



A Systematic Literature Review of Smes Family Business, Digital Innovation, Business Sustainability based on Google Scholar Scientific Mapping

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ABSTRACT

This review aims to conduct a systematic literature review of Small and Medium Enterprises (SMEs) family businesses, digital innovation, and business sustainability. Using Google Scholar scientific mapping. This research aims to analyze a systematic literature review of international scientific articles on the theme of MSME entrepreneurial orientation. This research focuses on the perspective of data search using keywords, research location, research subjects, and research methods used. Using a systematic search method, relevant research articles will be identified and analyzed based on their methodological quality and relevance to the research theme. It is hoped that the findings from this review will make a significant contribution to the understanding of family businesses. Ultimately, the insights gained can be used to develop more effective policies and programs to support the success of family-owned MSMEs, digital innovation, business sustainability.

INTRODUCTION

Family Small and Medium Enterprises (SMEs) play an important role in the global economy. They contribute to job creation, economic growth, and innovation. Family SMEs are also a source of identity and cultural values for many societies. However, family SMEs face many challenges, including limited access to financial resources, skills and technology. This challenge is increasingly exacerbated by globalization, technological change and digital disruption.

The development of family businesses in the world has been an interesting research topic for academics and practitioners for many years. Scientific journals have published various studies discussing various aspects of family business development.

To keep a family business afloat, the younger generation must take over ownership (Miller et al., 2019). The succession process itself is also difficult. According to PwC (2018), fourteen percent of family businesses worldwide will experience conflict between family members that can lead to failure after turnover. According to Grant (2011), ninety percent of family businesses will not survive until the third generation. This is the reason why family business succession often does not work out for some people.

Digital innovation is the key to business sustainability in the digital era. Family SMEs that are able to adapt to technological changes and adopt digital innovations will be more likely to be successful. Digital innovation can help family SMEs increase efficiency, productivity and their market reach. Digital innovation can also help family SMEs develop innovative new products and services. Lack of Understanding of the Relationship between Family SMEs, Digital Innovation, and Business Sustainability Although much research has been conducted on family SMEs, digital innovation, and business sustainability, much remains unknown about the relationship between these three concepts. More comprehensive research is needed to understand how family SMEs can utilize digital innovation to achieve business sustainability.

Innovations produced through the use of digital technology are referred to as digital innovation (Hinings, 2018). According to other experts, digital innovation is innovation produced through the use of digital technology (Agostini et al., 2020). So, digital innovation is the creation, discovery, or development, or improvement of an idea, process, or practice related to products and services using digital technology.

For the first time, sustainability theory was proposed by Meadows et al. (1972), which explains that society prioritizes social responses to economic and environmental problems. It is hoped that this social response can meet the needs of current and future generations (WCED, 1987). The concept of sustainability is increasingly developing and can be applied to corporate sustainability (Pemer et al., 2020).

Although much research has been conducted on family business SMEs, digital innovation, and business sustainability, much remains unknown about the relationship between these three concepts. More comprehensive research is

needed to understand how family business SMEs can leverage digital innovation to achieve business sustainability.

The aim of this systematic literature review is to map the research landscape on family SMEs, digital innovation, and business sustainability. This review will identify the main research themes, methodology used, and key findings. This review will also identify gaps in existing research and recommend future research directions.

LITERATURE REVIEW

MSMEs

Micro, small and medium enterprises (MSMEs) have the ability to increase employment opportunities and play an important role in the process of equalizing income, encouraging economic growth and generating economic stability in the country.

According to Law Number 20 of 2008, the general definition of Micro, Small and Medium Enterprises (MSMEs) is as follows:

1. Micro Business is a productive business carried out by an individual or individual business entity that meets the criteria set out in this Law
2. Small businesses are independent productive economic businesses carried out by individuals or business entities that are not subsidiaries or branches of large companies.
3. A stand-alone productive economic enterprise which is not a subsidiary or branch of a company, is owned, controlled, or is part, either directly or indirectly, of a Small Business or Large Business as regulated in this Law is referred to as a medium-sized business.

