

DAFTAR PUSTAKA

- Ahlenius, M., Berggren, B., Gerdemark, T., Kågström, J., & Åge, L. J. (2022). The occupational life cycle of real estate brokers: a cohort study. *Journal of European Real Estate Research*, 15(3), 351–367. <https://doi.org/10.1108/JERER-01-2022-0001>
- Ahlenius, M., & Kågström, J. (2023). Fat cats or sociable wolves? Swedish real estate brokers and intrinsic rewards - A quantitative empirical generalization. *Journal of European Real Estate Research*, 16(1), 92–110. <https://doi.org/10.1108/JERER-09-2022-0024>
- Al-Jalkhaf, T. A. A., & Alshaikhmubarak, A. (2022). The Impact of Corporate Incentives on Job Satisfaction: a moderation effect of age and tenure in Real Estate Development. *Journal of Positive School Psychology*, 6(2), 3186–3199. <http://journalppw.com>
- Alqudah, I. H. A., Carballo-Penela, A., & Ruzo-Sanmartín, E. (2022). High-performance human resource management practices and readiness for change: An integrative model including affective commitment, employees' performance, and the moderating role of hierarchy culture. *European Research on Management and Business Economics*, 28(1). <https://doi.org/10.1016/j.iedeen.2021.100177>
- Aman-Ullah, A., Aziz, A., Ibrahim, H., Mehmood, W., & Aman-Ullah, A. (2023). The role of compensation in shaping employee's behaviour: a mediation study through job satisfaction during the Covid-19 pandemic. *Revista de Gestao*, 30(2), 221–236. <https://doi.org/10.1108/REGE-04-2021-0068>
- Armutcu, B., Tan, A., Amponsah, M., Parida, S., & Ramkissoon, H. (2023). Tourist behaviour: The role of digital marketing and social media. *Acta Psychologica*, 240. <https://doi.org/10.1016/j.actpsy.2023.104025>
- Barrutia, J. M., & Echebarria, C. (2021). Effect of the COVID-19 pandemic on public managers' attitudes toward digital transformation. *Technology in Society*, 67. <https://doi.org/10.1016/j.techsoc.2021.101776>
- Bashir, M. (2022). Corporate social responsibility and financial performance – the role of corporate reputation, advertising and competition. *PSU Research Review*. <https://doi.org/10.1108/PRR-10-2021-0059>

- Bashir, M., Alfalih, A., & Pradhan, S. (2023). Managerial ties, business model innovation & SME performance: Moderating role of environmental turbulence. *Journal of Innovation & Knowledge*, 8(1), 100329. <https://doi.org/10.1016/j.jik.2023.100329>
- Beglaryan, M., Drampyan, A., & Sargsyan, P. (2024). The impact of digitalization on promoting business during crisis: evidence from Armenian SMEs. *Journal of Science and Technology Policy Management*. <https://doi.org/10.1108/JSTPM-12-2022-0200>
- Caballé Fabra, G. (2025). Housing professionals in Europe. Special attention to the Spanish case. *Journal of Property, Planning and Environmental Law*. <https://doi.org/10.1108/JPEL-11-2024-0053>
- Chulkov, D. V., & Barron, J. M. (2023). Incentive pay sensitivity to firm performance prior to anticipated CEO turnover. *Heliyon*, 9(11). <https://doi.org/10.1016/j.heliyon.2023.e22163>
- De Buissonjé, D. R., Brosig, F., Breeman, L. D., Litvin Bloom, E., Reijnders, T., Janssen, V. R., Kraaijenhagen, R. A., Kemps, H. M. C., & Evers, A. W. M. (2023). *Put your money where your feet are: The real-world effects of StepBet gamified deposit contracts for physical activity*. <https://doi.org/10.17605/OSF.IO/D237C>
- Ellström, D., Holtström, J., Berg, E., & Josefsson, C. (2022). Dynamic capabilities for digital transformation. *Journal of Strategy and Management*, 15(2), 272–286. <https://doi.org/10.1108/JSMA-04-2021-0089>
- Estrada-Cruz, M., Mira-Solves, I., & Martínez-Mateo, J. (2024). Adaptation, compensation and disengagement: how ICT competences influence nascent entrepreneurs' strategies in a global crisis environment. *European Journal of Management and Business Economics*. <https://doi.org/10.1108/EJMBE-06-2023-0174>
- Ghozali, I. (2021). *Structural Equation Modeling dengan Alternatif Partial Least Squares (PLS) Dilengkapi Software Smartpls 3.2.9, XLSTAT 2014, WarpPLS 7.0, PLSGraph 3.0, VPLS Dan PLS GUI* (5th ed.). Universitas Diponegoro.
- Hagen, D., Risselada, A., Spierings, B., Weltevreden, J. W. J., & Atzema, O. (2022). Digital marketing activities by Dutch place management partnerships: A resource-based view. *Cities*, 123. <https://doi.org/10.1016/j.cities.2021.103548>
- Hair, J. F., Sarstedt, M., Ringle, C. M., & Gudergan, S. P. (2023). *Advanced Issues in Partial Least Squares Structural Equation Modeling*. SAGE Publications.

