

Improving Human Resources Technology Innovation as a Business Growth Driver in the Society 5.0 Era

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Abstract

The role of human resources in an organization or company is very strategic, where human resources are the key to achieving a company's success. Strategic human resources will provide added value as a measure of business success. This human resource capacity is a company's competitive advantage, where with better human resources, the company will become a growing company. The increasingly intense business competition requires organizations/companies to be managed professionally to survive and continue to develop in the long term. In addition to technology, capital, finance, operating systems, and human resources are the determining factors. The quality of human resources determines the success of a company. This research method uses a survey research method with a research field for academics. And from the results of this study, the industrial revolution is a concept that makes it easier for humans to live with AI as its main component by using modern technology. This concept will create a technological development that can minimize the gap in humans, where .50 marketing combines technology and humanity or the role of humans.

Keywords: Human Resources, Technology, Business



1. Introduction

For companies, employees are assets that must be constantly developed. The purpose of the development is to increase performance productivity, make efficiency, provide career opportunities, do efficiency, offer career opportunities, or find potential employees[1]. The strategy of developing human resources in the company does need to be carried out, especially in the era of globalization as it is today[2].

Her development is an effort that companies can make to form quality human beings with skills, work abilities, and loyalty to a company[3].

In a context where the challenges of the labor force are constantly changing, the law is changing, and the needs of the employer are also evolving, human resources must continue to change and develop[4].

Based on data from the Ministry of Manpower and Transmigration in 2013. Indonesia has a population aged 15 years and over of 176,662,097 people. The total labor force reached 118,192,778 people, with a Labor Force Participation Rate (TPAK) of 66.9%.

This means that in 2013, as many as 66.9% of the working-age population who were involved or trying to be involved in productive activities, with the potential of humans in Indonesia, should be able to be more advanced and develop again so that the people can live more prosperously[5].

The Covid pandemic is the worst global case since World War II (ILO 2020). With the threat of mass layoffs, the Indonesian economy fell to 5.32 in the second quarter of 2020[6].

Human resources are the key to the development of a company. At its core, talent is the people employed by an organization as doers, thinkers and planners to achieve organizational/enterprise goals[7].

Since human resource quality improvement activities are face-to-face training, they cannot be said to improve the quality of human resources[8]. Our unique structure includes quality improvements in both skills and loyalty to the company's skills, so the company's talent development must be a priority[9].

A system in the company will usually definitely support all types of company activities and operations to run even better, so to make a sound system within the company and business actors, it is necessary to carry out system changes that are more in line with current conditions while opening up space for existing human resources[10].

Communication technology is one of the most widely used technologies on a daily basis. Advances in technology have improved our ability to transfer information from one place to another with greater convenience, speed and precision. Technology was created to make human life more manageable[11]. Technology therefore evolves as human needs evolve. Join us to see how the advent of new technology continues to color human life year after year. Technology is involved in many aspects such as medicine, communication, and business education[12].

Various technical concepts are also developing rapidly over time. One is the concept of Society 5.0, which was first proposed by the Japanese government. The concept aims to promote human needs through modern technology-based science[13]. For example, artificial intelligence (AI), Internet of Things (IoT), robots, etc. The term is a further development of Industrial Revolution 4.0 or Society 4.0. Because of this, there is little difference between the two concepts. However, both have different focus. The industrial revolution is the concept of making people's lives more convenient, centered on AI[14]. The 5.0 society uses the latest technology, but still relies on humans as a major component. This concept creates technological developments that can minimize the human gap. When Marketing 5.0 Combines Technology with Humanity or Human Role[15].

So far, more and more companies are choosing target markets they want to go to. Because they recognize that they cannot serve the market. Too many customers are spread out, with different needs and desires. Therefore, the importance of the target market is:

A market is made up of potential customers with specific needs or wants, who may or may not buy or sell to meet those needs or wants[16].

Consumers are so diverse that companies must group their markets into market segments and select specific features to assign as targets. This helps companies identify market opportunities better[17]. In this way, companies can develop suitable products, determine

appropriate and efficient sales and advertising channels, and adjust the prices of the goods and services they offer for each target market. The target market (Target Market) is A group of consumers or customers specifically targeted for a company's marketing efforts.

In implementing the target market, there are three main steps that must be considered, namely:

1. Market Segmentation
2. Target Market Setting
3. Product Placement

Business strategy is the combination of all the decisions taken and actions taken by the business to achieve the business objectives and for a competitive position in the market[18]. This is the backbone of a business because it is a road map that leads to what you want. Any mistakes in this roadmap can result in getting lost amid the overwhelming number of competitors who are ready to take on their competitors[19].

