



**CULTURAL FIT OF INDONESIAN MSMEs FOR THE
IMPLEMETATION OF JO SHIK'S TEACHING ADAPTED FROM
CONFUSIANISM VALUE: A SYSTEMATIC REVIEW**

**Submitted as one of the requirements to obtain
Magister Manajemen**

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JUNE 2025

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ABSTRACT

This study aims to evaluate the readiness of Micro, Small and Medium Enterprises (MSMEs) in Indonesia to implement the teachings of Jo Shik-a Korean Confucian philosopher-which include self-discipline (Kyeong-Eui), love of country and concern for the people (U-Gug-Ae-Min), delivery of constructive criticism (Sang-So), and human resource development (In-Jae-Yang-Seong). Using a Systematic Literature Review (SLR) approach, this study analyzes the literature related to the application of ethical and cultural values in Indonesian MSME practices over the past ten years. To determine the number of articles, deep screening was conducted using the PRISMA protocol. The results show that although there is alignment between Jo Shik's values and MSME practices in Indonesia, implementation still faces structural and cultural challenges. Future research is expected to conduct experimental tests carried out as a form of supporting SLR analysis so that it will become a basic foundation for MSMEs in making decisions regarding the readiness of the application of Jo Shik values by each MSME as an effort to increase its business sustainability.

Keywords— MSMEs, Jo Shik teachings, confucianism values, sustainability business, ethical business, cultural values.

ABSTRAK

Penelitian ini bertujuan untuk mengevaluasi kesiapan Usaha Mikro, Kecil, dan Menengah (UMKM) di Indonesia dalam mengimplementasikan ajaran Jo Shik—seorang filsuf Konfusianisme Korea—yang meliputi disiplin diri (Kyeong-Eui), cinta tanah air dan kepedulian terhadap masyarakat (U-Gug-Ae-Min), penyampaian kritik yang membangun (Sang-So), dan pengembangan sumber daya manusia (In-Jae-Yang-Seong). Dengan menggunakan pendekatan Systematic Literature Review (SLR), studi ini menganalisis literatur yang terkait dengan penerapan nilai-nilai etika dan budaya dalam praktik UMKM di Indonesia selama sepuluh tahun terakhir. Untuk menentukan jumlah artikel, dilakukan penyaringan mendalam dengan menggunakan protokol PRISMA. Hasil penelitian menunjukkan bahwa meskipun terdapat keselarasan antara nilai-nilai Jo Shik dengan praktik UMKM di Indonesia, penerapannya masih menghadapi tantangan struktural dan kultural. Penelitian selanjutnya diharapkan dapat melakukan uji eksperimental yang dilakukan sebagai bentuk pendukung analisis SLR sehingga akan menjadi landasan dasar bagi UMKM dalam mengambil keputusan terkait kesiapan penerapan nilai-nilai Jo Shik oleh masing-masing UMKM sebagai upaya meningkatkan keberlanjutan usahanya.

Kata Kunci — UMKM, nilai-nilai Jo Shik, nilai konfusianisme, keberlanjutan usaha, etika bisnis, nilai budaya.

TABLE OF CONTENT

CERTIFICATE OF COMPLETION JINJU INTERNATIONAL FORUM ON ENTREPRENEURSHIP 2024.....	i
PANEL OF EXAMINERS APPROVAL	Error! Bookmark not defined.
ACKNOWLEDGEMENT	iv
STATEMENT OF ORIGINALITY	v
SIMILARITY INDEX REPORT	vi
GPT ZERO REPORT	vii
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST	viii
ADVISOR APPROVAL FOR PUBLICATION	Error! Bookmark not defined.
ABSTRACT	x
ABSTRAK	xi
TABLE OF CONTENT	xii
LIST OF FIGURE	xiii
LIST OF TABLE	xiv
CHAPTER I INTRODUCTION	1
CHAPTER II LITERATURE REVIEW / BACKGROUD	3
2.1 The Link Between Confucianism and Jo Shik's Teachings	4
2.2 The Overlap and its Potential in Indonesian Business Culture	5
CHAPTER III RESEARCH METHOD	7
3.1 Research Type.....	7
3.2 Search Strategy	7
3.3 Eligibility Criteria.....	8
3.4 Selection of Research and Data Extraction	9
3.5 Quality Assessment	9
3.6 Data Syntesis	9
CHAPTER IV CASES ANALYSIS	10
CHAPTER V LESSON LEARNED	19
CHAPTER VI MANAGERIAL IMPLICATIONS	22
CHAPTER VII CONCLUSION.....	25
REFERENCES	26

LIST OF FIGURE

Figure 1. Confusianism Shared Value with Jo Shik Teaching.....	5
Figure 2. PRISMA Protocol	10

LIST OF TABLE

Table 1. Database Catagorized	7
Table 2. SLR Summary Resul	11
Table 3. Quality Ratings of Articles	16
Table 4. Comparison of Jo Shik's Values and Indigenous Culture	23