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Corporate Strategies to Improve Platform Economic Performance: The Role of Technology, Ethics, and Investment Management

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ABSTRACT

Amid the rapid growth of the platform economy, companies are feeling the pressure to adopt innovative technologies to improve their performance. Meanwhile, in an effort to achieve sustainable growth, ethical issues also arise that must be resolved. This research aims to investigate how the integration of technology and ethical principles can contribute to improving corporate performance in the platform economy environment. We explore how companies can overcome the dilemmas that arise when they adopt advanced technologies while also considering deep ethical aspects.This research methodology involves the SmartPLS approach to analyze the relationship between technological variables and ethical variables on company performance, involving 120 participants. It is hoped that the results of this research will provide valuable insight into how companies can optimize the use of technology while still adhering to strong ethical principles, with the aim of achieving superior performance in the competitive platform economy market. Thus, this research provides a significant contribution in understanding how companies can achieve sustainable excellence amidst changing economic dynamics.

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1. INTRODUCTION

In the turbulent era of modern business, the growth of the platform economy has become a rapidly growing center of attention. In the context of continuous technological development, companies around the world feel a strong urge to integrate innovative technologies to maintain and improve their performance in an increasingly competitive business environment. However, while they strive to continue to innovate, ethical issues also arise that cannot be ignored and are an integral part of the journey towards sustainable growth.

It is important to recognize that questions of ethics are coming under increasing scrutiny as companies seek to integrate advanced technologies into their operations. Ethical considerations take center stage when companies are faced with a dilemma: how can they adopt advanced technologies while considering the deep social, moral and ethical impacts that may arise.

This research aims to investigate approaches that can combine technology and ethical principles in a way that is beneficial for companies, especially in the changing environment of the platform economy. In order to achieve this goal, this research will explore how companies can manage the tensions that arise when they implement advanced technologies while considering deep ethical principles. We will also explore how technological and ethical perspectives can be best integrated to achieve an appropriate balance.

This research methodology involves the SmartPLS approach to analyze the relationship between technological variables and ethical variables on company performance. A total of 120 participants have participated in this research, and it is hoped that the findings from this research will provide valuable insight into how companies can optimize the use of technology while upholding strong ethical principles, with the aim of achieving superior performance in the context of a highly competitive platform economy. .

It is hoped that this research can provide valuable guidance for companies in understanding how to face complex challenges related to technology and ethics, so that they can achieve sustainable excellence amidst changing economic dynamics that continue to develop.

A. In the Era of the Rapidly Developing Platform Economy

The modern business era has witnessed the rapid growth of the platform economy. The platform economy refers to a business model that connects producers, service providers, and consumers through digital platforms, enabling the exchange of information, services, and goods. The growth of the platform economy has become a global phenomenon that is rapidly changing the business landscape (Parker, Van Alstyne, & Choudary, 2016). Companies in a variety of sectors are feeling increasing pressure to adopt innovative technologies in an effort to maintain and improve their performance in the context of a competitive platform economy (Davenport, Harris, & Shapiro, 2018).

B. Ethical Issues in the Platform Economy Era

However, the growth of the platform economy has not come without challenges. In the effort to achieve sustainable growth, ethical issues are becoming increasingly of concern. Integrating advanced technology into company operations often raises ethical dilemmas (Strohmaier, Roos, & Meske, 2018). Decisions related to data privacy, transparency, the use of artificial intelligence, and the social impact of technology on work and society are taking center stage (Floridi, 2016; Brynjolfsson & McAfee, 2014).

C. Integration of Technology and Ethical Principles

Previous research highlights the importance of integration between technology and ethical principles in responding to these challenges. Wise integration of advanced technology and ethical considerations can be key in maintaining a balance between technological innovation and social responsibility (Johnson, 2018). Previous studies have also emphasized the importance of understanding ethical implications in technological contexts, as well as developing frameworks that combine technological and ethical perspectives (Floridi, 2017).

D. Research Methodology and Expected Results

This research adopts the SmartPLS approach to analyze the relationship between technological variables and ethical variables on company performance. By involving 120 participants, this research seeks to provide a deeper understanding of how companies can optimize the use of technology while still adhering to strong ethical principles. It is hoped that the results of this research will provide valuable insight into company strategies in achieving superior performance in the competitive platform economy market.

