

Business performance of culinary MSMEs based on innovation capability and information technology in Cianjur Regency



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ABSTRACT

This study investigates the influence of innovation capability and information technology on the business performance of culinary SMEs in Cianjur Regency. A quantitative approach with a descriptive-verification design was employed, using data collected from 100 culinary SME owners selected through proportionate stratified random sampling. Data were gathered through questionnaires, interviews, observations, and documentation and analyzed using multiple linear regression. The findings reveal that both innovation capability and information technology exert positive and significant effects on business performance, both individually and jointly. Among the two predictors, innovation capability demonstrates the strongest influence, highlighting its critical role in enhancing competitiveness and organizational performance. The results suggest that SMEs capable of continuously developing innovative products and processes while effectively leveraging information technology are better positioned to improve operational efficiency, respond to changing market demands, and achieve sustainable business growth. This study contributes to the literature on SME competitiveness by providing empirical evidence on the complementary roles of innovation and digital technology in strengthening business performance. The findings also offer practical implications for SME managers and policymakers seeking to foster sustainable enterprise development through innovation-driven and technology-enabled business strategies.

Keywords: Innovation Capability; Information Technology; Business Performance;
Culinary SMEs



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INTRODUCTION

Micro, Small, and Medium Enterprises (SMEs) play a strategic role in supporting national economic growth, particularly through their contribution to Gross Domestic Product (GDP), employment absorption, and the development of business sectors, including the culinary industry which has significant economic potential (Badan Pusat Statistik, 2025). The high number of culinary MSMEs in Cianjur Regency indicates the existence of wide market opportunities, but on the other hand also reflects a high level of business competition (Ramdhani et al., 2022).

Based on the classification of MSMEs by type of business in Cianjur Regency in 2024, the culinary sector occupies the highest position with a percentage of 39.2% or as many as 7,595 business units, while the sector with the smallest number is the education sector which only reaches 0.1% or as many as 10 business units (Supriadi et al., 2025). This condition shows that the culinary business is the field most in demand by MSME actors in Cianjur Regency. The high number of MSMEs in this sector indicates the existence of large market opportunities as well as the potential for culinary business development that is quite promising in supporting the regional economy.

Based on the distribution of culinary MSMEs in Cianjur Regency in 2024, Cianjur District occupies the highest position with a total of 732 business units or around 10% of the total existing culinary MSMEs. Furthermore, it is followed by Cipanas District with 614 units or 8%, Karangtengah District with 558 units or 7%, and Cibeber District with 534 units or 7% (Supriadi et al., 2025). Meanwhile, the district with the smallest number of culinary MSMEs is Pasirkuda District with 20 business units or around 1% of the total overall (Supriadi et al., 2025). This condition shows that culinary business activities develop more in areas that have a high level of community mobility, more active trade centers, as well as wider market access. This indicates that areas with more dynamic economic activities tend to have greater opportunities in developing culinary MSMEs as one of the supporting sectors of the regional economy.

Business performance is a systematic measurement of organizational effectiveness in achieving strategic and operational targets consistently (Camilleri, 2024). The factors that influence business performance include innovation capability, information technology, human resource adaptability, business and marketing strategies, as well as the external environment and competition (Hitt et al., 2023). Based on the results of a preliminary survey of 15 culinary MSME actors in Cianjur Regency in the period of October 25–28, 2025, there are still business actors who carry out production activities using traditional methods and have not utilized information technology optimally. This condition has the potential to affect the business performance of culinary MSMEs in Cianjur Regency. The average achievement of sales targets is recorded at 82% or IDR 47,693,333 from an average target of IDR 56,733,333 per month.

This shows that most business actors have not been able to achieve the sales targets that have been set. This condition can be caused by various factors, such as limitations in product innovation, the use of information technology that is not yet optimal, as well as the ability of business actors to create competitive advantages amid increasingly tight business competition. Therefore, evaluation of business performance needs to be carried out by considering the factors that influence it, including innovation capability and the utilization of information technology.

