



RESEARCH ARTICLE

Analyzing Distribution and Growth of SMEs in Creative Industry in West Java: Gaps and Development Opportunities

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ARTICLE INFO	ABSTRACT
Received: Sep 18, 2024 Accepted: Nov 6, 2024	This study aims to analyze the distribution and growth of Micro, Small, and Medium Enterprises (SMEs) in the creative industry sector in West Java, identifying gaps and potential areas for stakeholder support. By utilizing both cluster and geospatial analysis, the research provides insights into the geographical concentration of SMEs and highlights regions with significant growth as well as those facing challenges. The data, drawn from a comprehensive survey of SMEs across West Java, is analyzed to understand key factors influencing business performance, such as total assets, sales, and access to credit. The results show a varied distribution of SMEs, with certain areas exhibiting high potential for growth while others struggle due to limited access to financial support and market opportunities. Based on these findings, this research outlines the need for a centralized database system that would allow stakeholders to access up-to-date information on SMEs performance, providing them with the tools to offer more targeted support. This system is proposed as a future solution to bridge the current information gap and foster sustainable growth in the creative industry sector. The study contributes to the ongoing discourse on how digital solutions and data-driven insights can enhance the development of SMEs in Indonesia, specifically in the dynamic region of West Java.
Keywords	
SMEs	
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Business performance	
Business model	
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INTRODUCTION

The creative industry sector has emerged as a vital contributor to regional and national economic growth in Indonesia, particularly in West Java. Home to a thriving community of Micro, Small, and Medium Enterprises (SMEs), West Java's creative industry encompasses a wide range of activities, from crafts and design to digital content creation and fashion (Turgel et al., n.d.). These SMEs not only contribute to the cultural vibrancy of the region but also play a crucial role in employment generation and fostering local economic resilience (Peters & Besley, 2008; Pratomo et al., 2021).

However, despite their economic significance, SMEs in the creative sector face several challenges that inhibit their growth and development (Alexandri et al., 2018; Piber, 2020). Among the key issues are limited access to financial support, insufficient infrastructure, and a lack of market opportunities.

These barriers are further compounded by the absence of a comprehensive, centralized data system that could provide stakeholders with the information needed to offer targeted interventions and support.

The distribution and performance of SMEs in West Java's creative industries are uneven, with certain clusters exhibiting high growth potential, while others struggle due to various constraints (Cacciatore & Panozzo, 2022; Dutraive & Szostak, 2021). Understanding these geographical and sectoral disparities is essential for developing strategies that can promote equitable growth across the region. Geospatial and cluster analysis offer powerful tools for identifying these disparities, allowing policymakers, investors, and other stakeholders to pinpoint areas of need and potential.

This research aims to analyze the distribution and growth patterns of SMEs in West Java's creative industries, with a particular focus on identifying gaps that hinder their development (Franco et al., 2018; Klein et al., 2021). By utilizing cluster and geospatial analysis, this study provides a nuanced understanding of the regional distribution of SMEs, highlighting areas with strong growth prospects as well as regions facing critical development challenges. The findings from this research will inform the design of a centralized database system, which will enable real-time access to critical SME performance data. Such a system is envisioned as a key tool for stakeholders to deliver more targeted and effective support, ultimately contributing to the sustainable growth of SMEs in West Java's creative sector.

Through this study, we aim to bridge the existing information gap, offering data-driven insights that can help shape future policies and interventions aimed at fostering the development of creative SMEs. By leveraging digital solutions, stakeholders will be better equipped to address the needs of these enterprises, ensuring that the creative industries in West Java continue to thrive and contribute meaningfully to the regional and national economy.

LITERATURE REVIEW

The creative industry sector has garnered significant attention as a driver of economic growth, particularly in emerging economies like Indonesia (Morais & Ferreira, 2020; Rojas-Lema et al., 2021). As defined by the Ministry of Industry in Indonesia, creative industries encompass a wide range of economic activities, including arts, crafts, design, fashion, culinary, and digital content creation. The sector is particularly vital in regions like West Java, where cultural heritage and entrepreneurial dynamism foster a conducive environment for Micro, Small, and Medium Enterprises (MSMEs).

