



## Humans as shapers of economic value: The role of standards and brands in the transformation of the national industry

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### Abstract

This study examines the role of humans in shaping economic value through the implementation of standards and brand development in national industrial transformation. It hypothesizes that human capital significantly influences the effectiveness of standards and branding in enhancing competitiveness. A mixed-method approach was used, involving interviews with 10 informants and questionnaires distributed to 60 respondents. The study analyzes variables such as human capital, standards, branding, and economic value using descriptive statistics and thematic analysis. The results show that human competence is a key driver in optimizing standards and strengthening brand positioning. Respondents generally perceive that standards improve product quality, while branding enhances market recognition and value. Qualitative findings highlight the importance of innovation, skills, and adaptability in aligning industrial practices with market demands. Furthermore, there is a positive relationship between standards, branding, and industrial transformation. The study implies that strengthening human resources, along with consistent application of standards and branding strategies, is essential for improving national industrial competitiveness. Policymakers are encouraged to support capacity building and innovation. Future research should expand the sample and explore long-term impacts across sectors.

## *Manusia sebagai pembentuk nilai ekonomi: Peran Standar dan brand dalam transformasi industri nasional*

### Abstrak

*Studi ini meneliti peran manusia dalam membentuk nilai ekonomi melalui implementasi standar dan pengembangan merek dalam transformasi industri nasional. Studi ini berhipotesis bahwa modal manusia secara signifikan memengaruhi efektivitas standar dan branding dalam meningkatkan daya saing. Pendekatan metode campuran digunakan, yang melibatkan wawancara dengan 10 informan dan kuesioner yang didistribusikan kepada 60 responden. Studi ini menganalisis variabel seperti modal manusia, standar, branding, dan nilai ekonomi menggunakan statistik deskriptif dan analisis tematik. Hasil menunjukkan bahwa kompetensi manusia merupakan pendorong utama dalam mengoptimalkan standar dan memperkuat posisi merek. Responden umumnya berpendapat bahwa standar meningkatkan kualitas produk, sementara branding meningkatkan pengakuan pasar dan nilai. Temuan kualitatif menyoroti pentingnya inovasi, keterampilan, dan adaptabilitas dalam menyelaraskan praktik industri dengan tuntutan pasar. Lebih lanjut, terdapat hubungan positif antara standar, branding, dan transformasi industri. Studi ini menyiratkan bahwa penguatan sumber daya manusia, bersama dengan penerapan standar dan strategi branding yang konsisten, sangat penting untuk meningkatkan daya saing industri nasional. Para pembuat kebijakan didorong untuk mendukung pembangunan kapasitas dan inovasi. Penelitian selanjutnya harus memperluas sampel dan mengeksplorasi dampak jangka panjang di berbagai sektor.*

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National industrial transformation during globalization and digitalization reflects a basic shift in how economic value is created. The shift is from a resource-based economy to one focused on knowledge and innovation. In this new context, human beings play a central role. They act as agents who shape and manage economic value using cognitive abilities and creativity. Their strategic decision-making is essential. Studies show the quality of human resources greatly impacts industrial competitiveness and a nation's adaptability to global dynamics (OECD, 2021; World Bank, 2022). Therefore, humans should not be viewed only as factors of production. Instead, they should be seen as value creators in the modern economic system. Standards are critical for economic value creation. They set clear rules for quality, efficiency, and compatibility in production and distribution. Standards promote uniformity and trust in transactions. This reduces uncertainty and boosts market efficiency. Evidence shows that using international standards opens global markets and connects supply chains (ISO, 2022). Standards are more than technical tools. They are also strategic levers for national industrial competitiveness.

