

DAFTAR PUSTAKA

- Abid, M. F., & Gulzar, A. (2018). Impact of Strategic Orientation on New Product Success with Mediating Role of New Product Development Knowledge Management Capabilities. *Review of Integrative Business and Economics Research*, 7(4).
- Ahmed, & et al. (2017). Market sensing, innovation capability and market performance: The moderating role of internal information dissemination. *International Journal of Advanced and Applied Sciences*, 4, 56-67.
- Aksoy, H. (2017a). How do innovation culture, marketing innovation and product innovation affect the market performance of small and medium-sized enterprises (SMEs).
- Aksoy, H. (2017b). How do innovation culture, marketing innovation and product innovation affect the market performance of small and medium-sized enterprises (SMEs)? *Technology in Society*, 51(Supplement C), 133-141. doi:<https://doi.org/10.1016/j.techsoc.2017.08.005>
- Al-Bostanji, G. M. (2015). Impact of Applying of Ansoff Model on Marketing Performance for Saudi Foodstuff Companies. *Journal of Marketing and Consumer Research*, 15.
- Alshanty, A., Emeagwali, O., Ibrahim, B., & Alwashdeh, M. (2019). The effect of market-sensing capability on knowledge creation process and innovation Evidence from SMEs in Jordan. *Management Science Letters*, 9(5), 727-736.
- Alshanty, A. M., & Emeagwali, O. L. (2019). Market-sensing capability, knowledge creation and innovation: The moderating role of entrepreneurial-orientation. *Journal of Innovation & Knowledge*, 4(3), 171-178. doi:<https://doi.org/10.1016/j.jik.2019.02.002>
- Altmann, E. (2016). Small scale housing unit developments: Implications for strata manager market penetration. *Property Management*, 34(3), 262-275. doi:doi:10.1108/PM-06-2015-0025
- Ardyan, E. (2015). Market sensing capability, entrepreneurial orientation, product innovativeness success, speed to market and SMEs performance. *International Journal of Business Intelligence Research (IJBIR)*, 6(2), 18-32.
- Ardyan, E. (2016a). Market sensing capability and SMEs performance: The mediating role of product innovativeness success. *Business & Economic Review*, 2, 79-97.
- Ardyan, E. (2016b). Market Sensing Capability and SMEs Performance: The Mediating Role of Product Innovativeness Success. *DLSU Business & Economics Review*, 25, 79-97.

- Barrales-Molina, V., Martínez-López, F. J., & Gázquez-Abad, J. C. (2013). Dynamic Marketing Capabilities: Toward an Integrative Framework
- Bayighomog Likoum, S. W., Shamout, M. D., Harazneh, I., & Abubakar, A. M. (2020). Market-sensing capability, innovativeness, brand management systems, market dynamism, competitive intensity, and performance: an integrative review. *Journal of the Knowledge Economy*, *11*(2), 593-613.
- Buda, R., & Zhang, Y. (2000). Consumer product evaluation: the interactive effect of message framing, presentation order, and source credibility. *Journal of Product & Brand Management*, *9*(4), 229-242.
- Carlgren, L. (2013). *Design thinking as an enabler of innovation: Exploring the concept and its relation to building innovation capabilities*: Chalmers Tekniska Hogskola (Sweden).
- CCJ Cheng, J. C. (2013). Breakthrough innovation: the roles of dynamic innovation capabilities and open innovation activities.
- Chan, S., Ip, W., & Cho, V. J. E. S. w. A. (2010). A model for predicting customer value from perspectives of product attractiveness and marketing strategy. *37*(2), 1207-1215.
- Chan, S. L., Ip, W. H., & Cho, V. (2010). A model for predicting customer value from perspectives of product attractiveness and marketing strategy. *Expert Systems with Applications*, *37*(2), 1207-1215. doi:<http://dx.doi.org/10.1016/j.eswa.2009.06.030>
- David Teece, M. P., Sohvi Leih. (2016). Dynamic Capabilities and Organizational Agility: Risk, Uncertainty, and Strategy in the Innovation Economy.
- Dobni, C. B. (2010). Achieving synergy between strategy and innovation: The key to value creation. *International Journal of Business Science & Applied Management (IJBSAM)*, *5*(1), 48-58.
- Farida, N. J. J. (2016). Determinants of marketing performance: innovation, market capabilities and marketing performance. *7*(1), 59-65.
- Ferdinand, A. T., & Fitriani, L. (2015). Acculturative iconic product attractiveness and marketing performance. *Journal of Global Strategic Management*, *9*(2).
- Ghapanchi, A. H., Wohlin, C., & Aurum, A. (2014). Resources contributing to gaining competitive advantage for open source software projects: An application of resource-based theory. *International Journal of Project Management*, *32*(1), 139-152. doi:<https://doi.org/10.1016/j.ijproman.2013.03.002>
- Giniuniene, J., & Jurksiene, L. (2015). Dynamic Capabilities, Innovation and Organizational Learning: Interrelations and Impact on Firm Performance.