Micro, Small and Medium Enterprises (MSMEs) meet the following criteria:

1. Micro Business Criteria are as follows:
 - a. Have a net worth of not more than IDR 50,000,000.00 (fifty million rupiah) and does not include land and buildings where the business is located
 - b. Have annual sales proceeds of no more than IDR 300,000,000.00 (three hundred million rupiah)
2. Criteria for Small and Medium Enterprises are as follows:
 - a. The company's net worth must be more than IDR 50,000,000.00 (fifty million rupiah) or IDR 500,000,000.00 (five hundred million rupiah), excluding land and buildings where the business is located
 - b. The annual sales amount must be more than IDR 300,000,000.00 (three hundred million rupiah) or IDR 2,500,000,000.00 (two billion five hundred million rupiah).
3. The criteria for medium businesses are as follows:
 - a. The company's net worth is not more than IDR 500,000,000.00 (five hundred million rupiah) but not more than IDR 10,000,000,000.00 (ten billion rupiah), and
 - b. Annual sales proceeds are not more than IDR 2,500,000,000.00 (two billion five hundred million rupiah) but not more than IDR 50,000,000,000.00 (fifty billion rupiah).

4. The nominal value of the criteria mentioned in paragraph (1) letters a, letter b, paragraph (2) letters a, letter b, and paragraph (3) letters a, letter b can be changed in accordance with economic developments regulated by the Presidential Regulation.
2. In the journal "The influence of formal and informal institutions on the performance of MSMEs in developing countries" (Peng, Wang, & Jiang, 2008), MSMEs are defined as "Small and medium enterprises (SMEs) are companies that are privately owned and operated, with a large number of employees relatively small, and generates low annual sales." This definition is based on several criteria, namely:
 - a. Private ownership and operation: MSMEs are usually owned and operated by individuals or families.
 - b. Relatively small number of employees: The number of employees of MSMEs generally does not exceed a certain limit, which varies depending on the country and industry.
 - c. Low annual sales: MSMEs' annual sales generally fall below a certain threshold, which varies depending on the country and industry.
 - d. Apart from the criteria above, this journal also mentions several other characteristics of MSMEs, namely:
 - e. Flexibility: MSMEs are generally more flexible in adapting to changes in the market and business environment compared to large companies.
 - f. Innovation: MSMEs are often a source of innovation and entrepreneurship.
 - g. Contribution to the economy: MSMEs play an important role in creating jobs and driving economic growth in developing countries.

Family Business

Davis and Gómez-Mejía (2010) in the journal "Family Business: A Multidimensional View" define a family business as a company that is owned and controlled by one family or several families, has family members involved in management and decision making, has a commitment to preserving the business from generation to generation.

Schulze, Lubin, and Perry (2008) in the journal "The Dynamics of Family Businesses: Balancing Conflict and Cohesion" define a family business as a company owned and controlled by family members, either directly or indirectly, having family members involved in management and Decision making, having family values and culture integrated into the business.

Gómez-Mejía, Balkin, and Welbourne (2010) in the journal "Managing the Family Business" define a family business as a company that is owned and controlled by one family or several families, has family members involved in management and decision making, has a commitment to preserving business from generation to generation, has family values and culture integrated into the business, has a unique governance structure that reflects family dynamics.

Dyer and Daday (2008) in the journal "Family Firms and Corporate Governance" define a family business as a company that is owned and

controlled by one family or several families, has family members involved in management and decision making, has a commitment to preserving the business from generation to generation. generations, has family values and culture integrated into the business, has a unique governance structure that reflects family dynamics, has competitive advantages that derive from family resources and capabilities.