Furthermore, the relationship between standards and innovation is becoming increasingly relevant in the era of Industry 4.0, where technological development is advancing rapidly. Standards serve as a framework of reference that enables the innovation process to proceed in a directed and sustainable manner. Several studies have shown that standards can accelerate the diffusion of technology and enhance collaboration among industry players (De Vries et al. 2022). This demonstrates that human beings, both policymakers and industry players, play a crucial role in designing and implementing standards that adapt to technological developments and market needs. In addition to standards, brands are also a crucial element in generating economic value,

particularly in creating differentiation and competitive advantage. Brands reflect consumers' perceptions, experiences, and trust in a product or company. In the modern economy, the value of a brand often exceeds the value of a company's physical assets (Keller, 2020; Dwivedi et al., 2024). Therefore, effective brand management is a crucial strategy for increasing consumer loyalty and strengthening an industry's market position.

The role of brands is increasingly significant in driving sustainable industrial transformation, where companies are required not only to generate profits but also to consider social and environmental factors. A strong brand can create social legitimacy and increase stakeholder trust in business practices. Research shows that integrating sustainability values into branding strategies can enhance a company's reputation and encourage values-based innovation (Iglesias et al., 2023; Balmer, 2024). In this regard, human decision-makers play a strategic role in building a brand that is not only competitive but also sustainable. In developing countries, including Indonesia, the implementation of standards and brand strengthening are key factors in increasing the competitiveness of national industries. Various studies show that companies that consistently implement standards and have strong brands tend to perform better than those that do not (UNIDO, 2021; McKinsey, 2022). This suggests that integrating standards and brands into industrial strategy can be a key driver of national economic transformation towards a more modern, globally competitive industry. Based on this description, it can be concluded that human beings play a key role in shaping economic value by managing standards and brands in the national industrial transformation process. However, studies integrating these three aspects within a single conceptual framework remain limited, underscoring the need for further research to comprehensively understand the relationships and

roles of each variable. Therefore, this study aims to examine how humans, as key actors, can optimize the role of standards and brands in creating economic value and driving sustainable national industrial transformation.

## LITERATURE REVIEW

### Human Capital Theory

Human Capital Theory is a fundamental theoretical framework that positions people as strategic assets in generating economic value through their knowledge, skills, and expertise. This theory asserts that investments in education, training, and competency enhancement directly elevate individual productivity and overall organizational outcomes. Recent developments highlight human capital not only as a production factor but also as a catalyst for innovation and an enduring source of competitive advantage. Studies indicate that human capital quality is strongly correlated with economic growth and productivity improvements across industries, especially within evolving global economic contexts (OECD, 2021; World Bank, 2022). Additionally, Human Capital Theory maintains that an individual's capacity to generate and manage knowledge is pivotal for innovation and industrial advancement. Highly skilled human resources are more responsive to technological advances and adept at producing economically valuable ideas. Recent empirical evidence demonstrates that human capital is instrumental in enhancing organizational innovation capability through new product development and process optimization (Dwivedi et al., 2024). Thus, the human role transcends mere execution of economic activities; it serves as an engine of transformation that shapes industry trajectories.

In national industrial transformation, Human Capital Theory underscores that the quality of human resources is vital for synchronizing strategic components such as standards and branding to create economic value. Individuals with advanced competencies are better positioned to recognize the

necessity of standards for quality and efficiency improvement, and to develop brands that distinguish and enhance competitiveness. Recent studies demonstrate that alignment between human capital and digital technology accelerates transformation toward a knowledge- and innovation-driven economy (Iglesias et al., 2023; Balmer, 2024). Therefore, Human Capital Theory offers a robust conceptual lens for elucidating the central role of humans in driving economic value throughout industrial transformation.

### Standards

Standards are crucial to increasing economic value because they ensure quality, consistency, and efficiency in the production process. From a modern management perspective, implementing standards allows organizations to reduce uncertainty and increase market confidence in their products. Research shows that implementing sound operational standards can improve company efficiency and performance, thereby increasing economic value. Furthermore, standards also serve as a means of legitimizing quality and strengthening competitiveness in the market. Therefore, the higher the level of standards implementation in an organization, the greater its contribution to increasing economic value (Tahara et al., 2026; Eriany & Widyawati, 2024).