- Goldring, D. (2015). Reputation orientation: Improving marketing performance through corporate reputation building. *Marketing Intelligence & Planning*, 33(5), 784-803. doi:doi:10.1108/MIP-11-2013-0183
- Gunday, G., Ulusoy, G., Kilic, K., & Alpkan, L. (2011). Effects of innovation types on firm performance. *International Journal of Production Economics*, 133(2), 662-676. doi:<http://dx.doi.org/10.1016/j.ijpe.2011.05.014>
- Gupta, A. K. (2021). Innovation dimensions and firm performance synergy in the emerging market: A perspective from Dynamic Capability Theory & Signaling Theory. *Technology in Society*, 64, 101512. doi:<https://doi.org/10.1016/j.techsoc.2020.101512>
- Hajli, N., Tajvidi, M., Gbadamosi, A., & Nadeem, W. (2020). Understanding market agility for new product success with big data analytics. *Industrial Marketing Management*, 86, 135-143. doi:<https://doi.org/10.1016/j.indmarman.2019.09.010>
- Healy, B., Ledwith, A., & O'Dwyer, M. (2014). Perceptions of product advantage, NPD and organisational performance. *Journal of Small Business and Enterprise Development*, 21(1), 49-68.
- Hunt, S. D. (1997). Resource-Advantage Theory: An Evolutionary Theory of Competitive Firm Behavior? *Journal of Economic Issues*, 31(1), 59-78. doi:10.1080/00213624.1997.11505891
- Hunt, S. D. (2012). The evolution of resource-advantage theory. *Journal of Historical Research in Marketing*, 4(1), 7-29. doi:10.1108/17557501211195046
- Hunt, S. D., & Davis, D. F. (2008). Grounding supply chain management in resource-advantage theory. *Journal of Supply Chain Management*, 44(1), 10-21.
- Hunt, S. D., & Morgan, R. M. (1996a). The resource-advantage theory of competition: dynamics, path dependencies, and evolutionary dimensions. *Journal of marketing*, 60(4), 107-114.
- Hunt, S. D., & Morgan, R. M. (1996b). The resource-advantage theory of competition: dynamics, path dependencies, and evolutionary dimensions. *The Journal of Marketing*, 107-114.
- Hunt, S. D., & Morgan, R. M. (1996). The Resource-Advantage Theory of Competition: Dynamics, Path Dependencies, and Evolutionary Dimensions. *Journal of marketing*.
- Hyvärinen, L. (1990). Innovativeness and its indicators in small-and medium-sized industrial enterprises. *International Small Business Journal*, 9(1), 64-79.