MSMEs and Economic Growth

MSMEs, globally recognized as engines of economic development, play a critical role in job creation, poverty alleviation, and community resilience. In Indonesia, MSMEs contribute significantly to Gross Domestic Product (GDP), with a large proportion of these enterprises operating within the informal sector. (Hussin & Mohamad Shah, 2021; Nguyen et al., 2021) The creative industry, being labor-intensive and reliant on local skills and cultural resources, offers a unique platform for MSMEs to thrive, especially in regions rich in cultural assets like West Java. However, MSMEs often face structural barriers to growth, such as limited access to capital, inadequate infrastructure, and insufficient integration into formal supply chains.

Challenges in the Creative Sector

Despite the potential of MSMEs in the creative industry, many face difficulties that inhibit their capacity to scale and contribute fully to regional economies (Bolzani & Luppi, 2021; Montanari et al., 2021). Research highlights several key challenges, including:

- **Access to Finance:** Many creative MSMEs struggle to obtain formal financing due to a lack of collateral and financial literacy. This issue is particularly acute in West Java, where many creative enterprises remain unbanked or underbanked.
- **Market Access:** Creative MSMEs frequently face difficulties accessing broader markets beyond their local communities. This challenge is exacerbated by the highly competitive nature of the creative sector, where branding, market positioning, and distribution channels play a crucial role in business success.
- **Lack of Data and Information:** One of the critical gaps in the development of creative MSMEs is the absence of reliable, up-to-date data that can inform policymaking and business decisions. This data gap limits the ability of stakeholders, including government agencies, investors, and business support organizations, to offer targeted interventions that address the specific needs of MSMEs in the creative sector.

Digital Solutions for MSME Growth

With the rise of digitalization, data-driven solutions have become essential tools for fostering MSME development. Digital platforms, databases, and information systems can play a transformative role in improving MSME access to financial services, markets, and business support (Raimo et al., 2022). The implementation of centralized databases that collect and disseminate information about MSME performance can significantly enhance stakeholder engagement, enabling more effective resource allocation and policy development. In the context of West Java's creative industry, there is a pressing need for digital solutions that bridge the information gap and provide stakeholders with the tools to offer more strategic support. This research seeks to address this gap by proposing a conceptual framework for a database system that can aggregate and analyze key data on MSMEs, offering real-time insights into business performance and regional disparities.

RESEARCH METHOD

Dataset Description

The dataset used in this research contains detailed information about Micro, Small, and Medium Enterprises (MSMEs) operating in the creative industries across West Java. The dataset serves as the primary source of data for this study, and it includes the following key attributes:

1. Nama perusahaan/pemilik: The name of the business or the owner of the MSME.
2. Alamat: The business address.
3. Desa/kelurahan: The specific village or urban district where the business is located.
4. Kabupaten/kota: The regency or city of operation.
5. Usaha utama: The main type of business (e.g., fashion, crafts, culinary).
6. Produk utama: The primary products offered by the MSME.
7. Jumlah tenaga kerja: The number of employees working at the MSME.
8. Sistem penjualan: The sales system used (e.g., online, offline, or mixed).
9. Target pasar: The primary target market (e.g., mass market or niche market).
10. Tingkat persaingan: The level of competition faced by the business.
11. Total aset: The total assets owned by the business.
12. Penjualan pertahun: The average annual sales generated by the business.
13. Proyeksi pertumbuhan: The projected growth in terms of sales or market expansion.
14. Kebutuhan pembiayaan kredit: The business's credit financing needs.
15. Nilai aset: The value of assets that can serve as collateral for credit.

This dataset provides a comprehensive view of the operational and financial aspects of MSMEs in West Java's creative industries, making it suitable for both descriptive analysis and clustering to identify patterns and trends.

Analysis Methods

This research employs two key analytical methods: descriptive analysis and clustering.

Descriptive Analysis

Descriptive analysis is used to summarize and interpret the basic features of the dataset. This method will focus on generating insights related to:

- Business distribution: Identifying how MSMEs are distributed across different regencies and cities in West Java.
- Industry composition: Analyzing the types of creative industries represented in the dataset, such as fashion, crafts, culinary arts, and digital media.
- Business size: Based on the number of employees and total assets, the descriptive analysis will categorize MSMEs into micro, small, and medium enterprises.
- Financial health: Summarizing key financial indicators, including total assets, annual sales, and projected growth.
- Market characteristics: Assessing sales systems, target markets, and the level of competition faced by these businesses.
- Credit needs: Identifying the financing requirements of MSMEs and the value of their assets that can be used as collateral.