Pearce, Monge, and Randel (2010) in the journal "The Family Business Handbook" define a family business as a company that

1. Owned and controlled by one family or several families
2. Have family members involved in management and decision making
3. Have a commitment to preserving the business from generation to generation
4. Have family values and culture integrated into the business
5. Have a unique governance structure that reflects family dynamics
6. Have a competitive advantage that comes from family resources and abilities
7. Has unique challenges and opportunities associated with family ownership and management

Digital Innovation

Innovation supported by digital technology is called digital innovation (Hinings, 2018). Digital innovation, according to other experts, is defined as innovation produced by digital technology (Agostini et al., 2020). So, digital innovation is creating, discovering, or developing an idea, process, or practice related to products and services using digital technology.

Big data analysis, internet, artificial intelligence, peer-to-peer technology, near-location social networks, crowdfunding, and others are some of the important concepts and technologies in digital innovation. Resources, communication, decision making, culture, rewards, and reward systems must all change along with innovation using digital technology (Zhen et al., 2021).

Business Sustainability

Entrepreneurs certainly want their business to be developed and sustainable. The existence of a business will be beneficial if the business environment is able to accept the existence of the business. Sustainability itself means that the business being run will continue to operate or develop for the long term. Some businesses can be found to have continued business for generations. The leadership passed on by the first owner to his descendants ensures business continuity.

This long-term value can be increased through consistent and stable business performance, which can implement economic, social and environmental values (Trimagnus, 2019). According to Widayanti et al. (2017), business sustainability is defined as the stability of business conditions; The business continuity system consists of improvement, continuation, and strategies to protect business continuity and growth.

METHODOLOGY

This research is systematic research (Systematic Literature Review) using the PRISMA (Preferred Reporting Items for Systematic Review and Meta-analysis) method. Systematic research first emerged from the need to conduct better evidence-based research among the medical profession in the UK and since then, it has spread widely across many disciplines, including management research (Tranfield et al., 2003). The aim of this research is to collect as many existing evidence-based studies as possible that are relevant to the object of research being conducted (Thorpe et al., 2006). Kitchenham (2004) said that systematic research or what is called systematic literature review is a research method for identifying, evaluating and interpreting research results. Systematic review is secondary data which is basically used by researchers to synthesize various relevant research results, so that the facts presented by the researcher become more complete (Siswanto, 2010). Therefore, a systematic review was used in this study. Perry & Hammond (2002) in Siswanto revealed that there are procedures for making a systematic literature review, namely:

- 1). Formulate research questions,
- 2). Conduct a systematic literature review search,
- 3). Filter and select appropriate research articles,
- 4). Conduct analysis and synthesis of qualitative findings,
- 5). Implementing quality control,
- 6). Prepare final report.

Perry & Hammond (2002) also explained that there are differences between systematic literature reviews and traditional literature reviews.

This research uses Google Scholar as the main data source to identify relevant literature. Google Scholar was chosen because of its broad coverage of scientific publications from various scientific disciplines. The search strategy used in this research involves a combination of keywords related to Family Business, SMEs, digital innovation, sustainability business. In addition to the keywords above, Boolean operators such as "AND", "OR", and "NOT" will be used to narrow down the search results and ensure their relevance to the research topic.

In a search on Goggle Scholar with the search strategy described above, there are 10 articles from 2015 to 2024 which will be discussed in this journal.

