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Attention to : I Wayan Sukania, Agustinus Purna Irawan, Fransisca Iriani
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SYSTEMATIC LITERATURE REVIEW INNOVATION MODEL AS A MEDIATING AND MODERATING VARIABLE IN MSMEs PERFORMANCE

We are pleased to inform you that your submission is **Accepted** for presentation in **International Conference on Economics, Business, Social, and Humanities (ICEBSH) 2024** will be held hybrid mode on April 25, 2024. This Paper will be published on the International Journal of Application on Social Sciences and Humanities or International Journal of Application on Economics and Business.

Thank you very much for your attention.

The ICEBSH 2024 Chairperson

Didi Widya Utama, ST., MT., Ph.D.

SYSTEMATIC LITERATURE REVIEW INNOVATION MODEL AS A MEDIATING AND MODERATING VARIABLE IN MSMEs PERFORMANCE

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ABSTRACT

Systematic literature reviews that focus on research on Innovation variables as moderating and mediating exogenous variables on the Performance of Micro, Small and Medium Enterprises (MSMEs) are still relatively rare. Therefore, the aim of this research is to determine the factors that influence MSME performance which are mediated or moderated by innovation variables. The focus of SLR in this research is to find out what variables can be mediated and moderated by innovation in influencing the performance of Micro, Small and Medium Enterprises. This research includes qualitative research with a systematic literature review method. Article collection comes from the Google Scholar database. Based on the search results, 180 articles were obtained from 2015 to 2024. After selecting and adapting them to the research objectives, 35 relevant articles were obtained. The results of this research show that innovation is able to moderate several variables on MSME performance. Other findings also found that innovation variables were able to moderate the relationship of several variables to MSME performance.

Keywords: Systematic Literature Review, Mediating, Moderating, Innovation, MSMEs Performance