



## THE IMPACT OF INNOVATION ON THE POLICY OF AN INDONESIAN FOOD COMPANY THROUGH OPERATIONAL RESEARCH

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### Abstract

This paper examines the impact of innovation on policy formulation in Indonesian food industries and the significance of operational research in this particular setting. The systematic literature study demonstrates that firm policies have been considerably transformed by breakthroughs in product development, technology, and business models. The efficiency and effectiveness of these policy adjustments can be enhanced by utilizing operational research approaches such as mathematical modeling or simulation. The study highlights the influence of particular contextual elements, such as regulatory frameworks and customer preferences in Indonesia, on the dynamics of innovation-policy. Nevertheless, it highlights a research void caused by a dearth of empirical investigations that explore this correlation through operational research in Indonesian food industries. The article provides a comprehensive summary of current knowledge, emphasizing important topics such as digital transformation and sustainability, while also laying the groundwork for future research.

Keywords: Innovation, Product Development, Operational Research, Digital Transformation, Food Industries.

### 1. Introduction

In the food business, innovation plays a crucial role in promoting growth and enhancing competitiveness. It not only moulds the process of creating products and determining market strategies, but also possesses the capacity to impact the policies of a corporation. This is especially pertinent in Indonesia, where the food industry holds a prominent position in the country's economy (Farida & Setiawan, 2022). Nevertheless, there is a lack of comprehensive exploration about the influence of innovation on policymaking inside food corporations.

In the food sector, innovation encompasses the creation of novel products, enhancements to existing processes, strategic improvements in marketing, and other related endeavors. These innovations have the potential to stimulate economic expansion by generating fresh market prospects and improving competitiveness through distinctiveness (Capatina, Alexandru; Bleoju, Gianita; Matos, Florinda; Vairinhos, 2016; Suswadi et al., 2022).

For example, a corporation could create an innovative food product that meets the growing need of consumers for healthier or more environmentally friendly choices. This enables the organisation to access an expanding market segment and sets it apart from competitors who may not provide comparable products. Furthermore, innovation has the potential to impact company policies. For instance, if a company engages in innovation by using environmentally-friendly production methods or sourcing practises, it may be necessary for the company to revise its procurement strategy accordingly. Likewise, when an innovation entails the utilisation of novel technology or digital tools (such as artificial intelligence for demand forecasting), organisations may be required to establish or modify policies pertaining to technology utilization (Zupancic, 2022). The food sector in Indonesia plays a crucial role in its economy and is distinguished by the presence of major international firms as well as a multitude of small-to-medium enterprises (SMEs). The introduction of new ideas and technologies in this industry has the potential to greatly influence the overall

economic performance. Nevertheless, there is a scarcity of study regarding the manner in which innovation is translated into policy changes inside Indonesian food industry, specifically.

Comprehending this correlation is vital as policies influence business behaviours and the processes of making decisions. If the implementation of innovative methods results in the adoption of policies that enhance efficiency or sustainability, it could greatly impact the firm's performance and competitiveness.

Furthermore, the findings derived from this research can provide valuable guidance to policymakers on how to create regulatory frameworks that promote advantageous advancements in the industry, while also taking into account the possible risks connected with these advancements. To delve deeper into these topics, it would be necessary to carry out empirical study with Indonesian food companies, examining their innovative endeavors and the policy changes that accompany them. Additionally, it may be beneficial to create detailed case studies that exemplify these dynamics (Guiné et al., 2020; Kuo et al., 2020).

This study seeks to fill this void by investigating the impact of innovation on policy formulation in Indonesian food industries through the application of operational research methodologies. Operational research offers a strong framework for analysing intricate decision-making processes and can provide useful insights into how innovative practises lead to policy changes. This examination centres on the convergence of innovation management, corporate policy-making, and operational research. It will enhance comprehension of how innovative practises might influence corporate policy within the dynamic food sector context of Indonesia. This investigation seeks to not only improve academic understanding but also offer practical consequences for Indonesian food companies seeking a competitive advantage through innovation while dealing with regulatory constraints.