E. Research Contribution

This research is expected to make an important contribution to understanding how companies can achieve sustainable excellence amidst ever-changing economic dynamics. By solving the dilemma between advanced technology and ethics, this research has the potential to provide practical guidance for companies operating in the highly competitive environment of the platform economy. This research can also contribute to the development of literature regarding the integration between technology and ethics in modern business.

2. RESEARCH METHODS

This research uses a variety of approaches and methods to investigate the integration of technology and ethical principles and their impact on firm performance in a dynamic platform economy environment. The following are details of the research methods used:

A. Data Collection: Data for this research was collected through surveys and interviews with companies operating in the platform economy. The data collected includes information about the technologies used by companies, the ethical principles they employ, and the performance indicators used to measure their performance.

B. Participants: A total of 120 participants were involved in this research, who were representatives of various companies in various sectors relevant to the platform economy. They consist of top-level managers, professionals, and other stakeholders who have a deep understanding of technology and ethical issues in business.

C. SmartPLS Approach: Data analysis uses the SmartPLS approach, which is a powerful multivariable statistical method for examining the relationship between technological variables, ethical variables, and company performance outcomes. This analysis makes it possible to measure the extent to which technological variables and ethical variables contribute to company performance, as well as whether there is a significant relationship between the two.

D. Qualitative Analysis: In addition to quantitative analysis, this research also includes qualitative analysis to understand more deeply the technological and ethical context within the company. In-depth interviews and surveys were used to explore participants' views and experiences regarding these issues.

E. Validation of Results: The validity of the research results will be tested through careful statistical analysis, as well as by comparing the findings with related theories and previous research in this field.

The hope of this research is that the results will provide a better understanding of how companies can integrate technology and ethics to achieve superior performance in the competitive platform economy. The methods used are designed to unearth deep insights into these issues and make a significant contribution to the understanding of how to achieve sustainable excellence in an ever-changing business environment.

3. RESULTS AND DISCUSSION

This research aims to investigate how the integration of technology and ethical principles can contribute to improving corporate performance in a rapidly developing platform economy environment. By collecting data from 120 participants who are representatives of various companies in various sectors, this research was able to provide several significant results.

Relationship Between Technology and Company Performance: The results of the analysis using the SmartPLS approach show that there is a significant relationship between the technology variables used by companies and their performance. Companies that are able to adopt innovative technologies tend to perform better in a competitive platform economy environment.

Importance of Ethical Principles: This research also highlights the importance of ethical principles in the context of technology. The findings show that companies that consider ethical aspects in the use of technology tend to achieve superior performance compared to those that only focus on technological innovation alone.

Impact of Technology and Ethics Integration: In the pursuit of sustainable excellence, wise integration of technology and ethical principles has a positive impact on company performance. Companies that are able to manage the dilemma between advanced technology and ethical considerations in a balanced manner are likely to achieve better performance in the competitive platform economy.

Table 1. Respondent Table

Category	N	%
Man	41	34..16
Women	79	65.84
Age		
17-25	37	30.83
26-33	51	42.5
34-41	20	16.66
More than >42	12	1
What is the Role of Technology Platforms can improve Performance ?		
Yes	110	91.66
No	10	8.33

Contribution to Business Understanding: The results of this research provide a significant contribution to understanding how companies can achieve sustainable excellence in the era of the rapidly developing platform economy. The integration of technology and ethics has proven to be a key factor in achieving superior performance.

In Table 1, it can be seen that the majority of respondents (65.84%) are women, while the remaining 34.16% are men. The largest age group is 26-33 years, which covers 42.5% of the total respondents, followed by the 17-25 year age group at 30.83%, the 34-41 year age group at 16.66%, and respondents those over 42 years old are only 1%. As many as 91.66% of respondents reported that they believed the role of platform technology could improve their performance, while 8.33% stated that they had never experienced increased performance through platform technology.