Hence this makes the business strategy an outline of the actions and decisions the company will take to achieve its business goals and objectives[20]. The method determines what the business needs to do to achieve its goals, which can help guide the decision-making process for selecting and allocating resources. It also allows various departments to work together, ensuring departmental decisions support the company's overall direction[21].

How to organize various strategies that can improve the quality of human resources with existing technological innovations for company business excellence in the era of society 5.0? What systems need to be in place to achieve the objectives, which can help guide the decision-making process for the business and the allocation of resources?

2. Research Method

This research method uses a survey research method with a field of research for academics which aims at research as applied research where research is carried out to apply, test, and evaluate the ability of a theory applied in solving practical problems. Then according to the level of explanation, this research is an associative study. Associative research is a study that aims to determine the relationship between two or more variables with a descriptive approach.

2.1 Formula/Algorithm [optional]

Regression analysis by Riduwan and Engkos A.K. (2012, p. 4) is used to predict (predict) the dependent variable (Y) when the independent variable (X) is known. Multiple regression analysis is used to analyze the dependence of a variable (Y) on multiple independent variables (X) or to examine how multiple independent variables X influence the dependent variable Y. The equations of the Multiple Linear Regression Analysis Method are as follows:

$$\hat{Y} = b_0 + b_1X_1 + b_2X_2 + b_3X_3$$

\hat{Y} = Business Growth

b_0 = Constant Number (intercept)

$b_{1,2,3}$ = regresi coefficient (estimator) measures the magnitude of the effect of X with respect to Y, if X increases by one unit

X_1 = HR Improvement

X_2 = Technological Innovation

The calculation of the simple correlation coefficient (Product Moment correlation) is as follows (Sugiyono, 2005, p. 182):

$$r_{xy} = \frac{\sum xy}{\sqrt{(\sum x^2) (\sum y^2)}}$$

r = Product Moment Correlation
 x = Independent Variable
 y = Bound Variable

The calculation of the coefficient of multiple correlation is as follows (Sugiyono, 2005, p. 190)

$$R_{y.x_1x_2} = \sqrt{\frac{r^2 yx_1 + r^2 yx_2 - 2ryx_1 ryx_2 rx_1x_2}{1 - r^2 x_1x_2}}$$

$R_{y.x_1x_2}$ = Correlation between variables X1 and X2 together-equals variable Y

ryx_1 = Product Moment Correlation between X1 and Y
 ryx_2 = Product Moment Correlation between X2 and Y
 rx_1x_2 = Product Moment Correlation between X1 and X2

According to Sugiyono (2005, p. 183), the classification of the relationship between variables is stated in the correlation coefficient which can be explained as follows:

Relationship coefficient: 0.00-0.199 = very low

Interval coefficient : 0.20-0.399 = low relationship

Interval coefficient : 0.40-0.599 = moderate relationship

Interval coefficient : 0.60-0.799 = strong relationship

interval coefficient : 0.80-1000 = very strong

Furthermore, to test the significance of the independent influence variable on the dependent can be accepted or not tested using the t-test using the Sugiyono formula (2005, p. 214) as follows:

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

t = calculated t value

r = partial correlation

n = number of observations

Then the calculated t price is then compared with the t table price. For the 5% error, the two-party test and $dk = n - 2$. Provided that if t count is less than t table, then H_0 is accepted and rejected or less than 0.05. On the other hand, if r count is greater than t table ($t \text{ count} > t \text{ table}$) then H_a is accepted. This means that the correlation coefficient found is significant. Significant means that the coefficient can be generalized to the population.

Test the correlation coefficient using the F test using the F arithmetic formula (Sugiyono, 2005, p. 219), as follows:

$$F = \frac{R^2 / (k-1)}{(1 - R^2) / (n - k)}$$

For F of the table, the degree of freedom (degree of freedom) of the numerator = $(k - 1)$ (k = number of variables), for the denominator $(n - k)$, at the degree of confidence (degree of freedom) = 95 % (2 tailed)

2.2 Literature Review

Sonny Sumarsono (2003). According to him, human resources have two different meanings, including HR is a work business or service provided to carry out the production process. In other words, Human Resources is the quality of the effort a person makes within a certain period to produce services or goods.

A second understanding of HR, still related to the first, is where people can work to create services and products out of their work. Being able to work means engaging in a variety of activities that have economic value, that is, these activities produce goods and services that are necessary for life.

Saliman and Sudarsono (1993) Other figures who define technology are Saliman and Sudarsono (1993). Saliman and Sudarsono said that technology is a science that studies development and industry. In simple terms, the definition of technology is all kinds of facilities and infrastructure made by humans to produce functional objects. Thus, the survival and comfort of humans can feel better than before.