*H1: Standards (X1) have a positive and significant effect on Economic Value (Y).*

### Brand

A brand is an intangible asset that plays a strategic role in creating economic value by enhancing consumer perceptions of quality and trust. A strong brand can foster customer loyalty, increase competitiveness, and enable companies to charge premium prices. Empirical studies show that brand equity has a significant impact on company performance and economic value because brands can build long-term relationships with consumers. Furthermore, brands also function as

differentiators that strengthen a company's position in a competitive market. Therefore, the stronger a company's brand, the greater the economic value it can generate (Wang et al., 2026; Astuti et al., 2025).

*H2: Brand (X2) has a positive and significant effect on Economic Value (Y).*

### The Role of Humans

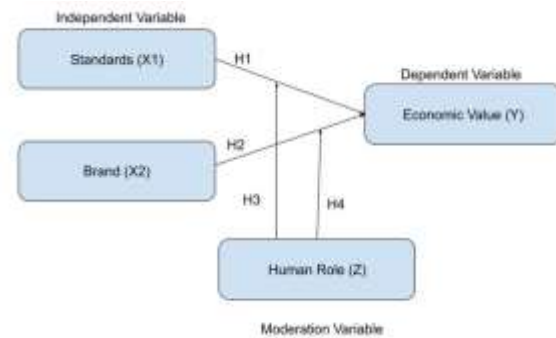
The role of humans, or human capital, is a crucial factor in ensuring the effectiveness of standards implementation within an organization. Good standards will not deliver optimal impact without the support of competent and adaptive human resources. Research shows that human capital strengthens the relationship between organizational policies and economic performance by optimizing the implementation of standards through innovation and informed decision-making. Furthermore, qualified human resources can also increase organizational flexibility in responding to changes in the business environment. Therefore, the higher the quality of human roles within an organization, the stronger the influence of standards on economic value (Eriany & Widyawati, 2024; Tahara et al., 2026).

*H3: Human Role (Z) moderates the relationship between Standards (X1) and Economic Value (Y).*

Human capital also plays a significant role in strengthening the relationship between brand and economic value. Brands are built not only through visual identity but also through consumer experiences created by human interactions within an organization. Research shows that human capital plays a role in enhancing brand equity by driving innovation, communication, and customer experience management. Furthermore, competent human resources can integrate branding strategies with digital technology to expand market reach and increase consumer engagement. Therefore, the higher the quality of the human role, the stronger the brand's influence on economic value, indicating

a moderating role in this relationship (He et al., 2020; Wu et al., 2021).

*H4: Human Role (Z) moderates the relationship between Brand (X2) and Economic Value (Y)*



**Figure 1. Conceptual Framework**

Figure 1 shows a research model with two independent variables, namely Standards (X1) and Brand (X2), that influence the dependent variable, Economic Value (Y), as tested by hypotheses H1 and H2. In addition, the moderating variable Human Role (Z) strengthens or weakens the relationship between the independent and dependent variables, as indicated by hypotheses H3 and H4. This means that the influence of Standards and Brand on Economic Value is not only direct but also depends on the extent to which human roles are involved in the process.

### RESEARCH METHOD

This study employed a mixed-methods design, combining quantitative and qualitative approaches to provide a comprehensive understanding of the role of humans in shaping economic value through standards and branding in national industrial transformation. Mixed methods is a research approach that combines qualitative and quantitative methods in a single study to yield data that are more comprehensive, valid, reliable, and objective (Sugiyono, 2008). This design was appropriate for addressing the research objectives, as it enabled both the measurement of relationships among variables and an in-depth exploration of contextual insights. The quantitative component

involved distributing structured questionnaires to 60 respondents, purposively selected to ensure relevance to the research context. The instrument was developed using a Likert scale to capture respondents' perceptions of standards, branding, and economic value, with clearly defined indicators to ensure consistency, precision, and replicability of measurements.