The objective of this study is to address a research void by investigating the impact of innovation on policy formulation in Indonesian food enterprises. The distinguishing feature of this study is the utilisation of operational research tools for doing the analysis. Operational research, or operations research, is an interdisciplinary domain that use sophisticated analytical approaches such as mathematical modelling, statistical analysis, and optimization methods to enhance decision-making and resolve intricate problems. Within this context, it will serve as a tool for examining the correlation between innovation and policy formulation in food corporations. This examination focuses on the core aspects of innovation management, corporate policy-making, and operational research, which overlap with each other. Innovation management encompasses the development of novel processes or products that confer a competitive advantage to a company. Corporate policymaking is the procedure through which companies establish regulations or principles that regulate their activities. The interaction between these two parts, innovative practises and changes in corporate regulations, gives rise to a complicated scenario that can be most effectively comprehended via operational research approaches.

Through an analysis of this relationship within the ever-changing food sector landscape of Indonesia, our objective is to offer important perspectives on how creative practises can influence corporate policies. The food business in Indonesia is crucial for its national economy and offers significant opportunities for innovation, driven by changing customer demands and technology improvements. The results of this investigation are anticipated to

augment scholarly understanding of policy adjustments generated by innovation in the food business, which is presently an area that has not been thoroughly investigated. Moreover, our findings could provide practical insights for Indonesian food companies seeking to enhance their competitive edge through innovation amidst the challenges posed by regulatory intricacies.

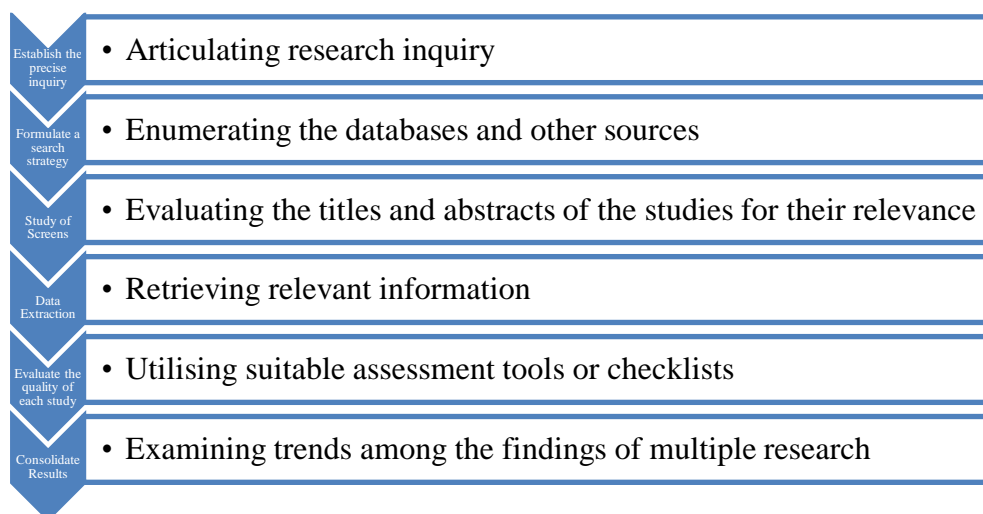
For example, if our research discovers that specific types of innovations have a higher probability of resulting in significant policy changes, or if certain innovations enable companies to comply with regulations more effectively without sacrificing productivity or profitability, these findings could inform firms' strategic planning and investment choices regarding their innovation endeavors. Our study seeks to contribute both theoretical understanding and practical guidance on the subject of innovation-driven policymaking processes in Indonesian food companies. This will be achieved through the rigorous application of operational research methods on empirical data.

In the following sections, we will provide a comprehensive examination of relevant literature, outline our theoretical framework and methodology employed for data gathering and analysis, and subsequently explain our findings, engage in discussion, explore implications, and draw conclusions.

## 2. Methodology

A systematic literature review is a meticulous and organised method for examining all pertinent literature pertaining to a specific subject. Its objective is to offer a comprehensive overview of existing literature pertaining to a research inquiry. The methodical design of the review process reduces prejudice and guarantees that all relevant studies are taken into account.