Stanford (1979). A business is an institution that produces goods and services demanded by society, which means an institution that makes services and goods needed by the organization. However, if the needs of the community increase, then the business institution will increase its production to meet all the community's needs while making a profit.

2.3 Hypotheses

Table 1. Partial Correlation Test Results

		HR	TECHNOLOGY	BUSINESS
HR	Pearson Correlation	1	,404**	,546**
	Sig. (2-tailed)		,000	,000
	N	72	72	72
TECHNOLOGY	Pearson Correlation	,404**	1	,605**
	Sig. (2-tailed)	,000		,000
	N	72	72	72
BUSINESS	Pearson Correlation	,240*	,302*	,510**
	Sig. (2-tailed)	,000	,000	
	N	72	72	72

Source : Primary Data Processed (2022)

Based on the table above, it is explained that the partial relationship between work discipline variables and employee performance is significant with sig 0.000 with a reasonably strong correlation value of 0.546, the partial relationship between increasing HR and business growth is substantial with sig 0.000 with a sufficiently strong correlation value, namely 0.605 and the partial relationship between technological innovation variables on business growth is significant with sig 0.000 with a reasonably strong correlation value of 0.510.

3. Findings

Indonesia's large population is an important development asset that needs to be promoted. Population is the dominant factor with positive demographic implications. On the one hand, it could backfire and undermine Indonesia's further development[22]. The General Pattern of Long-Term Development II emphasizes that the main goal of national development is to improve the quality of the people and society of Indonesia[23].

Human resources are the driving force of national activities, and all administrative activities such as politics and economics are carried out by the people. Population not only controls national politics, but also all natural resources and wealth of the country in question[24]. It seeks to systematically manage its assets by processing and using existing natural resources. Proper management of natural resources allows the residents of the country to earn interest. This also means promoting national progress. Proper management of natural resources leads to sustainable national development of all elements[25].

The human ability to think is very important because thought is the most important foundation of culture. Humans, as cultural beings, process natural resources for their livelihoods, and technological advances can change the state of natural resources. Human beings use natural resources with reason and intelligence and have an electrified image. Therefore,

humans are seen not only as an energy source, but above all as a creative resource that is extremely important for the development of human culture.

Human Resources Management or HRM (Human Resources Management) is part of the administration function. When management focuses on 'how to achieve common goals with others', HRM focuses on 'people' as subjects or subjects, and subjects of subjects. How people within an organization plan (plan), organize (organize), implement (direct), and manage (manage) so that the goals achieved by the organization achieve optimal, efficient and effective results. be done can you guide me

A good and responsible company or organization that wants to maintain business continuity in the long term prepares for due diligence at the very beginning of its formation i.e. by setting its vision, mission and goals . In its development, organizational culture and global change influence these three things.

A vision is an organizational ideal statement that provides a clear direction and what the company will do in the future. To achieve this vision, the company develops a mission that is implemented in all activities. A mission is a determination of the company's goals, including the long-term and short-term activities that must be carried out to achieve the set vision. It aims at maximizing profit. A clear vision and mission must meet the needs of the company and the needs of the market. This allows culture to foster work commitment and employee morale, promote harmony in employee work lives, and promote good labor standards.

The purpose of a company's business evaluation is a work evaluation stage that can improve the quality of the work of its activities. One way to achieve your company's goals is to have a quality human resources (HR) department you can trust. Evaluation is an important task for companies to know how well their employees are performing within the set working hours.

Competency-based professional staff development is carried out to achieve organizational goals and objectives with set performance standards. Employee competencies must be able to support the implementation of the organization's vision through strategy and synergy between people. Therefore, individual performance within an organization is a way to improve organizational productivity.

Approach to leadership style on the behavior of a leader. It differs by a different approach to the characteristics of the leader and a separate system to expertise in the administrative capabilities of the leader. The leadership style approach focuses on what leaders do and how they act. This approach also needs to be studied leadership by moving towards the leader's actions toward subordinates in various situations.

The main focus of human resource management is to contribute to the organization's success. Human resource management consists of activities related to human resource management, including human resource planning and analysis, human resource discovery, employment compensation and benefits, safety and security, and labor safety and labor.

Indonesian graduates reach an average of up to 250,000 per year. That means that Indonesia can produce as many as 250,000 workers every year. HR development strategies in companies must be carried out, especially in the current era of globalization. Human resource development is an effort company can make to form quality human beings with skills, work abilities, and work loyalty to a company.