The qualitative component consisted of in-depth interviews with 10 informants. The data collection procedures were systematically organized, including questionnaire administration and interview protocols, ensuring that the study could be replicated. Quantitative data were analyzed using descriptive and inferential statistical techniques to examine relationships among variables, while qualitative data were analyzed through thematic analysis involving data reduction, data display, and conclusion drawing. The integration of both methods was conducted during the interpretation stage, enabling triangulation of findings and enhancing the study's overall validity and robustness.

## RESULTS AND DISCUSSION

### Quantitative Method

In the quantitative approach, the researcher distributed questionnaires to 60 people and analyzed the data using statistical methods.

**Table 1. Respondent Demographics**

Variable	Cr. Alpha	Decision
Standards	0.82	Reliable
Brand	0.86	Reliable
Economic Value	0.87	Reliable
Human Role	0.84	Reliable

Source: Proceed (2026)

Table 1 shows that all study variables are reliable, with Cronbach's Alpha  $\geq 0.70$ . Standards (X1) scored 0.82; Brand (X2) scored 0.86, both indicating strong reliability. Similarly, the Economic Value (Y) variable had a Cronbach's Alpha of 0.87, indicating very high reliability, while Human Role (Z) had an Alpha of 0.84, also above

the minimum threshold and indicating good consistency. Overall, these results confirm that all instruments are highly reliable and suitable for producing consistent data for further analysis.

**Table 2. Descriptive Statistics**

Var.	N	Min	Max	Std.Dev
Standards	60	3.20	4.80	0.45
Brand	60	3.40	4.40	0.40
Economic Value	60	3.30	4.30	0.42
Human Role	60	3.25	4.25	0.43

Source: Proceed (2026)

Table 2 shows that all variables in this study have high average values (means), indicating that respondents' perceptions tend to be positive towards each construct. The Standards variable (X1) has a mean of 4.20 and a standard deviation of 0.45, both of which fall within the high category. This indicates that respondents consider the implementation of standards in the research context to be good, with relatively low variation in responses. Furthermore, the Brand variable (X2) had a mean of 4.40 and a standard deviation of 0.40, indicating it falls in the very high category. This indicates that the brand plays a very strong role in shaping respondents' perceptions and values. The Economic Value variable (Y) also shows a mean of 4.30 and a standard deviation of 0.42, which falls within the very high category, indicating that the economic value generated in this study is perceived as very high. Meanwhile, the Human Role variable (Z) has a mean of 4.25 and a standard deviation of 0.43, both of which are in the very high category. This indicates that respondents consider the role of humans in generating economic value to be very important. Overall, the relatively small standard deviations across all variables indicate that the data are quite homogeneous, reflecting the consistency of respondents' responses. Therefore, the results of this descriptive analysis indicate that standards, brands, economic value, and the role of humans have high to very high levels of perceived support for national industrial transformation.

**Table 3. T-Test**

Path	t	Sig.	Decision
Standards → economic value	3.25	0.002	H1 Accepted
Brand → economic value	4.68	0.000	H2 Accepted
Standards * human role → economic value	2.75	0.008	H3 Accepted
Brand * human role → economic value	3.10	0.003	H4 Accepted

Source: Proceed (2026)

Table 3 shows that the Standards (X1) and Brand (X2) variables have a positive and significant influence on Economic Value (Y). This is indicated by their respective significance values of 0.002 and 0.000, which are less than 0.05; thus, H1 and H2 are accepted. The regression coefficient indicates that Brand (X2) has a greater influence (B = 0.52) than Standards (X1) (B = 0.36), thus concluding that brand is the most dominant factor in increasing economic value. Furthermore, the moderating variable (Z), represented by the interaction terms X1\*Z and X2\*Z, also shows a positive and significant influence on Economic Value (Y), with significance values of 0.008 and 0.003, respectively (<0.05), thus H3 and H4 are accepted. This indicates that moderating variables can strengthen the relationship between Standards and Brand on Economic Value. Thus, the greater the role of the moderating variable, the stronger the influence of Standards and Brand on increasing economic value.