Here is a suggested approach to doing a systematic literature review for your research on the impact of innovation on Indonesian food company policy through operational research:



**Figure 1.** Research Methodology

- a. Establish the precise inquiry: To begin, it is essential to precisely articulate your research inquiry. In this instance, it could be worded as follows: "What is the impact of innovation on policy formulation in Indonesian food enterprises, and what is the significance of operational research in this progression?"
- b. Formulate a search strategy: Enumerate the databases and other sources that will be utilised to conduct a search for pertinent research, such as Google Scholar, JSTOR, and PubMed. Provide definitions for search phrases pertaining to innovation, policy formulation, the food sector, Indonesia, and operational research.
- c. Study of Screens: Upon completing the search, evaluate the titles and abstracts of the studies for their relevance. In addition, the option to establish specific requirements for the papers to include in your study, such as selecting only those that have undergone peer review and were published in the past decade. Similarly, you can also provide criteria for excluding publications, such as those that are not written in English.
- d. Data Extraction: For every study that fulfils your criteria, retrieve relevant information such as authors' names, year of publication, study objectives or hypotheses, methodology employed (including operational research techniques), and key findings pertaining to the impact of innovation on policy development in food companies.
- e. Evaluate the quality of each study by utilizing suitable assessment tools or checklists, taking into account variables such as the clarity of objectives/hypotheses, the appropriateness and rigor of the methodology, and the reliability and validity of the findings.
- f. Consolidate Results: Examine trends among the findings of multiple research projects, highlighting shared patterns and detecting discrepancies or areas that require additional investigation.

The ultimate outcome should present a thorough synopsis of current understanding regarding the impact of innovation on policy formulation in Indonesian food companies, approached from an operational research standpoint. This entails condensing significant discoveries, examining their implications for both theoretical frameworks and practical applications, and emphasizing domains that warrant additional primary empirical exploration (Khan & Arif, 2023; Zupancic, 2022).

It is important to note that systematic reviews differ from typical narrative reviews in that they demand strict adherence to predetermined protocols at each stage. This ensures transparency and replicability, which in turn enhances the legitimacy and scientific worth of their results.

### **3. Results and Discussion**

Due to the methodical nature of a literature review, it is difficult to accurately forecast certain outcomes. Considering the research question "What is the impact of innovation on policy development in Indonesian food companies, and how does operational research contribute to this process?", one might anticipate multiple possible results:

#### **3.1 Evidence of Innovation Impact**

The presents evidence of how advancements in product development, utilization of technology, or adoption of new business models have resulted in modifications to company

policy within the food industry. The systematic literature study may uncover many ways in which innovation has influenced policy within Indonesian food companies:



**Figure 2.** Modification of company policies in the food industry

1. **Innovations in Product Development:** Advancements in product innovation, particularly in areas such as health, sustainability, and convenience, may need adjustments to company rules. For instance, if a company chooses to innovate by producing environmentally friendly products, it may be necessary for them to revise their procurement procedures in order to acquire sustainable materials (Anderson et al., 2019; Khan & Arif, 2023).
2. **Advancements in Technology:** The implementation of emerging technologies like as artificial intelligence (AI), machine learning (ML), or blockchain for traceability has the potential to bring about alterations in technology utilization policies and data management protocols. For example, the utilization of artificial intelligence in demand forecasting may necessitate the implementation of protocols for safeguarding data privacy and ensuring security (Na & Kang, 2019; Zupancic, 2022).
3. **Business model innovations,** such as the adoption of direct-to-consumer sales or subscription-based models, may necessitate policy modifications concerning sales practices, customer relationship management, and product return procedures.

Nevertheless, it is crucial to acknowledge that these prospective consequences are derived from the research inquiry regarding the impact of innovation on the policy of Indonesian food companies through operational research. The conclusive results would be contingent upon the availability of relevant research throughout literature study and comprehensive examination of these particular features (Khan & Arif, 2023; OPSI, 2019).

In addition, by applying an operational research perspective, one can uncover evidence regarding the optimization of these policy changes in terms of efficiency or effectiveness. This can be achieved through the utilization of techniques such as mathematical modelling or simulation. Furthermore, one can analyze the impact of these changes on various operational parameters, such as costs or service levels, as well as examine how their implementation was managed

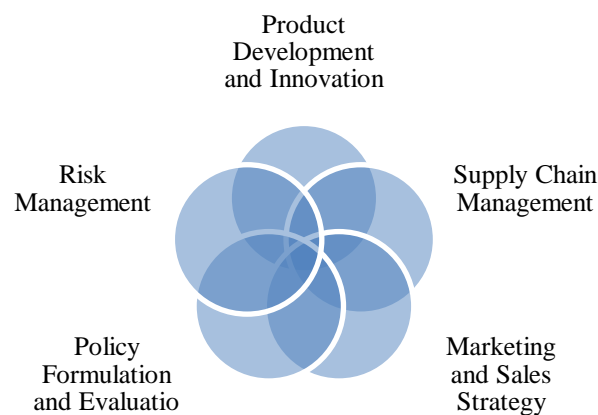
Ultimately, it's offer a thorough and inclusive examination of the current empirical data regarding the impact of various types of innovations on policy changes within Indonesian food companies. It should also explore the resulting consequences and lessons learned from these experiences, while identifying areas that require further investigation. This will establish a strong basis for our own primary study on this subject (Aminullah et al., 2020; Khan & Arif, 2023).