Innovation capability is an important factor that influences business performance. Innovation capability refers to the ability of individuals and organizations to generate new ideas, develop new processes or products, and implement them effectively in order to improve organizational performance (Mumford & Todd, 2020). The indicators of

innovation capability include: individual creativity, continuous improvement, and organizational support (Mumford & Todd, 2020). Based on the results of a preliminary survey of 15 culinary MSME actors in Cianjur Regency, it shows that the innovation capability of business actors is still relatively low. This can be seen from 51% of respondents who stated that the business they run has not been able to create new ideas, has not carried out continuous business improvements, and does not yet have adequate organizational support to encourage the emergence of innovation. This condition shows that the innovation capability of culinary MSMEs in Cianjur Regency still needs to be improved.

In addition to innovation capability, information technology also plays an important role in improving business performance. Information technology is the application of computer and telecommunication technology to process and distribute data and information within organizations (Turband et al., 2021). In the context of MSMEs in Indonesia, it is important for business actors to have information technology capabilities in order to improve efficiency, create added value, and maintain competitiveness. The indicators of information technology are as follows: operational efficiency, product and service innovation, decision-making, and sustainability (Turband et al., 2021).

Based on the results of a preliminary survey of 15 culinary MSME actors in Cianjur Regency, it shows that the utilization of information technology is still relatively low. This can be seen from 60% of respondents who stated that the business they run has not utilized information technology optimally, both in improving operational efficiency, supporting product and service innovation, assisting decision-making, and supporting sustainable business practices. This condition shows that the information technology capability of culinary MSMEs in Cianjur Regency still needs to be improved. This shows that the business performance of culinary MSME actors in Cianjur Regency is still not optimal, which is influenced by low competitive advantage, innovation capability, and the utilization of information technology in running the business.

Based on the review of several previous studies, it was found that there are varying results regarding the effect of innovation capability and information technology on MSME performance. Some studies show that innovation capability has a positive and significant effect on business performance (Budiman et al., 2022; Putri, 2022; Wanyoike & Muigai Kinyua, 2025). However, other studies actually found that innovation capability does not have a significant positive effect on performance (Baiquny & Nasution, 2024). Findings related to information technology also show variations. Some studies report that information technology has a positive and significant effect on business performance (Ananda et al., 2023; Turulja & Bajgoric, 2016), while other studies show that information technology does not have a significant positive effect on MSME performance (Efendi et al., 2021). These inconsistencies indicate the need for further research to explore the mechanism that connects innovation capability and information technology to the business performance of culinary MSMEs, as well as contextual factors that influence the results.

The novelty of this study lies in testing the effect of innovation capability and information technology on business performance simultaneously in one integrated research model, especially in culinary MSMEs. In addition, this study was conducted in a region and subsector that have not been widely studied in depth, namely culinary MSMEs in Cianjur Regency. This study aims to analyze the effect of innovation capability and information technology on the business performance of culinary MSMEs in Cianjur Regency, both partially and simultaneously.

LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESES

Business Performance

Business performance is a systematic measurement of organizational effectiveness in achieving its strategic and operational goals consistently (Camilleri, 2024). Business performance is influenced by several main factors that determine the effectiveness and success of the organization in achieving its objectives, namely innovation capability, information technology, human resource adaptability, business and marketing strategies, as well as the external environment and competition (Hitt et al., 2023). The indicators of business performance used in this study include revenue and profit growth, employee productivity, the level of product or service innovation, and customer retention rate (Camilleri, 2024).

Innovation Capability

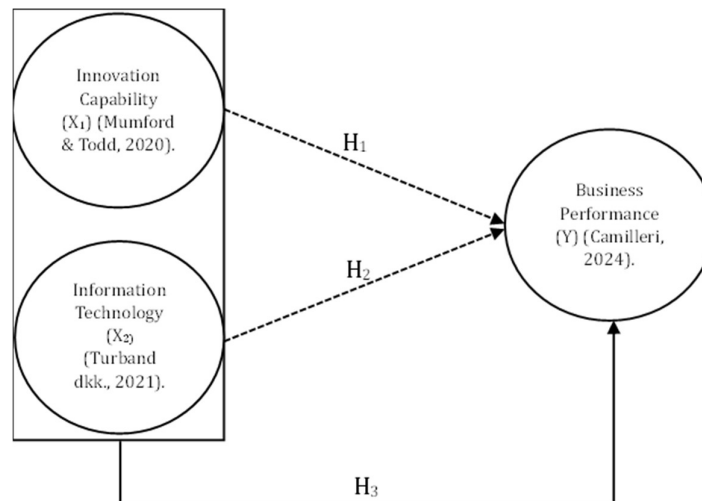
Innovation capability is the ability of individuals and organizations to generate new ideas, develop new processes or products, and implement them effectively to improve organizational performance (Mumford & Todd, 2020). The indicators of innovation capability used in this study include individual creativity, continuous improvement, and organizational support (Mumford & Todd, 2020).

