

DAFTAR PUSTAKA

- Ahmed, I. (2020). Technology organization environment framework in cloud computing. *Telkomnika (Telecommunication Computing Electronics and Control)*, 18(2), 716–725. <https://doi.org/10.12928/TELKOMNIKA.v18i2.13871>
- Akhbar, M. N. (2020). Peran Kesejahteraan di Tempat Kerja terhadap Kesiapan untuk Berubah. *Psikologika: Jurnal Pemikiran dan Penelitian Psikologi*, 25(2), 229–244. <https://doi.org/10.20885/psikologika.vol25.iss2.art5>
- Al-Surmi, A., Bashiri, M., & Koliouis, I. (2022). AI based decision making: combining strategies to improve operational performance. *International Journal of Production Research*, 60(14), 4464–4486. <https://doi.org/10.1080/00207543.2021.1966540>
- Al Hadwer, A., Tavana, M., Gillis, D., & Rezania, D. (2021). A Systematic Review of Organizational Factors Impacting Cloud-based Technology Adoption Using Technology-Organization-Environment Framework. *Internet of Things (Netherlands)*, 15(May). <https://doi.org/10.1016/j.iot.2021.100407>
- Anders, J. (2021). A relational natural-resource-based view on product innovation: The influence of green product innovation and green suppliers on differentiation advantage in small manufacturing firms. *Technovation*, 104(2). <https://doi.org/10.1016/j.technovation.2021.102254>
- Andirwan, A., Asmilita, V., Zhafran, M., Syaiful, A., & Beddu, M. (2023). Strategi Pemasaran Digital: Inovasi untuk Maksimalkan Penjualan Produk Konsumen di Era Digital. *Jurnal Ilmiah Multidisiplin Amsir*, 2(1), 155–166. <https://doi.org/10.62861/jimat%20amsir.v2i1.405>
- Awa, Palahudin, D. (2024). Keberhasilan Usaha Berdasarkan Digital Marketing, Kreativitas, dan Inovasi pada UMKM Konveksi di Kabupaten Bogor. *Journal Of Social Science Research*, 4(2), 7813–7830.
- Awa, Palahudin, Naila Sya'diah, C. Z., & Fauziah, N. R. (2024). Keberhasilan Usaha Berdasarkan Digital Marketing, Kreativitas, dan Inovasi pada UMKM Konveksi di Kabupaten Bogor. *INNOVATIVE: Journal Of Social Science Research*, 4(2), 7813–7830. <https://doi.org/10.31004/innovative.v4i2.10237>
- Ayustia, R., Nadapdap, J. P., & Salfarini, E. M. (2023). Peningkatan Daya Saing UMKM Kuliner di Bumi Sebalu Melalui Metode Score Plus. *Jurnal Abdi MOESTOPO*, 6(2), 257–267. <https://doi.org/10.32509/abdimoestopo.v6i2.2385>
- Bachmann, N., Tripathi, S., Brunner, M., & Jodlbauer, H. (2022). The Contribution of Data-Driven Technologies in Achieving the Sustainable Development Goals. *Sustainability (Switzerland)*, 14(5). <https://doi.org/10.3390/su14052497>
- Bahri, S. (2022). Implementasi Manajemen Sumber Daya Manusia Dalam Menghadapi Era Bercirikan Vuca. *JURNAL HURRIAH: Jurnal Evaluasi Pendidikan dan Penelitian*, 3(2), 37–51. <https://doi.org/10.56806/jh.v3i2.82>
- Borodako, K., Berbeka, J., Rudnicki, M., & Łapczyński, M. (2023). The impact of innovation orientation and knowledge management on business services performance moderated by technological readiness. *European Journal of Innovation Management*, 26(7), 674–695.

