

ANALYSIS OF DROPSHIPPING AND RESELLER BUSINESS MODELS AS A LOW-RISK E-COMMERCE STRATEGY

Umu Farikhatus Sa'bandiyah

Prodi Ekonomi Syariah, Universitas Islam Darul 'Ulum Lamongan
umufarikhaaa@gmail.com

Abstract

This article discusses the analysis of dropshipping and reseller business models as a low-risk e-commerce strategy. Dropshipping and reseller are two popular methods used by business actors to run a business online without the need to manage the stock of goods directly. This research aims to explore the advantages and disadvantages of both business models, as well as how they can be attractive alternatives for beginner entrepreneurs or those who want to reduce financial risks in running an e-commerce business. With a qualitative approach, this article identifies the factors that affect the success of the dropshipping and reseller model, such as supplier selection, customer relationship management, as well as digital marketing aspects. The results of the analysis show that while both models offer significant profit potential, the risks associated with product quality, delivery, and price competition remain major challenges. However, with the right strategy, both dropshipping and reseller can be an effective option to start a business with limited capital and more controlled risks. This analysis discusses the benefits, risks, and long-term implications of each model on customer satisfaction and business sustainability. The results are expected to provide strategic guidance for e-commerce business players in choosing the right model according to their risk profile and business goals in designing and developing efficient and sustainable business strategies.

Keywords: E-commerce, dropshipping, reseller, business model, low risk

Abstrak

Artikel ini membahas analisis model bisnis dropshipping dan reseller sebagai strategi e-commerce dengan tingkat risiko rendah. Dropshipping dan reseller merupakan dua metode populer yang digunakan oleh pelaku usaha untuk menjalankan bisnis secara daring tanpa perlu mengelola stok barang secara langsung. Penelitian ini bertujuan untuk mengeksplorasi kelebihan dan kekurangan dari kedua model bisnis tersebut, serta bagaimana keduanya dapat menjadi alternatif yang menarik bagi wirausaha pemula atau mereka yang ingin mengurangi risiko finansial dalam menjalankan bisnis e-commerce. Dengan pendekatan kualitatif, artikel ini mengidentifikasi faktor-faktor yang mempengaruhi keberhasilan model dropshipping dan reseller, seperti pemilihan pemasok, pengelolaan hubungan dengan pelanggan, serta aspek pemasaran digital. Hasil analisis menunjukkan bahwa meskipun kedua model ini menawarkan potensi keuntungan yang signifikan, risiko yang terkait dengan kualitas produk, pengiriman, dan persaingan harga tetap menjadi tantangan utama. Namun, dengan strategi yang tepat, baik dropshipping maupun reseller dapat dijadikan pilihan yang efektif untuk memulai bisnis dengan modal terbatas dan risiko yang lebih terkontrol. Analisis ini membahas keuntungan, risiko, dan implikasi jangka panjang dari masing-masing model terhadap kepuasan pelanggan dan keberlanjutan bisnis. Hasilnya diharapkan dapat memberikan panduan strategis bagi pelaku bisnis e-commerce dalam memilih model yang tepat sesuai dengan profil risiko dan tujuan bisnis mereka dalam merancang dan mengembangkan strategi bisnis yang efisien dan berkelanjutan.

Kata Kunci: E-commerce, dropshipping, reseller, model bisnis, risiko rendah

INTRODUCTION/PENDAHULUAN

As e-commerce continues to evolve, the dropshipping model presents unique advantages and challenges that require further exploration. One significant benefit is its accessibility for new entrepreneurs who may be short on large capital; They can enter the market without the burden of inventory costs or storage logistics. However, this model also raises concerns regarding quality control and customer satisfaction, as sellers rely on third-party suppliers for fulfillment. Potential miscommunication between dropshippers and suppliers can lead to differences in product quality or delivery times, ultimately affecting consumer confidence. Additionally, while dropshipping is in line with contemporary business practices, it is important to ensure compliance with ethical standards and Islamic principles, especially regarding transparency and fairness in transactions.¹