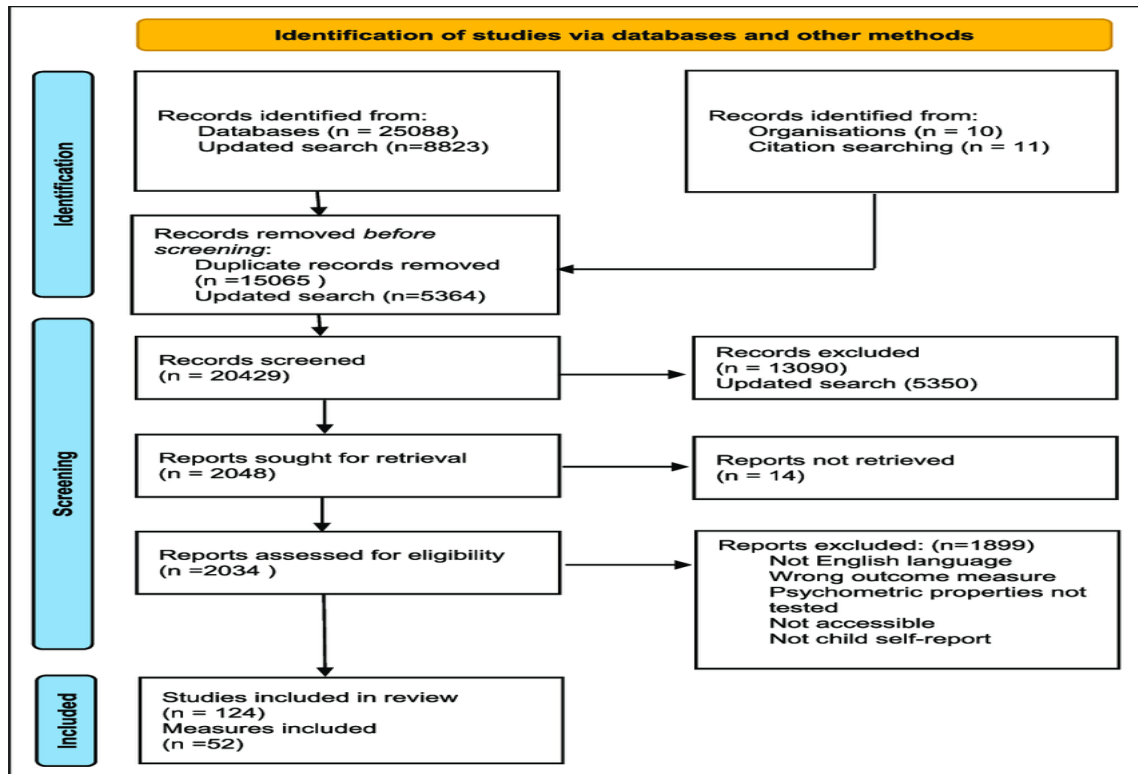


Figure 1. Prisma Diagram

RESULT AND DISCUSSION

Based on the results of research (Tony Susilo Wibowo et al, 2023) analyzing the role of literacy digital in moderating entrepreneurial orientation and market orientation towards the sustainability of MSME businesses in the culinary sector in Surabaya. The digital literacy variable is a moderating variable, entrepreneurial orientation and market orientation are independent variables, and MSME business sustainability is the dependent variable. A total of 80 MSME actors were taken from culinary business actors who sell in three culinary tourism centers in South Surabaya. Questionnaires are used to collect data that has been arranged systematically to meet the requirements for obtaining data on the variables studied. Next, the data will be analyzed using PLS-SEM (Partial Least Square-Structural Equation Modelling), which previously carried out instrument tests and assumption tests as analysis requirements to prove the relationship between dependent and independent variables. The results of the analysis show that entrepreneurial orientation has a significant influence on business sustainability, market orientation has a significant influence on business sustainability, digital literacy moderates the influence of entrepreneurial orientation and market orientation of MSME players in the culinary sector in Surabaya.

In a journal written by (Norhidayah Azman and ahmad albattat, 2023) discussing the factors which influenced the adoption of digital marketing among Malaysian family businesses, namely Micro, Small and Medium Enterprises (MSMEs) owned by women entrepreneurs during the pandemic.

Entrepreneurship has been around for centuries, and it's a field that's still thriving today, but it used to be more associated with men. Women have long been successful entrepreneurs, and this is underscored by the rise of feminism in the 19th century and the availability of the internet and technology in the 21st century. Due to the pandemic situation, it is important to find alternative ways to maintain business, and adoption of digital marketing as part of a business continuity plan is highly recommended. This research uses a quantitative methodology, involving 384 women entrepreneurs using a simple random sampling technique. The results of the research show that perceived costs, subjective norms, and perceived benefits all have a significant impact on digital marketing adaptation during the pandemic situation in family business MSMEs owned by female entrepreneurs. Additionally, this research found that government support and business awareness generated by digital marketing are not significant factors influencing digital marketing adoption among Malaysian family business MSMEs owned by women entrepreneurs.

