

Operational Management in the Digital Era: Strategic Integration with Entrepreneurship

Imam Wibowo

Krisnadwipayana University, Jakarta, Indonesia

Article Info	ABSTRACT
<p>Corresponding Author: Name : Imam Wibowo E-mail: wibowoimam253@gmail.com</p>	<p>The digital era has changed the business paradigm significantly, especially with the adoption of information technology and the emergence of digital entrepreneurship. This research aims to investigate the impact of the digital era and entrepreneurial development on company operational management. This research uses a qualitative approach with descriptive methods. The research results highlight that operational management is not only about production efficiency, but also strategic integration to respond to market dynamics. The findings show that successful entrepreneurial companies are those that are able to integrate new technologies, innovate products and services, and consider social and environmental responsibility. The ability to adapt to market changes quickly, restructure production processes, and improve product or service quality is the main key in building company resilience. The results of this research provide a valuable contribution in designing responsive and adaptive operational management strategies to face future business challenges.</p> <p>Keywords: Operational Management, Digital Era, Entrepreneurship</p>

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INTRODUCTION

The rapid industrial development in the current era has created a stage for increasingly tight competition among global companies (Lestari, 2019). In an effort to gain competitive advantage, companies not only compete in product or service innovation, but also emphasize the importance of effective management (Dasuki, 2021). Good management quality is the main key to success in the modern industrial world, covering areas such as production, marketing, human resources and finance.

Efficient production management is the foundation for companies to ensure the production process runs optimally, producing high quality products at controlled costs (Ariani, 2011). Smart and adaptive marketing is also an integral part of winning the hearts of consumers in a changing market. Well-managed human resources create a productive and creative work environment, while wise financial management provides a strong foundation for long-term growth and development (Hanafi, 2015).

In this dynamic industrial world, successful companies are those that are able to integrate holistic management strategies. They not only understand customer needs and expectations, but are also able to adapt quickly to changing trends and technology (Idris & Nurnajamuddin, 2023). Awareness of the importance of good management is not only a necessity, but also the basis for companies to remain relevant and competitive in an ever-changing market. With a focus on efficiency, innovation and sustainability, solid management is the key to achieving excellence in this increasingly dynamic industrial era (Ong & Mahazan, 2020).

Operational management has emerged as a strategic core for every organization or company, playing an important role in determining the sustainability and efficiency of their operations (Saputra et al, 2023). The development of technology and business innovation has become the main driver for rapid developments in the field of operational management.

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Organizations that recognize the importance of operational management as a key element in achieving their business goals are now increasingly focusing on implementing innovation and new technology (Tahir et al, 2023).

The success of a company no longer only depends on the products or services offered, but also on their ability to manage operations efficiently and be responsive to market changes (Julyanthry et al, 2020). Innovations in operational management open up opportunities to increase productivity, reduce costs and speed response times to market needs. In this context, many companies have shifted their focus to utilize aspects of operational management as strategic weapons to overcome competition and outperform competitors (Al Aidhi et al, 2023).

The importance of adaptive and innovative operational management is increasingly felt, considering the ever-changing market dynamics. Companies that are able to integrate technology and innovation into their operational management practices can not only maintain competitiveness, but also lead change and create new opportunities in the market (Irawan, 2020). By applying key aspects of operational management as strategic weapons, companies can strengthen their position and form a solid foundation in facing growing business challenges (Suwarda & Maarif, 2013).

In the realm of entrepreneurship, the role of operational management is not only limited to managing the efficiency of business processes, but is also an important key in creating innovation and change that brings positive impacts (Komaludin & Wahid, 2017). Building something new and innovating is a critical aspect in efforts to improve the quality of the products or services offered. In an industrial era that continues to develop, entrepreneurial companies are not only faced with demands to provide the best in terms of quality, but are also required to innovate continuously (Kemal & Hasibuan, 2017).