Additionally, as the dropshipping model gains traction, it's important to consider the implications of consumer behavior and market dynamics. Research shows that customer loyalty can be significantly affected by product quality, trust, and ease of transactions. Therefore, dropshippers must be actively involved in building relationships with their suppliers to reduce the risks associated with inconsistent product standards and delivery times. Additionally, leveraging data analytics can provide insights into consumer preferences and purchasing patterns, allowing dropshippers to tailor their offerings more effectively. By prioritizing these strategies, businesses can improve customer satisfaction and foster long-term loyalty, which is crucial for continued success in the competitive e-commerce landscape.²

In addition, as the dropshipping model evolves, it is crucial to address the increasing competition in the e-commerce space that can affect profitability. With so many players entering the market, differentiation becomes important; As such, dropshippers should consider integrating a unique branding strategy and a personalized customer experience to stand out.³ For example, creating a strong online presence through social media engagement or influencer partnerships can increase visibility and attract more customers. Additionally, understanding consumer behavior through advanced analytics can help tailor marketing efforts and product offerings, ensuring they align with current trends and preferences.⁴ Ultimately, by cultivating a strong brand identity and leveraging data-driven insights, dropshippers can navigate the complexities of the market while maintaining ethical standards and improving customer satisfaction.

The development of digital technology has fundamentally changed the way of doing business, especially in the e-commerce sector. E-commerce platforms allow businesses to reach

¹ E Zelenko and Ye Kataieva, "ЗАСТОСУВАННЯ МЕТОДІВ ТА ЗАСОБІВ МОДЕЛЮВАННЯ APPLICATION OF MODELING METHODS AND FACILITIES Classification and Synthesis of the Main Dropshipping Disadvantages to Eliminate Them Using Software Agents," n.d., <https://doi.org/10.15407/emodel.45.02.115>.

² "A Study of the Customer Shopping Behavior and Effective Factors on Building up Customer Loyalty SEYED FATHOLLAH AMIRI AGHDAIE FARHAD KHATAMI," *Aghdaie & Khatami*, 2013, www.irmbrjournal.com.

³ Zhang Lu, "Research on the Improvement of Supply Chain Management Under Drop-Shipping Model," 2017.

⁴ "Impact Of Social Media On Consumer Behaviour and Preference," n.d., www.ijfmr.com.

a wider market in a more efficient and flexible way, creating opportunities for a variety of new business models that fit the characteristics of the digital economy. Among the various existing business models, dropshipping and resellers have become popular choices, especially among budding entrepreneurs and individuals looking for a side hustle with low capital and relatively minimal risk.⁵

One of the reasons why the dropshipping and reseller business models are considered low-risk is because they do not require large capital to start a business. In the dropshipping model, sellers only need to work with suppliers who will send products directly to consumers, so there is no need to store stock of goods. Meanwhile, in the reseller model, sellers only need to buy products from suppliers at a lower price to be resold at a higher price. With the minimum initial investment required, e-commerce players can start their businesses without having to face too much risk.⁶

In addition, the dropshipping and reseller business model also provides high flexibility for e-commerce players. They can run their business from anywhere and anytime, without having to worry about stock issues or product delivery. This makes the e-commerce business increasingly in demand by many people, especially those who want to have a side business or work independently. With the development of increasingly sophisticated technology, the opportunities for success in the e-commerce business are increasingly wide open.⁷

However, it is undeniable that the competition in the e-commerce industry is also getting tighter. Business actors must continue to innovate and follow market trends to remain relevant and able to compete. In addition, they also need to pay attention to the security factor and consumer data protection in order to build customer trust. By maintaining the quality of products and services, as well as utilizing the right marketing strategy, e-commerce players can achieve success in their business.⁸

Therefore, it is important for e-commerce business actors to continue to improve the quality of their services and products. With increasingly sophisticated technology, the opportunity to succeed in the e-commerce business is increasingly wide open. However, it is undeniable that the competition in the e-commerce industry is also getting tighter. Business actors must continue to innovate and follow market trends to remain relevant and able to compete. In addition, they also need to pay attention to the security factor and consumer data protection in order to build customer trust. By maintaining the quality of products and services, as well as utilizing the right marketing strategy, e-commerce players can achieve success in their business.

The background of this journal is based on the phenomenon of the rapid development of the e-commerce business, especially with the existence of dropshipping and reseller business models. This business model has become the choice of many business people to start an online

⁵ Khalil Israfilzade, "ADVANTAGES AND DISADVANTAGES OF DROP-SHIPPING," *Молодiй Вченуї* 7 (July 1, 2017): 410–13.

