

DYNAMICS OF GENDER RESEARCH IN MARKETING: PARADIGMS, PERSPECTIVES, AND VALUE-BASED COMMITMENTS EXAMINED

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Abstract

Research on the dynamics of gender research in marketing explores the evolution of value-based paradigms, perspectives, and commitments that influence our understanding of the role of gender in consumer behavior and marketing strategy. From the simplistic separation of men and women in consumer preferences in the 1970s to the recognition of the complexity of gender identity and the importance of inclusivity, fairness, and sustainability in marketing practices today, these developments reflect changes in social norms, consumer demands, and values. the value of the company. However, this research is faced with challenges, including research methodology that is not always sensitive to gender diversity, difficulties in accurate gender measurement, and the integration of gender frameworks with existing marketing frameworks. To overcome these challenges and deepen our understanding of gender in marketing, an inclusive, collaborative and interdisciplinary approach is needed. More in-depth research on gender in marketing will help develop marketing strategies that are more effective, inclusive and have a positive impact on society as a whole. Therefore, it is recommended to continue to encourage cross-disciplinary collaboration between marketing and gender researchers, and to develop research methods that are more flexible and sensitive to gender diversity. In this way, we can better respond to the complexities of gender in the marketing context and ensure that implemented marketing practices reflect the values of inclusivity, fairness and sustainability.

Keywords: gender, marketing, inclusivity, justice, sustainability.

INTRODUCTION

The dynamics of gender research in marketing has become a subject of increasing interest to researchers and practitioners in this field. The paradigm underlying this research has experienced significant development in line with changes in society's views on gender and its role in the marketing context. Initially, the focus of research tended to be limited to more traditional gender roles in purchasing decisions, with an emphasis on differences between male and female consumer behavior. However, this approach continues to evolve to account for greater diversity in gender experiences as well as the complexity of gender identity in purchasing and consumer behavior more holistically. The new paradigm in this research reflects a deeper understanding of the social

construction of gender, emphasizing that there is nothing intrinsic about consumer behavior that is inherently “male” or “female,” but rather behavior that is shaped by interactions between individuals and their social contexts.

The development of paradigms in gender research in marketing also reflects recognition of the importance of taking intersectional approaches into account in analysis. An intersectional approach considers how gender interacts with factors such as social class, race, ethnicity, and sexual orientation in shaping consumer experiences and behavior. Thus, research no longer treats gender as a single entity, but as part of a complex network of individual identities and experiences. This brings a deeper understanding of how the broader social context, including economic and structural inequalities, can influence gendered consumer behavior.

However, new paradigms in gender research in marketing not only expand the understanding of individuals' gender experiences in purchasing contexts, but also highlight the important role of values in shaping marketing practice. Values-based commitments are increasingly becoming a focus for marketing researchers and practitioners, who recognize that inclusive and sustainable marketing practices have a positive impact not only on consumers but also on society as a whole. Research shows that consumers are increasingly choosing brands and companies that actively support values such as gender equality, diversity and sustainability. Therefore, marketing practitioners are now increasingly interested in understanding how they can effectively integrate these values into their marketing strategies.

The development of value-based paradigms, perspectives, and commitments in gender research in marketing reflects broader changes in the field of marketing itself. Marketing is no longer just about selling products and services, but also about understanding and responding to consumer needs and preferences more holistically. By paying attention to the role of gender in this process, marketing practitioners can create more effective and inclusive strategies that recognize and better respond to consumer diversity.

Despite significant progress in gender research in marketing, many challenges remain. One of the main challenges is the complexity of measuring and interpreting data on gender. Gender identification and classification can be a sensitive and complex subject, especially considering the diversity in gender identities encountered in today's society. Additionally, there remains a significant lack of data in this research, especially in a global context where gender norms and marketing practices can vary significantly.