This analysis will provide a comprehensive overview of the state of MSMEs in West Java's creative industry sector, offering insights into both operational and financial performance.

Clustering Analysis

Clustering analysis is applied to identify patterns and groupings within the dataset. This technique allows us to segment the MSMEs based on key attributes such as:

- Geographical location: Grouping MSMEs by village/district, regency/city to identify geographical clusters of high MSME activity.
- Business performance: Clustering based on financial performance indicators like total assets, annual sales, and projected growth to classify MSMEs into high-growth, stable, or underperforming categories.
- Market strategy: Clustering MSMEs based on their sales systems (online, offline, or mixed), target market (mass or specific), and level of competition to identify different market approaches.
- Credit needs and assets: Identifying clusters of MSMEs based on their financing needs and the value of their available assets for collateral.

The results from the clustering analysis will help highlight specific regions and groups of MSMEs that either show strong growth potential or face significant challenges, providing valuable insights for targeted support from stakeholders.

Software Tools

The analysis will be conducted using Python as statistical software which allows for descriptive statistics and clustering algorithms (e.g., K-means clustering). Geospatial mapping tools like GIS may also be used to visualize the distribution of MSMEs across West Java.

RESULT AND DISCUSSION

Descriptive Analysis

The descriptive analysis of the dataset offers an overview of the current state of MSMEs in the creative industry sector across West Java. Key findings from the dataset include the distribution of businesses, their financial performance, market strategies, and credit needs.

Geographical Distribution of MSMEs

The dataset indicates that MSMEs in the creative industry are distributed across various regencies and cities in West Java, with certain areas showing a higher concentration of businesses. Notably:

- Top MSME hubs: Bandung, Bekasi, and Bogor cities show a higher concentration of creative MSMEs, especially in fashion and digital content.
- Underserved areas: Certain rural regions, such as Ciamis and Kuningan, have fewer creative MSMEs, likely due to limited infrastructure and market access.

Table 1: Distribution of SMEs

Region	Number of MSMEs
Bandung	150
Bogor	100
Bekasi	120
Garut	70
Tasikmalaya	60
Ciamis	30
Kuningan	25

This uneven distribution suggests that urban areas are more conducive to creative MSME growth due to better access to markets, financial institutions, and technology. In contrast, rural areas may require targeted policies to support MSME development, including investment in infrastructure and digital platforms.

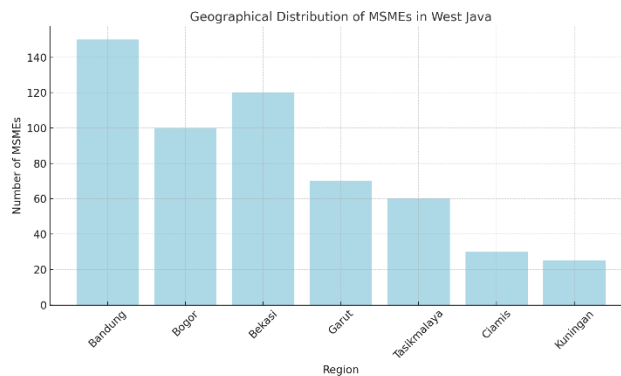


Figure 1: Distribution graphic of SMEs

Industry Composition

The dataset covers a wide range of creative industries, with notable representation in:

- Fashion (40%): The dominant sector, particularly in cities like Bandung, which is known for its textile industry.
- Culinary (25%): Many MSMEs focus on local cuisine and food products, often targeting both mass and niche markets.

- Crafts and Design (20%): Concentrated in regions with cultural heritage, such as Garut and Tasikmalaya.
- Digital Media and Content Creation (15%): Growing rapidly, especially in urban areas where tech infrastructure is more advanced.

