

The role of academics in increasing organizational productivity

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Abstract

Academics have an important role in increasing productivity and work conductivity in the industrial environment, both nationally and globally. A synergistic relationship between academics and the industrial world can create innovations and solutions that support economic growth and work efficiency. The design of this study is a Literature Review; Literature review studies are used to collect data or synthesise sources related to research topics from various sources, including journals, books, documentation, the internet and libraries. The literature study method is a series of activities related to the method of collecting library data, reading and recording, and managing writing materials—the method of searching for articles in research journal databases and searching via the internet. The database search used is Google Scholar from 2019 to 2024. For article searches, the keywords used are also included in the data collection, namely "the role of academics to improve performance". Increasing work productivity is crucial in creating harmonious industrial relations at the global and company levels. With higher productivity, companies can improve employee welfare through better wages, more comfortable working conditions, and reducing industrial conflict. This impacts the stability of the relationship between workers and management, ultimately creating a more conducive work environment. In addition, optimal productivity also contributes to increasing the company's competitiveness in the global market. Companies can produce high-quality products at more competitive prices with operational efficiency, technological innovation, and strengthening international business networks. This allows for broader market expansion and strengthens the industry's position in the global arena.

Keywords: academics, productivity, organization

Introduction

Academics have an important role in increasing productivity and work conductivity in the industrial environment, both nationally and globally. A synergistic relationship between academics and the industrial world can create innovations and solutions that support economic growth and work efficiency. Globalization and Labor Competition: Many companies are moving production to countries with cheaper labor costs (outsourcing and offshoring). Labor competition between countries is getting tighter, threatening low-skilled workers.

Skills Gap in the Workforce. Many graduates are not ready for work because the curriculum is not aligned with industry needs. Lack of training and certification of the workforce makes Indonesian workers less competitive than other countries. The imbalance in setting minimum wages between industrial and non-industrial areas creates economic inequality. The problem of outsourcing workers and contract workers often triggers instability in industrial relations. This problem can have an impact on productivity, organizational stability, and worker welfare. Substandard wages: Many companies provide salaries below the minimum wage standard, which triggers worker dissatisfaction. The lack of health benefits, transportation, and other benefits reduces worker motivation and loyalty.

Method

The design of this study is a Literature Review; Literature review studies are used to collect data or synthesise sources related to research topics from various sources, including journals, books, documentation, the internet and libraries. The literature study method is a series of activities related to the method of collecting library data, reading and recording, and managing writing materials—the method of searching for articles in research journal databases and searching via the internet. The database search used is Google Scholar from 2019 to 2024. For article searches, the keywords used are also included in the data collection, namely "the role of academics to improve performance".

Discussion

In the era of globalization, work productivity is a major factor in determining the success of industries in various sectors. High productivity not only has an impact on increasing company profits, but also contributes to creating harmonious industrial relations and a conducive work environment. Good industrial relations include the relationship between employees, management, trade unions, and other stakeholders in the business ecosystem. Globally, healthy industrial relations are key to sustainable economic growth. With higher productivity, companies can improve employee welfare, strengthen competitiveness in the international market, and reduce negative impacts on the environment. This article will discuss the main benefits of increasing work productivity in creating conducive industrial relations at the global level. Increased productivity allows companies to improve operational efficiency, which leads to increased revenue. Thus, companies can offer more competitive salaries, performance-based incentives, and health and welfare benefits for employees. This will increase job satisfaction and reduce dissatisfaction that can trigger industrial conflict. With high productivity, companies can allocate more resources to improve work facilities, such as more comfortable workspaces, more modern equipment, and more flexible work systems. Employees who work in a safer and more comfortable environment tend to be more productive and loyal to the company.

One of the main causes of industrial conflict is the imbalance between workload and compensation. With better productivity, companies can create a fairer work system, thereby reducing tensions between workers and management. It also helps in avoiding strikes, which can have a negative impact on the stability of the company and the global supply chain. High productivity allows companies to produce more goods at a lower cost. Efficiency in the use of resources and labor ensures that companies can offer products at more competitive prices in the international market. With optimal productivity, companies can focus more on innovation and quality control. Products that have high standards are easier to penetrate the global

market, improve the company's reputation, and strengthen relationships with customers and business partners in various countries. Productive companies tend to be more flexible in adapting to changes in the global market and regulations. This opens up greater opportunities for strategic partnerships with other companies, either in the form of joint ventures, expansion into new markets, or foreign investment.