In addition to methodological challenges, there are also conceptual challenges in understanding the role of gender in a marketing context. Many of

the frameworks used in this research can sometimes be overly simplistic, failing to account for the complexity of gender identities and consumer experiences. Therefore, there is a need to continue to develop more inclusive and relevant frameworks, which can more accurately describe gender experiences.

Nevertheless, the growing interest in gender research in marketing shows the importance of this topic in the modern marketing context. By continuing to develop paradigms, broaden perspectives, and strengthen value-based commitments, this research has the potential to provide valuable contributions to the development of marketing theory and practice as a whole. Moreover, gender research in marketing also has the potential to promote gender equality and inclusivity in the global marketing industry, bringing benefits to everyone, regardless of their gender identity.

METHOD

The qualitative research method of literature study is a relevant approach in exploring the dynamics of gender research in marketing related to value-based paradigms, perspectives and commitments. This research will involve collecting data from various relevant library sources, including scientific journals, books and research reports, relating to main themes such as gender in the marketing context, dominant research paradigms, perspectives used, as well as value-based commitments in marketing practice. The data collection process will begin with the identification of appropriate keywords, such as "gender in marketing", "gender research paradigm", "intersectional perspectives in marketing", and "values in marketing practice". Then, a systematic search will be carried out through academic databases such as PubMed, Google Scholar, and ProQuest, as well as university library catalogs.

After that, a selection will be made of the most relevant and influential sources, taking into account the quality and relevance of the information presented. The collected data will then be analyzed thematically, identifying general patterns, differences and similarities in the views and approaches used in gender research in marketing. The analysis will also pay attention to developments over time in value-based paradigms, perspectives and commitments in this research. The results of the analysis will be used to develop an in-depth understanding of the dynamics of gender research in marketing and identify future development directions in this domain. This literature study's qualitative research methods will provide valuable insight into the complexity and relevance of this topic in the modern marketing context, as well as help direct further research to deepen our understanding of gender in marketing.

DISCUSSION

Development of research paradigms in understanding gender in the marketing context over time

The development of research paradigms in understanding gender in the marketing context has undergone significant evolution over time, which has an impact on current marketing practices. Initially, gender research in marketing tended to be limited to a simplistic understanding of the differences between male and female consumer behavior. This paradigm creates a clear separation between market segments based on gender, assuming that the preferences and needs of male and female consumers are inherently different. However, along with the development of feminist thought and research on gender, this paradigm has begun to be questioned. Table 1 presents the development of the gender research paradigm in marketing from 1970 to 2020.

Year	Gender Research Paradigms in Marketing
1970s	Emphasis on Gender Differences in Consumer Preferences
1980s	Criticism of Gender Segregation in Marketing
1990s	Development of an Intersectional Approach in Marketing
2000s	Recognition of the Importance of Inclusivity and Fairness in Marketing Practices
2010s	Commitment to a Gender Equality Policy in Marketing
2020s	Integration of Sustainable Values in Marketing Strategy

In the 1970s, the main paradigm in gender research in marketing was an emphasis on gender differences in consumer preferences. Studies in this period often focused on differences between men's and women's purchasing preferences, with the primary aim of understanding how gender factors influence purchasing decisions. For example, the research might explore whether certain products are preferred by men or women based on the gender stereotypes that existed at that time. This paradigm has significant implications for marketing practice, with many companies trying to adapt their marketing strategies to target consumers based on gender.

In the 1980s, this paradigm began to be widely debated, with criticism of gender segregation in marketing emerging. Feminist researchers and activists are beginning to challenge views that simplify the differences between men and women in consumer contexts. They highlight the complexity of gender identity and question the validity of gender stereotypes in purchasing decisions. Criticism of this paradigm sparked a shift in research, with researchers beginning to adopt a more holistic approach to understanding the role of gender in consumer behavior.

