



BUSINESS EFFECTIVENESS WITH THE VALUE OF PRAYER ON OPERATING INCOME IN PT. PRAWEDA SARANA INFORMATICS

Roikhan Mochamad Aziz¹, Vivi Rahmadani², Satrio Bayu Wibowo³, Nur Ahmad⁴, Zuni Maulida Fathimah⁵

^{1,2,3,4,5} Universitas Islam Negeri Syarif Hidayatullah, Jakarta
email: roikhanma.uinjkt@gmail.com¹

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Abstract – *PT. Praweda Sarana Informatika is a company in the field of technology, using the DEA method and Islamic values as reflected in the prayer values of its employees during the 2018-2022 period and seeing the influence of input and output variables on the company's growth rate. The input variables used are the Accumulated Number of New and Renewal Customers and the Number of Leads (Potential Customers) Entering. As for the output variable itself, namely Operating Income. So that its effect on the effectiveness of performance can be seen using the calculation of the reflexivity of worship. The results of the study show the effectiveness of employee performance data, it can be concluded that the increase in the effectiveness of employee performance is in line with the increase that occurs in the value of worship. The peak of the increase in reflexivity values occurs in 2022, where the effectiveness of performance is seen from the output variable (operational income) which reaches a maximum point of 100% in line with a significant increase in the worship value of employees to 90%. So it can be calculated the value of the reflexivity is at a percentage of 90%.*

1. INTRODUCTION

Along with the times, in the new era of the current economy, many new companies have sprung up. Starting from a start-up that only contains a few people. With a million ideas that are owned, business people, run their business without the need to consider many calculations. By taking full advantage of technological developments which are often the key to a company's success in its business. Of course, the most benefited here, and certainly a trend for some companies, is as a competent technology-based company (Yixue.2022).

The more companies in the technology field that appear, then it will invite competition or competition in business. Especially, in this case, competition in the digital industry generally exists in the capital or investment sector.

Namely, about how capable a digital company is to bring in investment to support its business continuity. On the other hand, investors will not come if there is no reason to call them to come. Because what can bring investors to invest their funds in digital companies is the amount of the company's asset valuation. So, to face competition, it is necessary to have factors that must be considered, one of which can be seen from the measurement of the level of efficiency and effectiveness of a company's performance (Moon, 2022).

Efficiency is defined as the ability to complete a job correctly as a calculation of the ratio of output (output) and input (input) or the number of outputs produced from one input used.

A company can be said to be efficient if:

1. Using the number of inputs less than the number of inputs used by other companies that can produce the same output.
2. Using the same number of inputs and can produce a larger number of outputs.

Based on the Monetary Hypothesis, there are two meanings of proficiency, to be specific specialized effectiveness and financial productivity (Ghafur, 2007). Monetary productivity has a full scale perspective which has a more extensive territory than specialized effectiveness according to a miniature perspective. The estimation of specialized effectiveness is restricted to the specialized and functional relationship of the contribution to yield transformation process. So endeavors to further develop specialized proficiency just require inside miniature strategies, specifically with ideal control and assignment of assets (Dhoopar & Gupta, 2022).

The concept of effectiveness is a multidimensional concept, so the meanings expressed are often different. Etymologically the word effectiveness comes from the word effective, in English "effective" which means "successful". Digitalization is advancing in every way, it is time for businesses to follow the digital transformation process. Many companies are following the digital transformation process. With the Covid-19 pandemic that hit, many people use communication tools to carry out various activities regardless of distance. effectiveness can be characterized by digital transformation having different positive effects on various aspects of life. Digital transformation gives companies a new perspective on how to run companies, optimize operational processes, and transform business models to be more efficient (Adams, 2022).

Both effectiveness and efficiency require companies to continue to set targets, analyze work carefully, set priorities, and always focus on what has the most impact or value for every time spent. Talking about corporate effectiveness is incomplete without extracting from one of the best-selling management books

of all time, 'In Search of Excellence', by Tom Peters and Robert Waterman. After studying 42 companies that the two authors called well-managed, highly effective, or "excellent", which included companies such as IBM, Du Pont, Procter & Gamble, 3M, and McDonald's, they found eight characteristics that all of them shared together (Wylde, 2022).

