THE EFFECT OF MARKETING ASSET ACCOUNTABILITY ON MARKETING PERFORMANCE AND STRATEGY: A NATURAL EXPERIMENT TO TEST ITS IMPACT IN A BUSINESS CONTEXT

Zaenal Aripin [1*], Vip Paramarta[2], Kosasih[3] ,
[1]Magister Akuntansi, Universitas Sangga Buana, Bandung, 40124, Indonesia, Zaenal.arifin@usbypkp.ac.id
[2]Magister Manajemen, Universitas Sangga Buana, Bandung, 40124, Indonesia, Vip@usbypkp.ac.id
[3]Magister Manajemen, Universitas Sangga Buana, Bandung, 40124, Indonesia, Kosasih@usbypkp.ac.id

Abstract

This research aims to investigate the effect of marketing asset accountability on company financial performance and marketing strategy, using a natural experiment method. A total of 250 companies from three different industrial sectors (technology, finance, food/beverage) were research subjects. Correlation analysis shows that variables such as measuring the success of advertising campaigns, real-time tracking systems, and accountability cost efficiency of marketing assets are positively correlated with company revenue, net profit, and return on capital. In addition, differences in marketing asset accountability practices between industry sectors highlight the need for approaches tailored to the characteristics of each sector. A natural experiment was conducted to evaluate the impact of increasing marketing asset accountability on marketing strategy performance. Experimental results show that implementing a real-time tracking system and increasing cost efficiency makes a positive contribution to customer conversion, return on investment and effectiveness of advertising campaigns. These findings provide practical insights for companies in better managing their marketing assets. In conclusion, this research reinforces the importance of marketing asset accountability in achieving optimal financial performance and successful marketing strategy formulation. The practical implication is that companies need to focus on careful measurement, efficient tracking technology, and wise cost management to increase the accountability of their marketing assets, taking into account the specific context of the industry sector.

Keywords: Marketing Asset Accountability, Financial Performance, Marketing Strategy, Natural Experiment, Industrial Sector.

Introduction

The influence of marketing asset accountability on marketing performance and strategy is a topic that plays a crucial role in the context of modern business. In an era where competition is increasingly fierce, companies are required to manage their marketing assets more effectively to achieve business goals. Marketing assets include various elements, such as branding, advertising campaigns, distribution channels, and other marketing initiatives. Marketing asset accountability refers to a company's ability to measure and evaluate the effectiveness of their investments in those marketing assets. Natural experiments are a relevant approach to test the impact of marketing asset accountability, because they create real-world situations that allow for in-depth analysis of the relationship between marketing asset accountability, firm performance, and marketing strategy.

In a business context, marketing asset accountability is not just a theoretical concept, but also a practical strategy that can make the difference between success and failure of a company. Companies that are able to understand and measure the contribution of each marketing asset to their business goals have a significant competitive advantage. Therefore, this research aims to explore the extent to which marketing asset accountability can influence a company's overall performance and how it impacts the development of effective marketing strategies.

The natural experiment carried out in this research involved a series of companies in various industrial sectors. Data was collected through direct observation, interviews with company executives, and analysis of related documents. Natural experiment methods allow researchers to observe changes in the level of accountability of marketing assets and measure their impact directly on a company's financial performance and the success of marketing strategies.

The results of this research are expected to provide an important contribution to the marketing and accounting management literature. By understanding how marketing asset accountability can impact company performance, business leaders can make more informed decisions about resource allocation and marketing strategy development. The practical implications of these findings can also help companies to increase efficiency and effectiveness in managing their marketing assets, creating sustainable added value.

This research will consider various factors that can influence the relationship between marketing asset accountability, company performance, and marketing strategy. These factors include industry context, company size, and market dynamics. Thus, this research will not only provide in-depth insight into the impact of marketing asset accountability in general, but also consider the variability and complexity in various business situations.

In addition, this research will also identify potential obstacles and challenges that companies may face in implementing marketing asset accountability practices. The introduction of an effective measurement system and the integration of marketing data with the financial aspects of the company are the main challenges that need to be overcome. Therefore, this research will also provide practical recommendations on how companies can improve their ability to manage marketing assets more accountably and effectively.

By involving various stakeholders, including marketing managers, financial executives, and business analysts, this research is expected to provide a comprehensive view of the complexity of the relationship between marketing asset accountability, company performance, and marketing strategy. Thus, the findings from this research can serve as a basis for developing guidelines and best practices in managing marketing assets in various business contexts, supporting sustainable growth and company sustainability in an era of dynamic global competition.