Table 2. Questionnaire Variables

Variable	Code	Statement
Technology	T1	The level of adoption of innovative technologies within the company (for example, use of artificial intelligence, big data, or the latest technology)
	T2	Technology investment as a percentage of a company's total revenue
	T3	Technology integration in the company's business processes (for example, process automation, digital platforms, or e-commerce)
Ethics	E1	The level of company compliance with ethical and social responsibility guidelines.
	E2	Company policies and practices related to customer data privacy
	E3	The company's response to ethical issues that arise in the use of technology (for example, the impact of technology on work or society)
Company performance	KP1	Company revenue growth in recent years
	KP2	The company's net profit in a certain period
	KP3	The level of customer or user satisfaction with the company's products or services
Platform Economy	EP1	The degree of a company's exposure to the platform economy (e.g., the extent to which the company participates in digital platforms or collaborates with platforms.)
	EP3	The volume of transactions or business activities of a company related to the platform economy
	EP3	Competition within the platform economy and the extent to which companies can compete successfully

A. Research SmartPLS Diagram

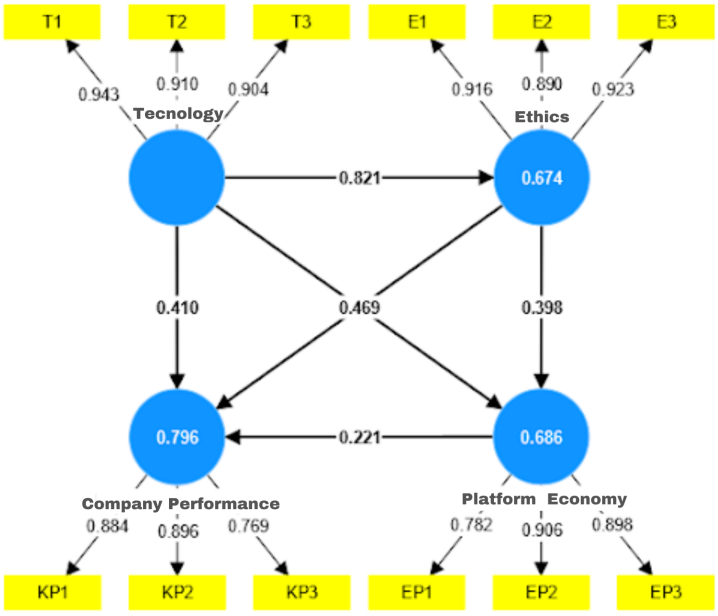

Figure 1. Research Smartpls Diagram

B. Evaluation of Convergent Validity

Convergent validity evaluation is used to assess the extent to which the indicators in an instrument correlate with other indicators that are supposed to measure the same construct. The results of this validity evaluation provide an understanding of whether the indicators truly reflect the construct being measured. An indicator is considered valid if it has an Average Variance Extracted (AVE) with a value greater than 0.5, indicating that the indicator's contribution to the construct being measured is significant.

This table shows the Average Variance Extracted (AVE) results for the four main variables in this research.

Table 3. Average variance extracted (AVE)

Level of adoption of innovative technology	Average variance extracted (AVE)
Platform Economy	0.747
Ethics	0.828
Company performance	0.725
Technology	0.845

These variables are Platform Economics, Ethics, Company Performance, and Technology. The AVE results show the level of convergence and validity of each variable towards the construct being measured.

From the AVE results, it can be observed that the Technology variable has an AVE of 0.845, indicating a high level of convergence and a significant contribution to the Technology construct. The Ethics variable has an AVE of 0.828, indicating strong convergence and significance to the Ethics construct. The Platform Economy variable has an AVE of 0.747, indicating a quite significant contribution to the Platform Economy construct. Lastly, the Company Performance variable has an AVE of 0.725, indicating a good level of convergence and a significant contribution to the Company Performance construct.

These AVE results provide a better understanding of the extent to which the indicators used in this research correlate with the constructs being measured, as well as the extent to which these variables are valid. This will help in further data analysis to evaluate the relationships between variables and their impact on this research.

C. Discriminant Validity Test

Table 4. Discriminant Validity Test

	EP	E	KP	T
Platform Economy				
Ethics	0.829			
Company performance	0.970	0.796		
Technology	0.952	0.883	0.909	

Table 4 displays the results of the discriminant validity test for the four main variables in this research: Platform Economics (EP), Ethics (E), Company Performance (KP), and Technology (T). The aim of this test is to evaluate the extent to which these variables can be differentiated from each other and identify the potential risk of high correlation between them.

The results show that the values on the main diagonal of the table are 1, indicating an optimal level of discriminant validity, meaning that each variable can be clearly differentiated from the others.

Meanwhile, numbers outside the diagonal (secondary diagonal) are numbers lower than 1. These values reflect the level of discriminant validity between the two variables in question. The lower the off-diagonal value, the better the ability to differentiate between the two variables.