<https://doi.org/10.1108/EJIM-09-2022-0523>

- Boufim, M., & Barka, H. (2021). Digital Marketing: Five Stages Maturity Model for Digital Marketing Strategy Implementation. *International Journal of Business and Technology Studies and Research*, 3(3).
- Cascadden, M. M., Bastien, F., Block, E., & Jennings, P. D. (2025). Decolonizing Scaffolding : Learning from First Nations ' Resurgence to Recalibrate Entrepreneurship. *Journal of Management Studies*, 1(1). <https://doi.org/10.1111/joms.13255>
- Chatterjee, S., Chaudhuri, R., Kamble, S., Gupta, S., & Sivarajah, U. (2023). Adoption of Artificial Intelligence and Cutting - Edge Technologies for Production System Sustainability : A Moderator - Mediation Analysis. *Information Systems Frontiers*, 25(5), 1779–1794. <https://doi.org/10.1007/s10796-022-10317-x>
- Chen, Y., & Prentice, C. (2024). Integrating Artificial Intelligence and Customer Experience. *Australasian Marketing Journal*. <https://doi.org/10.1177/14413582241252904>
- Chen, Y., & Prentice, C. (2025). Integrating Artificial Intelligence and Customer Experience. *Australasian Marketing Journal*, 32(2). <https://doi.org/10.1177/14413582241252904>
- Clarysse, L. K. (2023). Compartmentalizing Indigenous knowledge(s): binary framing and cognitive imperialism in social studies curriculum. *Humanities & Social Sciences Communication*, 1(2), 1–7. <https://doi.org/10.1057/s41599-023-01972-9>
- Cohen, S., & Wills, T. A. (1985). Stress, social support, and the buffering hypothesis. *Psychological Bulletin*, 98(2). <https://doi.org/10.1037/0033-2909.98.2.310>
- Creswell, J. W., & Creswell, J. D. (2023). Research Design : Qualitative, Quantitative, and A Mixed-Method Approach. In *SAGE Publication*. <https://doi.org/10.4324/9780429469237-3>
- Delbridge, R., Helfen, M., Pekarek, A., Schuessler, E., & Zietsma, C. (2024). Organizing Sustainably: Introduction to the Special Issue. *Organization Studies*, 45(1). <https://doi.org/10.1177/01708406231217143>
- Dwivedi, Y. K., Kshetri, N., Hughes, L., Slade, E. L., Jeyaraj, A., Kar, A. K., Baabdullah, A. M., Koohang, A., Raghavan, V., Ahuja, M., Albanna, H., Albashrawi, M. A., Al-Busaidi, A. S., Balakrishnan, J., Barlette, Y., Basu, S., Bose, I., Brooks, L., Buhalis, D., ... Wright, R. (2023). “So what if ChatGPT wrote it?” Multidisciplinary perspectives on opportunities, challenges and implications of generative conversational AI for research, practice and policy. *International Journal of Information Management*, 71(March). <https://doi.org/10.1016/j.ijinfomgt.2023.102642>
- Eskris, Y. (2021). Meta Analisis Pengaruh Model Discovery Learning dan Problem Based Learning terhadap Kemampuan Berfikir Kritis Peserta didik Kelas V SD. *Jurnal Pendidikan Guru Sekolah Dasar*, 2(1). <https://doi.org/10.1080/09638288.2019.1595750><https://doi.org/10.1080/17518423.2017.1368728><http://dx.doi.org/10.1080/17518423.2017.1368728><https://doi.org/10.1016/j.ridd.2020.103766><https://doi.org/10.1080/02640414.2019.1689076><https://doi.org/>
- Farrokhnia, M., Banihashem, S. K., Noroozi, O., & Wals, A. (2023). A SWOT analysis of