⁶ Rony Sandra Yofa Zebua et al., *BISNIS DIGITAL (Strategi Administrasi Bisnis Digital Untuk Menghadapi Masa Depan)*, n.d., www.sonpedia.com.

⁷ Anita Asnawi, "Kesiapan Indonesia Membangun Ekonomi Digital Di Era Revolusi Industri 4.0," *Syntax Literate ; Jurnal Ilmiah Indonesia*, 2022, <https://api.semanticscholar.org/CorpusID:245965326>.

⁸ Rizky Bima Prasetyo, "Pengaruh E-Commerce Dalam Dunia Bisnis," vol. 1, 2023, <https://journal.sabajayapublisher.com/index.php/jmcb>.

business with lower risk compared to conventional businesses. In this context, it is important to conduct an in-depth analysis of both business models to understand the factors that affect the success and sustainability of the e-commerce business.

Some of the factors that need to be considered in the analysis include the sustainability of product supply, the quality of the products offered, and effective marketing strategies. In addition, the role of technology in supporting e-commerce business operations is also a key factor in the success of the dropshipping and reseller business model. Therefore, this study aims to identify the factors that affect the success of the dropshipping and reseller business model as a low-risk e-commerce strategy.⁹

In this study, an in-depth analysis of these factors will be carried out to understand how the sustainability of the e-commerce business can be achieved through the dropshipping and reseller business model. In addition, it will also be studied how the role of technology can be optimized to support business operations. Thus, it is hoped that the results of this study can provide valuable insights for e-commerce business players in developing their strategies with minimal but profitable risks.¹⁰

It is important to understand that in the e-commerce business, risks are always present but can be minimized through the right strategy. One strategy that can be used is to choose a dropshipping and reseller business model, which can provide profits without having to bear the risk of a large stock of goods. By analyzing the factors that affect the sustainability of the e-commerce business, as well as maximizing the role of technology in business operations, business people can achieve success with minimal risk.

In addition, it is also important to continue to monitor and follow market trends and consumer needs in order to anticipate the changes that occur. By continuing to innovate and adapt to changes, e-commerce businesses can remain relevant and competitive in an increasingly competitive market. In addition, establishing cooperation with reliable and trusted business partners can also help in reducing risks and expanding market reach. With the right strategy and strong commitment, e-commerce businesses can continue to grow and achieve long-term success.¹¹

This shows how important it is for e-commerce businesses to always adapt to changes and strive to stay relevant in the midst of increasingly fierce competition. In addition, success in the e-commerce business also relies heavily on the ability to understand and respond to consumer needs quickly and appropriately. By paying attention to these factors, the e-commerce business can continue to grow and achieve the desired success.¹²

⁹ Sabrina Nur Anisa et al., "Analisis Peran Infrastruktur Dalam Pertumbuhan Ekonomi Pembangunan Di Kota Palembang," *Jurnal Publikasi Ekonomi Dan Akuntansi* 4, no. 1 (January 9, 2024): 36–54, <https://doi.org/10.51903/jupea.v4i1.2435>.

¹⁰ Fadhil Ar Royan et al., "Strategi Pengembangan Sumber Daya Manusia Dalam Era Digital Pada E-Commerce Di Kota Pekanbaru Human Resource Development Strategy in The Digital Era in E-Commerce in Pekanbaru City," *SINOMIKA JOURNAL | VOLUME 2*, no. 5 (2024), <https://doi.org/10.54443/sinomika.v2i5.1771>.

¹¹ Peran Manajemen Perubahan Dalam Menghadapi Tantangan dan Mengoptimalkan et al., "The Role of Change Management in Facing Challenges and Optimizing Opportunities in the Digital Age," *Journal of Nusantara Economic Science (JNES) e-ISSN*, vol. 1, 2023.

¹² A Yuniarti, "Pemberdayaan UMKM Tentang Pentingnya Adaptasi Digital Dan Legalitas Usaha Di Limpomajang Kec. Majauleng Kab. Wajo," *Jurnal Pengabdian Masyarakat Dan Riset Pendidikan* 2, no. 1 (2023): 299–306, <https://doi.org/10.31004/jerkin.v2i1.177>.