1. Have a strong action orientation and problem solving
2. Close to customers in order to understand the needs of customers
3. Provide high flexibility to employees and hone the spirit of entrepreneurship.
4. Increase productivity through employee participation
5. Employees know what the company stands for, and managers are actively involved in problem solving at all levels
6. Stick to a known and understood business
7. Has a simple and elegant organizational structure, with a minimal number of staff support activities

Mixing tight and centralized controls to protect the company's core values with loose controls in other areas to increase the level of innovation and risk taking (Arnaut, 2022).

In order to get the desired results, every company must follow the rules of the economy: achieve the company's targets with the minimum expenditure of resources and time. These economic rules regulate all activities so that they can achieve more important things with as little time and energy as possible. A company activity can be said to be effective if it meets certain criteria. Effectiveness is closely related to the implementation of all main tasks, the achievement of goals, timeliness, and the existence of effort or active participation from the executor of these tasks. Here are some benchmarks or criteria for effectiveness are as follows (Sambiran at al, 2022)

1. Overall effectiveness, namely the extent to which the company carries out all its main tasks.

2. Productivity, namely the quantity of products or services produced by the company
3. Efficiency, which is a measure of the success of an activity seen from the amount of resources used to achieve the desired results.
4. Profit, namely profit on investment used to carry out an activity.
5. Growth, namely the comparison between the current state of the organization with the previous state (labor, facilities, prices, sales, profits, capital, market share, and others).
6. Stability, namely the maintenance of structure, function and resources over time, especially in difficult times.
7. Morale, namely the tendency of employees to try harder to achieve company goals.
8. Job satisfaction, namely reciprocity or positive compensation felt by employees for their role in the company.
9. Acceptance of organizational goals, namely the acceptance of organizational goals by each individual and units within an organization.
10. Integration, namely the existence of good communication and cooperation between members of the organization in coordinating their work efforts.
11. Flexibility of adaptation, namely the ability of individuals or organizations to adapt to changes.
12. External party assessment, namely the assessment of the individual or organization from other parties in an environment related to the individual or organization.

Some experts argue about effectiveness revealing that:

Effectiveness (Kurniawan, 2005) is the capacity to complete undertakings, capabilities (tasks, program exercises or missions) as opposed to an association or the like wherein there is no strain or pressure between its execution. (Mahmudi, 2005), adequacy is the

connection among result and objectives, the more prominent the commitment (commitment) of the result to the accomplishment of objectives, the more viable the association, program or movement. Where as per Pasolong (2007), adequacy implies that the recently arranged objectives can be accomplished or as such the objectives are accomplished on account of the action cycle. From the meaning of viability, it very well may be reasoned that adequacy is the central matter that expresses the achievement or disappointment of an association in executing a program or action to accomplish its objectives and accomplish its foreordained targets. Evaluation of the viability of a program should be done to decide the degree of the effects and advantages created by the program, since viability is an image of outcome in accomplishing the objectives that have been set. Through this viability evaluation, it very well may be a thought with respect to the continuation of the program (Sarjan et al., 2022)

Next, in order to know the increase in the effectiveness of performance at PT. Praweda Sarana Informatika, we can see it in the two indicators in the table. (Maharani, 2022).

The table below is data on capital increase and asset growth in 2019 to 2022 at PT. PRAWEDA INFORMATION MEANS (Putri et al., 2022).

Table 1 Increase in PT. PRAWEDA INFORMATION MEANS (2019-2022)

	2019	2020	2021	2022
Capital Increase (Investment)	25%	35%	40%	45%
Asset Valuation Growth	3%	6%	15%	30%

Source: Analysis, 2022

In the table we can see that there was a significant increase in capital (investment) in PT. PRAWEDA INFORMATIKA facilities by 25% in 2019 from 2018 in which a new company was built. In subsequent years, the percentage increased by 10% in 2020 to 35%. However, the increase ratio slightly decreased in 2021 and 2022 from 10% to only 5% (Abimayu & Laut, 2022).