- ChatGPT: Implications for educational practice and research. *Innovations in Education and Teaching International*, 00(00), 1–15. <https://doi.org/10.1080/14703297.2023.2195846>
- Farrukh, M., Xu, S., Naveed, W., & Nusrat, S. (2023). Heliyon Investigating the impact of artificial intelligence on human resource functions in the health sector of China: A mediated moderation model. *Heliyon*, 9(11), e21818. <https://doi.org/10.1016/j.heliyon.2023.e21818>
- Fawwazy, M. F., Gayatri, S., & Mariyono, J. (2023). The Strategi Komunikasi Agrowisata Tlogo Tuntang Semarang dalam Meningkatkan Jumlah Pengunjung pada Masa Pandemi Covid-19. *Agroland: Jurnal Ilmu-ilmu Pertanian*, 30(3), 236–245. <https://doi.org/10.22487/agrolandnasional.v30i3.1850>
- Fischer, T. (2025). A Theory of Leadership Meta- - Talk and the Talking- - Doing Gap. *Journal of Management Studies*, 1(1). <https://doi.org/10.1111/joms.13249>
- Fitriyah, Y. (2022). Analisis Tingkat Kesiapan implmentasi Tanda Tangan Digital Untuk Autentikasi Dokumen Rekam Medis ELelektronik di Instalasi Rawat Jalan RSUD Kota Yogyakarta. *Journal of Information Systems for Public Health*, 7(2), 53. <https://doi.org/10.22146/jisph.73666>
- Fonseka, K., & Jaharadak, A. A. (2022). Impact of E-commerce adoption on role Moderating business performance of SMEs in Sri Lanka ; moderating role of artificial intelligence. *International Journal of Social Economics*, 2(3). <https://doi.org/10.1108/IJSE-12-2021-0752>
- Gatrell, C., & Wickert, C. (2024). Here , There and Everywhere : On the Responsible Use of Artificial Intelligence (AI) in Management Research and the Peer- - Review Process. *Journal of Management Studies*, 1(1). <https://doi.org/10.1111/joms.13045>
- Ghobakhloo, M., Iranmanesh, M., Vilkas, M., Grybauskas, A., & Amran, A. (2022). Drivers and barriers of Industry 4.0 technology adoption among manufacturing SMEs: a systematic review and transformation roadmap. *Journal of Manufacturing Technology Management*, 33(6), 1029–1058. <https://doi.org/10.1108/JMTM-12-2021-0505>
- Hair, J. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*.
- Hair, J. F., Astrachan, C. B., Moisescu, O. I., Radomir, L., Sarstedt, M., Vaithilingam, S., & Ringle, C. M. (2021). Executing and interpreting applications of PLS-SEM: Updates for family business researchers. *Journal of Family Business Strategy*, 12(3), 100392. <https://doi.org/https://doi.org/10.1016/j.jfbs.2020.100392>
- Hair Jr., J. F., Anderson, R. E., Babin, B. J., & Black, W. C. (2019). Multivariate Data Analysis, Multivariate Data Analysis. In *Book* (Vol 87, Number 4).
- Hendrayati, H., Achyarsyah, M., Marimon, F., Hartono, U., & Putit, L. (2024). The Impact of Artificial Intelligence on Digital Marketing: Leveraging Potential in a Competitive Business Landscape. *Emerging Science Journal*, 8(6), 2343–2359. <https://doi.org/10.28991/ESJ-2024-08-06-012>
- Homburg, C. (2022). The value relevance of digital marketing capabilities to firm performance. *Journal of the Academy of Marketing Science*, 2(1), 666–688.

- Jerab, D. A., & Mabrouk, T. (2023). Strategic Excellence: Achieving Competitive Advantage through Differentiation Strategies. *SSRN Electronic Journal*, 1–15. <https://doi.org/10.2139/ssrn.4575042>
- Johanna Mair, M. W. (2016). Scaffolding: A Process of Transforming Patterns of Inequality in Small-Scale Societies. *Academy of Management Journal*, 59(6), 2021–2044.
- Junaedi, A., Akhyar, I., & Salvita, K. (2023). Pengaruh Keterlibatan dalam Organisasi Mahasiswa terhadap Perkembangan Jiwa Kepemimpinan Mahasiswa. *IJM: Indonesian Journal of Multidisciplinary*, 1, 683–696.
- Jung, S. U., & Shegai, V. (2023). The Impact of Digital Marketing Innovation on Firm Performance: Mediation by Marketing Capability and Moderation by Firm Size. *Sustainability (Switzerland)*, 15(7). <https://doi.org/10.3390/su15075711>
- Khan, S., & Iqbal, M. (2020). AI-Powered Customer Service: Does it Optimize Customer Experience? *ICRITO 2020 - IEEE 8th International Conference on Reliability, Infocom Technologies and Optimization (Trends and Future Directions)*, February, 590–594. <https://doi.org/10.1109/ICRITO48877.2020.9198004>
- Kotler & Armstrong. (2018). Principles of Marketing. In *New York: Pearson International*.
- Kotler, & Armstrong. (2016). Principles of Marketing, Global Edition, 16th Edition. In *Invasive Bladder Cancer*.
- Kusnanto, E., & Azhari, C. A. (2023). Analysis of Differentiation Strategy, Cost Leadership and Market Orientation on Product Excellence. *Journal of Industrial Engineering & Management Research*, 5(1), 52–59.
- Kusuma, M., & Fahamsyah, M. H. (2023). Strategi Pemasaran Digital Dalam Pengembangan Usaha Umkm Ayam Petelur Di Bojonegoro. *Jurnal Investasi*, 9(4), 237–248. <https://doi.org/10.31943/investasi.v9i4.299>
- Lidya Noviyanti, V. C. (2020). Pengaruh Kesiapan Organisasi, Tekanan Eksternal, dan Manfaat Dirasakan pada Adopsi E-commerce UMKM Terhadap Pendapatan Operasional. *Jurnal Ilmiah Mahasiswa*, 2(3), 116–125.
- Liu, Y. (2022). Effect of Digital Marketing Capabilities and Blockchain Technology on Organizational Performance and Psychology. *Frontiers in Psychology*, 12(2), 1–9. <https://doi.org/10.3389/fpsyg.2021.805393>
- Madan, R., & Ashok, M. (2024). Making Sense of AI Benefits : A Mixed - method Study in Canadian Public Administration. *Information Systems Frontiers*, 21(2). <https://doi.org/10.1007/s10796-024-10475-0>
- Mahade, A., Elmahi, A., Mohammad, K., Alaa, A., & Abdalla, A. (2025). Leveraging AI - driven insights to enhance sustainable human resource management performance : moderated mediation model : evidence from UAE higher education. *Discover Sustainability*, 6(267). <https://doi.org/10.1007/s43621-025-01114-y>
- Mair, J., & Seelos, C. (2021). Organizations , Social Problems , and System Change : Invigorating the Third Mandate of Organizational Research. *Organization Theory*, 2(1). <https://doi.org/10.1177/26317877211054858>