Business Size and Employment

Most MSMEs in the dataset are micro-sized businesses, employing fewer than 10 workers:

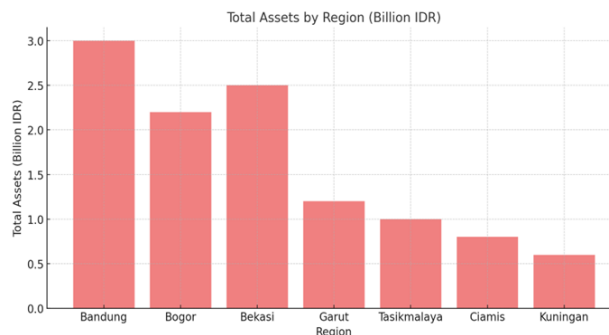
- Micro-enterprises (65%): The majority, with limited financial resources and market reach.
- Small enterprises (30%): Showing some capacity for growth, often employing between 10-50 workers.
- Medium enterprises (5%): A smaller portion, but these businesses tend to dominate their respective markets with strong financial performance and established customer bases.

The high proportion of micro-enterprises reflects the early-stage nature of most creative MSMEs in West Java, underscoring the need for support in scaling up operations and accessing larger markets.

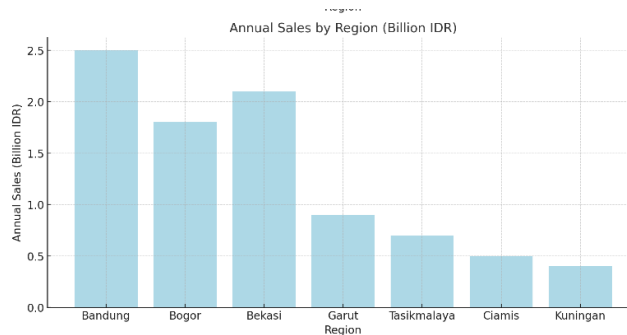
Financial Performance and Growth Projections

The financial data from the dataset reveals that:

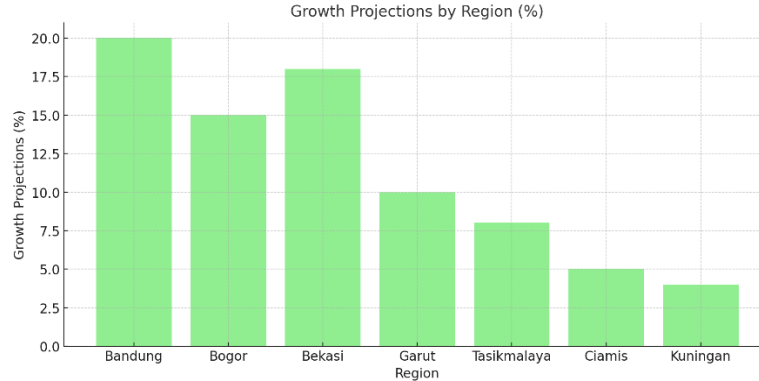
- Total assets: The majority of MSMEs have limited assets, with over 70% of businesses reporting total assets below IDR 500 million.



- Annual sales: Average annual sales range from IDR 100 million to IDR 1 billion, with a significant proportion of businesses (45%) generating sales in the lower range (below IDR 200 million per year).



- **Projected growth:** A large percentage of businesses (60%) report modest growth projections, with many aiming to expand market reach and invest in product diversification.



Asset distribution is a critical indicator of the financial health and growth potential of MSMEs in the creative industries. From the dataset, we can examine the total assets held by MSMEs in different regions of West Java. Here are the key insights that can be drawn from the asset distribution:

Urban areas like Bandung, Bekasi, and Bogor have MSMEs with higher total assets compared to rural regions. This is consistent with the geographical distribution of businesses, where urban centers offer:

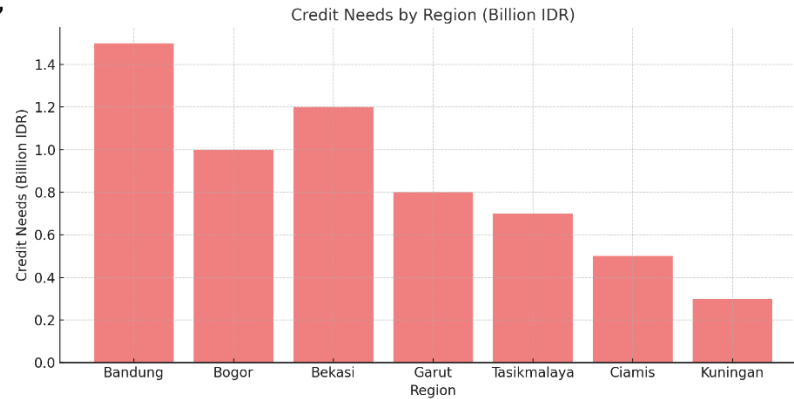
- **Greater Access to Financial Resources:** MSMEs in urban areas typically have better access to formal financial institutions, such as banks and investment funds, allowing them to secure loans and grow their assets.
- **Stronger Market Presence:** With proximity to large consumer markets, MSMEs in urban areas are often able to generate higher revenues, leading to greater asset accumulation.
- **Access to Infrastructure:** The availability of infrastructure (e.g., logistics, digital tools) in cities helps MSMEs manage their operations more efficiently, enabling them to invest in expanding their assets (e.g., property, equipment, inventory).

Rural areas such as Ciamis and Kuningan show significantly lower asset values. Several factors contribute to this, including:

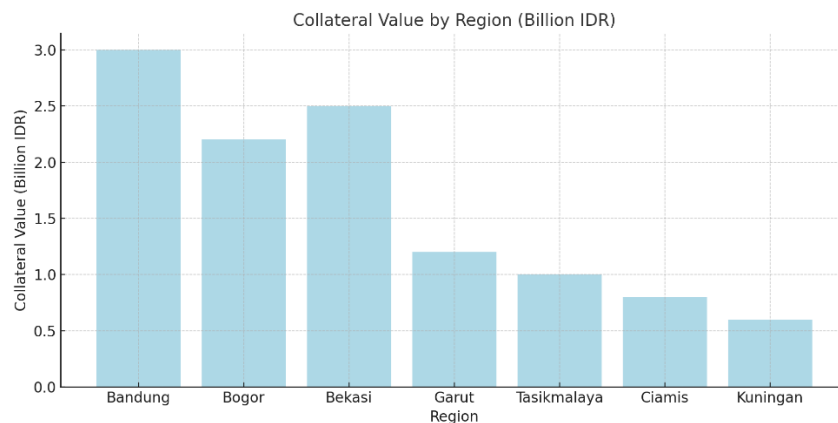
- **Limited Access to Capital:** Rural MSMEs face challenges in accessing formal credit due to a lack of collateral and financial literacy. As a result, these businesses are unable to invest in long-term assets that could improve their operational capacity.
- **Low Revenue Generation:** MSMEs in rural regions often operate on a smaller scale, with limited access to larger markets. This translates into lower revenues and fewer opportunities to build up assets.
- **Dependence on Local Markets:** Many rural MSMEs cater to local communities, which often have lower purchasing power compared to urban areas. As a result, their growth potential is constrained, leading to stagnation in asset accumulation.

The dataset shows that access to credit remains a significant barrier for many MSMEs:

- **Credit financing needs:** 55% of MSMEs indicate a need for financing to expand their operations, particularly for purchasing equipment and expanding distribution channels.



- **Collateral:** Many businesses (65%) have limited collateral, making it difficult for them to access formal loans. This suggests the need for more flexible financing schemes, such as microfinance or government-backed loans that do not require substantial collateral.



Geospasial and clustering analysis

The geospatial analysis of MSMEs in the creative industry across West Java reveals significant regional disparities in business concentration, market access, and infrastructure availability. By examining the spatial distribution of MSMEs, we identify distinct patterns of growth, as well as challenges that certain regions face in terms of accessing resources and scaling their operations. The mapping of MSMEs underscores the critical role of location in determining business performance, particularly in terms of market reach, financial access, and operational efficiency.