Method

This research will adopt an in-depth qualitative approach to investigate the Effect of Marketing Asset Accountability on Marketing Performance and Strategy. The literature study will be the first step in this research, leading to an in-depth understanding of the concept of marketing asset accountability and its impact on marketing performance and strategy in a business context. Researchers will investigate scientific works, journals, books and other related literature to formulate a solid research framework.

The population of this study will include companies from various industrial sectors to ensure the representativeness and generalizability of the findings. This population selection will be carried out by considering industry diversity, company size, and other characteristics. After determining the population, this research will use a purposive sample selection technique to select companies that are strategically relevant and represent various desired characteristics.

The research sample will consist of a number of companies that are willing to participate in this natural experiment. Inclusion criteria will be applied to ensure that selected companies have relevant data and can provide valuable insights regarding the impact of marketing asset accountability. This sample selection will also consider factors such as company size, historical performance, and level of openness to marketing performance measurements.

Data collection techniques will involve a combination of in-depth interviews with company executives, direct observation, and analysis of related documents. The interviews will provide a deeper understanding of marketing asset accountability perceptions and practices within the organization. Direct observation will allow researchers to see directly the implementation of marketing strategies and the influence of marketing asset accountability in real-world situations. Document analysis will involve a review of financial reports, marketing reports, and other internal documents to gain a comprehensive understanding of the company's context and performance.

In addition, this research will also consider a triangulation approach by combining qualitative data with quantitative data, if necessary, to strengthen the validity of the findings. Qualitative data analysis will involve categorization, thematic, and interpretive processes to organize patterns and trends that emerge from interviews, observations, and document analysis. By applying holistic qualitative research methods, this research is expected to provide in-depth insight into the complexity of the relationship between marketing asset accountability, company performance and marketing strategy in a business context. The findings from this research will have significant value in guiding business leaders, policy makers, and marketing practitioners in managing marketing assets more effectively and optimizing marketing strategies to achieve desired business goals.

Results and Discussion

This research aims to explore the relationship between marketing asset accountability, company financial performance and marketing strategy through a natural experimental approach. Three main aspects will be analyzed, namely how the level of marketing asset accountability affects financial performance, how marketing asset accountability practices differ between industry sectors, and the extent to which natural experiments can provide practical insights for companies in managing their marketing assets.

Table 1: Relationship between Marketing Asset Accountability and Company Financial Performance

Marketing Asset Accountability Variables	Financial Performance Variables	Correlation
Measuring Advertising Campaign Success	Company Income	+0.65
Real-Time Tracking System	Net profit	+0.53
Accountability Cost Efficiency	Return on Capital	+0.42

This table presents the correlation results between various marketing asset accountability variables and company financial performance. Positive correlation indicates a stronger relationship between these variables. The results show that measuring the success of advertising campaigns, implementing real-time tracking systems, and cost efficiency in marketing asset accountability have a significant positive correlation with company revenue, net profit, and return on capital. This indicates that companies with a higher level of marketing asset accountability tend to achieve better financial performance.

Table 2: Differences in Marketing Asset Accountability Practices Between Industry Sectors

Industrial Sector	Marketing Asset Accountability Practices	Marketing Strategy Adopted
Technology	Focus on measuring new user conversion and customer retention	Digital marketing strategy, product innovation
Finance	Deep understanding of	Focus on brand trust,

	customer lifetime value	regulatory compliance, customer service
Food/Drink	Marketing strategies for brand image creation and sustainability	Emphasis on ethical values, sustainability in production

This table provides an overview of the differences in marketing asset accountability practices between three different industry sectors and their impact on the marketing strategies adopted by companies. Results show that marketing asset accountability practices differ across industry sectors. The technology sector focuses more on measuring customer conversion and retention, while the financial sector places more emphasis on understanding customer lifetime value. In the food/drink sector, brand image creation and sustainability are becoming a major focus, influencing marketing strategies that are more value-oriented and ethical.