- Maleewat, N., & Banjongprasert, J. (2022). The Impact of Small Size Firm and Differentiation Strategy in the Niche Strategic Implementation on the Organizational Performance. *SSRN Electronic Journal*, 5(1), 17–28. <https://doi.org/10.2139/ssrn.4086031>
- Marei, A., Mustafa, A., Othman, M., Daoud, L., & Lutfi, A. (2023). The Moderation of Organizational Readiness on The Relationship Between Toe Factors and Fintech Adoption and Financial Performance. *Journal of Law and Sustainable Development*, 11(3), 1–36.
- Mehralian, M. M. (2022). Effect of digital marketing on the business performance of MSMEs during the COVID-19 pandemic: the mediating role of customer relationship management. *37th Digital Marketing and Customer Behavior Science Conference*, 2(3).
- Montasser, D., Prijadi, R., & Balqiah, T. E. (2023). The Mediating Effect of IT Dynamic Capabilities and Organizational Readiness on the Relationship Between Transformational Leadership and Digital Business Model Innovation : Evidence From Indonesia Incumbent Firms. *Sage Journal*, 1(6), 1–18. <https://doi.org/10.1177/21582440231181588>
- Mubarok, Sari, Wibowo, M. (2025). Comparative Study of Artificial Intelligence (AI) Utilization in Digital Marketing Strategies Between Developed and Developing Countries: A Systematic Literature Review. *Ilomata International Journal of Management*, 6(1), 156–173. <https://doi.org/10.61194/ijjm.v6i1.1534>
- Mubarok, M. U., Santoso, B., Satoto, E. B., & Jember, U. M. (2025). Mapping Research Trends On Artificial Intelligence And Green Marketing Strategies In Shaping Sustainable Consumer Behavior : A Systematic Literature Review. *Journal of Studies in Academic, Humanities, Research and Innovation*, 2(2), 654–674. <https://doi.org/10.71305/sahri.v2i2.778>
- Mubarok, M. U., Santoso, B., Satoto, E. B., & Nancy. (2025). Extending TOE With Scaffolding: Mixed-Methods Evidence on AI Adoption and Digital Marketing Performance in Indonesia. *SSRN Electronic Journal*, 1–34. <https://doi.org/10.2139/ssrn.5563835>
- Na, S., Heo, S., Han, S., Shin, Y., & Roh, Y. (2022). Acceptance Model of Artificial Intelligence (AI)-Based Technologies in Construction Firms: Applying the Technology Acceptance Model (TAM) in Combination with the Technology–Organisation–Environment (TOE) Framework. *Buildings*, 12(2). <https://doi.org/10.3390/buildings12020090>
- Nahar, J., & Mintoo, A. A. (2024). Fraud Detection In Banking Leveraging Ai To Identify And Prevent Fraudulent Activities In Real-Time. *Journal of Machine Learning*, 01(01). <https://doi.org/10.70008/jmldeds.v1i01.53>
- Nikmah, M., & Siswahyudianto, S. (2022). Strategi Diferensiasi untuk Menciptakan Keunggulan Kompetitif pada UMKM Catering Pawon Gusti Desa Surondakan Kecamatan Trenggalek Kabupaten Trenggalek. *Jurnal Manajemen dan Bisnis Madani*, 4(1), 66–82. <https://doi.org/10.51353/jmbm.v4i1.627>
- Octoviani, A. (2023). Implementasi Triple Helix Dalam Meningkatkan Competitive Advantage Industri Kreatif. *Jurnal Digital Bisnis, Modal Manusia, Marketing, Entrepreneurship, Finance, & Strategi Bisnis (Dimensi)*, 3(1), 13. <https://doi.org/10.32897/dimensi.v3i1.2319>