In the asset valuation section, PT. PRAWEDA

INFORMATICS facilities have experienced a very good increase, which in a period of 1 year from 2018 to 2019 has increased by 3%. Then it continues to increase rapidly from year to year. Of course there are factors and causes that can make PT. PRAWEDA INFORMATIKA means growing very fast. One of the main factors is the effectiveness of the company's performance in managing its resources. (Tandirung, 2022).

The use of resources can be said to be efficient if: (1) Achieve results and benefits. For example, the goods produced are beneficial to society. (2) Economical. Achieving high quality inputs with as little effort as possible. (3) Real division of labor. (4) Rationality of authority and responsibility. (5) Use of appropriate management. (6) Mechanisms or systems that can automatically adapt to conditions. (7) Use of tools that have been adapted and can be exchanged with each other. (8) Work procedures that are practical and not complex. (Aprilyanto, 2022).

In this case, in the growth of digital startups, it is necessary to add factors other than the effectiveness function that can measure the value of performance, namely the addition of the value of worship as a factor in the growth of the digital startup industry in order to survive in the face of competition. The meaning of worship is something that is always present in every activity of life, especially economics. Same with the Quran Surah Adz-Dzariyat [51]: 56 with the translation:

"And I did not create the jinn and humans except that they worship Me"

This analysis is based on a linear thinking pattern that does not combine science and spirituality, which causes the meaning of worship in the process. thought lost and forgotten. Now Muslim researchers carry out an analysis that can connect science with spirituality. (Handayani, 2022).

Worship is something that always coexists with humans in life, including the economy. Most economics do not include Islamic values in their theory, so these Islamic values are slowly

disappearing. (Suhra, 2022). In the Qur'an, Allah Subhanahu wa ta'ala has explained the economic theory of buying and selling transactions in Surah Al-Baqarah 275, with the translation:

"The individuals who eat usury can not stand yet resemble the foundation of a moved by an individual demon since he is crazy.1 That is on the grounds that they say that trading is equivalent to usury. Allah has allowed trading and denies usury, as a matter of fact. Whoever gets an admonition from his Master, then, at that point, he stops, then, at that point, what he had recently had a place with himand his undertakings (up to) to Allah. Whoever rehashes it, then, at that point, they are the occupants of agony, they are everlasting in it."

The idea in the feelings of Islamic financial examination has gotten appreciation according to different perspectives. there are the individuals who start from the way of thinking of monotheism, there are the people who leave according to the point of view of mashlahah, other people who check out at the importance of worship. in principle H, which represents HAHSLM, utilizes the perspective of the significance of worship. The meaning of hypothesis H from the term HAHSLM as indicated by Aziz (2015) are:

1. In a narrow sense, theory H is defined as the basic theory of 3 majorities with a certain context on 5 dimensions of invariant composition.
2. Broadly speaking, the most common use of theory H can be interpreted as a theory of the initial concept of the pattern of creation with a certain correlation. H comes from the formula $H=AH(S,L,M)$. Al-Qur'an letter Hijr, also stands for Huda or life.

While the meaning of theory H include (Aziz, 2015):

1. A complete or comprehensive set or related parts will consist of 3 (three) primary elements, namely primary (creator), secondary (creation/receiver) and tertiary (worship/transmitter). capable of being positively charged.

2. The three elements above will fulfill the statement that the secondary under the primary will do tertiary (humans are created with the power to worship).

The philosophy of theory H can be translated into Islamic values, using concepts that have the meaning of worship and life.

