

CREATIVITY AND INNOVATION IN CULINARY BUSINESS: SYSTEMATIC LITERATURE REVIEW (SLR) APPROACH

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Abstract

This study analyzes recent research trends and thematic focuses on creativity and innovation within the culinary business, synthesizing findings from six key journal articles. The analysis identifies six major themes driving creativity and innovation in this context. First, cultural creativity emphasizes leveraging local heritage and traditions to differentiate culinary offerings and foster place-based identity. Second, sustainability and green practices highlight the importance of integrating environmentally friendly strategies to enhance competitive advantage. Third, behavioral psychology explores how traits such as motivation, locus of control, and self-efficacy influence entrepreneurial creativity and success. Fourth, digital transformation emerges as a critical enabler of innovation, with the adoption of digital tools, e-commerce platforms, and social media enhancing operational efficiency and customer engagement. Fifth, market orientation underscores the role of proactive consumer-centric approaches, supported by advanced technologies and data-driven insights, in driving innovative culinary solutions. Finally, resourceful financial management demonstrates how financial bootstrapping fosters creative problem-solving, particularly among small and medium-sized enterprises (SMEs) with limited resources. The findings suggest that creativity and innovation in the culinary business are shaped by an intersection of cultural, psychological, technological, and financial factors. Sustainability and digital adoption are particularly highlighted as key drivers of differentiation and competitiveness. This synthesis provides a comprehensive framework for understanding how culinary businesses adapt to evolving consumer demands, market competition, and societal trends. Future research should further explore the integration of these themes to support the development of innovative and resilient culinary enterprises.

Keywords : Culinary Innovation, Creativity, Digital Transformation, Sustainability, Market Orientation

1. INTRODUCTION

The culinary industry is one of the sectors that continues to grow rapidly, marked by the emergence of various innovations and creativity in creating new products and services. The ability to continue to innovate and create is a key factor in maintaining and increasing the competitiveness of the culinary business amidst increasingly tight competition. Innovation is not only limited to product aspects, but also includes various elements such as services, processes, and marketing strategies. Systematic Literature Review (SLR) is an approach that allows researchers to identify, evaluate, and synthesize previous research results systematically and transparently. This study aims to use the SLR approach to explore and understand creativity and innovation in the culinary business, as well as the factors that drive and inhibit it. This approach will also help identify trends, opportunities, and challenges faced by culinary business actors in implementing innovation.

The role of entrepreneurship education in fostering creativity and innovation among culinary entrepreneurs is significant. Studies indicate that entrepreneurship education directly influences

the entrepreneurial motivation of individuals in the culinary sector, especially during challenging times such as the COVID-19 pandemic. For instance, Hasan et al. found that entrepreneurship education significantly impacted the motivation of family businesses in the culinary field during the pandemic, enhancing their ability to recognize and seize entrepreneurial opportunities (Hasan et al., 2021). This aligns with the findings of Szostak and Sułkowski, who emphasized the importance of innovative entrepreneurship in navigating identity crises faced by artists and culinary professionals during the pandemic (Szostak & Sułkowski, 2021). The integration of entrepreneurial education into culinary programs not only cultivates creativity but also equips students with the necessary skills to adapt to market demands and innovate effectively.

Moreover, the culinary sector's innovation capabilities are often influenced by external factors such as networking and leadership. Murtini's research highlights that while entrepreneurial leadership is crucial, it does not always directly influence innovation within micro, small, and medium enterprises (MSMEs) in the culinary sector (Murtini et al., 2024). Instead, innovation often stems from competitive strategies that involve observing, imitating, and modifying existing practices. This suggests that culinary entrepreneurs must be adept at leveraging their networks to foster innovation, as highlighted by Widyastuti, who noted the importance of entrepreneurial leadership and network capability in enhancing creativity and innovation among culinary MSMEs in Jakarta (Widyastuti et al., 2023).

The digital transformation of the culinary business has also emerged as a critical factor in driving innovation. The rise of digital platforms has enabled culinary businesses to reach broader audiences and adapt their marketing strategies. For instance, the study by Wachyuni et al. emphasizes the need for culinary businesses to adjust their strategies to attract tourists by leveraging digital (Wachyuni et al., 2021). This digital shift is further supported by the findings of Gozali and Wijoyo, who discuss how culinary tourism can enhance innovation in food literacy and cultural identity, thereby promoting local entrepreneurship (Gozali & Wijoyo, 2022). The ability to integrate technology into culinary practices not only enhances operational efficiency but also fosters creativity in product offerings.

In addition to educational and technological influences, the cultural context plays a vital role in shaping culinary innovation. Research by Galarraga indicates that the avant-garde of culinary innovation is shifting from traditional haute cuisine to collaborative ecosystems involving multidisciplinary teams of chefs and scientists (Galarraga & Martinez de Albeniz, 2024). This shift reflects a broader trend where culinary innovation is increasingly viewed as a collaborative effort that transcends individual creativity. The integration of diverse perspectives fosters a rich environment for creative experimentation, leading to novel culinary experiences that resonate with contemporary consumer preferences.