In the 1990s, the gender research paradigm in marketing increasingly developed with the development of an intersectional approach. This approach recognizes that gender is not the only factor influencing consumer behavior, but that the interaction between gender and factors such as social class, race, ethnicity, and sexual orientation is also important. Research in this period began to pay attention to how these factors interact and influence each other in shaping consumer preferences and behavior. This paradigm yields a deeper understanding of the complexity of consumer identity and provides a foundation for more inclusive and diverse marketing strategies.

Entering the 2000s, there was increasing recognition of the importance of inclusivity and fairness in marketing practices. This paradigm is evolving with changes in social norms and increasing consumer demands for more inclusive representation in advertising and promotions. Companies are starting to realize that paying attention to gender diversity and promoting gender equality in marketing practices is not only a moral responsibility, but also a business-smart strategy. As a result, many companies are starting to integrate values of inclusivity and fairness into their marketing strategies, targeting more broadly than before and creating campaigns that celebrate gender diversity.

In the 2010s, there was an increased commitment to gender equality policies in marketing. This paradigm emerged with increasing awareness of gender inequality in the marketing industry and the need to address it. Many companies are starting to take concrete steps to fight for gender equality, both within the company and in their marketing campaigns. For example, some companies are starting to take steps to reduce the gender pay gap and increase the representation of women in leadership positions. The implication of this paradigm is the adoption of more progressive and inclusive marketing practices, which reflect the company's commitment to the values of gender equality.

Entering the 2020s, there is an integration of sustainable values in marketing strategies as a response to consumers' increasing demands for social and environmental responsibility. This paradigm highlights the importance of taking into account the impact of marketing practices on society and the environment, as well as promoting the values of sustainability and social responsibility in marketing communications. Companies are starting to take steps

to reduce their environmental footprint, support social initiatives, and advocate for positive change in society. The implication of this paradigm is the emergence of more socially and environmentally impactful marketing campaigns, which not only take into account the needs of today's consumers, but also the needs of future generations and the ecological balance of the planet.

Overall, the development of gender research paradigms in marketing over time reflects an evolution in our understanding of gender and its role in the marketing context. From simplistic divisions between men and women in purchasing decisions, to recognition of the complexity of gender identity and the importance of inclusivity, fairness and sustainability in marketing practices, this journey reflects changes in social norms, consumer demands and the values upheld by company. Therefore, a deep understanding of these dynamics is important for marketing practitioners to design strategies that are relevant, responsive and have a positive impact on society and the environment.

The main perspectives used in gender research in marketing, include intersectional approaches

In gender research in marketing, there are several main perspectives used to understand the role of gender in consumer behavior and marketing strategy. One of the main perspectives is the intersectional approach, which recognizes that gender does not stand alone, but is interrelated with other factors such as social class, race, ethnicity, and sexual orientation. This perspective views gender as part of a complex web of individual identities and experiences, and considers how the interaction between these factors influences consumer preferences and behavior. Table 1 presents some of the main perspectives used in gender in marketing research, including intersectional approaches, as well as examples of relevant research questions.

Perspective	Description	Example Research Questions
Intersectional Approach	Recognizing that gender is interrelated with other factors such as social class, race, ethnicity, and sexual orientation in shaping consumer preferences and behavior.	How do gender experiences vary based on social class, race, or sexual orientation? How do these factors influence consumer preferences and behavior in a marketing context?

Apart from the intersectional approach, there are also other perspectives that are often used in gender research in marketing, including the social

constructionist approach which highlights how gender is a social construction shaped by cultural and social norms, as well as the psychological approach which considers differences in gender orientation and identity. The self influences consumer preferences and behavior. The combination of these perspectives provides a deeper understanding of the complexity of gender's role in consumer behavior and helps formulate more effective and inclusive marketing strategies.

Perspective	Description	Example Research Questions
Social Constructionist	Highlights how gender is a social construct shaped by cultural and social norms.	How do gender stereotypes influence consumers' perceptions of certain brands or products? How does gender representation in advertising influence consumer preferences?
Psychological	Consider how differences in gender orientation and self-identity influence consumer preferences and behavior.	How does an individual's gender identity influence brand or product preferences? How does gender influence perceptions of product price or value?