The results of the discriminant validity test show: Between Platform Economics (EP) and Ethics (E), the level of discriminant validity is 0.829, indicating good ability to differentiate between the two. Between Platform Economics (EP) and Enterprise Performance (KP), the level of discriminant validity is 0.970, indicating excellent ability to differentiate between the two. Between Platform Economy (EP) and Technology (T), the level of discriminant validity is 0.952, indicating good ability to differentiate between the two. Between Ethics (E) and Corporate Performance (KP), the level of discriminant validity is 0.796, indicating good ability to differentiate between the two. Between Ethics (E) and Technology (T), the level of discriminant validity is 0.883, indicating good ability to differentiate between the two. Between Company Performance (KP) and Technology (T), the level of discriminant validity is 0.909, indicating good ability to differentiate between the two.

These results indicate that the variables in this study have an adequate level of discriminant validity, reduc-

ing the risk of high correlation between them. This provides a strong basis for further analysis regarding the relationships between variables and their impact on this research.

D. Reliability Test

To evaluate the reliability of the instrument, we checked the Composite Reliability values. If Composite Reliability exceeds 0.7, then this indicates an adequate level of reliability. In this analysis, we focus on two main parameters, namely Composite Reliability (rho_a) and Composite Reliability (rho_c), which are used to assess the internal reliability of the measured construct. The results of this reliability analysis can be found in the following table.

Table 5. Reliability Test

	Composite reliability (rho_a)	Composite reliability (rho_c)
Platform Economy	0.872	0.898
Ethics	0.909	0.935
Company performance	0.830	0.887
Technology	0.909	0.883

Table 5 shows the results of reliability test calculations for each research construct, namely Platform Economy, Ethics, Company Performance, and Technology. Reliability tests are carried out to assess the extent to which these constructs can be relied on in measuring the related variables.

From the calculation results, we can conclude that:

For the Platform Economy construct, the Composite Reliability (rho_a) value is 0.872, and Composite Reliability (rho_c) is 0.898. This value indicates that the Platform Economy construct has an adequate level of reliability in measuring the related variables.

The Ethics construct has a Composite Reliability (rho_a) of 0.909 and a Composite Reliability (rho_c) of 0.935. This indicates that the Ethics construct has a very good level of reliability in measuring related variables .

The Company Performance construct has a Composite Reliability (rho_a) of 0.830 and a Composite Reliability (rho_c) of 0.887. Although the level of reliability is good, there may be room for improvement in measuring variables related to Company Performance.

The Technology construct has a Composite Reliability (rho_a) of 0.909 and a Composite Reliability (rho_c) of 0.942. This shows that the Technology construct has a very good level of reliability in measuring related variables.

The results of this calculation indicate that the research construct has an adequate to very good level of reliability, which supports the validity of measuring these variables. This allows the use of this data in further analysis regarding the relationship between these variables in this study.

4. CONCLUSION

This research focuses on corporate strategies for improving performance in the platform economy, with an emphasis on technology and ethics. Here is a clearer conclusion:

Importance of Integration of Technology and Ethics: This research highlights the need to integrate innovative technology with ethical principles. Companies in the platform economy must overcome dilemmas when adopting advanced technologies and consider the deep social, moral and ethical impacts.

Relationship between Technology and Company Performance: Research shows a significant relationship

between the technology used by companies and their performance. Companies that adopt innovative technologies tend to perform better in the competitive platform economy.

Importance of Ethical Principles: Ethical aspects play a key role in improving company performance. Companies that consider ethics in the use of technology tend to achieve better performance than those that focus solely on technological innovation.

Impact of Technology and Ethics Integration: Wise integration of technology and ethical principles has a positive impact on company performance. In an effort to achieve sustainable excellence, companies need to balance advanced technology and ethics.

Contribution to Business Understanding: This research makes an important contribution to understanding how companies can achieve sustainable advantage in the era of the rapidly evolving platform economy.

Research Method: The research used the SmartPLS method to analyze the relationship between technology, ethics and company performance involving 120 participants.

Complex Challenges: This research helps unearth insights into facing complex challenges related to technology and ethics, enabling companies to achieve sustainable excellence in an ever-changing business environment.

Thus, this research provides valuable guidance for companies operating in the platform economy to overcome technological and ethical dilemmas, thereby achieving sustainable excellence in an ever-evolving changing economy.

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