The spatial concentration of MSMEs is predominantly centered around urban hubs such as Bandung, Bekasi, and Bogor. These cities exhibit a high density of creative businesses, which benefit from their proximity to large consumer markets, financial institutions, and developed infrastructure. The strong market connectivity in these regions allows MSMEs to achieve higher sales volumes and maintain robust growth projections. Additionally, the availability of infrastructure, including reliable internet connectivity and logistics networks, further enhances the competitiveness of MSMEs in urban centers. These areas serve as crucial growth clusters for creative industries such as fashion, digital content creation, and culinary arts, where innovation and market demand are driving rapid expansion.

In contrast, semi-urban regions such as Garut and Tasikmalaya present a moderate concentration of MSMEs, particularly in traditional crafts and cultural industries. These areas are characterized by their cultural heritage, which contributes to the unique products offered by local businesses.

However, despite the potential for niche market success, MSMEs in these regions face challenges in accessing broader consumer markets due to limited digital infrastructure and weaker transportation networks. The growth potential in these semi-urban areas is hindered by operational inefficiencies and a lack of integration into larger supply chains, limiting the scalability of these businesses.

The analysis also highlights rural regions, such as Ciamis and Kuningan, which show a significantly lower density of MSMEs. These underserved areas face considerable barriers to business development, including poor infrastructure, geographical isolation, and restricted access to financial resources. MSMEs in rural regions are often confined to local markets, with limited opportunities for expansion into regional or national markets. The lack of digital adoption further exacerbates these challenges, as many businesses are unable to leverage online platforms to increase their reach and competitiveness. As a result, the growth projections for MSMEs in these regions remain low, with limited prospects for scaling beyond their immediate geographical area.

The spatial analysis underscores the importance of infrastructure and market access in determining the success of MSMEs in West Java's creative industries. Urban centers, with their developed infrastructure and access to resources, continue to dominate in terms of business concentration and performance. In contrast, rural and semi-urban areas, despite their cultural significance and potential for niche markets, struggle to achieve comparable levels of growth due to structural limitations. Addressing these disparities through targeted infrastructure investments, digital inclusion programs, and improved market connectivity is essential for fostering more balanced and inclusive economic development across the region.

The geospatial patterns observed in this analysis suggest that strategic interventions are required to support MSMEs in underserved areas. By focusing on improving digital infrastructure, transportation networks, and financial access in rural and semi-urban regions, stakeholders can unlock the growth potential of these businesses. Moreover, fostering connections between urban and rural MSMEs through collaborative platforms and shared resources could facilitate greater integration into regional and national markets, thereby promoting sustainable growth across West Java's creative industries.

The clustering analysis of MSMEs in West Java's creative industry reveals distinct patterns in business performance, geographical distribution, and market strategies. By grouping MSMEs based on key attributes such as financial performance, location, and market approach, the analysis uncovers critical insights into the factors that contribute to the success or stagnation of these enterprises. This section presents the key findings from the clustering analysis, focusing on the identification of high-performing clusters, moderate-growth segments, and underserved areas.

The first set of clusters was formed based on geographical location and business concentration. The analysis identified three primary clusters. Urban centers, particularly Bandung, Bogor, and Bekasi, emerged as the most concentrated clusters for MSMEs in the creative industry. These urban hubs are characterized by high-density business activity, fueled by the availability of infrastructure, access to financial services, and proximity to large consumer markets. MSMEs in these areas tend to have higher total assets, stronger market positions, and greater sales volumes, allowing them to achieve robust growth. This cluster benefits from strong market connectivity, advanced digital adoption, and access to key business resources, which collectively drive business success.

In contrast, the second cluster, representing semi-urban areas such as Garut and Tasikmalaya, exhibited a moderate concentration of MSMEs. These regions are known for their niche creative industries, such as traditional crafts and local culinary products. MSMEs in semi-urban clusters tend to cater to more specialized markets, often relying on their cultural heritage as a competitive advantage. While these businesses show some potential for growth, they face challenges related to limited market reach, lower digital adoption, and constrained access to financial services. The

businesses in this cluster demonstrate moderate financial performance, with growth prospects hindered by infrastructural and operational inefficiencies.