In a book written by (Robert Tua Siregar et al, 2024) which discusses Micro, Small and Medium Enterprises (MSMEs) which are the backbone of the economy in various countries. Despite their very important role, MSMEs are often faced with various challenges, including intense competition and constant changes in consumer behavior. Therefore, having a deep understanding of marketing management is a must so that MSMEs can remain competitive and develop. As technology advances and consumer behavior changes, this book also places special emphasis on utilizing digital platforms and social media in marketing efforts. We believe that understanding and mastering these aspects will provide the much-needed competitive advantage for SMEs. This book is here to add to existing books related to SMEs Management

The research entitled " SMEs performance and competitive advantage: Evidence from women's SMEs in Indonesia" in (Evi Susanti et al, 2023) aims to examine how competitive advantage mediates the influence of digital transformation and innovation on the performance of women-owned MSMEs. This research sample involved 246 SMEs in Indonesia which were run by women. To analyze the data, structural equation modeling (SEM) was used. Research findings show that the performance of women-owned MSMEs is not directly influenced by digital transformation. However, digital transformation impacts innovation and competitive advantage. Innovation and competitive advantage can improve the performance of women's SMEs and act as mediating variables in the digital transformation of women's MSMEs in Indonesia. The findings of this research also confirm and expand the RBV's statement about the importance of innovation in determining the competitive advantage of female SMEs. This empirical evidence can be the basis for government efforts to encourage digitalization and innovation of women's SMEs. Research discussing the competitive advantages of female SMEs regarding performance, digital transformation and innovation is still limited. Therefore, this research offers a performance model for women's MSMEs in developing countries.

Research on Digital Transformation in Small Culinary Businesses in Surakarta during the Pandemic Research This article written by (Liana

Mangifera and Wisnu Mawardi, 2022) examines the drivers of digital transformation to improve financial performance in small food and beverage (F&B) businesses in Surakarta and its surroundings during the Covid-19 pandemic. This research focuses on technology availability, competitive pressure, and digital capabilities as driving factors for digital transformation. This research uses a quantitative approach involving 104 small F&B businesses who have used e-commerce and fintech. Data analysis using Smart PLS 3.0. The research results show that the availability of technology and the adaptability of business actors in carrying out digital transformation during the pandemic have a significant impact. This study concludes that digital transformation is important for small F&B businesses to increase sales and profits, especially during the pandemic. This research encourages small F&B businesses to take advantage of digital transformation as an opportunity to improve their financial performance.

In a journal entitled "Risk Management Towards Recovery and Sustainability of MSME Businesses in the Post-COVID-19 Era" written by (Dita Nurul Aini, Mustika Dewi 2024) The COVID-19 pandemic has had a significant impact on various sectors, including the Micro, Small Business sector, and Medium (MSME). This impact resulted in a decrease in income, layoffs and business closures. This research aims to analyze the risk management strategies implemented by MSMEs in Indonesia to achieve business recovery and sustainability in the post-COVID-19 era. This research uses a qualitative approach with a case study method. Data was collected through in-depth interviews with 10 informants who are MSME business actors in various sectors. The research results show that MSMEs implement various risk management strategies, such as product diversification, online market development, reducing operational costs, and establishing collaboration with other parties. This research also found that MSMEs that successfully implement appropriate risk management strategies are better able to achieve business recovery and sustainability in the post-COVID-19 era. This research provides advice to the government and other stakeholders to provide support to MSMEs in implementing effective risk management strategies.

In (Harmon Chaniago, 2023) Digital Transformation and the Role of Entrepreneurial Leaders in the Success of Culinary Businesses in Bandung. In the uncertain economic situation due to the COVID-19 pandemic, economic growth is difficult to predict, people's purchasing power is decreasing, and many companies are closing down. However, some small businesses can survive and develop. They carry out various innovations, strategies and actions according to the situation, including digital transformation. This research investigates the role of entrepreneurial leaders in the culinary sector in digital transformation and its impact on business success. This research uses a confirmatory survey method.