- Ibidunni, O., & Ogundele, O. (2013). Competition in Marketing: Survival Yardstick for Small and Medium Enterprises in Nigeria. *Mediterranean Journal of Social Sciences*, 4(1), 447-447.
- Iriantini, D. B., Budiyanto, & Suwitho. (2021). Developing Marketing Performance through Iconic Ethnical Product. *The International Journal Of Business & Management*, 9(2).
- Jeong, S. C., Kim, S.-H., Park, J. Y., & Choi, B. (2017). Domain-specific innovativeness and new product adoption: A case of wearable devices. *Telematics and Informatics*, 34(5), 399-412. doi:<http://dx.doi.org/10.1016/j.tele.2016.09.001>
- Jiang, W., Mavondo, F., & Zhao, W. (2019). The impact of business networks on dynamic capabilities and product innovation: The moderating role of strategic orientation: APJM. *Asia Pacific Journal of Management*, 1-28. doi:<http://dx.doi.org/10.1007/s10490-018-9628-2>
- Ju, X., Ferreira, F. A. F., & Wang, M. (2020). Innovation, agile project management and firm performance in a public sector-dominated economy: Empirical evidence from high-tech small and medium-sized enterprises in China. *Socio-Economic Planning Sciences*, 72, 100779. doi:<https://doi.org/10.1016/j.seps.2019.100779>
- Jung, S.-U., Zhu, J., & Gruca, T. S. (2016). A meta-analysis of correlations between market share and other brand performance metrics in FMCG markets. *Journal of Business Research*, 69(12), 5901-5908. doi:<https://doi.org/10.1016/j.jbusres.2016.04.106>
- Kankam-Kwarteng, C., Sarpong, A., Amofah, O., & Acheampong, S. (2021). Marketing performance of service firms: Recognizing market sensing capability and customer interaction orientation.
- Karman, A. (2019). The role of human resource flexibility and agility in achieving sustainable competitiveness. *International Journal of Sustainable Economy*, 11(4), 324-346.
- Khan, H., Zahoor, N., Gerged, A. M., Tarba, S., & Makrides, A. (2022). The efficacy of market sensing and family-controlled board in the new product development performance of family firms in emerging market. *Journal of Business Research*, 141, 673-684. doi:<https://doi.org/10.1016/j.jbusres.2021.11.064>
- Kimbrough, M. D., McAlister, L., Mizik, N., Jacobson, R., Garmaise, M. J., Srinivasan, S., & Hanssens, D. M. (2009). Commentaries and rejoinder to “marketing and firm value: metrics, methods, findings, and future directions”. *Journal of Marketing Research*, 46(3), 313-329.

- Leonidou, C. N., Katsikeas, C. S., & Morgan, N. A. (2013). "Greening" the marketing mix: do firms do it and does it pay off? *Journal of the Academy of Marketing Science*, 41(2), 151-170. doi:10.1007/s11747-012-0317-2
- Leonidou, L. C., Christodoulides, P., & Thwaites, D. (2016). External Determinants and Financial Outcomes of an Eco-friendly Orientation in Smaller Manufacturing Firms. *Journal of Small Business Management*, 54(1), 5-25.
- Li, S., & Luo, R. (2020). Non-Exclusive Dealing with Retailer Differentiation and Market Penetration. *International Journal of Industrial Organization*, 70, 102591. doi:<https://doi.org/10.1016/j.ijindorg.2020.102591>
- Likoum, S. W. B., Shamout, M. D., Harazneh, I., & Abubakar, A. M. (2020). Market-sensing capability, innovativeness, brand management systems, market dynamism, competitive intensity, and performance: an integrative review. *Journal of the Knowledge Economy*, 11(2), 593-613.
- Lin, J.-H., & Wang, M.-Y. (2015). Complementary assets, appropriability, and patent commercialization: Market sensing capability as a moderator. *Asia Pacific Management Review*, 20(3), 141-147. doi:<https://doi.org/10.1016/j.apmrv.2014.12.013>
- Lindblom, A. T., Olkkonen, R. M., Mitronen, L., & Kajalo, S. (2008). Market-sensing capability and business performance of retail entrepreneurs. *Contemporary Management Research*, 4(3).
- Liu, Y., Kiang, M., & Brusco, M. (2012). A unified framework for market segmentation and its applications. *Expert Systems with Applications*, 39(11), 10292-10302. doi:<https://doi.org/10.1016/j.eswa.2012.02.161>
- Liu, Y., Ndubisi, N. O., Liu, Y., & Barrane, F. Z. (2020). New product development and sustainable performance of Chinese SMMEs: The role of dynamic capability and intra-national environmental forces. *International Journal of Production Economics*, 230, 107817. doi:<https://doi.org/10.1016/j.ijpe.2020.107817>
- Luvusi, J., & Muthoni, M. E. (2019). Influence of Market Penetration Strategy on the Performance of Telkom Kenya Limited in Nairobi City County. *International Journal of Research and Innovation in Social Science (IJRISS)*, III(XII).
- Mehdibeigi, N., Dehghani, M., & Yaghoubi, N. m. (2016). Customer Knowledge Management and Organization's Effectiveness: Explaining the Mediator Role of Organizational Agility. *Procedia - Social and Behavioral Sciences*, 230, 94-103. doi:<https://doi.org/10.1016/j.sbspro.2016.09.012>
- Merrilees, B., Rundle-Thiele, S., & Lye, A. (2011). Marketing capabilities: Antecedents and implications for B2B SME performance. *Industrial Marketing Management*, 40(3), 368-375.