Advanced industrial development brings new challenges and opportunities, encouraging entrepreneurial companies to continually adapt and improve their operations. Although product and service quality remains the main focus, sustainability is also becoming an increasingly important aspect (Ardiansyah, 2023). Companies must integrate social and environmental responsibility into their operational management, ensuring that any innovation or change implemented not only generates economic benefits, but also minimizes negative impacts on the environment (Fauzi & Manao, 2023).

In this context, operational management in the world of entrepreneurship is developing as a strategic tool for creating sustainable added value (Sudarko & Tjitropranoto, 2018). By combining product innovation, superior quality, and sustainability in operational management practices, companies can lead the market, meet increasing consumer demands, and remain responsible for the environmental impact of their business activities (Rusdiana, 2014). Through this holistic approach, entrepreneurial companies can achieve long-term success while making positive contributions to society and the environment.

This research aims to explore the crucial role of operational management in the entrepreneurial context, especially in creating product innovation and responding to change to improve quality. Through a deeper understanding of the relationship between operational management and innovation, this research seeks to contribute new insights for business people and academics. Benefits include developing innovation-oriented operational management strategies, enabling companies to compete effectively in dynamic markets. In addition, it is hoped that this research will provide guidance for entrepreneurial companies in integrating social and environmental responsibility into their operations, creating a sustainable positive impact amidst increasingly high consumer demands for quality and sustainability.

METHOD

This research adopts a qualitative approach with descriptive methods, especially through a case study approach. The case study method allows researchers to in-depth examine one research object, explore holistic insights, and explore the significance of observed phenomena. In accordance with Yulianah (2022), research methods are defined as the steps or methods used by researchers to collect data. In the context of the research "Operational Management in the Digital Era: Strategic Integration with Entrepreneurship", a qualitative descriptive approach

with case studies was chosen to provide an in-depth understanding of the strategic integration of operational management with entrepreneurship. Data collection techniques involve observation, interviews, and document analysis, which are then analyzed to ensure the validity and validity of the data collected. This approach is expected to provide a significant contribution in exploring the understanding of the dynamics of operational management in the digital era and the influence of integration with entrepreneurship.

RESULTS AND DISCUSSION

Operations management is one of the main pillars in the business world which focuses on managing the production process of goods and services. The main focus of operations management is to ensure that various business processes run effectively and efficiently (Harsanto, 2017). An operations manager has a crucial role in guiding and overseeing each stage of transformation, where inputs such as materials, labor and energy are transformed into outputs in the form of goods or services. This process includes planning, organizing, implementing and controlling all company operational activities (Kadim, 2017). Through deep understanding of work flows and process improvements, operations managers strive to improve product or service quality, optimize resource use, and minimize waste.

As the main organizer of production mechanisms, operations managers are also responsible for ensuring that the company complies with quality and safety standards. Apart from that, they must be responsive to market and technological changes to maintain the company's competitiveness (Ariani, 2011). In a dynamic business era, operations managers play an important role in shaping organizational resilience and facing emerging challenges. By thoroughly understanding production dynamics and combining the best operational management principles, companies can maximize their operational efficiency and achieve long-term success (Muna & Ismaya, 2023).

In carrying out its operational functions, companies need a series of activities that are integrated in a system to ensure the production process runs effectively and efficiently. Operational management generally involves four main interrelated functions. First, the process function refers to the technical aspects of operations, including the methods used to process materials into finished products. This includes the application of technology and production procedures to achieve optimal results.

Furthermore, the function of organizing techniques and methods is key in ensuring that the production process runs in an organized, effective and efficient manner. With good organization, companies can optimize resource utilization and minimize potential waste. Meanwhile, the material planning function refers to determining the quality and quantity of materials needed in the production process. This includes planning raw material requirements with attention to quality standards to ensure the final product meets expectations.

Finally, the control or supervision function is a critical step in operational management which emphasizes monitoring and evaluating the use of materials in the production process. With good controls, companies can prevent waste, increase efficiency, and ensure compliance with quality standards. These four functions are interconnected and work together to form a solid foundation for successful operational management. By carrying out these functions effectively, a company can improve its operational performance, achieve production goals, and compete in the market more efficiently.