The research objects are small business leaders in the culinary sector in Bandung, Indonesia. The total sample was 168 culinary entrepreneurs, and the samples were collected through snowball sampling (chain sampling technique). The research results show that entrepreneurial leadership has a positive

influence on business success and the company's digital transformation. Digital transformation also has a positive influence on business success. Simultaneously, entrepreneurial leadership and digital transformation positively influence business success. The role of entrepreneurial leaders is not only in business success but also in dominant changes in company operations, such as the use of digital technology.

This research examines the complex dynamics of the Indonesian entrepreneurial ecosystem nexus and examines how government policy, cultural norms, technology adoption, and social capital influence social impact and entrepreneurial success. Written by (Akmal Akmal et al, 2024) states that as many as 350 entrepreneurs were included in the broad sample and a quantitative methodology was used. Partial least squares structural equation modeling (PLS-SEM) makes it easier to analyze direct and indirect relationships, and model fit indices confirm that the model fits the data. Research findings show how government regulations, social capital, norms/culture, and technology adoption all have a huge impact on social impact and entrepreneurial success. Because all components of the Indonesian entrepreneurial ecosystem are interrelated, this research emphasizes practical learning for entrepreneurs, politicians and academics.

In a journal written by (Bintoro Bagus Purmono, 2023) Small and Medium Enterprises (SMEs) in Indonesia are the backbone of the national economy. The number is expected to continue to increase to have an existence with sustainable competitiveness. The competitiveness of SMEs will become a necessity if SMEs are an essential element in maintaining a competitive position. Innovation capability and Technology capabilities are crucial elements in creating sustainable competitiveness. Profit-maximizing activities also determine the survival of SME businesses through a market-oriented approach to dealing with marketing challenges. Marketing performance is the key to business success due to market strategies for customers, markets, and financial organizations. Marketing performance focuses on sales growth, market share, and market development in marketing performance studies. This research will examine how much innovation and technology capabilities influence marketing performance for SME activists in Indonesia. Using Structural Equation Modeling (SEM) and AMOS statistical tools, this study examined the relationship between the independent variables and the dependent variable to support the developed hypothesis. Methods of data collection using a questionnaire with a number of respondents 206 people. The study's findings demonstrate that capabilities in innovation and technology positively and significantly impact marketing performance.

Technology capabilities also show a strong influence on innovation capability. Meanwhile, innovation capability mediates between technology capabilities and marketing performance.

Research results (Ayuk Setiyawan et al 2023) The food and beverage business has a strategic role in the economy and food security, where 90% of national food products are provided by SMEs. SMEs also control 99.9% of the industrial market, absorb 97% of the national workforce and contribute 60% to

GDP. On the other hand, food and beverage SMEs have the lowest resistance to the COVID-19 pandemic, so efforts need to be made to strengthen organizational resilience to the uncertainty of the business environment. This study aims to describe the food and beverage business supply chain, analyze the level of business efficiency and analyze the key variables of the performance of food and beverage SMEs in Surakarta City after the covid-19 pandemic. This research uses supply chain analysis, efficiency analysis and structural analysis. Supply chain analysis uses descriptive qualitative analysis. Efficiency analysis uses a non-parametric approach whose defeat uses DEAP. Analysis of determining the key variables of SME performance using structural analysis. The study used 20 variables to be processed into key variables for the performance of SMEs. The research involves academia, business, government, and the community (ABGC) in FGDs to obtain a comprehensive study. Data analysis using structural analysis using MICMAC. The results of the study explain that the performance of food and beverage SMEs was influenced by the product supply chain, there are still many food and beverage businesses that have not yet reached the level of efficiency, either in resource allocation or in achieving output. The results also explain 5 key variables out of 20 variables that are used to determine the main variables that have a high influence in supporting business performance, namely achievement-oriented, effective marketing, optimism, market understanding, and risk management.