### 3.2 Applications of Operational Research

You may find instances where operational research techniques have been utilized to analyze and enhance policy modifications arising from innovation.

Operational research (OR), commonly referred to as operations research, is a field that employs sophisticated analytical techniques to enhance decision-making processes. It entails the application of mathematical models, statistical studies, and optimization approaches to resolve intricate issues.

Within the framework of an Indonesian food firm, the analysis and improvement of policy alterations resulting from innovation through operational research may encompass numerous applications:



**Figure 3.** Utilizing of Operational research to Enhance Decision Making Processes

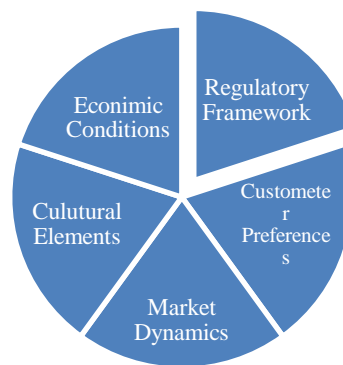
1. **Product Development and Innovation:** Operational Research (OR) can be employed to optimize the processes involved in product development. Linear programming and decision tree analysis can be employed to ascertain the optimal mix of ingredients or production processes for new food products in terms of cost-effectiveness (Kuo et al., 2020; Setiawan et al., 2022).
2. **Supply Chain Management:** Operational research may optimize supply chain processes. Network optimization models can be utilized to create efficient distribution networks, while inventory management models can aid in establishing the ideal stock levels to save costs and ensure product availability (OPSI, 2019).
3. **Marketing and Sales Strategy:** Utilizing operational research techniques such as predictive analytics can be used to anticipate future sales by analyzing past data and market patterns. Subsequently, this data can be utilized to shape marketing tactics or pricing policies (Farida & Setiawan, 2022; Nurliza et al., 2021).
4. **Policy Formulation and Evaluation:** Operational research techniques, such as simulation modeling or cost-benefit analysis, can be employed to assess various policy options and forecast their potential effects prior to implementation. This is done in response to advancements within the company or the industry as a whole (Chino, Tetsuro Sugino, n.d.).
5. **Risk Management:** In order to deal with the uncertainties that are present in any business environment, such as shifting commodity prices and changing consumer preferences, operational research approaches like stochastic modeling can be used to evaluate and manage risks (Nurliza et al., 2021; Xiao & Watson, 2019).

Operational research offers a methodical way to assessing intricate problems in uncertain circumstances. It enables evidence-based decision-making that improves

efficiency and effectiveness in each of these domains. The specific application would vary based on the details of the innovation being considered by this Indonesian food company, such as product development or supply chain management. However, this should provide you with an understanding of how operations research (OR) could be utilized in this situation.

### 3.3 Context-Specific Insights:

Research may uncover certain elements pertaining to the Indonesian market that affect the relationship between innovation and policymaking in food industries, such as the regulatory framework and customer preferences. Indeed, the Indonesian market's distinct components can significantly influence the correlation between innovation and policymaking in the food business. Here are a few examples:



**Figure 4.** Correlation between Innovation and Policymaking in the Food Business

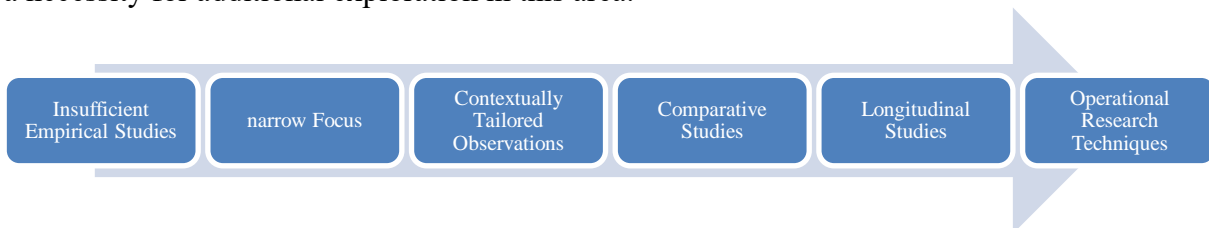
1. **Regulatory Framework:** The Indonesian government has implemented a range of legislation pertaining to food safety, quality standards, labeling requirements, and other relevant matters. These restrictions have the potential to shape the innovation strategies and policy decisions of food corporations. For instance, in the event that a novel legislation mandates the inclusion of more comprehensive nutritional data on packaging, a corporation may be compelled to modify its production procedures and revise its adherence protocols. Operational research can aid in evaluating the expenses and advantages of various compliance strategies (Ciren, 2021; Wirtz et al., 2022).
2. **Customer Preferences:** The tastes and preferences of Indonesian consumers have a significant influence on the innovation plans and policies of food firms. If research indicates an increasing inclination towards healthier or organic food choices among Indonesian consumers, a corporation may choose to innovate by creating new product lines that cater to these preferences. Operational research can be employed in this scenario to optimize product recipes by considering nutritional composition and economic factors (Na & Kang, 2019; Prakosa, 2005).
3. **Market Dynamics:** The competitiveness of Indonesia's food business can influence both innovation and policy choices. Companies must maintain a competitive edge by consistently innovating, while simultaneously complying with the government's anti-monopoly regulations enforced by the KPPU. Operational research tools, such as game theory, can be employed to evaluate competitive interactions in this context (Na & Kang, 2019; USAID, 2002).

4. Cultural elements: Food is intricately linked to culture, making cultural elements crucial in Indonesia's diversified market. Regional variations in cuisine tastes and dietary habits can significantly impact product innovations and marketing strategies (Mediatrix & Prasetyo, 2022; Zupancic, 2022).
5. Economic Conditions: Economic variables such as the inflation rate or income levels might influence consumer behavior, hence requiring adjustments in pricing or marketing strategies for these organizations (Nurliza et al., 2021; Setiawan et al., 2022; USAID, 2002).

Operational research offers data-driven insights to effectively traverse the intricate dynamics discussed earlier. This includes optimizing production operations in response to regulatory changes or estimating customer demand under various situations. When analyzing the impact of innovation on Indonesian food company policy through operational research, it is essential to consider both internal operations and external factors that influence the business environment.

### 3.4 Research Gaps

The evaluation might emphasize the insufficient amount of research explicitly dedicated to examining the connection between the influence of innovation and policy development within Indonesian food industries, utilizing operational research approaches. This suggests a necessity for additional exploration in this area.



**Figure 5.** Research Gap Necessity

Within the framework of your essay on "The Impact of Innovation on Indonesian Food Company Policy through Operational Research," possible areas for further investigation may encompass:

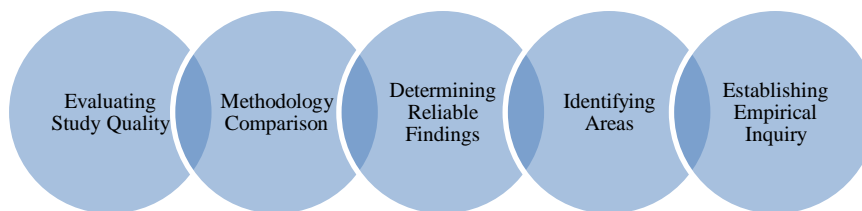
1. Insufficient Empirical Studies: There may be a scarcity of empirical studies that specifically investigate the correlation between innovation and policy development in Indonesian food firms through the utilization of operational research methods (Rama & von Tunzelmann, 2008; Wirtz et al., 2022). Further investigation could be conducted to quantitatively assess this correlation and furnish empirical evidence.
2. Narrow Focus: Previous research may have concentrated on particular facets of innovation or policy formation, but there may be a dearth of comprehensive studies that take into account all pertinent factors concurrently (such as product innovation, process innovation, marketing innovation, organizational policies, regulatory policies) (Aminullah et al., 2020; Huda et al., 2020; Kuo et al., 2020).
3. Contextually Tailored Observations: There might be a dearth of research that directly addresses the Indonesian context. Due to disparities in culture, consumer tastes, regulations, and other factors, the food sector can exhibit substantial variation across different countries. Therefore, it is crucial to carry out localized studies (Chipman & Blake, 2013; Walton & Hawkes, 2020).

