

**SUPPLY CHAIN INTEGRATION AND FIRM INNOVATIVENESS:  
AN EMPIRICAL STUDY OF INDONESIAN-BASED FIRMS**

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**ABSTRACT**

This study aims to examine the types of innovation introduced by Indonesian-based firms within the year of 2010-2012. This study investigates drivers and objectives of implementing innovation practices, as well as investigating the degree of firms' collaborations with their main customers and key suppliers. The survey encompassed more than 150 firms in Indonesia. The study conjectures that a higher degree of collaboration with supply chain partners would positively influence the degree of firm innovativeness. Implications for research and practice are discussed, along with the limitations of this study, which open avenues for future research.

**Keywords:** Innovation, Firm innovativeness, Supply chain integration, Indonesia