- Morgan, R. (2010). The Resource-Advantage Theory of Competition: A Review. *Review of marketing research*, *1*, 153-206. doi:10.1108/S1548-6435(2004)0000001008
- Munir, A. R., Ilyas, G. B., Maming, J., & Kadir, N. (2019a). The effect of geo-cultural product attractiveness on marketing performance: A conceptual framework. *Calitatea*, *20*(173), 54-58.
- Munir, A. R., Ilyas, G. B., Maming, J., & Kadir, N. J. C. (2019b). The effect of geo-cultural product attractiveness on marketing performance: A conceptual framework. *20*(173), 54-58.
- Murray, R. M. (2013). Exploring the moderating influence of product innovativeness on the organizational integration-new product market success relationship. *European Journal of Innovation Management*, *16*(3), 317-334. doi:10.1108/EJIM-09-2011-0072
- Nemkova, E. (2017). The impact of agility on the market performance of born-global firms: An exploratory study of the 'Tech City' innovation cluster. *Journal of Business Research*, *80*, 257-265. doi:<https://doi.org/10.1016/j.jbusres.2017.04.017>
- Noori, M., & Tatari, O. (2016). Development of an agent-based model for regional market penetration projections of electric vehicles in the United States. *Energy*, *96*, 215-230. doi:<https://doi.org/10.1016/j.energy.2015.12.018>
- Oliveira, S. R. M. (2017). High Radicality of Product Innovation and High Flexibility and High Agility of System of Manufacturing: Towards the Smart Factories. *Procedia Manufacturing*, *11*, 1324-1334. doi:<https://doi.org/10.1016/j.promfg.2017.07.261>
- Oliveira, S. R. M. J. P. M. (2017). High Radicality of product innovation and high flexibility and high agility of system of manufacturing: Towards the smart factories. *11*, 1324-1334.
- Pitta, D. J. J. o. P., & Management, B. (2007). Selection as a new product development process: the case of Vertical Branding, Inc.
- Puriwat, W., & Hoonsopon, D. (2021). Cultivating product innovation performance through creativity: the impact of organizational agility and flexibility under technological turbulence. *Journal of Manufacturing Technology Management*.
- Radpour, S., Mondal, M. A. H., Paramashivan, D., & Kumar, A. (2021). The development of a novel framework based on a review of market penetration models for energy technologies. *Energy Strategy Reviews*, *38*, 100704. doi:<https://doi.org/10.1016/j.esr.2021.100704>
- Saxena, R. P., & Khandelwal, P. K. (2012). Greening of industries for sustainable growth: An exploratory study on durable, non-durable and services

