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The Impact of Business Training, Motivation, and Technology Usage on Business Innovation

Syamsudin Syamsudin¹, Yayan Hendayana²

¹Universitas Bhayangkara Jakarta Raya, Indonesia, email. syamsudin@mhs.ubharajaya.ac.id

²Universitas Bhayangkara Jakarta Raya, Indonesia, email. yayan.hendayana@dsn.ubharajaya.ac.id

Corresponding Author: syamsudin@mhs.ubharajaya.ac.id¹

Abstract: This study aims to analyze the influence of business training, motivation, and technology usage on business innovation. With increasing competition in the business world, the ability to innovate has become a critical factor for business sustainability. The purpose of this article is to construct hypotheses about the relationships between variables to be used in subsequent research. The research is based on online literature, including Google Scholar, Mendeley, and other academic online resources. The method employed is library research sourced from e-books and open-access e-journals, analyzed using qualitative descriptive methods. The following are the findings of the analysis: 1) Business training positively impacts business innovation; 2) Motivation drives individuals and organizations toward innovative practices; 3) Technology usage is a major catalyst for business innovation.

Keyword: Business training, Motivation, Technology, Business innovation, & SMEs.

INTRODUCTION

In an increasingly dynamic and competitive business environment, innovation is a key factor in determining the success of a company. Business innovation not only serves as a strategy to survive in the competition but also as a way to create new value for customers and enhance competitive advantages (Schumpeter, 1934). However, the process of business innovation does not occur spontaneously; it requires various supporting factors, including business training, individual motivation, and the usage of technology.

Business training is a fundamental element in developing the skills and knowledge required for innovation. According to Noe (2010), effective training enhances human resource competencies, which in turn drives the ability of individuals and organizations to adapt to changes in the business environment. Additionally, research by Dessler (2015) shows that well-planned training can optimize a company's innovation potential.

Motivation also plays an important role in encouraging individuals to think creatively and generate innovative ideas. Herzberg's (1968) motivation theory identifies intrinsic factors, such as recognition and responsibility, as motivators that improve work performance, encouraging

individuals to contribute to innovation. Amabile (1996) also argues that a workplace environment that supports intrinsic motivation leads to higher creativity.

The adoption of modern technology has become a major driver of business innovation. Technology not only speeds up operational processes but also opens new opportunities for developing products, services, and business models (Porter & Heppelmann, 2014). Research by Brynjolfsson and McAfee (2014) suggests that the adoption of digital technology enhances efficiency and enables companies to create innovative solutions more aligned with market needs.

Given this background, this study aims to examine the influence of business training, motivation, and technology usage on business innovation. By understanding the relationships among these variables, this study is expected to contribute significantly to the theoretical and practical development of innovation strategies in the business world. Referring to the background above, what needs to be discussed and written in the article discussed is to build hypotheses in further research, namely formulating: 1) Business training positively impacts business innovation; 2) Motivation drives individuals and organizations toward innovative practices; 3) Technology usage is a major catalyst for business innovation.

METHOD

This study employs a literature review approach, specifically Systematic Literature Review (SLR), analyzed qualitatively. The information sources are derived from online applications like Google Scholar, Mendeley, and various academic platforms. SLR is defined as a process for identifying, evaluating, and interpreting all available research evidence, with the goal of providing answers to specific research questions (Kitchenham et al., 2009). Qualitative analysis ensures that the literature review is consistently applied following methodological principles. The primary reason for utilizing qualitative analysis is when research is exploratory, as stated by Ali and Limakrisna (2013).

RESULTS AND DISCUSSION

Business Training

Business training plays a critical role in enhancing the competencies of human resources in managing and developing businesses effectively. It provides new insights, technical skills, and relevant strategies to improve individual and organizational performance.

Hariyanto (2016) defines training as a systematic process for improving employee competencies and skills to solve business challenges such as strategies, product costs, and services. Research by Rianti (2014) mentions that business training improves the reliability of management information systems, especially in addressing ongoing technological challenges. Additionally, digitalization-based training increases efficiency in document management and information accessibility within organizations (Siregar, 2019).

The subject of business training has been the subject of considerable scientific research in the past, as evidenced by (Pribadi, R. 2003), and (Brynjolfsson & McAfee 2014)

Motivation

Motivation plays a critical role in driving business innovation. When individuals feel motivated, either internally or externally, they are more enthusiastic about seeking new solutions, trying creative ideas, and facing challenges boldly. In the context of innovation, motivation can serve as a primary driver for developing new products, enhancing services, or finding more efficient ways to run a business.

Intrinsic motivation, which originates from within an individual, such as the desire to grow, satisfaction from personal achievements, or striving for greater goals, often becomes a

key factor in fostering innovation. When someone feels inspired and highly curious, they are more likely to explore new ideas and innovate without waiting for external encouragement.