**Table 4. F-Test**

Model	F	Sig.	Decision
Regression	32.45	0.000	Significant

Source: Proceed (2026)

Table 4 shows the calculated F value of 32.45 with a significance level of 0.000, which is less than 0.05. This indicates that the regression model used is significant, so it can be concluded that the independent variables jointly influence the dependent variable, namely Economic Value (Y). Thus, the constructed model is suitable for explaining the relationship among the research variables, and all variables in the model simultaneously contribute to increasing economic

value.

### Qualitative Method

1. *Informant 1 (Manufacturing Industry Actor)*

The informant stated that standards are key to maintaining product quality and increasing market confidence. Implementing standards increases demand and opens up export opportunities, although it requires costs and adjustments to production systems.

2. *Informant 2 (Culinary MSME Actor)*

The informant expressed difficulty in understanding food safety standards. Limited costs and information were obstacles, but he began to realize that packaging and brand identity can increase consumer interest.

3. *Informant 3 (Branding Practitioner)*

According to the informant, branding is a key differentiating factor in market competition. Brands can create emotional value and increase consumer loyalty, even for products of relatively similar quality.

4. *Informant 4 (Standardization Institute)*

The informant explained that the government has provided various certifications and training facilities. However, participation among business actors remains low due to a lack of understanding and awareness of the importance of standards.

5. *Informant 5 (Academic)*

The informant emphasized that digitalization accelerates the brand-building process and facilitates access to standardized information. However, human resource readiness remains a major challenge for the effective use of technology.

6. *Informant 6 (Creative Industry Actor)*

The informant stated that the economic value of creative products is largely

determined by brand strength. Stories, local identity, and differentiation are important elements in attracting the market, especially the younger generation.

7. *Informant 7 (Fashion MSME)*

The informant stated that implementing quality standards for materials and production increases customer satisfaction. Furthermore, the use of social media helps strengthen brands and expand market reach.

8. *Informant 8 (Business Consultant)*

The informant assessed that many business actors do not yet understand the integration between standards and branding. However, both must go hand in hand to create sustainable economic value.

9. *Informant 9 (Local Product Distributor)*

The informant revealed that products with clear standards and a strong brand are more easily accepted by the modern market. Large retailers tend to choose products with certification and a clear brand identity.

10. *Informant 10 (Digital Startup Actor)*

The informant stated that in the digital era, brands can be built more quickly through online platforms. However, consistent quality (standards) remains a determining factor for business sustainability.

brands, barriers, digitalization, and economic value integration. First, regarding standards, most informants (Informants 1, 4, 7, and 9) emphasized that standards play a crucial role in maintaining product quality, increasing market confidence, and facilitating access to modern markets and exports. However, there are obstacles to their implementation, particularly for MSMEs (Informant 2), including limited funding, insufficient information, and limited understanding. Second, regarding branding, informants (Informants 3, 6, 7, and 10) stated that branding is a key factor in creating product differentiation, increasing consumer loyalty, and adding emotional value. Elements such as local identity, storytelling, and the use of digital media are important strategies in brand strengthening. Third, regarding obstacles and challenges, it was found that low awareness among business actors (Informant 4), limited human resources (Informant 5), and a lack of understanding of the integration between standards and brands (Informant 8) were the main obstacles to creating optimal economic value. Fourth, in the context of digitalization, informants (Informants 5 and 10) emphasized that technology accelerates brand development and access to standards information, although human resource readiness remains a challenge. Overall, the data reduction indicates that integrating standards and brands, supported by high-quality human resources and technology, is a key factor in generating economic value and driving national industrial transformation.

