

Pengaruh kemampuan manajerial dinamis pada corporate entrepreneurship dan kinerja perusahaan : studi pada industri surat kabar di Indonesia = The effect of dynamic managerial capabilities in creating corporate entrepreneurship and firm s performance an evidence from Indonesian newspaper industry

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Abstrak

Disertasi ini membahas sejauh mana kemampuan manajerial dinamis (dynamic managerial capabilities) menentukan corporate entrepreneurship dan kemudian kinerja perusahaan. Seratus tiga puluh sembilan pimpinan perusahaan dan pimpinan redaksi pada kelompok Jawa Pos Group, grup perusahaan penerbit surat kabar local terbesar di Indonesia, berpartisipasi pada penelitian ini. Penelitian ini menggunakan kerangka kerja kemampuan dinamis (dynamic capabilities) yang bersifat integrative dan memperluas kerangka kerja dynamic managerial capabilities yang dikembangkan oleh Adner dan Helfat (2003), serta mengakomodasi konsep manajemen sumber daya manusia (Sirmon dan Hitt, 2009; Simsek dan Heavey, 2011).

Penelitian ini mengemukakan temuan bahwa elemen dynamic managerial capabilities (managerial human capital diukur dengan menggunakan praktek manajemen talent; dan managerial cognition diukur dengan menggunakan persepsi manajer terhadap lingkungan) mempunyai pengaruh positif dan signifikan terhadap corporate entrepreneurship, dan kemudian hal tersebut mempengaruhi secara positif dan signifikan kinerja perusahaan. Persepsi manajer terhadap lingkungan yang akurat memperlihatkan faktor yang paling dominan untuk implementasi aktifitas antreprenurial pada konteks industri surat kabar.

Selain itu, penerapan praktek manajemen talent yang efektif menentukan tingkat aktifitas antreprenurial didalam perusahaan. Elemen dynamic managerial capabilities lainnya yaitu managerial social capital menunjukkan pengaruh positif, namun tidak signifikan, terhadap aktifitas antreprenurial. Hal ini mengkonfirmasi bahwa social capital adalah penting untuk aktifitas antreprenurial didalam organisasi surat kabar, namun diperlukan beberapa faktor penentu, seperti kualitas hubungan (dimensi relational dan dimensi kognitif) dan jenis hubungan. Keterbatasan penelitian ini juga teridentifikasi sebagai peluang dalam pengembangan penelitian dimasa depan.

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This dissertation discusses the extent to which dynamic managerial capabilities determines corporate entrepreneurship and eventually firm's performance. One hundred and thirty-nine CEOs and editor-in-chiefs of Jawa Pos Group, the biggest Indonesia local newspaper publishers group, participated in the study. The study demonstrates the integrative dynamic capabilities framework and shows the extension framework of Adner and Helfat's (2003) dynamic managerial capabilities, accommodating human resources management concept (Sirmon and Hitt, 2009; Simsek and Heavey, 2011).

This study finds that elements of dynamic managerial capabilities (managerial human capital as measured by talent management practices and managerial cognition as measured by managers perception on task environment) positively and significantly affect corporate entrepreneurship, and corporate entrepreneurship in turn positively and significantly affects firm's performance. Accurate managerial perception on task environment proved to be the most dominant factor for the implementation of antreprenurial activities in

the context of the newspaper industry.

Moreover, implementation of effective talent management practices determines level of entrepreneurial activities within a firm. Other element of dynamic managerial capabilities, managerial social capital shows positively but does not significantly affects entrepreneurial activities. The evidence confirmed that managerial social capital is necessary for the entrepreneurial activities in newspaper organization; however, some contingencies factors exist in such relationship, such as quality of relationship (relational and cognitive dimension) and type of the relationship. Limitations of the study are also identified to warrant further research.