Information Technology

Information technology is the application of computer and telecommunication technology to process and distribute data and information within organizations (Turband et al., 2021). The indicators of information technology used in this study include operational efficiency, product and service innovation, decision-making, and sustainability (Turband et al., 2021).

Research Framework

The research framework in this study explains the relationship between innovation capability, information technology, and business performance in culinary MSMEs in Cianjur Regency. Innovation capability and the utilization of information technology are considered capable of improving business performance directly. The better the innovation capability and the utilization of information technology, the higher the resulting business performance. The model of the relationship between variables in this study is presented in Figure 1.



Source : data processed, 2026

Figure 1
Research Framework

Hypothesis

Based on the theoretical framework and previous empirical studies, this study proposes the following hypotheses regarding the influence of innovation capability and information technology on the business performance of culinary MSMEs in Cianjur Regency.

- H₁: Innovation capability has a positive and significant effect on business performance of culinary SMEs in Cianjur Regency.*
- H₂: Information technology has a positive and significant effect on business performance of culinary SMEs in Cianjur Regency.*
- H₃: Innovation capability and information technology have a positive and significant effect on business performance of culinary SMEs in Cianjur Regency.*

METHOD

This study uses a descriptive verificative method with a multiple linear regression analysis approach (Sugiyono, 2023). The object of the study includes the variables of innovation capability, information technology, and business performance in culinary MSMEs in Cianjur Regency. The population of the study consists of 7,595 culinary MSME actors registered as assisted members of the Department of Cooperatives, Small and Medium Enterprises, Trade and Industry (Diskumdagin) of Cianjur Regency in 2025. The sample determination was carried out using the Yamane formula with an error rate of 10%, resulting in 100 respondents (Sugiyono, 2023).

The sampling technique uses probability sampling with the proportionate stratified random sampling method, which is a technique that provides equal opportunity for each member of the population to be selected as a sample (Sugiyono, 2023). Data collection was carried out through questionnaires, interviews, observations, and documentation studies sourced from primary and secondary data.

Data analysis was conducted descriptively and verificatively through classical assumption tests, multiple linear regression analysis, coefficient of determination, and

hypothesis testing using t-test and F-test processed using IBM SPSS version 26 (Sugiyono, 2023).

RESULTS AND DISCUSSION

Respondent characteristics are an important part of the study used to describe the profile of research subjects. Based on the results of data collection through the distribution of questionnaires to 100 respondents, the characteristics of respondents who are culinary MSME actors in Cianjur Regency were obtained. The respondent characteristics are presented in Table 1.

Table 1
Recapitulation of Business Actor Characteristics

No	Characteristics	Business Actor Criteria	Total	Percentage (%)
1	Gender	Male	54	54
2	Age	36–50	41	41
3	Last Education	Senior High School/Equivalent	48	48
4	Length of Business	6–10 years	40	40
5	Monthly Income	IDR 50,000,000–IDR 100,000,000	38	38
6	Number of Employees	5–10 people	44	44
7	Training	Service	45	45

Source: Primary data processed, 2026.

Based on Table 1, it can be seen that the majority of culinary MSME actors in Cianjur Regency are male, aged 36–50 years, with the majority having a senior high school/equivalent education level. The length of business is 6–10 years, with monthly income of IDR 50,000,000–IDR 100,000,000, having 5–10 employees, and most have participated in service training.

Recapitulation of Classical Assumption Test

Classical assumption testing is conducted to ensure that the regression model used has met the basic assumptions in linear analysis. This testing is carried out on the variables of innovation capability, information technology, and business performance (Ghozali, 2021). The results of the classical assumption test for each variable in this study are presented in Table 2.