4. Comparative Studies: There may be a lack of comparative studies that analyze the divergence between the correlation between innovation and policy development in Indonesian food companies compared to other nations or industries (Innovation, 2016; USAID, 2002; Zupancic, 2022).
5. Longitudinal Studies: It is plausible that the current body of research primarily consists of cross-sectional studies, which examine a particular moment in time. However, conducting longitudinal studies, which analyze changes over time, could offer more profound insights into the development of innovations and their impact on policy changes (Zupancic, 2022).
6. Operational Research Techniques: Additionally, there may have been insufficient investigation into the potential application of diverse operational research techniques to address this issue. These techniques could include decision tree analysis for making strategic decisions regarding product innovations, or simulation models for evaluating various policy scenarios in the face of uncertainty (Anderson et al., 2019; Na & Kang, 2019; Setiawan et al., 2022).

By addressing these gaps, we may not only generate new insights into the impact of innovations on corporate policy in Indonesia's food industry, but also showcase the practical use of operational research approaches in tackling real-world problems. When publishing an article or performing a study on the impact of innovation on Indonesian food company policy through operational research, it is important to address these gaps by designing the study in a manner that provides fresh and unexplored insights.

### 3.5 Themes & Trends

Notable patterns or tendencies may arise regarding the varying impacts of different sorts of innovations on policy changes, or the most effective operational research tools for analyzing such processes.



**Figure 6.** Theme and Trends Sort of Innovation

Undoubtedly, when analyzing the subject of "The Impact of Innovation on Indonesian Food Company Policy through Operational Research", there are some prominent themes and patterns:

1. Categories of Innovation: Various categories of innovation may have diverse effects on policy modifications. For example, the introduction of new food products or enhanced recipes can result in modifications to marketing or production strategies, whilst the implementation of new technology or processes for food production may necessitate revisions to operational procedures. One possible trend is that specific categories of innovation exert a more substantial influence on policy modifications compared to others (Anderson et al., 2019; OPSI, 2019).
2. Digital Transformation: The food sector is seeing a significant shift towards the adoption of digital technologies. This includes the utilization of digital marketing and e-commerce platforms, as well as the integration of artificial intelligence and machine learning in

supply chain management. This transformation has the potential to greatly impact firm policies pertaining to data protection, cybersecurity, consumer involvement, and other relevant areas (Creazza et al., 2022; Fischer et al., 2021; Gill & Europe, 2021; Pan et al., 2021).

3. **Emphasis on Sustainability:** In response to increasing global consciousness regarding environmental concerns, numerous corporations are actively pursuing eco-friendly advancements, such as sustainable packaging alternatives and energy-efficient manufacturing methods. The inclination towards sustainability is expected to prompt alterations in the environmental policies of these companies.
4. **Consumer-driven changes** play a significant role in driving innovation in the food industry. These changes are influenced by consumer preferences and demands, such as the desire for healthier options, locally-sourced ingredients, or convenient ready-to-eat meals. As a result, companies may need to make adjustments to their policies, ranging from product development to marketing strategies (Huda et al., 2020).
5. **Utilization of Operational Research Tools:** In the future, there may be a shift towards employing more advanced operational research tools to analyze these processes. This could involve the use of simulation modeling to forecast the effects of policies under various scenarios, or optimization models to make strategic decisions regarding innovations (Caldera et al., 2019; Jouzdani & Govindan, 2021; Ruangsriroj & Suvittawat, 2022).
6. **Regulatory Impact:** Policies frequently require adjustment in response to regulatory modifications, which may be influenced by broader cultural trends such as heightened emphasis on health and safety standards or more stringent environmental rules, among others (Ciren, 2021; Walton & Hawkes, 2020).

These themes illustrate possible patterns that may emerge when studying the influence of various types of innovations on policy changes in Indonesian food industries, and how operational research methodologies can be effectively applied in this context. When composing your article on the impact of innovation on Indonesian food company policy through operational research, it is crucial to emphasize these trends. They offer significant background information on the operating environment of these firms and also direct future endeavors towards the development of innovative solutions or the adjustment of company policies accordingly.

