

ABSTRACT

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THE EFFECTS OF INNOVATIVE STRATEGIC DECISION-MAKING SKILLS ON SMALL INDEPENDENT RETAILERS' PERFORMANCE IN INDONESIA

(xiv + 68 pages: 10 figures, 12 tables, 6 appendices)

Not everyone learns about the theories and skills on how to run or manage a business. Despite not learning about these business skills, there are many retailers that succeed in running the business, this raises a huge question on whether innovative strategic decision-making skills really affects business performance or not. In this research, the researcher explains what the effects of these innovative strategic decision-making skills on the performance of small independent retailers in Indonesia are. With a sample of 211 small retailers around Indonesia, this research analyzes how these skills and abilities affect their business performances. For example, the impact of creative abilities on business performance, and the impact of cognitive analytical business skills on business performance. In this research, the researcher presents a model in which business performance is affected by 3 other independent variables (creative abilities, cognitive analytical business skills, inspirational networking). With Small Independent Retailer's Performance as the dependent variable, the researcher's findings support the hypotheses that these innovative strategic decision-making skills really do have impact on small independent retailers' performance in Indonesia.

References: 39 (2000 – 2022)

Key Words: business performance; creative abilities; business skills; inspirational networking; small retailer