Table 2
Recapitulation of Classical Assumption Test Results

Type of Test	Indicator	Value	Threshold	Description
Normality	Sig. Kolmogorov–Smirnov	0.091	> 0.05	Normal
Multicollinearity	Tolerance (X_1, X_2)	0.579	> 0.05	No multicollinearity
	VIF (X_1, X_2)	1.728	< 0.5	No multicollinearity
Heteroscedasticity	Sig. Glejser (X_1, X_2)	0.818, 0.921	> 0.05	No heteroscedasticity

Source: Primary data processed, 2026.

Based on Table 2, the results of the normality test show a Kolmogorov–Smirnov significance value of 0.091 (>0.05), which indicates that the model residuals are normally distributed. The multicollinearity test shows that all variables have Tolerance values greater than 0.05 and VIF values less than 5, so there is no indication of multicollinearity.

Furthermore, the heteroscedasticity test using the Glejser method shows that all significance values are above 0.05, which means there is no heteroscedasticity. Thus, it can be concluded that all classical assumptions have been met and the regression model is feasible for further analysis.

Recapitulation of Research Results

This study uses multiple linear regression analysis to determine the magnitude of the effect of innovation capability and information technology on business performance of culinary MSME actors in Cianjur Regency. The recapitulation of the results of the multiple linear regression analysis in this study is presented in Table 3.

Table 3
Recapitulation of Multiple Linear Regression Analysis Results

Type of Test	Result	Description
Coefficient of Determination (R^2)	50,8%	50.8% of performance variation is explained by the model
Adjusted R^2	0.498	Model is strong and stable
F-test (Simultaneous)	Fcount = 50.704; Sig = 0.000	Significant simultaneous effect
T-test innovation capability (X_1)	b = 0.315; t = 4.349; Sig = 0.000	Significant effect & most dominant
T-test information technology (X_2)	b = 0.242; t = 4.032; Sig = 0.000	Significant effect
Regression Equation	$Y = 14.377 + 0.315 X_1 + 0.242 X_2 + \epsilon$	All effects are positive

Source: Primary data processed, 2026.

Based on the results of multiple linear regression analysis, the regression equation obtained is as follows:

$$Y = 14,377 + 0,315X_1 + 0,242X_2 + \epsilon$$

The constant value of 14.377 indicates that if innovation capability and information technology are equal to zero, then the business performance of culinary MSMEs in Cianjur Regency is at a value of 14.377. The regression coefficient of innovation capability of 0.315 indicates that every increase in innovation capability will increase business performance. The information technology coefficient of 0.242 also indicates a positive effect on business performance. Based on the regression coefficients, innovation capability appears to be the most influential variable on business performance compared to information technology, as it records the highest coefficient value among the predictors.

The coefficient of determination (R^2) of 0.508 indicates that 50.8% of the variation in the business performance of culinary MSMEs in Cianjur Regency can be explained by innovation capability and information technology, while the remaining 49.2% is accounted for by other factors outside the model. Furthermore, the Adjusted R^2 value of 0.498 suggests that the regression model has a fairly good and stable explanatory power in describing the relationship between the variables. In addition, the F-test results show an F-value of 50.704 with a significance level of 0.000 ($p < 0.05$), indicating that innovation capability and information technology jointly have a significant effect on the business performance of culinary MSMEs in Cianjur Regency. Partially, the results of the t-test show that innovation capability has a t value of 4.349 with a significance of 0.000

(< 0.05), thus having a positive and significant effect on business performance. Information technology has a t value of 4.032 with a significance of 0.000 (< 0.05), which also shows a positive and significant effect on business performance.

Hypothesis Testing and Discussion

1. The Effect of Innovation Capability on Business Performance

The results of the study show that innovation capability has a positive and significant effect on business performance with a coefficient value of 0.315, a t-value of 4.349, and a significance level of 0.000 (<0.05). This value indicates that the higher the innovation capability possessed by MSME actors, the higher the resulting business performance.

The intended innovation capability is reflected in the ability of business actors to create new ideas, develop products, and make improvements in business processes. Mechanistically, innovation capability allows business actors to be more adaptive to market changes, especially in the dynamic culinary sector. Innovation can be carried out through modifications in taste, packaging, and marketing strategies so that it can increase product attractiveness in the eyes of consumers. Innovation capability, which is reflected in the ability of MSME actors to create new ideas, develop products, and make improvements in business processes, is able to increase competitiveness and attract consumer interest. Innovation capability is the ability of organizations to develop and implement new ideas continuously in order to increase value and business performance amid market competition (Tidd & Bessant, 2018).