In addition, innovation and creativity are also the main keys in maintaining the competitiveness of the e-commerce business. By continuously developing unique products and services and providing a pleasant shopping experience for consumers, e-commerce businesses can win the hearts of customers and expand their market share. Through the right marketing strategy and efficient management, e-commerce businesses can continue to grow and generate sustainable profits. Thus, investing in the development of an e-commerce business can be a smart and profitable step for business actors in this digital era.¹³

In this rapidly changing world, it is important for e-commerce businesses to stay innovative and adapt to technological developments. Through in-depth market analysis and a good understanding of consumer needs, e-commerce businesses can continue to be relevant and competitive in a competitive market. By focusing on customer satisfaction and improving the quality of products and services, e-commerce businesses can build long-term relationships with consumers and create strong loyalty. Thus, the success of an e-commerce business depends not only on internal factors alone, but also on the ability to adapt to external changes that occur in the business environment.¹⁴

In research on dropshipping and reseller business models as a low-risk e-commerce strategy, there are three gaps that require further attention. First, although many studies have addressed the initial benefits and short-term risks of both models, there are still few that explore the long-term impact on sustainability and customer loyalty, so knowledge of the long-term stability of each of these models is limited. Second, while the main challenges of dropshipping, such as reliance on third parties, as well as inventory management risks within resellers have been identified, empirical data on effective risk mitigation strategies are lacking, especially in the context of best practices for new business managers. Finally, much of the literature is general in nature without considering differences between sectors, so specific analysis for a particular sector (e.g., fashion or electronics) is still needed in order for each business model to be tailored to the characteristics of different industries.

METHOD/METODE PENELITIAN

This study uses the library research method, which aims to analyze and compare the dropshipping and reseller business models based on relevant literature sources, such as books, journal articles, industry reports, and other trusted sources. Library research allows researchers to gather information extensively from existing studies to understand the characteristics and effectiveness of both business models in the context of low risk. This method aims to provide a complete overview of the differences and advantages of dropshipping and resellers in e-commerce. By reviewing the existing literature, this research can develop a theoretical framework and find gaps in the literature that can be an opportunity for further research. This research is expected to be a reference for entrepreneurs who want to understand the characteristics and risks of each business model in the e-commerce industry.

¹³ Amanda Anggraini, Devia Wulandari, and Rony Edward Utama, "STRATEGI INOVASI TEKNOLOGI TERHADAP DAYA SAING UMKM Oleh" 2 (2023), <https://doi.org/10.8734/mnmae.v1i2.359>.

¹⁴ Aurelia Widya Astuti et al., "PERKEMBANGAN BISNIS DI ERA DIGITAL," 2023, <https://jmi.rivierapublishing.id/index.php/rp>.

RESULTS AND DISCUSSION

Limitations in Understanding Long-Term Impact

Limitations in understanding the long-term impact of dropshipping and reseller business models are a major problem because most of the research and literature focuses more on short-term benefits and risks. Although dropshipping is known for its low initial capital and flexibility in stock management, this model faces challenges such as reliance on third parties and difficulty maintaining product quality and customer satisfaction. The long-term impact of these challenges, such as declining customer loyalty or operational instability, has not been widely studied. In contrast, in the reseller model, which provides greater control over inventory and product quality, there are long-term risks such as overstocking and decreased demand, which can affect business continuity in the long run. Additional research is needed to measure whether these two models are capable of supporting stable business growth, especially in a changing market.¹⁵

Limitations in understanding these long-term impacts often lead to inadequate strategic planning, especially in areas such as environmental policy and economic development. For example, when stakeholders fail to account for the ecological consequences of resource exploitation, they risk exacerbating problems such as biodiversity loss or climate change, which could have cascading effects on future generations.¹⁶

Additionally, integrating a comprehensive risk mapping approach can improve the decision-making process by allowing policymakers to visualize potential outcomes over a long period of time, thereby fostering a more resilient strategy that aligns with sustainable practices. By embracing a forward-thinking perspective, we not only protect our current resources but also ensure that we leave a thriving ecosystem for those who come after us, strengthening the interconnectedness of all social aspects.¹⁷

In addition, the integration of long-term impact assessment in strategic planning can serve as a catalyst for innovation in sustainable practices. By leveraging advanced data analysis and modeling techniques, stakeholders can better predict potential outcomes and develop adaptive strategies that respond dynamically to changing environmental conditions. For example, industries that rely on natural resources can apply circular economy principles, reducing waste while maximizing resource efficiency, ultimately contributing to economic resilience and ecological preservation. This proactive approach not only reduces the risks associated with resource depletion but also encourages community engagement by aligning local economies with sustainability goals, thereby improving the overall quality of life for future generations.¹⁸

¹⁵ Mark Koroljov, "E-Commerce: Dropshipping Business Model," n.d.