The role of operational management as strategic integration in entrepreneurship is vital in facing fast business dynamics and intense competition. Here are some points that explain this role:

Operational Efficiency

Operational management occupies a central position in business dynamics, responsible for managing the operational efficiency of a company. One of the main aspects of the operational management role is the development and improvement of production processes. Through continuous evaluation and optimization of these processes, operational management can identify opportunities to increase productivity and produce higher quality output. The use of the

latest methods and technology in the production process is also an integral part of efforts to increase efficiency, which can help companies achieve optimal performance levels.

Apart from improving production processes, operational management also focuses on optimal use of resources. This includes wise management of raw materials, labor and energy. By ensuring that resources are used effectively, companies can avoid waste, reduce production costs, and create a more sustainable work environment. Close monitoring of the supply chain, careful planning and inventory management strategies are key components in operational management efforts to achieve optimal resource utilization.

Reducing waste is also the main focus of operational management in maintaining company efficiency. By identifying and eliminating waste in various aspects of operations, such as time, materials, or labor, operational management can improve overall efficiency. This not only contributes to increased productivity, but also creates a positive impact on the company's sustainability and profitability. Thus, operational management plays a key role in leading the company towards achieving optimal and sustainable operational performance.

Product and Service Innovation

In the challenging entrepreneurial arena, operational management is not just about optimizing processes and reducing production costs. Another critical role is in stimulating product and service innovation. Successful operational management understands the importance of integrating innovation strategies into the company's operational processes. This includes using the latest technology, designing flexible production processes, and building a company culture that encourages creativity. By integrating innovation strategies, companies can respond more quickly to market changes and understand customer needs better.

Operational management that focuses on innovation can also open the door to the development of superior products or services. Optimized and adaptive production processes enable companies to introduce new products to the market quickly and efficiently. Integrating innovation into operations also gives companies the ability to continuously develop products or services that are different from competitors, creating added value that can differentiate them in a competitive market.

By combining operational management and innovation, entrepreneurial companies can form a solid foundation for long-term growth. An innovation strategy integrated into operations helps create an environment where new ideas are valued, tested and implemented quickly. Continuous innovation is a key driver of business sustainability, giving companies the competitive advantage necessary to compete successfully in an ever-changing marketplace.

Social and Environmental Responsibility

Strategically integrated operational management in an entrepreneurial context not only focuses on operational efficiency and innovation, but also takes social and environmental responsibility into account. In their efforts towards sustainability, companies view the environment as a partner and not just as a resource that can be exploited. This strategic integration includes serious consideration of the environmental impacts of operational activities, including monitoring and evaluating the resulting impacts.

In addition, socially and environmentally responsible operational management also involves sustainable business practices in the use of natural resources. The company strives to use resources wisely, minimize waste, and prioritize greener alternatives. This can include the implementation of renewable energy, recycling strategies and the selection of sustainable raw materials.

The importance of operational management that takes social and environmental responsibility into account is also reflected in the company's involvement in responsible business practices more broadly. This includes supporting local communities, creating equitable employment opportunities, and participating in social initiatives that advance community well-being. Thus, strategically integrated operational management not only has a positive impact on the company's financial performance, but also contributes to community development and environmental preservation.

Adaptability to Technology

In the digital era that continues to develop and amidst the turbulent development of e-commerce, the role of operational management is becoming increasingly crucial in ensuring the company's continuity and competitiveness. Operational management is no longer just about optimizing traditional processes, but also intelligently integrating new technologies. Companies that succeed in entrepreneurship are those that can adopt and leverage the latest technologies to transform and advance their operations.

Proactive and innovative operational management focuses on implementing technology solutions that can increase the efficiency and flexibility of business processes. The integration of digital systems and e-commerce platforms opens up new opportunities for automation, more effective inventory management, and more responsive customer service. The use of analytical technology also allows companies to gain deep insights into their operational performance, aiding in more timely and effective decision making.