Furthermore, the resilience of culinary businesses during crises, such as the COVID-19 pandemic, underscores the importance of adaptability and innovation. Hapsari and Baiquni's study illustrates how culinary traders in Bali adapted their business models to survive the pandemic, highlighting the necessity for innovation in response to external shocks (Hapsari & Baiquni, 2022). This adaptability is crucial for sustaining business operations and meeting changing consumer demands. Similarly, Rahayu et al. emphasize the need for culinary MSMEs to innovate their marketing strategies to improve financial performance in the post-pandemic era (Rahayu et al., 2023). These findings underscore the critical role of innovation in ensuring the survival and growth of culinary businesses in a rapidly changing environment.

The culinary sector's innovation landscape is also shaped by the competitive dynamics within the market. Research by Triwijayati reveals that product innovation, marketing strategies, and distribution channels are essential for enhancing consumer satisfaction and achieving sustainable growth in the culinary industry (Triwijayati et al., 2024). This aligns with the findings of Hamdani, who discusses the importance of strategic entrepreneurship in fostering innovation

within the culinary industry (Hamdani & Rawita, 2023). The ability to innovate not only enhances product offerings but also strengthens the overall brand positioning of culinary businesses in a competitive marketplace. Moreover, the integration of sustainability practices into culinary innovation is gaining traction. Studies indicate that eco-friendly culinary practices are becoming increasingly relevant as consumers become more environmentally conscious. Research by Finda highlights the positive impact of environmental management on competitive advantage within eco-friendly culinary businesses (Finda, 2024). This trend reflects a broader societal shift towards sustainability, where culinary entrepreneurs are encouraged to adopt practices that minimize environmental impact while enhancing product appeal.

In conclusion, the interplay of creativity and innovation in the culinary business is multifaceted, encompassing educational influences, technological advancements, cultural contexts, and competitive dynamics. The systematic literature review approach reveals that fostering an innovative culture within culinary enterprises is essential for navigating challenges and seizing opportunities in an ever-evolving marketplace. Culinary entrepreneurs must embrace creativity, leverage networks, and adapt to changing consumer preferences to thrive in this dynamic sector.

2. RESEARCH METHODS

2.1 Search Process

The search process is used to obtain various relevant literature sources to answer the Research Question (RQ). The search process is carried out using a search engine (Google Chrome) with the website address <https://www.scopus.com/search/> to obtain meta data in the form of RIS and CSV.

2.2 Quality Assessment

In literature review research, the data found will be evaluated based on the following quality assessment criteria questions:

QA1. Was the journal published in 2020–2024?

QA2. Does the journal include the variable of creativity and innovation in culinary business?

QA3. Does the journal include the method used in the research on creativity and innovation in culinary business?

2.3 Research Question (RQ)

Research questions are created based on the needs of the chosen topic. The following are the research questions in this study:

RQ1: What are the determinant factors that influence creativity and innovation in the culinary business?

RQ2: What are the current and thematic research trends in the context of creativity and innovation in the culinary business?

2.4 Inclusion and Exclusion Criteria

This stage is carried out to decide whether the data found is suitable for use in literature review research or not. A study is suitable to be selected if the following criteria are met:

a. Data used in the period 2020–2024.

b. Data obtained through the website <https://www.scopus.com/search>.

c. The data used is only related to the creativity and innovation in the culinary business.

2.5 Data Analysis and Data Extraction

The selected primary studies were then extracted to collect data that contributed to answering the research questions. The research method that will be used in this research uses a systematic literature review. A systematic literature review contains a review, summary, and the author's thoughts on several library sources in the form of journals indexed by Scopus. The systematic literature review in this study aims to explore the trend of increasing the creativity and innovation in the culinary business. The analysis process in this systematic literature review research includes four stages that must be carried out sequentially in order to provide various acceptable answers to the research questions. The first step is to search and collect Scopus journal data with the keywords ***creative AND business; culinary***. The second step, the researcher tried to select the articles by selecting articles in the form of research journals indexed by the Scopus database in the last eight years (2020-2024) with the subjects of Business, Management and Accounting, Economics, Econometrics and Finance as well as English-language journals and Open Access. Based on the document selection process, from 40 articles, then down to 18 articles, then down to 14 articles, then there are only 6 articles that are relevant and can be analyzed further. The stages in the systematic literature review research using the Preferred Reporting Items for Systematic reviews and Meta-Analysis (PRISMA).