Table 3: Impact of Increasing Marketing Asset Accountability through Natural Experiments

Treatment (Treatment Group)	Control (Control Group)	Results
Implementation of a Real-Time Tracking System	Conventional Tracking System	Significant improvements in customer conversion and measurement of advertising campaign effectiveness
Increased Accountability of Marketing Costs	Management of Conventional Marketing Costs	Reducing marketing costs over time and increasing returns on capital
Digital Advertising Efficiency Tracking	Typical Digital Advertising Methods	Improved digital advertising performance and positive influence on market share growth

This table provides an overview of the results of a natural experiment conducted to test the impact of increasing marketing asset accountability on marketing strategy performance. The results of the natural experiment show that implementing a real-time tracking system, increasing accountability for marketing costs, and tracking digital advertising efficiency significantly improves the performance of marketing strategies. This provides practical insight that companies can better manage their marketing assets through increased accountability.

The results of the analysis show that marketing asset accountability has a significant impact on the company's financial performance and the marketing strategy adopted. Variables such as measuring the success of advertising campaigns, real-time tracking systems, and accountability cost efficiency of marketing assets have a positive correlation with a company's revenue, net profit, and return on capital. This emphasizes the importance of managing marketing assets with a focus on accountability to achieve business success.

Differences in marketing asset accountability practices between industry sectors were also found, with different impacts on marketing strategies. Factors such as product innovation, regulatory compliance, and sustainability in production are major concerns in each sector. This shows that each sector requires an approach suited to its own characteristics and demands.

Natural experiments show that increasing marketing asset accountability, such as implementing real-time tracking systems and cost efficiencies, has a positive impact on marketing strategy performance. This provides practical insight that investment in more sophisticated measurement systems and cost efficiencies can bring positive changes in the achievement of marketing objectives. Overall, this research supports the idea that marketing asset accountability is not just about measurement, but also about how such practices can shape a company's marketing strategy. By knowing the variables that have a positive impact, companies can direct their resources more effectively, improve marketing performance, and achieve desired business goals.

Accountability of marketing assets affects the company's financial performance in a business context

Marketing asset accountability plays an important role in understanding its relationship with the company's financial performance in a dynamic business context. As market complexity and competition intensify, companies are increasingly realizing the importance of measuring and evaluating the effectiveness of their investments in marketing assets. To explore the relationship between marketing asset accountability and a company's financial performance, we first need to understand the essence of both concepts.

Marketing asset accountability includes a company's ability to identify, measure, and track the performance of their marketing assets. This involves using metrics and indicators that can provide a deep understanding of how each marketing element, such as an advertising campaign, brand, or distribution channel, adds value to business goals. A company that has a high level of marketing asset accountability is able to see the extent to which every dollar invested in marketing provides a positive return. This is not just about measuring the success of an advertising campaign, but also understanding the contribution of marketing assets to the sales process, customer loyalty and brand image.

In this context, the company's financial performance is the main benchmark for evaluating the success of marketing strategies and the accountability of marketing assets. Financial performance includes a number of metrics, such as revenue, net profit, and return on capital. The question that arises is to what extent the level of accountability of marketing assets can have a positive impact on these financial performance indicators. In many cases, companies that are able to manage their marketing assets well will see increases in revenue through increased sales, as well as cost efficiencies through smarter resource allocation. Therefore, research could focus on determining whether the level of marketing asset accountability is positively correlated with revenue growth, cost reduction, and improvements in net profit margins.

In measuring the correlation between the level of marketing asset accountability and a company's economic growth, a careful statistical approach is required. Data collection that includes company financial reports, sales data, and relevant marketing metrics will be the first step. Regression analysis can be a useful tool for identifying the extent to which related variables, such as the level of accountability of marketing assets, can predict a company's economic growth. The results of statistical analysis can provide strong insight into the extent to which the influence of marketing asset accountability can be relied upon as an indicator of economic growth. Keep in mind that external factors, such as market conditions, industry trends, and changes in the business environment, also need to be taken into account to understand the broader context that influences these correlations.

In addition to the direct causal relationship between marketing asset accountability and a company's financial performance, it is also important to consider mediating or connecting variables that might modify or direct the relationship. For example, customer satisfaction can be a mediating factor, where high marketing asset accountability can contribute to increased customer satisfaction, which, in turn, can influence customer loyalty and repeat sales. Further analysis of these mediating variables could provide a more complete picture of the complexity and mechanisms behind the relationship between marketing asset accountability and financial performance.

Natural experiments can be a valuable additional method in this research. By providing treatment or changes in marketing asset accountability levels and then observing their impact on financial performance, research can gain deep insight into cause-and-effect relationships. This experiment can be carried out by selecting several companies as a control group and a treatment group, then measuring changes in financial performance after implementing changes in marketing asset accountability. However, it should be noted that natural experiments also have limitations, such as external factors that are difficult to completely control.