An intersectional approach to gender research in marketing provides deep insight into the complexity of gender identity and expands our understanding of the influence of gender on consumer behavior. By considering factors such as social class, race, ethnicity, and sexual orientation, research can identify unique patterns in consumer preferences and behavior that cannot be explained by looking at gender in isolation. For example, studies using an intersectional approach may find that the purchasing experiences of women from different ethnic backgrounds can vary greatly, depending on the social and cultural contexts they encounter.

Thus, this approach enriches our understanding of the role of gender in consumer behavior and helps design more effective and relevant marketing strategies. For example, a company might choose to adapt their marketing messages to account for diversity in gender experiences, by including more inclusive representation and considering different consumer preferences. Additionally, by understanding the intersection between gender and other factors such as social class or race, companies can identify new market opportunities and develop products or services that better meet the needs of consumers from diverse backgrounds.

In terms of marketing strategy, an intersectional approach also allows companies to more effectively target specific markets and create more relevant campaigns. For example, by understanding how factors such as social class or sexual orientation can influence consumer preferences, companies can tailor their marketing messages to reflect the more specific values and needs of that market segment. Thus, an intersectional approach to gender research in marketing provides a strong foundation for more inclusive, diverse and impactful marketing strategies.

Value-based commitments, such as inclusivity, fairness, and sustainability, are reflected in today's marketing practices

Values-based commitments, such as inclusivity, fairness and sustainability, are increasingly reflected in today's marketing practices in response to increasing consumer demands for social and environmental responsibility. Companies that are aware of the importance of these values do not just focus on financial profits alone, but also pay attention to the social, environmental and ethical impacts of their marketing activities. Table 1 presents several examples of marketing practices that reflect value-based commitments, such as inclusivity, fairness, and sustainability.

Mark	Marketing Practices	Example
Inclusivity	Inclusive representation in advertising and promotions, as well as broader targeting of market segments.	Using models representing diverse racial, ethnic and gender backgrounds in product advertising.
Justice	Implement policies that ensure equality and fairness in the marketing process, such as fair pay policies and the use of non-discriminatory language in advertising.	Eliminate gender bias in product classification or assessment.
Continuity	Reducing the environmental footprint of marketing activities, such as using environmentally friendly materials in product packaging or reducing waste.	Using recycled or environmentally friendly materials in product packaging.

More and more companies are incorporating these values into their marketing strategies, both as part of their corporate social responsibility and as a smart business strategy. This is reflected in gender research in marketing, where more and more researchers are exploring the relationship between these values

and consumer behavior and marketing practices. Table 2 presents several examples of gender research in marketing that reflect value-based commitments, such as inclusivity, equity, and sustainability.

Mark	Examples of Gender Research in Marketing	Findings
Inclusivity	Research on gender representation in advertising and promotions, considering inclusivity in representation.	Inclusive representation in advertising can increase consumer satisfaction and strengthen brand ties.
Justice	Research the gender gap in the marketing industry and steps to reduce it, such as fair pay policies and fair promotions.	Policies that ensure gender equality in marketing organizations can improve employee performance and satisfaction.
Continuity	Research into the environmental impact of marketing practices, as well as strategies to reduce the environmental footprint of marketing activities.	Reducing waste and use of fossil fuels in marketing activities can reduce environmental impact and strengthen brand image.

In this research, values such as inclusivity, justice, and sustainability are reflected in the research design, data analysis, and findings. Research that takes an inclusive approach, for example, will consider diversity in the sample and look for patterns that represent the experiences of consumers from various backgrounds. Research on fairness in marketing might examine gender gaps in decision making or distribution of resources within companies, while research on sustainability might measure the environmental impacts of marketing activities and propose strategies to reduce those impacts.