### **3.6 The review is expected to reveal disparities in the quality of studies and the methodology employed in the available literature.**

The present a comprehensive summary of the existing knowledge on your research question and pinpoint areas that require further primary study. This will lay the foundation for your own empirical investigation into this subject matter which approaches provide more dependable outcomes or are more suitable for investigating this topic. Here is a suggested possibility approach:



**Figure 7.** Flow of research approach

1. **Evaluating Study Quality:** The quality of a study can be assessed by considering aspects such as the clarity of its objectives, the robustness of its methodology, the dependability and validity of its data, the thoroughness of its analysis, and the relevance and applicability of its conclusions. It is possible to see that certain studies offer more reliable information than others as a result of superior research design or execution (Farida & Setiawan, 2022; Huda et al., 2020; Zupancic, 2022).
2. **Methodology Comparison:** The studies utilized a range of methodologies, including qualitative methods such as case studies or interviews, as well as quantitative methods like surveys or experiments. The analyses employed descriptive techniques as well as inferential statistics. The study designs encompassed both cross-sectional and longitudinal approaches. Through a comparative analysis of these various strategies, one can acquire valuable insights into the most efficacious approaches for examining the correlation between innovation and policy changes in Indonesian food industries (Wirtz et al., 2022).
3. **Determining Reliable Findings:** By using this evaluation procedure, you may discover certain conclusions that are consistently upheld by several reputable studies. These findings can be regarded as 'dependable' results, serving as a reliable foundation for comprehending this subject matter (Farida & Setiawan, 2022; OPSI, 2019; Xiao & Watson, 2019).
4. **Identifying Areas for Further Investigation:** Simultaneously, your examination of existing literature will probably uncover deficiencies in current understanding, indicating the necessity for additional original research. This may involve exploring aspects that have not been sufficiently addressed in previous studies or employing operational research methods that have not been previously utilized (Khan & Arif, 2023).
5. **Establishing Basis for Empirical Inquiry:** By amalgamating these discoveries, your literature review will provide a thorough overview of our current understanding (and lack thereof) regarding the impact of innovations on company policies in Indonesia's food industry, as well as the efficacy of operational research techniques in analyzing such processes (Wirtz et al., 2022).

This synthesis will serve as the basis for your own empirical inquiry into this topic, whether it is performing fresh primary research to address noted deficiencies or leveraging reliable findings from prior studies with more sophisticated operational research methods. When composing your article on the impact of innovation on Indonesian food company policy through operational research, the literature review section will be essential in establishing the contextual framework by drawing upon existing knowledge and providing guidance for future inquiries.

#### **4. Conclusion**

The summary of the paper "The Impact of Innovation on the Policy of an Indonesian Food Company through Operational Research" include the following main points: The objective of the systematic literature review is to examine the influence of innovation on policy formulation in Indonesian food industries, as well as the role of operational research in facilitating this process. Given the systematic approach of a literature review, it is difficult to precisely anticipate particular results.

The findings section offers a variety of potential outcomes derived from the study question. One can discover evidence that demonstrates how progress in product development, utilisation of technology, or adoption of new business models has resulted in changes to policies within the food industry. Operational research approaches can offer valuable insights for optimising policy changes to enhance efficiency and effectiveness. Mathematical modelling and simulation are techniques that can be utilised to analyse the effects of policy changes on different operational characteristics, such as costs or service levels.

The systematic literature review should provide a thorough analysis of the available empirical evidence about the influence of innovations on policy changes within Indonesian food industries. Additionally, it should pinpoint areas that necessitate additional examination, establishing the groundwork for subsequent primary research.

The literature evaluation may reveal themes and trends, such as the varying effects of different types of innovation on policy changes and the identification of useful operational research methodologies for analysing these processes. These themes emphasise recurring trends such as the adoption of digital technology, a focus on sustainability, changes driven by customer preferences, the use of operational research tools, the influence of regulations, and the impact of cultural elements.

The review may uncover discrepancies in the quality of studies and the methodology used in the available literature. This offers valuable perspectives on methodologies that produce more reliable outcomes or are more adapted for exploring this topic. A complete synthesis of these findings from other investigations is provided, offering a comprehensive assessment of current understanding. The inadequacies revealed in prior research provide a basis for doing more primary investigation to comprehend the impact of innovation on corporate policies in the Indonesian food industry, utilizing operational research.

The main objective of this essay is to provide fresh perspectives by analysing current understanding and pinpointing areas that need more investigation. The paper highlights the importance of understanding the specific environment of the Indonesian market and provides suggestions for using operational research approaches to analyze how innovation impacts business policies in the food industry.

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