Companies that are entrepreneurially oriented and able to combine operational management with the latest technology can achieve a competitive advantage in this ever-changing market. The ability to adapt to developments in technology and e-commerce not only improves operational efficiency, but also allows companies to create better customer experiences. Thus, operational management that continuously integrates new technology is key for companies that want to remain relevant and competitive in this digital era.

Adjustment to Market Changes

Operational management, as a critical pillar in business strategy, plays an important role in adapting companies to rapid market dynamics. In an era where market changes can occur rapidly, a deep understanding of consumer needs and market trends is the main key to business continuity. Consumer-oriented and proactive operational management can guide companies to make necessary adjustments in production and supply strategies for products or services.

By closely monitoring changing consumer preferences and analyzing market trends, operational management can identify new opportunities and anticipate challenges that may arise. Flexibility in production processes and supply chains is becoming increasingly important, and adaptive operational management can guide companies to optimize production capacity, reduce response times, and develop effective inventory strategies.

Quick and precise adjustments in a company's operational aspects involve a series of strategic steps, such as adopting new technologies, restructuring production processes, and improving product or service quality. In an era of dynamic market change, responsive operational management understands that a company's success depends not only on efficiency, but also on the ability to follow and respond proactively to environmental changes.

The adoption of new technology is the main basis for operational adjustments. By integrating the latest technology solutions, companies can increase efficiency, automate repetitive processes, and streamline their operations. Restructuring production processes is also a crucial step, allowing companies to be more flexible and responsive to changing market needs.

Improving the quality of products or services is an important focus in these adjustment efforts. Quality-oriented operational management aims not only to meet current customer expectations but also to gain long-term competitive advantage. By improving quality, companies can build customer trust, expand market share, and maintain their relevance in an ever-changing marketplace.

Thus, operational management that is responsive to market changes not only creates efficiency, but also provides the ability to read and respond to market dynamics proactively. This is what forms a solid foundation for a company's long-term growth and success, making operational management a key component in a dynamic business strategy.

With the perspective of operational management as strategic integration, entrepreneurial companies can build the resilience essential to face challenges and drive growth in dynamic markets. This approach not only emphasizes operational efficiency, but also the company's ability to quickly and intelligently adapt to often unpredictable changes in the business environment. Strategic integration of operational management allows companies to be more responsive to market changes and maintain a high level of competitiveness.

As an integral part of business strategy, integrated operational management helps companies to build a solid foundation. This includes developing more adaptive production processes, actively monitoring market trends, and investing in the latest technologies that support flexibility and innovation. The ability to produce efficiently is no longer the primary goal, but rather part of a larger strategy to achieve resilience through rapid adjustments and the courage to adopt change.

By immersing strategic integration in operational management, companies can build a foundation that is not only concerned with operational sustainability, but also with the ability to lead the market and anticipate change. This strategy creates an environment where innovation and competitive advantage can grow, giving companies a vital competitive edge in a dynamic business era. As a result, operational management seen as strategic integration becomes key for entrepreneurial companies looking to shape a successful and adaptive future.

CONCLUSION

Operational management plays a central role in entrepreneurial strategy by being a fundamental strategic integration element. In the digital era and the development of e-commerce, operational management is not only related to production efficiency, but also to the company's ability to compete and develop in an ever-changing market. Focus on innovation, social and environmental responsibility, adaptability to technology, and rapid adjustment to market changes are key elements of effective operational management. By viewing operational management as strategic integration, companies can achieve the resilience necessary to remain relevant and competitive. It's not just about operational efficiency, but also the ability to read and respond quickly to market dynamics. Adopting the latest technology, adapting production processes, and improving product or service quality are crucial steps in building a solid foundation. In this context, strategic integrated operational management becomes a key driver of the long-term success of entrepreneurial companies. Its ability to create added value, respond to customer needs, and remain sustainable in its use of natural resources are key elements in building a solid foundation for growth. In conclusion, strategically managed operational management is a vital foundation in responding to dynamic market demands and achieving long-term business goals.

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