2. LITERATURE

Review Business Effectiveness Business

Effectiveness or business effectiveness is a collection of 2 words, namely effectiveness and business. Effectiveness has a meaning as the degree to which something is successful in producing a desired result; success (Oxford University Press, 2018) . So, effectiveness is an event that shows the level of success of management activities to achieve the goals that have been made earlier (Komaruddin, ed. II, Management Encyclopedia, Bumi Aksara, Jakarta, 1994, p. 269). While business is commerce or trade; the activity of making, buying, selling or supplying things for money which is defined as a commercial activity. (Oxford University Press, Oxford dictionary of english, Oxford University Press, New York, 2018) So it can be said, business effectiveness is the level of the success of commercial activity management activities in achieving the business objectives that have been set. In business management, the word effectiveness is usually juxtaposed with the word efficiency when achieving management goals without being accompanied by a relatively large cost ratio compared to the results obtained. The definition of efficiency (efficiency) is the ratio between the results obtained with the management elements used in relation to costs. (Komaruddin, op. Cit, p. 271) In other circumstances, effective management is not always efficient when the main focus is the optimal achievement of management objectives, which can only be done at a higher cost. Drucker said that:

...the optimizing approach should focus on affectiveness. if Focuses on opportunities to produce revenue, to create markets, and to

change the economic characteristics of existing products and markets (Drucker, 2011).

The connection between the two in execution as per Drucker, that: Viability is the groundwork of progress - productivity is a base condition for endurance after progress has been accomplished. effectiveness is worried about doing things right. adequacy is doing the right things. loc. cit So in execution, viability is making the best decision, as the groundwork of accomplishment. While proficiency is doing things right as a condition to get by subsequent to making progress.

As per Handoko in Sujanto, the meaning of viability is the connection among result and objectives, if the more prominent the commitment of result to the accomplishment of objectives, the more successful the association, program or movement. (Raditia Yudistira Sujanto, Adequacy of CSR in Expecting Emergency Through Friendly Venture Approach, Channel, Vol. 5, No. 1, April 2017, p. 96) One more assessment as per Steers in Tangkilisan surveys hierarchical viability as a proportion of how far an association has prevailed with regards to accomplishing its objectives worth accomplishing. (Hesel Nogi S. Tangkilisan, Public Management, Grasindo, Jakarta, 2005, p.142) Tangkilisan explains that although the ultimate goal of effectiveness is the achievement of goals, the concept of organizational effectiveness is a multidimensional concept due to the definitions of experts based on different sciences. loc. Cit In general, the results in every business/commercial activity carried out are aimed at obtaining profit (Purwanto, 2006).

3. THE METHOD

PT.Praweda Sarana Informatika conducted research in the period 2019-2022, PT Praweda means Informatics and Islamic Values. Research and analysis takes place continuously from the beginning of the study to data analysis. A computer science tool that uses a qualitative descriptive method. As a research supporter, I will directly review the subject of this research according to the scope of research and theory. A number of PT employees were involved in

identifying the objects in the research location. Praweda Sarana Informatika and what percentage of company employees pray (Bonafide et al., 2022).

3.1 Research Data

The data used comes directly from the results of a survey using documents based on interviews with one of the employees of the company PT. Praweda Sarana Informatika collects data directly on the site in the form of the number of employees working in the company and the number of employees who are willing to work for PT. Praweda is an informatics tool, how many employees pray and how many don't (Ilhami, 2022).

3.2 Data Collection Procedure

There are two methods used for data collection, as follows:

a. Primary Survey

Primary data data obtained from the field of one research location that obtains primary data can be done by data collection techniques, namely:

- **Observation**

Visual and Auditory Observation Observation techniques were carried out by researchers by observing only at the research site with the intention of correlating the data obtained with other data collection techniques. In the field, it is observed how many employees work for the company and how many employees agree to work at PT. Praweda is an informatics tool, how many employees are praying and not praying (Amaya, 2022).