Therefore, the higher the innovation capability possessed by MSME actors, the more optimal the business performance that can be achieved. The findings of this study are in line with previous studies stating that innovation capability has a positive and significant effect on business performance (Budiman et al., 2022). Therefore, the practical implication of this study is the importance for MSME actors to continuously improve their innovation capabilities through training, creativity development, and the implementation of business strategies that are adaptive to market changes.

2. The Effect of Information Technology on Business Performance

The results of the study show that information technology has a positive and significant effect on business performance with a coefficient value of 0.242, a t-value of 4.032, and a significance level of 0.000 (<0.05). This shows that the utilization of information technology is able to improve business performance significantly, especially in terms of operational efficiency and market expansion. Information technology provides convenience for business actors in accessing information, conducting promotions, and interacting with consumers. Information technology plays an important role in improving organizational performance through the provision of fast, accurate, and relevant information so that it can support operational efficiency and more effective decision-making (Laudon & Laudon, 2022).

Thus, the proper use of technology will have a direct impact on improving business performance. The findings of this study are in line with previous studies stating that information technology has a positive and significant effect on business performance (Ananda et al., 2023). Therefore, the implication of this study is the need to improve digital literacy and training in the use of technology, especially in the field of digital marketing and application-based business management.

3. The Effect of Innovation Capability and Information Technology on Business Performance

The results of the study show that innovation capability and information technology simultaneously have a positive and significant effect on business performance with an R^2 value of 0.508, an Fcount of 50.704, and a significance of 0.000 (<0.05). This value indicates that 50.8% of the variation in business performance can be explained by these two variables, while the rest is influenced by other factors outside the study. These two variables are complementary (mutually reinforcing), where innovation capability plays a role in generating ideas, creativity, and product renewal, while information technology functions as a means to accelerate the implementation and distribution of these innovations to the market (Laudon & Laudon, 2022; Tidd & Bessant, 2018).

Innovation without technological support tends to be limited in market reach, while technology without innovation is unable to provide significant added value for consumers. MSME actors who have high innovation capability will create new products or differentiate products, but the success of these innovations is highly dependent on the ability to utilize information technology, such as social media and marketplaces, to reach consumers widely.

This is in line with research stating that innovation supported by digital technology adoption is able to improve business performance and expand market access for MSMEs (Astuti, 2020). Conversely, the optimal use of information technology will be more effective if supported by innovative products that have market appeal. This is supported by research showing that innovation and technology are interrelated factors in improving business performance, where technology acts as an enabler in strengthening the impact of innovation on business performance (Purmono, 2023). This shows a synergistic relationship between innovation and technology in improving business performance.

Although the R^2 value is relatively strong, there is still 49.2% of the variation in business performance influenced by other factors, such as human resource adaptability, business and marketing strategies, as well as the external environment and competition (Hitt et al., 2023). Therefore, further research is suggested to add these variables in order to obtain a more comprehensive model.

CONCLUSION AND SUGGESTION

Based on the analysis of 100 culinary MSME actors in Cianjur Regency, the study concludes that innovation capability and information technology significantly and positively affect business performance, both in partial and simultaneous effects. Innovation capability is the most dominant factor in improving business performance, followed by information technology. These findings indicate that improving MSME performance is not only influenced by the utilization of technology, but is also highly determined by the ability of business actors to create innovation and carry out continuous improvements.

From a managerial perspective, this study recommends that culinary MSME actors in Cianjur Regency focus more on improving innovation capability through the development of product creativity, continuous improvement, and adaptation to market changes. In addition, the utilization of information technology needs to be optimized, especially in the use of digital media such as social media and marketplaces as a means of marketing and communication with consumers. Overall, this study emphasizes that the integrated management of innovation capability and information technology is a key

strategy in improving the performance and sustainability of culinary MSMEs in Cianjur Regency.

However, there are still other factors outside this study that also influence business performance, so future research is suggested to include variables such as human resource adaptability, marketing strategies, and the competitive environment in order to obtain a more comprehensive model.

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