MARKET KNOWLEDGE OF SMEs IN BUSINESS ONLINE: THE RELATIONSHIP WITH ENGAGEMENT

Sumitro Sarkum, Jenderal Soedirman University
Bambang Agus Pramuka, Jenderal Soedirman University
Agus Suroso, Jenderal Soedirman University

ABSTRACT

Market knowledge of the SME in online business requires a good relationship with employees, customers and the supply chain. Because it becomes very important in a marketing strategy to run the role of marketing function in achieving competitive advantage. It is an empirical need to explore marketing and operational capabilities. Through the view of Dynamic Capability (DC) and a conceptual model that produces several hypotheses from 250 SMEs firms are involved to answer the questionnaire. The results reveal that establishing an attachment for mutual value creation and sustainability can improve business performance. The findings also resulted in a new discourse in management strategies in order to minimize the ability of SMEs to carry out marketing functions in online businesses.

Keywords: market knowledge; multi actor engagement; business performance