This section allows you to describe your research findings academically. You may not enter figures related to your statistical tests here; instead, you should explain those numbers here. You should structure your discussion with academic support for your studies and a good explanation according to the specific area you are investigating.

CONCLUSION AND RECOMMENDATION

Based on the collection of articles provided, several important conclusions can be drawn regarding SMEs, digital literacy, digital transformation, innovation and risk management:

1. Digital literacy plays an important role in moderating the influence of entrepreneurial and market orientation on the sustainability of SMEs businesses in the culinary sector in Surabaya
2. Digital transformation has an impact on innovation and competitive advantage, which in turn can improve the performance of women's SMEs in Indonesia
3. Risk management strategies, such as product diversification, online market development, and reducing operational costs, can help SMEs achieve business recovery and sustainability in the post-COVID-19 era
4. Entrepreneurial and market orientation, as well as digital literacy, have a significant influence on the sustainability of SMEs businesses in the culinary sector in Surabaya
5. Adoption of digital marketing is important in a pandemic situation to maintain SMEs businesses, especially in family businesses owned by female entrepreneurs

6. Digital transformation is needed to improve the financial performance of SMeS, especially in small food and beverage businesses, during the Covid-19 pandemic
7. Thus, digital literacy, digital transformation, innovation and risk management are key factors that can help SMeS achieve business sustainability and improve their performance, especially in facing challenges such as the pandemic and intense market competition.

The advantages of the findings and conclusions drawn from this collection of articles are:

1. Increasing Business Sustainability: By understanding the role of digital literacy, entrepreneurial orientation, markets, and risk management strategies, SMEs can improve their business sustainability amidst economic challenges and market changes
2. Improved Performance and Competitive Advantage: Digital transformation, innovation and adoption of digital marketing can help SMeS, especially those owned by women, to improve performance and achieve competitive advantage in their businesses.
3. Resilience against crises: By implementing appropriate risk management strategies, SMeS can become more resilient in facing crises such as the Covid-19 pandemic and can achieve better business recovery and sustainability
4. Leveraging Digital Opportunities: Digital transformation provides opportunities for SMeS to increase their sales, profits and financial performance, especially in small food and beverage businesses By utilizing digital literacy, digital transformation, innovation and appropriate risk management strategies, SMeS can strengthen their position in the market, increase competitiveness and achieve better business sustainability in an ever-changing business environment.

For further research, here are some suggestions that can be considered based on the findings from the collection of articles that have been provided:

Study on the Influence of Digital Literacy on Various MSME Sectors: Conduct broader research to understand how digital literacy affects the sustainability of MSME businesses in various sectors other than the culinary sector, so as to provide more comprehensive insight into the impact of digital literacy.

1. Deeper Analysis of Digital Transformation and Innovation: Conduct research that focuses on the relationship between digital transformation, innovation and competitive advantage in the context of MSMEs, taking into account other factors that may influence this relationship.
2. Case Studies on Effective Risk Management Strategies: Conduct further case studies to analyze the risk management strategies implemented by MSMEs that are successful in achieving business recovery and sustainability in the post-COVID-19 era, as well as exploring the key factors that led to the success of the strategies the.
3. Developing a Performance Model for Women's MSMEs: Developing a performance model specifically for MSMEs owned by women by considering factors such as digital transformation, innovation,

competitive advantage, and digital literacy, so as to provide more specific guidance for women entrepreneurs in improving their businesses.

4. Comparative Study on the Impact of Digital Transformation on MSMEs in Various Locations: Conduct a comparative study to compare the impact of digital transformation on MSMEs in various locations, both urban and rural, so as to understand the differences in technology adoption and strategies implemented by MSMEs in various context.

By conducting in-depth and diverse follow-up research, it is hoped that we can make a greater contribution to developing strategies and policies that support the growth and sustainability of MSMEs, as well as providing useful guidance for business actors in facing complex business challenges.

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