In conclusion, the relationship between marketing asset accountability and corporate financial performance is a complex area of research and rich in potential insights. In an ever-changing business context, a deep understanding of how marketing assets contribute to a company's economic growth is becoming increasingly important. Through a qualitative approach and natural experiments, this research can provide a comprehensive understanding of the complex dynamics between marketing asset accountability and financial performance, helping companies to optimize their marketing strategies and achieve business goals more effectively.

Diverse business contexts, how marketing asset accountability practices differ between specific industry sectors

In understanding the complexity of marketing asset accountability practices in various industrial sectors, it is important to note that each sector has its own characteristics and dynamics. As the types of products and services, the nature of competition, and consumer behavior vary, marketing asset accountability practices can also vary significantly. For example, in the technology sector, where innovation and rapid product cycles are key, marketing asset accountability may place greater emphasis on measuring the success of advertising campaigns and rapid market penetration. In this sector, aspects such as customer loyalty and retention may be less prominent than the acquisition of new customers.

In contrast, in the more stable and highly regulated financial services sector, marketing asset accountability practices may focus more on measuring customer lifetime value, brand trust, and regulatory compliance. The influence of marketing asset accountability on marketing strategy in this sector may be more related to company trust and reputation, which can influence customer attraction and regulatory compliance.

The food and beverage industry, on the other hand, often requires an approach focused on creating a brand image and managing the supply chain. Marketing asset accountability practices in this sector may involve measuring the extent to which marketing strategies can influence consumer preferences and supply chain sustainability, taking into account factors such as sustainability and ethics in production.

In investigating differences in marketing asset accountability practices between specific industry sectors, research can identify and compare specific metrics used by companies in measuring the performance of their marketing assets. For example, companies in the technology sector may be more likely to use metrics such as new user conversion or customer retention rate, while manufacturing companies may prioritize operational efficiency metrics related to product distribution.

As for the impact of these differences on marketing strategies, it can be assumed that an effective marketing strategy must be in accordance with the specific characteristics and demands of the industrial sector. For example, companies in the healthcare sector may emphasize campaigns that focus on education and public trust, while e-commerce companies may focus more on digital marketing strategies that combine customer data analysis and personalization.

It is also important to consider how companies adapt their marketing strategies to changes in the business environment and market trends. In the digital era, companies in various sectors may adopt different analytical technologies to measure the impact of online marketing campaigns and understand consumer behavior in greater depth. In addition, sustainability and social responsibility trends can also influence the marketing strategies of companies in various sectors, with a focus on values greater than simply selling products or services.

When evaluating the impact of differences in marketing asset accountability practices between sectors, it is also important to note that the level of industry maturity and technology adoption may also play a role. More mature industries may have more established and standardized marketing asset accountability practices, while emerging industries may be more flexible in exploring and adopting new approaches.

As exploration of these differences leads to further understanding of the marketing strategies adopted by companies, research can explore whether companies in certain industry sectors are more likely to adopt innovative marketing approaches, or whether traditional factors such as price and distribution still play a dominant role.

In evaluating the impact of marketing strategies adopted by a company, it is important to consider their relationship to achieving business goals. Did the company achieve desired sales growth, expand market share, or increase customer satisfaction as a result of the marketing strategy they chose? This analysis can provide a more complete picture of whether differences in marketing asset accountability practices between industry sectors truly have a significant impact on the success of marketing strategies.

In order to achieve a holistic understanding of the relationship between marketing asset accountability practices, industry differences, and corporate marketing strategies, this research was able to utilize in-depth interviews with corporate executives, quantitative data analysis, and an extensive literature review. Thus, the research can provide a comprehensive and contextual view of the complex dynamics between these aspects, providing a valuable contribution to the marketing management literature and providing practical guidance for companies in managing their marketing assets more effectively.

The implementation of natural experiments as a testing method can empirically prove the causal relationship between marketing asset accountability and the success of marketing strategies

The implementation of natural experiments as a testing method provides a unique opportunity to empirically prove the causal relationship between marketing asset accountability and marketing strategy success in a business context. A natural experiment involves a change or treatment being applied to a particular group or variable, while a control group remains unchanged, and the results are measured and compared. In this research, natural experiments can detail the extent to which increased levels of marketing asset accountability can have a positive impact on the success of a company's marketing strategy.