- Hong, P. Van, & Nguyen, T. T. (2020). Factors affecting marketing strategy of logistics business – Case of Vietnam. *Asian Journal of Shipping and Logistics*, 36(4), 224–234. <https://doi.org/10.1016/j.ajsl.2020.03.004>
- Hughes, M., Hughes, P., Morgan, R. E., Hodgkinson, I. R., & Lee, Y. (2021). Strategic entrepreneurship behaviour and the innovation ambidexterity of young technology-based firms in incubators. *International Small Business Journal: Researching Entrepreneurship*, 39(3), 202–227. <https://doi.org/10.1177/0266242620943776>
- Karyatun, S., Wahyono, T., Apriadi, I., Priyono, P., Arief, H., Andy, M., Hakim, R., & Soelton, M. (2023). Determinants of Employee Performance in the Manufacturing Industry. In *American International Journal of Business Management (AIJBM) ISSN* (Vol. 6, Issue 09). www.aijbm.com
- Koshksaray, A. A., Quach, S., Trinh, G., Keivani, S. B., & Thaichon, P. (2023). Brand competitiveness antecedents: The interaction effects of marketing and R&D expenditure. *Journal of Retailing and Consumer Services*, 75. <https://doi.org/10.1016/j.jretconser.2023.103532>
- Liaquat, M., Ahmed, G., Ismail, H., Ul Ain, Q., Irshad, S., Sadaf Izhar, S., & Tariq Mughal, M. (2024). Impact of motivational factors and green behaviors on employee environmental performance. *Research in Globalization*, 8. <https://doi.org/10.1016/j.resglo.2023.100180>
- Masrianto, A., Hartoyo, H., Hubeis, A. V. S., & Hasanah, N. (2022). Digital Marketing Utilization Index for Evaluating and Improving Company Digital Marketing Capability. *Journal of Open Innovation: Technology, Market, and Complexity*, 8(3). <https://doi.org/10.3390/joitmc8030153>
- Mousa, M., Nosratabadi, S., Sagi, J., & Mosavi, A. (2021). The Effect of Marketing Investment on Firm Value and Systematic Risk. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(1), 1–17. <https://doi.org/10.3390/joitmc7010064>
- Pham, Q. H., & Vu, K. P. (2022). Digitalization in Small And Medium Enterprise: A Parsimonious Model of Digitalization of Accounting Information for Sustainable Innovation Ecosystem Value Generation. *Asia Pacific Journal of Innovation and Entrepreneurship*, 16(1), 2–37. <https://doi.org/10.1108/apjie-02-2022-0013>
- Piwowar-Sulej, K. (2021). Human resources development as an element of sustainable HRM – with the focus on production engineers. *Journal of Cleaner Production*, 278. <https://doi.org/10.1016/j.jclepro.2020.124008>