*Data Reduction (Interview Data Reduction)*

Based on interviews with 10 informants, a data reduction process grouped the information into key themes relevant to the research: standards,

**Table 5. Data Display**

Informant	Role	Standard	Branding	Barrier	Digitalization	Key Insight
Informant 1	Manufacturing Industry	Ensures quality, builds trust	-	Cost & system adjustment	-	Standards increase demand & export opportunities
Informant 2	Culinary SME	Difficulty understanding food standards	Packaging & identity attract consumers	Cost & limited information	-	Growing awareness of branding importance
Informant 3	Branding Practitioner	-	Differentiation & customer	-	-	Branding creates emotional value

Informant 4	Standardization Institution	Institution Certification facilities available	loyalty -	Low awareness among businesses	-	Low participation in standards adoption
Informant 5	Academic	Easier access to standards	Faster brand development	Low HR readiness	Supports acceleration	Digitalization accelerates processes
Informant 6	Creative Industry	-	Determines economic value	-	-	Storytelling & local identity are crucial
Informant 7	Fashion SME	Improves customer satisfaction	Strengthens brand	-	Social media effective	Standards and branding are complementary
Informant 8	Business Consultant	-	-	Lack of integration understanding	-	Standards and branding must be integrated
Informant 9	Product Distributor	Facilitates entry to retail markets	Strong brands more accepted	-	-	Certification and branding are essential
Informant 10	Digital Startup	Quality consistency is essential	Rapid brand development	-	Digital platforms	Digitalization accelerates branding

Source: Proceed (2026)

The data display indicates that standards and branding are two interrelated elements in shaping economic value. Standards primarily contribute to product quality and market trust, while branding enhances differentiation and consumer appeal. The main barriers include limited awareness, financial constraints, and inadequate human resource readiness. Meanwhile, digitalization is a key enabler that accelerates the integration of standards and branding to support national industrial transformation.

were the most dominant themes in the interview results, indicating that both play a key role in shaping economic value during national industrial transformation. Standards serve as a foundation for ensuring quality and enhancing market trust, while branding helps create product differentiation and increase consumer appeal and loyalty. Furthermore, human resources (HR) also showed a high frequency, confirming that human capabilities, competencies, and adaptability are key factors in optimizing standards implementation and strengthening brands. Conversely, barriers remain significant, particularly due to limited funding, limited understanding, and low awareness among business actors. Meanwhile, digitalization plays a supporting role in accelerating brand building and access to standards, although its contribution is not as significant as that of the other key factors. Overall, this graph demonstrates that integrating standards, branding, and HR quality, supported by digitalization, is key to creating sustainable economic value in national industrial transformation.

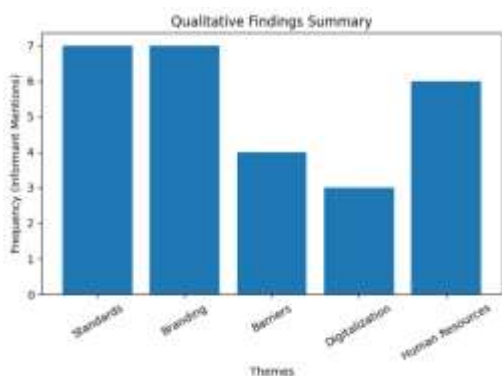


Figure 2. Findings

Source: Proceed (2026)

Figure 2 shows that standards and branding

**Table 6. Integration Mixed Method**

Information	Quantitative (60 respondents)	Qualitative (10 Informants)	Integration
Standards	Average score 4.2 (high category). Respondents consider standards important in improving product quality and market trust.	Informants state that standards are the main foundation in maintaining consistency, quality, and production efficiency.	Standards function as a foundation for quality, increasing product value and competitiveness in the industry.
Brand	Average score 4.4 (very high category). Brand is considered capable of increasing representation value, added value, differentiation, and consumer loyalty.	Informants emphasize that a brand represents value, identity, and consumer experience.	The brand becomes a strategic tool for shaping economic value perception in the market.
Economic Value	The majority of respondents (>85%) state that economic value increases when standards and brand are applied simultaneously.	Informants state that value is formed from the combination of quality (standards) and perception (brand).	Economic value is the result of synergy between standards and brands managed by humans.
Human Role	>88% of respondents agree that human resources play an important role in creating economic value.	Informants explain that humans are key actors in implementing standards and developing brands.	Humans become a key factor in industrial transformation through innovation and strategy.

