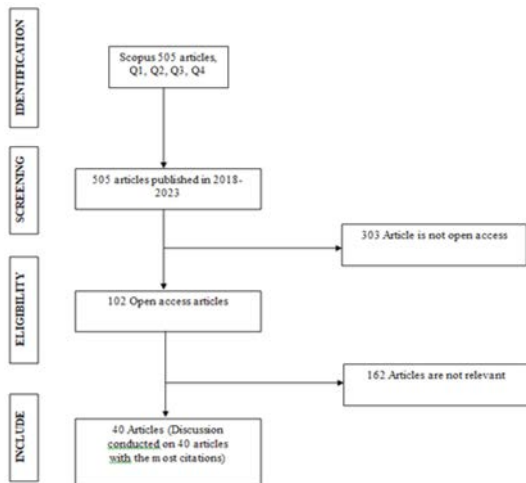


Figure 1. PRISMA Diagram (Preferred Reporting Items for Systematic Review and Meta Analysis)

RESULTS AND DISCUSSION

Overlay Visualization

Network structure analysis was carried out to identify relationships between keywords, a visualization of the relationships between words can be seen in Figure 2. The large and small sizes of the circles in the visualization of each keyword indicate the subject that is studied more often, while the color of the circle in the keyword indicates that the subject these are the most popular (Talan, 2021).

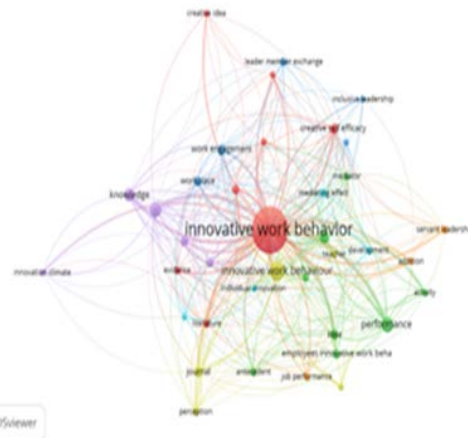


Figure 2. Overlay Visualization

Citation (Citation/Quote)

Based on the articles that have been obtained using SLR analysis, the articles that have the highest number of citations are selected. Citation analysis is used to determine how many people’s work has been cited by other people (Napitupulu et al., 2021).

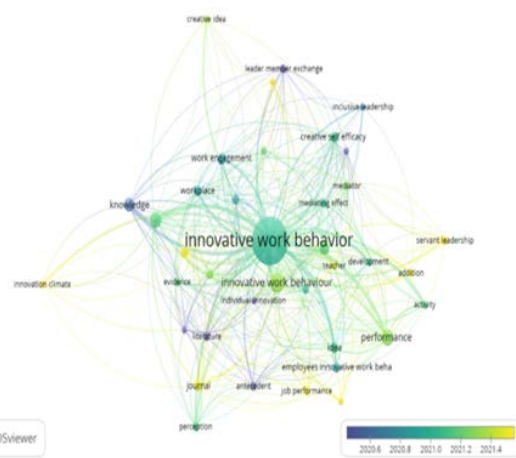


Figure 3. Keyword Network Structure Based on Co-occurrence

Innovative work is located in the center of the map, as seen by Figures 2 and 3. The term is a commonly used notion that has been extensively researched. Salesforce performance, social media use, and knowledge sharing are items that are unrelated to each other, terms that do not appear in these items, or terms that have a low level of density in creative work behavior study, according to the keyword analysis in Figures 2 and 3. It can be

concluded that items that are not related to each other, terms that do not appear in these items, or have a low level of density in innovative work behavior research are salesforce performance, social media use, and knowledge sharing.

The articles with the greatest amount of citations are chosen based on the results of the SLR analysis of the articles. One way to find out how many other individuals have cited a particular person's work is using citation analysis (Finamore et al., 2021).

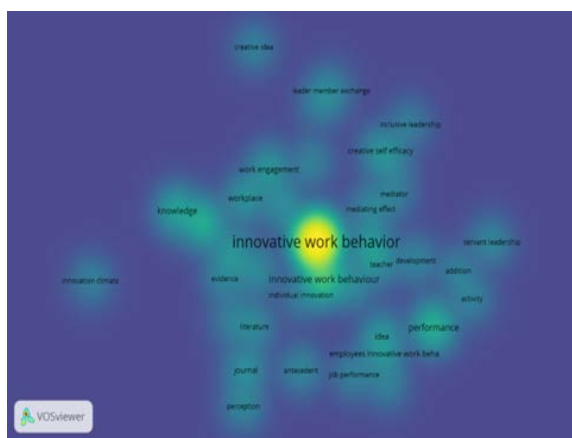


Figure 4. Density Visualization of Journal Bibliographic Pairs

Preferable Reporting Items for Systematic and Meta-Analysis, or PRISMA

The following results were acquired from analysis utilizing the PRISMA (Preferred Reporting Items for Systematic and Meta-Analysis) approach. Likely,

The first article with 14 citations is an article written by van der Borgh & Schepers (2018), which states that the success of a new product depends on the actions taken by the sales force.