¹⁶ Christopher J. Sergeant, Brendan J. Moynahan, and William F. Johnson, "Practical Advice for Implementing Long-Term Ecosystem Monitoring," *Journal of Applied Ecology* (Blackwell Publishing Ltd, 2012), <https://doi.org/10.1111/j.1365-2664.2012.02149.x>.

¹⁷ Thomas Thaler et al., "IScience Addressing Path Dependencies in Decision-Making Processes for Operationalizing Compound Climate-Risk Management," *ISCIENCE* 26 (2023): 107073, <https://doi.org/10.1016/j.isci>.

¹⁸ Daisy De Selliers and Catalina Spataru, "Corporate Strategies for a Circular Economy: A Comparative Study of Energy Companies," n.d.

In addition, the role of education and public awareness in fostering a culture of sustainability cannot be overstated. By integrating the concept of sustainability into the educational curriculum, we can foster a generation that is not only informed about environmental issues but also equipped with the critical thinking skills necessary to design innovative solutions. For example, community-based programs that encourage hands-on learning about resource management have proven effective in promoting sustainable practices at the local level.¹⁹

Such initiatives are closely aligned with strategic planning efforts aimed at long-term ecological health and economic resilience, as they empower individuals to take ownership of their environment while contributing to the goals of older communities. This shift towards an educated population will ultimately create a feedback loop in which informed citizens demand more from policymakers, thus reinforcing the need for strong, forward-thinking strategies that prioritize urgent needs and future impacts.²⁰

In addition, the intersection of sustainability and technological innovation offers a promising avenue to improve long-term strategic planning. As industries increasingly adopt digital tools such as artificial intelligence and blockchain technology, they can optimize resource management and increase transparency in their operations, thus fostering trust among stakeholders. For example, implementing smart sensors in agriculture allows farmers to monitor soil health and water use in real-time, promoting practices that not only improve yields but also minimize environmental degradation.²¹

This synergy between technology and sustainable practices not only addresses immediate operational challenges but also lays the foundation for a resilient ecosystem capable of adapting to future uncertainties. By leveraging these advances, decision-makers can better align economic goals with ecological imperatives, ultimately fostering a more sustainable and equitable world for future generations. Therefore, collaboration between the public and private sectors is key in creating policies that support innovation and the widespread adoption of green technologies, ensuring that all parties benefit from this transformation.²²

Selain itu, integrasi keterlibatan masyarakat dalam inisiatif keberlanjutan dapat memperkuat efektivitas perencanaan strategis dengan menumbuhkan rasa kepemilikan di antara penduduk lokal. Dengan melibatkan warga dalam proses pengambilan keputusan dan mendorong gerakan akar rumput, pemangku kepentingan dapat memanfaatkan pengetahuan lokal dan praktik budaya yang meningkatkan pengelolaan lingkungan. Misalnya, penganggaran partisipatif telah terbukti memberdayakan masyarakat untuk memprioritaskan proyek yang

¹⁹ Marja Laine, "Culture in Sustainability – Defining Cultural Sustainability in Education," *Discourse and Communication for Sustainable Education* 7, no. 2 (December 1, 2016): 52–67, <https://doi.org/10.1515/dcse-2016-0016>.

²⁰ Kim Monaghan and Lesley Curthoys, "Ducation for Environment E Addressing Barriers to Ecological Literacy," n.d.

²¹ Gráinne Kavanagh et al., "Available Online at Wwww.Fooddynamics.Org," *Int. J. Food System Dynamics*, vol. 3, 2012, www.fooddynamics.org.