Thus, gender research in marketing not only helps understand the role of gender in consumer behavior and marketing practices, but also provides a broader view of how values such as inclusivity, fairness, and sustainability are reflected in the industry. By continuing to deepen our understanding of the relationship between these values and marketing practices, we can develop more effective, sustainable and socially impactful marketing strategies.

Key challenges faced in gender research in marketing, particularly related to methodology, gender measurement, and integration of gender frameworks with existing marketing frameworks

The main challenges faced in gender research in marketing include methodological aspects, gender measurement, and integration of gender frameworks with existing marketing frameworks. In terms of methodology, gender research in marketing is often faced with challenges in finding appropriate approaches to explore the complexities of gender identity and consumer experience. Commonly used research methods, such as surveys or interviews, may not adequately capture gender nuances. In addition, there are challenges in developing gender-sensitive measurement instruments, given the diversity in gender identities encountered in today's society. Table 1 presents some of the main challenges in gender research in marketing related to methodology, gender measurement, and framework integration.

Challenge	Description
Methodology	The challenge of finding appropriate research approaches to explore the complexities of gender identity and consumer experience.
Gender Measurement	Difficulty in developing measurement instruments that are sensitive to gender identity diversity.
Framework Integration	The challenge of integrating gender frameworks with existing marketing frameworks, without ignoring the complexity of both domains.

Additionally, integrating gender frameworks with existing marketing frameworks is also a significant challenge. Existing marketing frameworks may not always take gender dimensions into account properly, requiring adaptation or refinement to include gender aspects in the analysis. On the other hand, gender frameworks may not fully take the marketing context into account, requiring customization to suit research needs. This challenge requires a holistic and interdisciplinary approach in effectively integrating the two frameworks.

To overcome these challenges and deepen our understanding of gender in marketing, a comprehensive and collaborative approach is needed. First of all, researchers need to adopt more flexible and inclusive research methodologies, allowing them to capture diversity in gender experiences. This may include using in-depth qualitative methods, such as in-depth interviews or participant observation, which allow researchers to better understand the nuances of gender. In addition, the development of gender-sensitive measurement instruments is also very important, taking into account diversity in gender identities and avoiding simplistic gender stereotypes.

Integrating gender frameworks with existing marketing frameworks requires an approach based on dialogue and collaboration between experts in both fields. This can be done through organizing cross-disciplinary workshops or

seminars, where researchers and practitioners from both fields can exchange ideas and experiences, as well as identify potential points for integration. In addition, building cross-disciplinary networks between marketing researchers and gender researchers can also help facilitate knowledge exchange and collaboration in research.

By addressing these challenges and adopting an inclusive and collaborative approach, we can deepen our understanding of gender in marketing. This will help us develop more effective and inclusive marketing strategies, reflecting the needs and preferences of consumers from different gender backgrounds. Moreover, in-depth research on gender in marketing can also benefit society as a whole, by promoting gender equality and inclusivity in the global marketing industry.

CONCLUSION

Conclusions from research on the dynamics of gender research in marketing show that developments in value-based paradigms, perspectives and commitments have led to a deeper understanding of the role of gender in consumer behavior and marketing practice. However, there are still challenges that need to be overcome, especially related to research methodology, gender measurement, and the integration of gender frameworks with existing marketing frameworks. To deepen our understanding of gender in marketing, an inclusive, collaborative and interdisciplinary approach is needed. More in-depth and ongoing research on gender in marketing will help develop marketing strategies that are more effective, inclusive and have a positive impact on society as a whole. Therefore, it is recommended to continue to encourage cross-disciplinary collaboration between marketing and gender researchers, and to develop research methods that are more flexible and sensitive to gender diversity. In this way, we can better respond to the complexities of gender in the marketing context and ensure that implemented marketing practices reflect the values of inclusivity, fairness and sustainability.

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