The second article, written by Marcus et al (1992) with 5 citations, states that customer-oriented sales personnel will be able to increase customer satisfaction.

The third article with 19 citations written by Dugan et al (2023) states that companies need to develop a vision of sales force well-

being related to people, processes, and performance metrics related to the sales function

The fourth article with 17 citations written by Husnain et al. (2016) describes the importance of salespeople in companies. The sales force is controlled by a control system, so it is important to know the impact that this system has on the sales force.

The fifth article written by Peranginan-gin & Kusumawardhani (2018) with a total of 7 (seven) citations explains the importance of rational values based on Islamic teachings for salespeople.

The sixth article written by Seyedi-Andi et al. (2019) with a total of 13 citations examines the influence of behavior-based and control systems on sales service ambidexterity, role conflict, emotional exhaustion and work performance in sales personnel.

The seventh article with 3 citations written by Ghazali et al (2016) states that compensation is one of the most effective methods used to align and motivate sales forces to achieve sales and organizational goals.

The eighth article with a total of 3 citations was written by Hallinger & Nguyen (2020) investigating the determinants of sales force performance with a focus on the role of customer-centered sales behavior in interactions with Guanxi – a measure of the quality of customer-sales force relationships.

The ninth article with 12 citations was written by Al-kreimee (2014), investigating the impact of sales force control systems on sales force ambidexterity (service and sales interface) which ultimately causes emotional exhaustion on service-related performance results

The tenth article written by Lee & Oh (2023) with a total of 2 citations, describes the relationship between organizational ethical climate, internalization of ethical codes, perceived control and B2B and retail sales force job performance.

The eleventh article written by Daryaei et al (2024) with a total of 120 citations, aims to investigate the influence of transformational leadership on employees' innovative work

behavior, and the mediating role of learning motivation, and the moderating role of task complexity and innovation climate on the relationship between transformational leadership and innovative work behavior.

The twelfth article written by Sheikh et al (2022) with a total of 112 citations identifies the impact of organizational justice on the innovative work behavior of employees working in the Chinese telecommunications sector, while analyzing the mediating role of knowledge sharing between the independent and dependent variables of this research.

The thirteenth article written by Abou Zeid et al. (2023) has a total of 104 citations, exploring the influence of perceptions of HR practices on the innovative work behavior (IWB) of each worker and to examine the role of innovative climate. The findings are that employee perceptions of the compensation system are negatively related to IWB, and employee perceptions of information sharing and supportive supervision are positively related to IWB.

The fourteenth article was written by Barlow & Barlow (2011) with 100 citations. This research aims to examine how transformational leaders increase their followers' innovative work behavior through trust in the leader, empowerment, and work engagement.

The fifteenth article, this article was written by Griffin (1997) with 78 citations, describes the relationship between nurse managers' transformational leadership and subordinate nurses' innovative work behavior through creative self-efficacy, trust in supervisors, and uncertainty avoidance

The sixteenth article was written by Akbar et al. (2022) with 92 citations, workload and innovative work behavior are topics worthy of study. There is a lack of literacy that can provide managers and organizations with information about how to increase innovation in the workplace

The seventeenth article with 71 citations written by Lu et al. (2021) aims to examine the influence of transformational leadership on employees' innovative work behavior through

job crafting.

The eighteenth article written by Burton et al. (2021) with a total of 66 citations, aims to identify the influence of leadership style on innovative work behavior under the mediating and moderating role of organizational culture and organizational citizenship behavior among Heads of Departments (HODs) at higher education institutions (HEI).

The nineteenth article written by R et al. (2018) with a total of 53 citations. This article explores the relationship between inclusive leadership and innovative work behavior with the mediating role of psychological empowerment.

The twentieth article written by Zukowska et al. (2022) which has 53 citations aims to analyze the moderating effect of land ownership on trait associations and IWB, and applies a theoretical perspective based on trait activation theory.

CONCLUSION

Performance of the sales force is one measure to gauge the success of the business. Workers are in charge of establishing rapport with clients, comprehending their demands, and skillfully conveying the benefits of goods and services (Tobing, 2022). A company's sales performance can be enhanced by employee cooperation and collaboration while using customer networks (Tobing, 2022). Of course, there are a number of things that must be done in order to attain effective sales force performance. Salespeople view their jobs in a different way. To do this, creative work habits are required. The idea of shared responsibility needs to be reevaluated by managers because it may work in concert to promote creative sales techniques (Ishaq et al., 2022).

Because improved organizational performance can result in greater and more reliable revenue streams, leveraging social media to promote innovative work behavior and performance can strengthen an organization's sustainability and survival (Metz & Kanyam, 2023). Employees must also encourage infor-

mation sharing and exchange among themselves in order to achieve creative work behaviors. You can find ideas and enhance current developments in the organization by discussing and sharing information. Knowledge sharing improves worker proficiency, which spurs greater brilliance and creativity. Employee innovation, modernity, and excellence are psychologically empowered by information sharing, and this has a significant impact on marginal productivity, profitability, and customer happiness (Almulhim, 2020).

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