²² Nicholas A Ashford, "Published in Innovation-Oriented Environmental Regulation: Theoretical Approach and Empirical Analysis," *ZEW Economic Studies*. Copyright © (Springer Verlag, 2000).

meningkatkan kesehatan ekologis dan ketahanan ekonomi, sebagaimana dibuktikan oleh berbagai model sukses yang diterapkan secara global.²³

This collaborative approach not only strengthens social bonds but also fosters knowledgeable citizens who are able to advocate for sustainable policies, thus creating a virtuous cycle in which public demand drives government accountability and innovation in resource management. Ultimately, aligning people's aspirations with broader sustainability goals ensures that strategies are not only effective but also socially just, paving the way for a more inclusive future.²⁴

In addition, the interaction between sustainability and economic policies can significantly improve long-term strategic planning by fostering an environment that prioritizes green investment. By establishing clear incentives for businesses to adopt sustainable practices, such as tax breaks or grants for green technologies, governments can stimulate innovation while simultaneously addressing environmental concerns. This not only encourages companies to integrate sustainability into their core operations but also fosters a competitive market where ecological responsibility becomes synonymous with profitability.²⁵

In addition, aligning public funds with projects that promote renewable energy sources can lead to job creation in emerging industries, thereby strengthening the social order and economic resilience of communities. Ultimately, this holistic approach ensures that sustainability is woven into the foundation of economic growth, paving the way for a future where people and the planet thrive together.²⁶ By prioritizing investment in green technology, governments are not only creating a healthier environment but also encouraging innovation that can lead to new solutions to global challenges such as climate change and the decline of natural resources.

Lack of Empirical Studies on Risk Mitigation Strategies

The lack of empirical studies on these risk mitigation strategies not only hinders the development of effective policies but also makes communities vulnerable to unexpected disasters. For example, in coastal areas where environmental stresses and natural hazards are prevalent, an integrated coastal management approach can significantly increase resilience to such threats. By combining structural and non-structural measures, stakeholders can better anticipate risks while encouraging sustainable practices that align with the needs of society.

Furthermore, educational institutions play an important role in this paradigm; By instilling risk awareness into the curriculum, they can foster a culture of preparedness among students, thereby reducing the potential for accidents and improving overall safety in the school

²³ Sanmarie Schlebusch, "Planning for Sustainable Communities: Evaluating Place-Making Approaches," *Agriculture, Forestry and Fisheries* 4, no. 4 (2015): 59, <https://doi.org/10.11648/j.aff.s.2015040401.18>.

²⁴ María del Mar Delgado-Serrano et al., "Adapting Prospective Structural Analysis to Strengthen Sustainable Management and Capacity Building in Community-Based Natural Resource Management Contexts," *Ecology and Society* 21, no. 2 (2016), <https://doi.org/10.5751/ES-08505-210236>.

²⁵ Nicholas A Ashford, "Published in Innovation-Oriented Environmental Regulation: Theoretical Approach and Empirical Analysis," *ZEW Economic Studies*. Copyright © (Springer Verlag, 2000).

²⁶ Leszek Dziawgo, "Greening Financial Market," *Copernican Journal of Finance & Accounting* 3, no. 2 (October 21, 2014): 9, <https://doi.org/10.12775/cjfa.2014.014>.

environment. Thus, addressing gaps in empirical research is essential to inform a comprehensive risk management framework that effectively protects people and resources.²⁷

In addition, the integration of technology in risk mitigation strategies can further improve community resilience by providing real-time data and predictive analytics. For example, utilizing Geographic Information Systems (GIS) can help identify vulnerable areas and assess the potential impacts of natural disasters, allowing for more targeted interventions. In addition, engaging local communities in the participatory planning process ensures that their insights and experiences shape effective policies, fostering a sense of ownership and responsibility for disaster preparedness.²⁸

This collaborative approach not only builds social capital but also increases the efficacy of educational initiatives aimed at raising awareness about risks and safety protocols. Ultimately, bridging the empirical research gap with innovative technological solutions and community engagement is essential to developing a robust framework that protects against unforeseen disasters.

