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INTEGRATION OF CYBER-TECHNOLOGY AND PARTNERSHIP COMPONENTS IN TECHNOLOGY MEASUREMENT TOOL FOR COMPETITIVENESS IMPROVEMENT OF SME: A THEORETICAL FRAMEWORK

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ABSTRACT

Industry in Indonesia is dominated by IKM and it takes an important role for national economics. Thus, the competitiveness of the national industry is strongly influenced by the competitiveness of SMEs. The main challenge faced by national industry (Indonesia) is the low competitiveness of industry in the international market, especially in terms of technology readiness. The technology used needs to be measured. A measuring tool for the readiness of existing technology is called Technometrics. This measurement components involves 4 main components, namely Technoware, Humanware, Infoware, and Orgaware, or abbreviated THIO. With the development of organizations and technology, the components of technological measurement develop. By using the SLR (Systematic Literature Review) method, other components can be developed that can be added in the Technometrics framework. Other components are related to the organization's ability to use cyber-based communication (the internet) and the ability to establish partnerships with other organizations. With the addition of other components, namely Cysnetware (C), Manageware (M), and Partnerware (P), produce a combined component called THIOCMP.

Keywords: *Measurement tool;Technometrics; Small Medium Enterprise*