A company cannot develop well if its employees are interested in their desks and do not have special skills. By training employees, companies can explore their employees' potential or talents by developing them. Each company will usually implement special training to improve the quality of its employees.

In addition, they can coach company employees to develop HR/coaching through multiple evaluation programs and plans, through the organizational subsystem employee/employee regulation and promotion. These things become one of the right strategies in talent development for a particular company, and the talent that comes out of this coaching is better. Technology was created to make human life more manageable. Therefore, technology evolves as human needs evolve. Every year new technologies appear in human life. Technology is used in many aspects, from medicine to communications to business education.

Robotic procedure automation (RPA) is the cutting-edge generation withinside the shape of software program that works automatically. It translates applications, strategies

transactions, manipulates records, or even responds to emails. RPA enables loads of jobs and analyzes them speedy and accurately.

Edge computing (EC) is the cutting-edge generation withinside the shape of a dispensed computing paradigm that brings computing energy and records garage toward the records source. The Internet of Things (IoT) is a idea that permits the transmission of records over networks with out the want for human-to-human or human-to-pc interaction. IoT developed from the convergence of wi-fi technologies, micro-electro-mechanical systems (MEMS), and the Internet. IoT is carefully associated with machine-to-machine (M2M) verbal exchange in manufacturing, oil and gas.

Given some of the latest technologies to date, it is imperative that organizations constantly update their capabilities and technology adaptations. Automation reduces the time it takes to work on a job. This technology leads to shortening the bureaucratic chain, allowing him to complete in a day or hours what would normally take him a week to complete.

A business strategy can be an action or set of decisions that help the entrepreneur achieve specific business goals. This is a master plan implemented by the company's management to secure a competitive position in the market, carry out its operations, delight customers and achieve the desired business goals. In business, this is a small sketch of the organization's selected drawings, directions, and goals. In addition to also being a scheme of intentions and actions of the company, the advantages, and advantages obtained from the implementation of a carefully planned and flexibly designed strategy with the aim of:

Achieve effectiveness, Understand and take advantage of opportunities, Mobilize resources, Secure profitable positions, Face challenges and threats, Directing efforts and behaviors, and Get a clue to the situation.

The internet development in the world, including in Indonesia, has made social media used by many people for their promotional strategies, ranging from making friends to promoting businesses. Social media is the most effective means of marketing any product or service. The features available on various social media today support marketing multiple businesses. One example of social media that is often subscribed to for business is Instagram.

Social media that want to upload photos and videos is perfect for business. Not only that, using hashtags on Instagram can attract new consumers. Social media has made product marketing more accessible, practical, and cost-effective.

In addition to using social media, creating a website is the right promotional strategy to market various businesses today. The existence of this website makes the company more feasible and professional. An easy example is someone who has a wedding decoration business.

To be more professional, the business owner not only uses social media but can also use the website. It aims to create a business that is engaged in by people who are well known and can be searched on search engines like Google. Building a website as a marketing strategy can be easy and difficult.

Not only is social media widely used due to the development of the internet, but the emergence of marketplaces also impacts the development of the internet. Not only has one site developed in Indonesia, but there are tens or even hundreds of marketplaces.

Each marketplace also has its different features. Using the marketplace is the right promotional strategy because, in the marketplace, the business that is run can be marketed with specific categories.

Hearing the word Youtube, of course, you can imagine a platform containing many videos with various categories. For example, gaming, horror, vlogging, and other types. Not only as a medium for creating content, Youtube is the right tool to become a promotional strategy for businesses product promotion through this meme will also be easier to spread, considering that there are so many social media accounts that present memes to their followers. Businesses may run using promotional strategies via memes that will be applied on social media meme accounts.

The features available on various social media today support marketing multiple businesses. Instagram is one example of social media that is often a business subscription. This social media devoted to uploading photos and videos is perfect for doing business. Not only

that, using hashtags on Instagram can attract new consumers. Social media makes product marketing more accessible, more effective, and cost-effective

Market segmentation divides a heterogeneous market for a product into homogeneous market units (market segments). By definition, the needs for products are homogeneous, but in practice they are known to be heterogeneous. The purpose of market segmentation is to help companies distinguish between market groups. Market segmentation is a strategy based on a consumer-centric marketing management philosophy. The company aims to provide consumers with better services (satisfactory service, affordable prices, quality products, and timely services), with characteristics that make it easy for businesses to understand consumer wants and needs. Looking for someone By implementing market segmentation, you can target your marketing efforts and use your company's resources more effectively and efficiently to satisfy and retain your consumers with the products offered. . A planned marketing strategy can lead to a sharper or more effective composition of the marketing mix (marketing mix).