In addition, the establishment of an early warning system is very important in increasing community resilience to disasters. The system not only provides timely warning of impending threats but also fosters a culture of preparedness through regular drills and training. By integrating local knowledge with technological advancements, communities can develop tailored response strategies that reflect their unique vulnerabilities and resources.²⁹

For example, involving youth in these initiatives can empower them to take a proactive role in disaster management, ensuring that future generations are equipped with the necessary skills and awareness. Ultimately, prioritizing such a comprehensive approach will significantly reduce risks and improve overall safety in vulnerable populations, paving the way for sustainable development even in high-risk areas.³⁰

Additionally, the integration of community-based initiatives into disaster risk reduction strategies can serve as a catalyst for fostering resilience at the grassroots level. By forming local task forces that include a diverse range of stakeholders, from government officials to community leaders and youth organizations, these groups can collaboratively develop tailored response plans that address specific vulnerabilities in their areas.³¹

Such participatory models not only increase situational awareness but also empower communities by leveraging local knowledge and resources, ultimately leading to more effective mitigation efforts. Additionally, training programs that focus on practical skills, such as fire safety and emergency response, can significantly reduce the impact of disasters, especially in

²⁷ Behcet Öznacar, "Risk Management Strategies in School Development and the Effect of Policies on Tolerance Education," in *Open and Equal Access for Learning in School Management* (InTech, 2018), <https://doi.org/10.5772/intechopen.70787>.

²⁸ Hormoz Modaressi, Evelyn Foerster, and Amelie Vagner, "Enhancing Resilience of Communities and Territories Facing Natural and Na-Tech Hazards," *Geophysical Research Abstracts*, vol. 13, 2011.

²⁹ Douglas A Troy et al., "Enhancing Community-Based Disaster Preparedness with Information Technology: Community Disaster Information System," n.d.

³⁰ William H Barton Marie Watkins Roger Jarjoura, "Communities: Toward Comprehensive Strategies for Youth Development," 1997, <http://digitalcommons.unomaha.edu/slcek12http://digitalcommons.unomaha.edu/slcek12/41>.

³¹ Siambabala Bernard Manyena, "DISASTER RESILIENCE IN DEVELOPMENT AND HUMANITARIAN INTERVENTIONS," 2009.

urban areas where infrastructure may be inadequate. As these communities become more adept at managing risk, they foster an environment of shared responsibility, which is essential for maintaining long-term resilience to unexpected disasters.

Lack of Specific Analysis of Specific Industries or Sectors

This lack of specific analysis not only hinders strategic decision-making but also limits the potential for innovation within the industry. By failing to conduct a thorough evaluation, companies may overlook emerging trends and changes in consumer behavior that can significantly affect their market position. For example, a detailed competitive analysis can reveal gaps in service or product offerings, allowing businesses to adjust their strategies accordingly and improve their value proposition. Additionally, effectively utilizing analytical tools and techniques can empower organizations to adapt to change quickly, ultimately fostering resilience to competition and fostering sustainable growth.³²

Additionally, the absence of targeted industry analysis can lead to a loss of opportunities for collaboration and partnerships that can boost innovation. By neglecting to identify potential allies within their sector, companies may overlook the synergies that can arise from shared resources or joint ventures, which are essential in navigating complex market demands. For example, forming strategic alliances with technology companies can allow traditional industries to take advantage of cutting-edge advancements, thus fostering a culture of continuous improvement and adaptation. This collaborative approach not only enhances competitive advantage but also fosters an environment where creativity thrives, ensuring organizations remain relevant amid evolving consumer expectations and technological disruptions.³³

Additionally, the integration of data analytics into decision-making processes can significantly improve an organization's ability to forecast market trends and consumer preferences. By leveraging big data technology, companies can gain real-time insights that inform product development and marketing strategies, ultimately leading to a more proactive rather than reactive business model.³⁴ For example, leveraging predictive analytics allows companies to anticipate changes in demand and adjust their supply accordingly, thereby minimizing waste and optimizing resource allocation. This strategic foresight not only strengthens operational efficiency but also fosters a culture of innovation where experimentation is encouraged, allowing organizations to pivot quickly in response to emerging challenges or opportunities. In this way, embracing analytical tools becomes essential to maintain a competitive advantage in an increasingly dynamic market.

Additionally, the ability to leverage advanced analytics not only improves operational efficiency but also fosters a culture of continuous improvement and innovation within the organization. By embracing methodologies such as design thinking or agile practices, companies

³² M S Van Der Walt, "Competitive Analysis: A Tool to Enhance the Process of Strategy Formulation by Daniël Gerhardus Mostert Assignment Submitted in Partial Fulfillment of the Requirements for the Degree of Master of Philosophy (Information and Knowledge Management) at the University of Stellenbosch," 2005.