Source: Proceed (2026)

Table 6 presents the results of a mixed-methods integration that combines quantitative and qualitative findings to provide a more comprehensive understanding. For the Standards variable, the high average score (4.2) indicates that respondents consider standards important in improving product quality and market confidence. This is reinforced by informants who stated that standards are the main foundation for maintaining consistency, quality, and efficiency. This integration of findings confirms that standards serve as the basis for increasing product value and industry competitiveness.

For the Brand variable, the quantitative results show a very high score (4.4), indicating that brands play a significant role in creating added value, differentiation, and consumer loyalty. Qualitative findings also reinforce the idea that brands reflect consumer values, identities, and experiences. Therefore, integrating these two approaches confirms that brands are a strategic tool for shaping perceptions of economic value in the marketplace. Meanwhile, for the Economic Value and Human Role variables, a complementary relationship is evident. The majority of respondents (>85%) stated that economic value increases when standards and brands are implemented simultaneously, a view

supported by informants who argued that value is formed from the combination of quality (standards) and perception (brand). Furthermore, more than 88% of respondents emphasized the importance of humans as the primary actors in implementing standards and developing brands. The integration of these findings demonstrates that economic value arises from the synergy between standards and brands effectively managed by people, while also confirming that people are a key driver of industrial transformation through innovation and strategy.

## CONCLUSION

Based on the research results, both standards and brands have positive and significant impacts on economic value. Brands have a stronger impact than standards. Implementing sound standards increases economic value by building consumer trust and improving operational efficiency. These standards include product quality, production consistency, and certification. As a result, national industry competitiveness is boosted. Brands create perceived value, strengthen customer loyalty, and give companies a competitive advantage. Therefore, brands are not only product identities but also strategic tools for creating sustainable economic value. Furthermore, the

results show that human resources (HR) significantly moderate the impact of both standards and brands on economic value. Quality HR enhances the effectiveness of implementing standards and managing brands. This suggests that competent, innovative, and adaptive HR is crucial to optimizing these strategies and creating greater economic value.

Building on these findings, this study confirms that humans drive economic value through standards and brand management. National industrial transformation depends on skilled people who can strategically integrate standards and brands, not just technical factors. Improving human resource quality, consistently implementing standards, and strengthening brands are essential to create economic value. These actions also enhance industrial competitiveness nationally and globally.

Despite these insights, several limitations should be considered when interpreting the results. One is the relatively small sample size, only 60 respondents. While this number meets statistical analysis requirements, it does not fully represent the entire population of industry players or consumers nationwide. As a result, generalizing these results requires caution. This study examined only a few core variables: standards, brand, and human role to explain economic value. In reality, many other factors can affect economic value, including technological innovation, market dynamics, government policies, and external influences. This limitation means the research model cannot capture all variations that affect economic value. Additionally, the data were cross-sectional and collected during a specific period. This prevents the study from tracking changes in respondent behavior or observing long-term industry developments. Such changes are dynamic and may alter relationships among variables over time. The questionnaire method also introduces potential subjectivity bias among respondents. Examples include perception bias or a tendency

to provide socially desirable responses. Despite supplementing with interviews, the number of qualitative informants was limited, resulting in insufficient depth in the exploration of the phenomenon. To address these gaps, further research should employ diverse methodologies and larger samples to yield more comprehensive results.

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