Companies with high productivity levels are often quicker to adopt new technologies. Automation and digitization in production processes not only increase efficiency, but also reduce the physical workload of employees, allowing them to focus on more strategic tasks. A productive work environment often encourages employees to contribute to innovation and work process improvement. With good industrial relations, companies can more easily develop collaborative work systems, where new ideas from employees can be applied to improve the company's efficiency and competitiveness. With increased productivity, companies can allocate more resources to employee training and development. This training allows the workforce to improve their skills, which not only benefits the company but also has a positive impact on the industry globally. High productivity is often accompanied by efficiency in the use of resources. More productive companies tend to have more environmentally friendly production processes, reducing waste and carbon emissions that can damage the global ecosystem. With more advanced technology and more efficient work processes, companies can reduce energy consumption and adopt green production practices. This not only benefits the environment but also strengthens the company's image as a socially responsible business entity. Consumers today are increasingly concerned about business ethics and sustainability. Companies that are able to increase productivity while maintaining ethical and environmental standards will be more trusted by customers, ultimately increasing brand loyalty at a global level.

Productive companies are better able to meet market demand consistently, strengthening relationships with suppliers, distributors, and retailers around the world. This is especially important in industries with complex global supply chains, such as manufacturing and electronics. With better production efficiency, companies can reduce the risk of supply chain disruptions, such as production delays or raw material shortages. This ensures that business partners can continue to operate stably, creating a stronger business ecosystem globally. Companies with high productivity often also have a more transparent management system, which facilitates communication with business partners and other stakeholders. This transparency increases trust in business relationships and helps companies build a good reputation globally. The industry is one of the manufacturing sectors that relies heavily on production efficiency and harmonious industrial relations. In the shoe company ecosystem, industrial relations include interactions between management, employees, unions, suppliers, and the surrounding community. Increased work productivity not only has an impact on company growth, but also contributes to a more conducive work environment and the sustainability of the industry as a whole. In this context, higher productivity can create a better work environment, improve employee welfare, strengthen the company's competitiveness, and reduce the environmental impact of shoe production. This article will discuss the key benefits of increasing work productivity in building healthier industrial relations in shoe companies.

Higher productivity allows shoe companies to increase production efficiency and profits. With increased revenue, companies can provide more competitive wages, performance-based

incentives, and health and welfare benefits for workers. This will increase employee job satisfaction and loyalty to the company. Good productivity also allows companies to invest resources in creating a safer and more comfortable workplace. This includes improving work facilities, using ergonomic equipment, and implementing stricter safety standards. Employees who work in good conditions tend to be more productive and have lower stress levels.

One of the main causes of tension in the shoe industry is an unbalanced workload and a lack of communication between management and employees. With better productivity, companies can design more efficient work systems, reduce excessive workloads, and build more open and transparent industrial relations. Increased productivity allows companies to reduce production time, improve product quality, and reduce raw material waste. Thus, the shoes produced are of higher quality with lower production costs.

High productivity is often driven by technological innovation. The use of automated machines, digital-based production management systems, and more efficient production techniques can increase a company's output. By adopting this technology, companies can compete better in the global market.

Conclusion

Increasing work productivity plays a crucial role in creating harmonious industrial relations at both the global and company levels. With higher productivity, companies can improve employee welfare through better wages, more comfortable working conditions, and reduced industrial conflicts. This has an impact on the stability of relations between workers and management, which ultimately creates a more conducive work environment. In addition, optimal productivity also contributes to increasing the company's competitiveness in the global market. With operational efficiency, technological innovation, and strengthening international business networks, companies can produce high-quality products at more competitive prices. This allows for wider market expansion and strengthens the industry's position on the global stage. From a sustainability perspective, more productive companies tend to have more environmentally friendly business practices, such as waste reduction, energy efficiency, and the use of green technology. This not only enhances the company's reputation as a responsible business entity, but also meets the demands of global consumers who are increasingly concerned about business ethics and environmental sustainability.

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