

## **ABSTRACT**

*Cultural management as one of the internal components that contributes to intrapreneurial and cultural transformation in organizations in seeking innovation at a high level of success, innovation is seen as a necessary tool to achieve sustainable competitive advantage through added value and differentiation in a globalized market environment. The general objective in this study is to develop new theoretical approaches as an attempt to resolve conceptual contradictions regarding the impact of organizational culture on developing a culture for change, first through providing a sociostructural framework for supporting intrapreneurship, and secondly through encouraging professional culture behaviour with management practices or organizational members acting as an agent of change shaping a deeper culture of values and behaviour. The urgency of research, in today's turbulent and fast global economic business environment, innovation is an absolute prerequisite for the success and survival of a company to drive systematic innovation integrated within the company.*

*The stages of the research method, while the sampling technique in this study used purposive sampling, which is sampling based on objectives or based on certain criteria. The data collection technique in this study used survey techniques by distributing questionnaires directly to SOE managers and SME owners who met the sampling requirements. The data analysis in this study used a structural equation modeling (SEM) using the AMOS program. The results of hypothesis testing show that all hypotheses are supported. Organizational culture transformation, innovation, learning organization, and dyadic social intrapreneurship based on professional culture have a significant positive effect as antecedents of competitive advantage. Thus, this study proves that the variables of organizational culture transformation, innovation, learning organization, and dyadic social intrapreneurship based on professional culture are variables that have a significant influence on competitive advantage. This research also shows that dyadic social intrapreneurship based on professional culture (DSIBPC) is able to act as an important mediator that fills the gap in the relationship between organizational culture transformation, innovation, and learning organization on competitive advantage and becomes an alternative strategy for organizations in an effort to increase their competitive advantage.*

*Keywords: competitive advantage, dyadic social intrapreneurship based on professional culture, innovation, learning organization, organizational culture transformation.*