- Piwowar-Sulej, K., Blštáková, J., Ližbetinová, L., & Zagorsek, B. (2024). The impact of digitalization on employees' future competencies: has human resource development a conditional role here? *Journal of Organizational Change Management*, 37(8), 36–52. <https://doi.org/10.1108/JOCM-10-2023-0426>
- Rasul, T., Lim, W. M., Dowling, M., Kumar, S., & Rather, R. A. (2022). Advertising expenditure and stock performance: A bibliometric analysis. *Finance Research Letters*, 50. <https://doi.org/10.1016/j.frl.2022.103283>
- Rohman, F., Noermijati, N., Mugiono, M., & Soelton, M. (2023). The role of quality assurance in improving the distribution of organizational performance. *Uncertain Supply Chain Management*, 11(1), 237–248. <https://doi.org/10.5267/j.uscm.2022.10.003>
- Rönkkö, J., Paananen, M., & Lahikainen, A. (2024). The effects of board compensation on the voluntary establishment of an internal audit function. *Baltic Journal of Management*, 19(6), 60–75. <https://doi.org/10.1108/BJM-08-2023-0323>
- Ryu, S., & Jinnai, Y. (2021). Effects of Monetary Incentives on Teacher Turnover: A Longitudinal Analysis. *Public Personnel Management*, 50(2), 205–231. <https://doi.org/10.1177/0091026020921414>
- Sahi, A. M., Khalid, H., Abbas, A. F., Zedan, K., Khatib, S. F. A., & Amosh, H. Al. (2022). The Research Trend of Security and Privacy in Digital Payment. In *Informatics* (Vol. 9, Issue 2). MDPI. <https://doi.org/10.3390/informatics9020032>
- Shiu, J. Y. (2021). Risk-reduction strategies in competitive convenience retail: How brand confusion can impact choice among existing similar alternatives. *Journal of Retailing and Consumer Services*, 61. <https://doi.org/10.1016/j.jretconser.2021.102547>
- Silva, P. M., Santos, J. F., & Moutinho, V. F. (2023). Salespeople's performance and digital technologies in real estate: Evidence from the Portuguese retail real estate sector. *Journal of General Management*, 49(1), 18–31. <https://doi.org/10.1177/03063070221117265>
- Stylidis, D. (2022). Exploring Resident–Tourist Interaction and its Impact on Tourists' Destination Image. *Journal of Travel Research*, 61(1), 186–201. <https://doi.org/10.1177/0047287520969861>
- Sugiyono. (2021). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.

- Theoharakis, V., Zheng, Y., & Zhang, L. (2024). Dynamic strategic marketing planning: The paradox of concurrently reconfiguring and implementing strategic marketing planning. *Journal of Business Research*, 174. <https://doi.org/10.1016/j.jbusres.2024.114525>
- Toşa, C., Paneru, C. P., Joudavi, A., & Tarigan, A. K. M. (2024). Digital transformation, incentives, and pro-environmental behaviour: Assessing the uptake of sustainability in companies' transition towards circular economy. *Sustainable Production and Consumption*, 47, 632–643. <https://doi.org/10.1016/j.spc.2024.04.032>
- Tumi, N. S., Hasan, A. N., & Khalid, J. (2022). Impact of Compensation, Job Enrichment and Enlargement, and Training on Employee Motivation. *Business Perspectives and Research*, 10(1), 121–139. <https://doi.org/10.1177/2278533721995353>
- Verhoef, P. C., Broekhuizen, T., Bart, Y., Bhattacharya, A., Qi Dong, J., Fabian, N., & Haenlein, M. (2021). Digital transformation: A multidisciplinary reflection and research agenda. *Journal of Business Research*, 122, 889–901. <https://doi.org/10.1016/j.jbusres.2019.09.022>
- Vigren, O., Kadefors, A., & Eriksson, K. (2022). Digitalization, innovation capabilities and absorptive capacity in the Swedish real estate ecosystem. *Facilities*, 40(15–16), 89–106. <https://doi.org/10.1108/F-07-2020-0083>
- Wang, G., Niu, Y., Mansor, Z. D., Leong, Y. C., & Yan, Z. (2024). Unlocking digital potential: Exploring the drivers of employee dynamic capability on employee digital performance in Chinese SMEs-moderation effect of competitive climate. *Heliyon*, 10(4). <https://doi.org/10.1016/j.heliyon.2024.e25583>
- Wang, X., & Lou, T. (2021). The effect of performance feedback on firms' unplanned marketing investments. *Journal of Business Research*, 118, 441–451. <https://doi.org/10.1016/j.jbusres.2020.07.015>
- Wang, Z., Liu, S., Wei, Y., & Wang, S. (2023). Estimating the impact of the outbreak of wars on financial assets: Evidence from Russia-Ukraine conflict. *Heliyon*, 9(11). <https://doi.org/10.1016/j.heliyon.2023.e21380>