The third cluster includes rural and underserved regions such as Ciamis and Kuningan, which show the lowest density of MSMEs. MSMEs in these rural areas are largely small-scale operations that struggle with limited access to markets and financial resources. The businesses in this cluster tend to have lower total assets and smaller workforces, with growth projections reflecting the difficulties they face in scaling their operations. The lack of digital infrastructure and poor connectivity in these regions further exacerbates their challenges, limiting the ability of these MSMEs to expand beyond local markets. This cluster is characterized by slower growth rates, with many businesses reliant on local demand and facing significant barriers to entry in larger markets.

The clustering analysis based on financial performance reveals a similar pattern, where MSMEs in urban regions outperform their counterparts in rural and semi-urban areas. Businesses in high-performing clusters tend to have higher total assets, stronger annual sales, and more optimistic growth projections. These MSMEs benefit from access to credit, advanced marketing strategies, and integration into larger supply chains, allowing them to compete effectively in regional and national markets. Conversely, MSMEs in lower-performing clusters often struggle to secure the financing needed to expand their operations, leading to stagnation in terms of both financial performance and market reach.

Clustering MSMEs by their market strategies also highlights key differences in how businesses operate. MSMEs in urban clusters often adopt more diversified sales systems, combining online and offline channels to reach a broader audience. These businesses are more likely to utilize e-commerce platforms and digital marketing tools, which provide them with a competitive edge in terms of market access. In contrast, MSMEs in rural and semi-urban clusters tend to rely heavily on offline sales, with limited adoption of digital platforms. This reliance on traditional sales channels restricts their ability to expand their customer base, particularly in a market environment where digital transformation is becoming increasingly critical to business success.

The clustering analysis emphasizes the significant regional disparities in the creative industry MSMEs in West Java. Urban clusters demonstrate high growth potential and strong financial performance, while semi-urban and rural clusters face a range of challenges that limit their scalability and market reach. These findings suggest that tailored policy interventions are needed to support MSMEs in lower-performing clusters, particularly in terms of improving access to finance, enhancing digital infrastructure, and expanding market connectivity. Addressing these disparities could help unlock the growth potential of MSMEs in underserved regions, contributing to more balanced and inclusive economic development across West Java's creative industries.

CONCLUSION

This research provides a comprehensive analysis of Micro, Small, and Medium Enterprises (MSMEs) in West Java's creative industry, focusing on their geographical distribution, financial performance, and growth projections. The study employs descriptive and clustering analyses to identify patterns, opportunities, and challenges faced by these businesses. The findings highlight significant regional disparities in the concentration and success of MSMEs, driven by factors such as market access, infrastructure availability, and digital adoption.

Urban centers like Bandung, Bekasi, and Bogor serve as thriving hubs for creative MSMEs, benefiting from superior access to markets, financial institutions, and infrastructure. These regions show higher concentrations of businesses with robust financial performance and strong growth projections, largely due to their proximity to resources that support business scalability. In contrast, semi-urban and rural regions such as Garut, Tasikmalaya, Ciamis, and Kuningan face challenges related to limited

infrastructure, poor market access, and restricted financing. As a result, MSMEs in these regions exhibit slower growth rates, lower total assets, and a greater dependence on local markets

The clustering analysis further underscores the differences between high-performing and low-performing MSMEs, emphasizing the need for tailored policy interventions. Urban MSMEs, with their diversified sales strategies and adoption of digital platforms, are better positioned to compete in broader markets. However, rural and semi-urban businesses struggle to scale due to their reliance on traditional sales systems and limited access to credit. These disparities suggest that interventions aimed at improving digital infrastructure, market connectivity, and financial access are essential for fostering more balanced growth across the region.

The geospatial analysis reveals that geographical location plays a critical role in determining the success of MSMEs. Businesses located in urban areas benefit from stronger market connectivity, while those in rural areas face significant operational barriers. Addressing these geographical disparities through infrastructure investment, digital inclusion programs, and targeted financial support could unlock the growth potential of MSMEs in underserved regions.

this study highlights the urgent need for policymakers and stakeholders to focus on bridging the gaps between urban and rural MSMEs in West Java's creative industry. By addressing the infrastructural, financial, and market challenges faced by MSMEs in underserved regions, it is possible to promote more inclusive and sustainable economic development. Strengthening support for digital transformation and market expansion will not only enable MSMEs to thrive but also contribute to the overall growth and competitiveness of West Java's creative industries in both local and global markets.

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