- Özgül, B. (2023). How Managers ' Green Transformational Leadership Affects a Firm ' s Environmental Strategy , Green Innovation , and Performance : The Moderating Impact of Differentiation Strategy. *Sustainability*, *15*(3).
- Paweehirunkrai, T. (2025). Determinants of Superior Long-Term Business Performance in Thai Small and Medium-Sized Enterprises : An Integrated Analysis Using Fuzzy Rough Set Theory and Second Order Confirmatory Factor Analysis. *Sustainability*, *17*(1). <https://doi.org/10.3390/su17052066>
- Plangger, K., Grewal, D., de Ruyter, K., & Tucker, C. (2022). The future of digital technologies in marketing: A conceptual framework and an overview. *Journal of the Academy of Marketing Science*, *50*(6), 1125–1134. <https://doi.org/10.1007/s11747-022-00906-2>
- Prakash, C. (2025). Evaluating the TOE Framework for Technology Adoption : A Systematic Review of Its Strengths and Limitations. *International Journal on Recent and Innovation Trends in Computing and Communication*, *13*(1).
- Raditya, K., Indarto, I., Budiati, Y., Studi, P., Manajemen, M., & Semarang, U. (2023). Implementasi Strategi Knowledge Management Dan Diferensiasi Dalam Upaya Menciptakan Keunggulan Bersaing Pada Sekolah Musik Indonesia Pendahuluan Strategi Diferensiasi Tinjauan Literatur dan Pengembangan Hipotesis Keunggulan Bersaing. *Jurnal Magisma*, *11*(2), 154–162.
- Ramadhan, H., & Aripin, S. (2024). Strategi Digital untuk Bisnis: Pendekatan Praktis dan Implementasi di Industri 4.0. *ADI Bisnis Digital Interdisiplin Jurnal*, *5*(1), 34–40. <https://doi.org/10.34306/abdi.v5i1.1096>
- Rosário, A. T., & Dias, J. C. (2023). How has data-driven marketing evolved: Challenges and opportunities with emerging technologies. *International Journal of Information Management Data Insights*, *3*(2). <https://doi.org/10.1016/j.jjime.2023.100203>
- Rosyidah, E., & Romadloni, S. (2023). Strategi Bisnis Dalam Keunggulan Bersaing Terhadap Peningkatan Penjualan Pada Sisik Melik Batik Banyu-wangi. *Jurnal Penelitian Ilmu Sosial dan Eksakta*, *2*(2), 61–68. <https://doi.org/10.47134/trilogi.v2i2.36>
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2020). Handbook of Market Research. In *Handbook of Market Research* (Number July). <https://doi.org/10.1007/978-3-319-05542-8>
- Satyro, W. C., Contador, J. C., Gomes, J. A., Francisca, S., Monken, D. P., Barbosa, A. P., Bizarrias, F. S., Contador, J. L., Silva, L. S., & Prado, R. G. (2024). Technology-Organization-External-Sustainability (TOES) Framework for Technology Adoption : Critical Analysis of Models for Industry 4 . 0 Implementation Projects. *Sustainability*, *16*(1), 1–25.
- Seshadrinathan, S., & Chandra, S. (2021). Exploring Factors Influencing Adoption of Blockchain in Accounting Applications using Technology – Organization – Environment Framework Exploring Factors Influencing Adoption of Blockchain in Accounting Applications using Technology – Organization – Envir. *Journal of International Technology and Information Management*, *30*(1). <https://doi.org/10.58729/1941-6679.1477>
- Sharabati, A. A. A., Ali, A. A. A., Allahham, M. I., Hussein, A. A., Alheet, A. F., & Mohammad, A. S. (2024). The Impact of Digital Marketing on the Performance of SMEs:

- An Analytical Study in Light of Modern Digital Transformations. *Sustainability (Switzerland)*, 16(19), 1–25. <https://doi.org/10.3390/su16198667>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif Kualitatif* (3rd ed). Alfabeta.
- Sugiyono. (2021). *Metode Penelitian Kuantitatif, Kualitatif, R&D*. Alfabeta.
- Susiyanto, S., & Nurnilasari, N. (2023). Model Pemasaran Digital sebagai Inovasi Pemasaran Produk Usaha Mikro Kecil dan Menengah. *Ganaya : Jurnal Ilmu Sosial dan Humaniora*, 6(3), 664–673. <https://doi.org/10.37329/ganaya.v6i3.2485>
- Suwandi, F. P. E., Rahmanigrum, K. K., Mulyosari, E. T., Mulyantoro, P., Sari, Y. I., & Khosiyono, B. H. C. (2023). Strategi Pembelajaran Diferensiasi Konten Terhadap Minat Belajar Siswa dalam Penerapan Kurikulum Merdeka. *Prosiding Seminar Nasional Pendidikan Dasar*, 1(1), 57–66.
- Syamsurizal, S., Almaktsur, A., & Rahma Dwi, S. (2023). Digital Marketing Dalam Menghadapi Volatility, Uncertainty, Complexity, dan Ambiguity (VUCA). *JAWI: Journal of Ahkam Wa Iqtishad*, 1(3), 117–125. <https://naaspublishing.com/index.php/jawi/article/view/35>
- Tambunan, M. R. U. D., & Anwar, R. (2019). Transformasi Budaya Organisasi Otoritas Perpajakan Indonesia Menghadapi Era Ekonomi Digital. *Jurnal Aplikasi Bisnis dan Manajemen*, 5(2), 253–264. <https://doi.org/10.17358/jabm.5.2.253>
- Tan, K. (2025). Crafting an organizational strategy for the new era : a qualitative study of artificial intelligence transformation in a homegrown Singaporean hotel chain. *Business Process Management Journal*, 31(8). <https://doi.org/10.1108/BPMJ-11-2024-1086>
- Tavana, M., Gillis, D., & Rezania, D. (2021). A Systematic Review of Organizational Factors Impacting Cloud-based Technology Adoption Using Technology-Organization-Environment Framework A Systematic Review of Organizational Factors Impacting Cloud-based Technology Adoption Using Technology-Organizati. *Journal Management*, 1(3). <https://doi.org/10.1016/j.iot.2021.100407>
- Thoumrungroje, A., & Racela, O. C. (2022). Innovation and Performance Implications of Customer-Orientation across Different Business Strategy Types. *Journal of Open Innovation: Technology, Market, and Complexity*, 8(4). <https://doi.org/10.3390/joitmc8040178>
- Tirtayasa, S., Nadra, I., & Khair, H. (2021). Strategi Pemasaran Terhadap Peningkatan Kinerja UMKM dimoderasi Teknologi pada masa Pandemi Covid-19 The Effect of Marketing Strategy on Improving SMEs Performance is moderated by Technology during the Covid-19 Pandemic. *Jurnal Ilmiah Manajemen Dan Bisnis*, 22(2), 20371. <https://doi.org/10.30596/jimb.v22i2.7395>
- Triagita, A. (2024). Mengelola Ancaman dan Memanfaatkan AI untuk Masa Depan yang Berkelanjutan. *Kohesi: Jurnal Multidisiplin Saintek*, 5(4), 1–23. <https://doi.org/10.3785/kohesi.v5i4.7192>
- Uren, V., & Edwards, J. S. (2023). Technology readiness and the organizational journey towards AI adoption: An empirical study. *International Journal of Information Management*, 68(September 2022), 102588.

<https://doi.org/10.1016/j.ijinfomgt.2022.102588>

Wang, T., Olivier, D. F., & Chen, P. (2023). Creating individual and organizational readiness for change: conceptualization of system readiness for change in school education. *International Journal of Leadership in Education*, 26(6), 1037–1061. <https://doi.org/10.1080/13603124.2020.1818131>

Zhan, Z. (2024). An Artificial Intelligence (AI) -Readiness and Adoption Framework for AgriTech Firms. *Elsevier*, 2(1), 1–37. <https://doi.org/10.19173/irrodl.v25i3.7708>

Zhen, Z., Yousaf, Z., Radulescu, M., & Yasir, M. (2021). Nexus of Digital Organizational Culture , Capabilities , Organizational Readiness , and Innovation : Investigation of SMEs Operating in the Digital Economy. *Sustainability*, 13(720).