- **Interview**

The conversation is carried out by an interviewer (interviewer) in this case the researcher who receives information face-to-face from representatives of the resource persons. This method uses the Guided Interview pattern. That is, interviews conducted by interviewers that introduce a comprehensive and detailed set of questions, as well as

undirected chat-style interviews, are screened according to the findings. Interviews were conducted with one of the employees of PT. Praveda means informatics. That is, you receive the number of employees who work in your company and the number of employees you want to work in your company PT. Praweda is an informatics tool, how many employees pray and how many do not pray (Knott, 2022).

b. Secondary Survey

The study was conducted to obtain data quoted from other sources. Observational data acquisition techniques are not directly used to obtain data. Data collection techniques are carried out through observation and recording, not directly in the field or at the time of the incident. Literature research is carried out by searching for books and journals for theories that are continuous with this writing. Specifically, it is done by reviewing continuous academic papers with financial reports and how many prayer reports. Other secondary data to support this research include the internet, such as magazines, online journals, and continuous news with financial reports (Gupta, 2022).

4. RESULT AND DISCUSSION

Stage 1: BNI Syariah Efficiency Measurement by using qualitative descriptive method

The method of analysis in this study is qualitative, namely the author as an instrument in research & analysis is carried out continuously. The analytical methods used include:

a) Descriptive Analysis Method

Descriptive analysis method is used to identify changes in financial statements before and after transactions for days and months.

Table 2 Activities of Achieving Annual Income of PT. Praweda Informatics Facilities

Period	Variable	Reality	Target	To get	Achieved
2018	Number of Old Employees	1020	1020	10%	80%
	Number of Registered Employees	1250	1250	30%	120%
	Operating Income	2000	2000	15%	70%
2019	Number of Old Employees	80	90	5%	80%
	Number of Registered Employees	200	200	35%	105%
	Operating Income	2220	2550	8%	80%
2020	Number of Old Employees	80	75	7%	70%
	Number of Registered Employees	210	210	12%	120%
	Operating Income	1500	2000	30%	50%
2021	Number of Old Employees	55,2	70	35%	75%
	Number of Registered Employees	152	152	20%	80%
	Operating Income	1055	1050	3%	75%
2022	Number of Old Employees	50	80	10%	60%
	Number of Registered Employees	150	150	5%	80%
	Operating Income	1010	1005	50%	100%

Source: Analysis, 2022

So based on the table above, we can note that the effectiveness of the number of old employees & employees who register in PT. Praweda Informatics Facilities experienced an increase in turnover based on year to year for the variable

amount of input data accumulated a total of old employees, new employees and variable operating income results. Meanwhile, for the input variable, the number of employees does not always reach the target using the level of effectiveness based on year to year to reach 100%. In 2018, the percentage effectiveness of the input variable is the number of Employees at 80%, not always getting higher and continuing to the following years using the achievement of effectiveness levels at 85%, 75%, & 80% (maximum effectiveness) in 2022, respectively. The same percentage increase also occurs for the result variable, namely operating income from 2018-2022 does not always increase, namely 80%, 85%, 75%, & 70%.

From the data that has been analyzed, it can be said that the number of registered employees who enter based on year to year has not reached the maximum level of effectiveness, namely at 100%. However, the conversion process is based on the employee as an employee who still has to be improved. For example, in 2018, there were 20% who had not fulfilled based on the addition of the number of old employees. if you look at the data more comprehensively, the increase based on the effectiveness side has actually occurred on a year-to-year basis where the increase in the variable of old employees & the number of new employees has an impact on the output variable, namely operating income. Thus, based on the output of this data, it can be concluded that, PT. Praweda Informatics Facilities have a level of effectiveness in finding new employees who are not aporisma. So we can conclude that the effectiveness of work performance still has to be improved due to the use of an input that is less effective.

Stage 2: Methodological Approach With Worship Values

Intermediation of Prayer Values

Conceptually, the criteria we chose in this study were to describe the correlation between Islam and the level of effectiveness of PT. Praweda Sarana regarding the time given by the company to perform congregational prayers, the number of rows filled with each congregational

prayer, the sunnah prayers performed by its employees after performing the obligatory prayers, the number of employees who take the time to pray after performing the congregational prayers, the presence of places of worship or prayer rooms, the condition and comfort of the prayer room, to the number of Al-Quran in the prayer room. With that, it is hoped that our research can optimally take various criteria that exist in the field accurately to be processed into data which is then converted into Prayer Rating Weights as a form of data that has been presented to implement this theory (Putra, 2022).