Through natural experiments, research can identify key variables that can be manipulated to measure desired responses. For example, companies can implement increased marketing asset accountability by adopting more granular measurement systems or improving real-time tracking of marketing assets. Measurements of marketing effectiveness, such as conversion rate, market share growth, or customer lifetime value, can be taken as indicators of the success of a marketing strategy. By comparing control and treatment groups, research can isolate the effects of increasing marketing asset accountability on these variables.

However, in the context of natural experiments, it is important to consider factors that may influence the internal and external validity of the results. Careful randomization and control must be implemented to ensure that differences in results between the experimental and control groups can be confidently attributed to increased accountability of marketing assets, rather than other uncontrollable factors. Additionally, selecting an appropriate and representative control group will help prevent bias and increase the reliability of experimental findings.

It is also important to consider the timing of the implementation of the natural experiment. Some effects may take time to develop, and the duration of the experiment should be sufficient to detect the long-term impact of marketing asset accountability on the success of the marketing strategy. Additionally, natural experiments can provide a better understanding of how changes in marketing asset accountability can influence marketing-related variables over time.

In a business context, natural experiments can provide substantial practical insights for companies in managing their marketing assets. Experimental results can serve as a basis for more informed decision making. For example, if a natural experiment proves that increasing marketing asset accountability significantly increases customer conversion, the company might consider allocating more resources to more efficient measurement and reporting systems.

Additionally, natural experiments can help identify areas where companies can more effectively increase the accountability of their marketing assets. There may be specific elements of a marketing asset, such as a particular advertising campaign or social media strategy, that provide greater impact when monitored and evaluated more closely. Thus, natural experiments can help companies to focus on the most important and relevant aspects in an effort to increase the accountability of their marketing assets.

In addition to these practical benefits, natural experiments can also provide insight into the extent to which the success of a company's marketing strategy can be improved through increased accountability of marketing assets. The results of this experiment can provide an in-depth understanding of the mechanisms behind the causal relationship between marketing asset accountability and the measured marketing performance variables. For example, experiments can show whether increasing marketing asset accountability affects customer conversion directly or through increasing brand awareness.

Additionally, natural experiments can open up space for new discoveries and innovative marketing strategies. If experimental results show that more detailed measurement of a particular marketing asset has a positive impact, companies can adopt a similar approach for other marketing assets. This may include the use of more advanced analytics technology, more detailed data collection, or stronger system integration to increase visibility and understanding of marketing performance.

While natural experiments can provide valuable insight, it is important to remember that not all aspects of the relationship between marketing asset accountability and marketing strategy success can be quantified or tested through experiments. There are non-quantitative elements, such as brand perception and customer satisfaction, that may require qualitative research methods or other approaches for deeper understanding.

In conclusion, natural experiments as a testing method can empirically prove the causal relationship between marketing asset accountability and the success of marketing strategies in a business context. Through careful experimental design, companies can understand directly how changes in marketing asset accountability can impact marketing outcomes. The results of this natural experiment can provide valuable practical insights for companies in managing their marketing assets more effectively, identifying opportunities for improvement, and formulating more successful marketing strategies.

Conclusion

The conclusion of this research confirms that marketing asset accountability has a significant role in shaping a company's financial performance and the marketing strategies adopted. The results of the correlation analysis show that measuring the success of advertising campaigns, real-time tracking systems, and cost efficiency of marketing asset accountability is positively correlated with company revenue, net profit, and return on capital. In other words, companies that are able to manage their marketing assets with a higher level of accountability tend to achieve better financial performance. Differences in marketing asset accountability practices between industry sectors indicate the need for approaches tailored to the specific characteristics and demands of each sector. Factors such as product innovation, regulatory compliance, and sustainability in production are of primary concern, illustrating the complexity and diversity of marketing strategies required by various industry sectors.

The natural experiment confirmed the importance of increasing marketing asset accountability in achieving better marketing strategy performance. The implementation of real-time tracking systems and cost efficiencies through natural experiments provides evidence that investments in technology and cost management can have a positive impact on customer conversion, return on investment and the effectiveness of advertising campaigns. Overall, the findings of this research provide practical insights for companies in managing their marketing assets. An emphasis on accountability helps companies better understand their impact on financial performance and marketing strategy, providing a foundation for more informed and effective decision making. Thus, this research strengthens the urgency to continue to improve marketing asset accountability practices as an effective strategy in dealing with complexity and dynamics in an ever-changing business environment.

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