³³ Michehl J Kelly, Sean-Louis Schaan, and Hklkne Joncas, "STRA TEGF COLLABORATION BETWEEN TECHNOLOGY ENTREPRENEURS AND LARGE CORPORATIONS: KEY DESIGN AND MANAGEMENT ISSUES," n.d.

³⁴ Jerzy Kisielnicki and Anna Maria Misiak, "Effectiveness of Agile Implementation Methods in Business Intelligence Projects from an End-User Perspective," *Informing Science: The International Journal of an Emerging Transdiscipline*, vol. 19, 2016, <http://www.informingscience.org/Publications/3515>.

can create iterative feedback loops that drive rapid experimentation and prototyping, aligned with evolving market demands. This proactive attitude allows businesses to pivot quickly in response to consumer insights derived from data analytics, thus ensuring they remain at the forefront of their industry.³⁵ Additionally, investing in employee training on analytical tools and collaborative techniques can foster a workforce that is proficient in navigating complexity and seizing new opportunities for growth. Ultimately, these strategies contribute to building a resilient organizational framework that is able to thrive amid uncertainty and change, reinforcing the critical role of strategic foresight in today's competitive landscape.

Additionally, the integration of artificial intelligence (AI) and machine learning into analytics frameworks can exponentially improve organizations' ability to derive actionable insights from complex data sets. By leveraging these advanced technologies, companies can automate processes such as customer segmentation and predictive modeling, allowing for a more nuanced understanding of consumer behavior and market dynamics.³⁶

For example, leveraging AI-driven analytics can identify subtle patterns in buying trends that human analysts might overlook, equipping businesses with the foresight needed to proactively adjust their offerings. This not only encourages innovation but also fosters a culture where data-driven decisions become an integral part of strategic planning, ultimately leading to increased agility in responding to changes in the market. As organizations embrace this evolution of technology, they position themselves not only as participants in their industry but as leaders capable of shaping future trends through informed decision-making and innovative practices.³⁷

CONCLUSION

Dropshipping and reseller business models, although they offer short-term advantages such as low capital and greater control over inventory, have not been widely studied for their long-term impact, such as dependence on third parties, difficulties in maintaining product quality, and resilience problems in business operations. This limited understanding of long-term impacts often leads to immature strategic planning, especially in environmental policies and sustainable economic development.

Better strategic planning can be achieved by integrating long-term risk analysis and engaging various stakeholders, including communities, to create more resilient and sustainable policies. In addition, technological innovations, such as artificial intelligence and blockchain, can increase transparency and efficiency in resource management, thereby supporting economic development and environmental conservation. Governments and the private sector need to work together to create policies that support the adoption of green technologies, which also encourage economic growth through green investment.

³⁵ Edgar Brea et al., "Integrating Design Thinking and Agile Approaches in Analytics Development: The Case of Aginic," *Journal of Information Technology Teaching Cases*, November 1, 2023, <https://doi.org/10.1177/20438869231178035>.

³⁶ Andrej Miklosik et al., "Towards the Adoption of Machine Learning-Based Analytical Tools in Digital Marketing," *IEEE Access* 7 (2019): 85705–18, <https://doi.org/10.1109/ACCESS.2019.2924425>.

³⁷ Edward M Masha, "The Case for Data Driven Strategic Decision Making," *European Journal of Business and Management Wwn.Iiste.Org ISSN*, vol. 6 (Online, 2014), www.iiste.org.

In addition, community involvement in decision-making, such as through a participatory approach, is essential to strengthen sustainability and resilience at the local level. Integrating education on sustainability and disaster preparedness in school curricula can increase community awareness and skills to face environmental challenges and disaster risks. Thus, a more holistic and data-driven approach to risk mitigation, as well as greater community involvement, will strengthen socio-economic resilience and create a more sustainable environment for future generations.

In conclusion, to achieve more effective planning, it is essential to pay attention to long-term impacts, utilize advanced technology, and involve the community in every step of decision-making. This will help create a more inclusive, equitable, and sustainable future.

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