However, extrinsic motivation is equally important. Incentives or rewards from the company can provide an additional boost for individuals to be more creative and contribute to developing new ideas. When companies value and recognize innovative efforts, employees feel more appreciated and are more driven to innovate further.

With strong motivation, whether internal or supported externally, individuals and teams are better prepared to face challenges and create innovations that can propel a company forward. Innovations stemming from genuine motivation often yield more sustainable and positively impactful results for the business.

The subject of Databases has been the subject of considerable scientific research in the past, as evidenced by (Ruyatnasih, 2018), (Gupron et al., 2023), (Yandi et al., 2023), and (Hasibuan, 2017).

Technology Usage

The use of technology, ranging from digitalization, automation, to social media, significantly enhances a company's ability to innovate. Technology not only provides efficiency but also opens new opportunities for creating products, services, and business models that are more relevant to market needs.

Digitalization enables the transformation of traditional business processes into more efficient and technology-based systems. According to Fadhilah (2007), digitalization helps create digital archives that facilitate access, storage, and data processing. This increases operational efficiency and provides more time and resources for innovation.

Automation minimizes manual labor and boosts productivity. Atmaja et al. (2018) state that automation enables the optimization of resources, allowing companies to focus on developing new products and services.

Social media serves as an innovative tool for reaching customers and building better relationships. Kaplan and Haenlein (2010) define social media as platforms that allow companies to interact directly with consumers and better understand their needs.

The use of technology has been extensively researched, including studies by (Kaplan and Haenlein 2010), and (Atmaja et al. 2018).

Table 1. Relevant Research Results

No	Author (Year)	Results of Previous Research	Similarities with This Article	Differences with this Article
1	Anthony et al. (2017).	Technology-based information system training improves business process innovation.	Focuses on enhancing innovation through business training.	Does not explicitly address the aspect of motivation.
2	Atmaja et al. (2018)	Automation increases company focus on developing innovative products.	Technology supports strategic innovation.	Does not include aspects of training and motivation.
3	Kaplan & Haenlein (2010)	Social media is an innovative tool for building communities and customer interaction.	Utilizes technology as a tool for innovation.	Does not include aspects of training and motivation.
4	Siregar (2019)	High motivation drives technology adoption for product innovation.	Motivation as a driver for innovation.	Does not discuss the integration of training and technology.

No	Author (Year)	Results of Previous Research	Similarities with This Article	Differences with this Article
5	Yulianti et al. (2021)	Motivation with rewards significantly improves business innovation.	Motivation as a key factor for innovation.	Does not explore technology in depth.

As shown in Table 1, the formulation of the research hypotheses was based on a review of related articles describing the results of previous studies and comparing their similarities and differences with the design of this study.

With reference to relevant research, problem formulation, and discourse, the conceptual framework of this article was created, as illustrated in Figure 1.

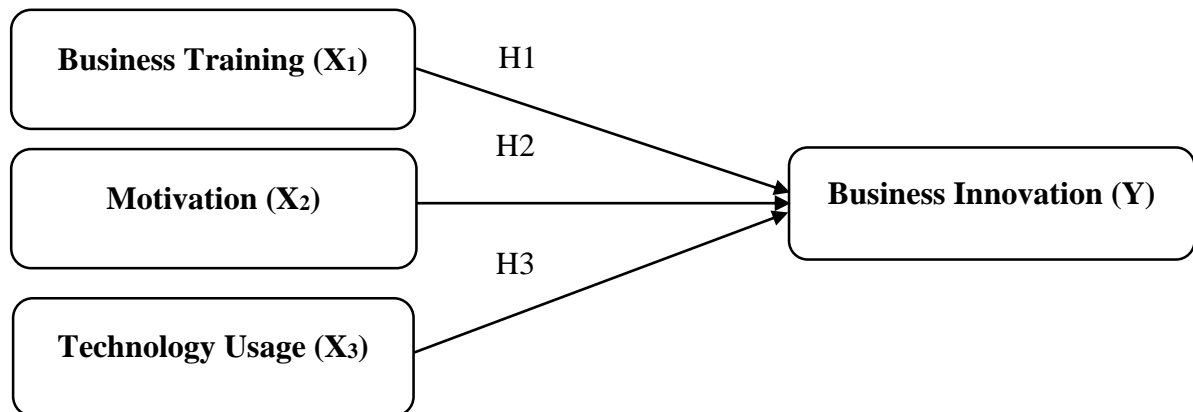


Figure 1: Conceptual Framework

CONCLUSION

Based on the objectives, findings, and discussion mentioned above, the objective in the conclusion of the paper discussed is to formulate a hypothesis by including a foundation for future research:

1. The role of Market Opportunities in analyzing the determinants in Entrepreneurial Motivation for future business success.
2. The role of Technological Innovation in analyzing the determining factors in Entrepreneurial Motivation for future business success
3. The role of Business Partnerships in analyzing the determinants in Entrepreneurial Motivation for future business success

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