Here are four criteria that market segments must meet in order for the market segmentation process to be effective and profitable for your business. Measurable means that a market segment can be measured in terms of both size, breadth and purchasing power of the market segment.

Affordability means reaching market segments in a way that you can effectively serve them. Enough (substantial) breadth to make a profit when executed. Programs prepared to attract and serve this market segment can be implemented (executable) to be effective. A target market is an activity that includes, evaluates, and selects one or more market segments that a company targets. When a company wants to decide which market segment it wants to enter, the first step is to calculate and evaluate the potential profits of the various components in place. In this case, therefore, marketers need to understand techniques for measuring market potential and forecasting future demand. The methods used greatly contribute to the selection of the target market so that marketers can avoid or at least minimize the errors that actually occur.

One of the elements of an integrated marketing strategy is the marketing mix. It is the process a company performs in relation to an opportunity and how it presents the products it offers in a particular market segment.

its target market. The marketing mix is the combination of variables or activities that form the core of your marketing system. Businesses can control the variables that influence consumer response in their target market. Businesses should combine these variables or tools as effectively as possible in their marketing efforts. His four elements or variables in the marketing mix, known as the 4 P's, are product strategy, pricing strategy, channeling/sales strategy, and advertising strategy. With the development of internet in the world including Indonesia, social media is used by many people for their advertising strategy, from finding friends to promoting business. Social media is the most effective means of marketing any product or service. The features available today on various social media support marketing for multiple businesses. Instagram is an example of social media commonly used by businesses.

Simply put, business strategy is the set of competitive moves and instruments that a company uses to attract customers, outperform the competition, enhance performance, and achieve organizational goals. Outline how the company should be managed to achieve the desired goals. Business strategy is an integrated framework for finding, analyzing, and exploiting profitable opportunities, identifying and managing potential threats, and maximizing resources and strengths to compensate for weaknesses to management.

3.1 Problem

Every enterprise always seeks profit for its production. The profit earned is determined by the prizes offered. The price of a product or service is also differentiated by the amount sacrificed in providing the service and the expected gain or profit. Therefore, the penetration of a company's product price is a reasonably necessary issue, as it can affect the life and death and profit of the company.

Pricing policies are closely related to decisions about the services you sell. Because the price is the provision of goods and services. Pricing is generally based on a combination of goods/services and other services and sufficient profit. Based on the fixed price, this consumer

decides whether or not to purchase the item. Consumers also decide on this basis how many goods/services they need to purchase. Consumer confidence in decision-making is based not only on price, but also on many other factors that are considered, such as: B. Quality of goods and services and trust in the company.

3.2 Research Implementation

Decision-making in the field of marketing is always related to the variables of the marketing mix.

- Introduction of market factors in the marketing mix

The central pressure of the marketing mix is the market because the products offered by the Company are directed to it.

- The relationship between decisions about price, promotion, and distribution with variables about the product

The product has an important influence on pricing decisions and distribution because the making of cost of production, equipment, and processes, as well as promotion, depends on its benefits and offerings.

- The influence of the Company's business and competitors on sales volume

The more effort expended in the marketing mix for an existing offering, the greater the sales will be. A more significant percentage of the Company's total sales will increase with a more extensive business mix.

- Effectiveness of the Company's Marketing Mix regarding sales volume far from the exhibition conducted by the Company on its sales volume.

Marketing Mix for several products (and services)The marketing mix applied to every product is different. Sales volume and profit can be maximized if the marketing mix matches the Company's offerings.

Table 2. Steps of Market Segmentation, Target Market Determination,

Market Placement Market Segmentation	Setting a Target Market	Product Placement
Identify the basics of market segmentation. • Develop the profit of each segment.	Develop methods of assessing the attractiveness of the segment. • Select the segment to enter.	Formulate product placement on each of the selected segments as goals. • Develop a marketing mix for each segment selected as a target.

4. Conclusion

The development of technology over time allows humans to create various objects and techniques that can help multiple jobs become easy, fast, effective, and efficient. Training is also a significant HR strategy development for a company or organization. Through specific training, each employee can gain new abilities or skills and even further develop abilities that have been applied to the company's progress. Concept Society 5.0 is a refinement of previously existing concepts. The industrial revolution is a concept that makes human life easier with AI as the main component. While Society 5.0 utilizes modern technology but still relies on humans as its main component, this concept will create a

technological development that can minimize humans. Where marketing 5.0 combines technology and humanity or human roles. Business strategy can be actions or decisions that help entrepreneurs achieve a specific business. It is a master plan implemented by the company's management for competitive positioning in the market, running its operations, pleasing customers, and achieving desired business goals.

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