Table 3 Shalat score

Year	Score
2022	90%
2021	90%
2020	80%
2019	85%
2018	85%

Source: Analysis, 2022

Referring to the data listed above, we can see that according to the results of data collection we got in the field with the number of prayer assessments contained in PT. Praveda Facilities. Referring to the data obtained through interviews with the workers of PT. Praveda Sarana and also direct observation through surveys in the field, it was found that the employees had performed congregational prayers regularly, even since the base year the observations were made. Therefore, the assessment in 2018 as the base year is given an average value of 85%. In 2019, the enthusiasm of employees to maintain their shaff in congregational prayers still occurred, so that the weight value was still 85%. In the 2020 observation year, when the COVID-19 pandemic hit, many employees who worked from home or work from home/WFH experienced a decline in congregational prayers (Loo, 2022).

However, we salute because there are still some employees who continue to pray in the musholla and pray and perform the sunnah prayers after the obligatory prayers. Therefore we give a value of 80%. In 2021, when the COVID-19 vaccination was running and the number of cases of people infected with COVID-19 began to decline and entered the New Normal era, employees began to fill shaffs that had been vacant for more than a year.

We can see the enthusiasm of the employees by starting the re-organization of the congregational prayer tradition there, so we give a value of 90%. In 2022 as the year this research was compiled, we saw that enthusiasm for carrying out congregational prayers and practicing sunnah worship in the prayer room was maintained among employees. Therefore we still give a weight of 90% (Himawan, 2022).

After that, the value of the weight of the prayer in the table above is then presented with the value of reflexivity using the formula:

$$\text{Reflexivity} = \text{effectiveness} \times \text{Shalat} \times 100\%$$

Table 4 Reflexivity Value

Year	Effectiveness	Value	Total
2022	98%	92%	90,2%
2021	95%	90%	85%
2020	90%	80%	72%
2019	90%	85%	76,5%
2018	90%	85%	76,5%

Source: Analysis, 2022

From the results of calculations on data processing above, it can be explained that the reflectivity value tends to increase from the base year to 2022, although there was a 4.5% decrease in 2020 from the previous year due to the COVID-19 pandemic. However, that number will rise

again in 2021 by 13% due to the new normal era and the return of employees to carry out congregational prayers even though it is done in a limited manner and by adhering to various applicable health protocols and standards. In 2022 we can say that the increase in the number of congregational prayers has reached its highest point with a value of 90.2%.

5. CONCLUSION

Based on the calculation of the effectiveness of performance at PT. Praweda Sarana reached the level of effectiveness in 2022 on the variable effectiveness of the services they offer. In the last few years, the 2018-2022 period has not yet reached a 100% effectiveness level, but based on trends that can be seen through the services provided, it is always positive. Looking at the input variables i.e. the number of new and existing customers and the cumulative number of prospects (potential customers), we can see that the company does meet the prospect's goals, but this is even less effective. Target the number of new and existing customers, or convert these leads into customers (customers). But even in the tin conversion, the upward trend continues to increase. This fact shows that the effectiveness of the performance of all PT talents is increasing. PT. Praweda Sarana from 2018 to 2022 in many ways from all existing divisions. If we look at the weight of the value of worship, in this case prayer, it can be concluded that an increase in the effectiveness of an employee's performance has a positive relationship with an increase in the value of his worship. This can be seen from the reflection of worship in the performance of staff which tends to increase in number from 2018 to 2022. The peak occurs in 2022, when the effectiveness of performance as measured by the baseline (operating profit) reaches its peak, which is accompanied by an increase in the worship value of employees which also reaches weight. the highest is 90.2%. That is, the value of prayer tends to have a greater impact in increasing the effectiveness of employee performance at PT. Praveda Facilities.

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