- industries. *International Journal of Social Economics*, 39(8), 551-586. doi:doi:10.1108/03068291211238437
- Schumpeter, J. A. (1934). *The theory of economic development: An inquiry into profits, capital, credit, interest, and the business cycle* (Vol. 55): Transaction publishers.
- Sood, A., James, G. M., & Tellis, G. J. (2009). Functional Regression: A New Model for Predicting Market Penetration of New Products. *Marketing Science*, 28(1), 36-51. doi:10.1287/mksc.1080.0382
- Souchon, A. L., Hughes, P., Farrell, A. M., Nemkova, E., & Oliveira, J. S. (2016). Spontaneity and international marketing performance. *International Marketing Review*, 33(5), 671-690. doi:doi:10.1108/IMR-06-2014-0199
- Sugiyarti, G., & Ardyan, E. (2017a). Market Sensing Capability and Product Innovation Advantages in Emerging Markets: The Case of Market Entry Quality and Marketing Performance of Batik Industry in Indonesia. *DLSU Business & Economics Review*, 27, 175-189.
- Sugiyarti, G., & Ardyan, E. (2017b). Market sensing capability and product innovation advantages in emerging markets: The case of market entry quality and marketing performance of Batik Industry in Indonesia. *DLSU Business & Economics Review*, 27(1), 1-12.
- Sulaeman, M., & Kusnandar, H. F. (2020). *Establish a Competitive Advantage with Market Sensing Capability, Distinctive Competence and Product Innovation for Performance Marketing and Sustainability Efforts*. Paper presented at the Journal of Physics: Conference Series.
- Sultana, S., Akter, S., & Kyriazis, E. (2022). How data-driven innovation capability is shaping the future of market agility and competitive performance? *Technological Forecasting and Social Change*, 174, 121260. doi:<https://doi.org/10.1016/j.techfore.2021.121260>
- Teece, D., & Pisano, G. (1994). The Dynamic Capabilities of Firms: an Introduction
- Tlili, O., Mansilla, C., Frimat, D., & Perez, Y. (2019). Hydrogen market penetration feasibility assessment: Mobility and natural gas markets in the US, Europe, China and Japan. *International Journal of Hydrogen Energy*, 44(31), 16048-16068. doi:<https://doi.org/10.1016/j.ijhydene.2019.04.226>
- Touchette, B., Lee, S.-E. J. C., & Journal, T. R. (2017). Measuring neural responses to apparel product attractiveness: an application of frontal asymmetry theory. 35(1), 3-15.
- Tromaras, A., Aggelakakis, A., & Margaritis, D. (2017). Car dealerships and their role in electric vehicles' market penetration-A Greek market case study. *Transportation Research Procedia*, 24, 259-266. doi:<https://doi.org/10.1016/j.trpro.2017.05.116>

- Tseng, F.-M., Liu, Y.-L., & Wu, H.-H. (2014). Market penetration among competitive innovation products: The case of the Smartphone Operating System. *Journal of Engineering and Technology Management*, 32, 40-59. doi:<https://doi.org/10.1016/j.jengtecman.2013.10.002>
- Tseng, H.-T., Aghaali, N., & Hajli, D. N. (2022). Customer agility and big data analytics in new product context. *Technological Forecasting and Social Change*, 180, 121690. doi:<https://doi.org/10.1016/j.techfore.2022.121690>
- Varadarajan, R. (2020). Customer information resources advantage, marketing strategy and business performance: A market resources based view. *Industrial Marketing Management*, 89, 89-97. doi:<https://doi.org/10.1016/j.indmarman.2020.03.003>
- Wang, W., Cao, Q., Qin, L., Zhang, Y., Feng, T., & Feng, L. (2019). Uncertain environment, dynamic innovation capabilities and innovation strategies: A case study on Qihoo 360. *Computers in Human Behavior*, 95, 284-294. doi:<https://doi.org/10.1016/j.chb.2018.06.029>
- Wiedmann, K.-P., & von Mettenheim, W. (2021). Attractiveness, trustworthiness and expertise – social influencers’ winning formula? *Journal of Product & Brand Management*, 30(5), 707-725. doi:10.1108/JPBM-06-2019-2442
- Wulandari, F., & Herman, L. E. (2019). Reassessment of the Entrepreneurship Orientation and Marketing Performance: the Emerging Role of Market Sensing Capability. *International Journal of Economics and Management Systems*, 4.
- Yu, J., Droulers, O., & Lacoste-Badie, S. (2022). Why display motion on packaging? The effect of implied motion on consumer behavior. *Journal of Retailing and Consumer Services*, 64, 102840. doi:<https://doi.org/10.1016/j.jretconser.2021.102840>
- Yusof, N. A., Kamal, E. M., Lou, E. C. W., & Kamaruddeen, A. M. (2023). Effects of innovation capability on radical and incremental innovations and business performance relationships. *Journal of Engineering and Technology Management*, 67, 101726. doi:<https://doi.org/10.1016/j.jengtecman.2022.101726>
- Zhang, J., & Wu, W.-p. (2013). Social capital and new product development outcomes: The mediating role of sensing capability in Chinese high-tech firms. *Journal of World Business*, 48(4), 539-548. doi:<https://doi.org/10.1016/j.jwb.2012.09.009>