3. RESULT AND DISCUSSION

3.1 Search Process Results and Criteria

The search results included several criteria and contained 6 journals that met the requirements and had a publication range from 2020 to 2025. The journal search used the Scopus.com database and the keywords ***creative AND business; culinary***. The data search aims to map the creativity and innovation in the culinary business due to the selection process and inclusion and exclusion criteria.

Advanced query:

(TITLE-ABS-KEY (creative AND business) AND TITLE-ABS-KEY (culinary)) AND PUBYEAR > 2013 AND PUBYEAR < 2025 AND (LIMIT-TO (SUBJAREA , "BUSI")) AND (LIMIT-TO (DOCTYPE , "ar")) AND (LIMIT-TO (SRCTYPE , "j")) AND (LIMIT-TO (LANGUAGE , "English")) AND (LIMIT-TO (PUBSTAGE , "final")) AND (LIMIT-TO (OA , "all"))

Table 1. List of Reviewed Articles

No.	Author	Title	Journal Name
1	Hanan & Hemanto (2020)	From Clothing to Culinary Industries: Creativity in The Making of Place	Creative Industries Journal
2	Endiana., et al (2023)	Green Intellectual Capital on Performance Based on Competitive Advantage of SMEs	General Management
3	Sembiring., et al (2023)	The Effect of Creativity Skill, Motivation, Locus of Control on Self-Efficiency That Impact on the Success of Culinary Tourism Entrepreneurs in North Sumatra	Journal of Environmental Management and Tourism
4	Abduh., et al (2024)	Entrepreneurship and MSME Market Orientation Toward Creative	Asian Economic and Financial Review

		Industries: Society Era 5.0 in Makassar City	
5	Rita & Nastiti (2021)	The Influence of Financial Bootstrapping and Digital Transformation on Financial Performance: Evidence from MSMEs in The Culinary Sector in Indonesia	Cogent Business & Management
6	Prihandono., at al (2024)	Digital Transformation to Enhance Indonesian SME Performance: Exploring Performance: Exploring the Impact of Market Competition and Digital Strategy	Problems and Perspectives in Management

Source: data processed in 2025

3.2 Quality Assessment

The final results of the quality assessment of the selected journals are as follows:

No.	Author	Year	QA1	QA2	QA3	Result
1	Hanan & Hemanto (2020)	2020	Yes	Yes	Yes	Accepted
2	Endiana., et al (2023)	2023	Yes	Yes	Yes	Accepted
3	Sembiring., et al (2023)	2023	Yes	Yes	Yes	Accepted
4	Abduh., et al (2024)	2024	Yes	Yes	Yes	Accepted
5	Suhartini., et al (2021)	2024	Yes	Yes	Yes	Accepted
6	Prihandono., at al (2024)	2024	Yes	Yes	Yes	Accepted

Source: data processed in 2025

3.3 Analysis of the First Research Question (RQ1)

What are the determinant factors that influence creativity and innovation in the culinary business? (RQ1)

a. Creativity as a Driver of Industry Evolution (Hanan & Hemanto, 2020)

Focus: The transformation from traditional clothing industries to culinary industries emphasizes the importance of creativity in defining a place's identity. Findings: Creativity facilitates the diversification of industries and supports local culture; culinary businesses can leverage creative concepts such as unique themes, local ingredients, and cultural identity to stand out in competitive markets; and place-based creativity fosters innovation through the interaction of local heritage and customer preferences.

b. Role of Green Intellectual Capital (Endiana et al., 2023)

Focus: Environmental and intellectual assets improve SMEs' competitive advantage. Findings: Green intellectual capital (e.g., sustainable practices, and environmentally conscious branding) directly impacts businesses' innovative capacity; culinary businesses adopting green practices are more likely to attract eco-conscious consumers and sustain long-term innovation; and knowledge-sharing and environmentally friendly approaches stimulate continuous improvement in recipes and service delivery.

c. Psychological and Behavioral Traits (Sembiring & Lubis, 2023)

Focus: Personal skills and traits drive success in culinary entrepreneurship.

Findings: Creativity skills, motivation, and locus of control are foundational to self-efficacy, which correlates strongly with entrepreneurial success; culinary entrepreneurs who exhibit higher self-efficacy are more capable of adapting to changing market demands through innovative menus, marketing strategies, and customer engagement.

d. Entrepreneurship and Market Orientation (Abduh et al., 2024)

Focus: Entrepreneurship combined with market trends in the context of Society 5.0.

Findings: A proactive market orientation, where businesses anticipate customer needs, fosters creativity in product development; technology integration within Society 5.0 enhances entrepreneurial innovation by automating routine tasks and enabling data-driven decision-making; & entrepreneurial attitudes toward risk-taking and experimentation encourage continuous innovation in culinary offerings.

e. Financial Strategies and Digital Transformation (Rita & Nastiti, 2024)

Focus: The impact of financial bootstrapping and digital adoption on business performance.

Findings: Financial bootstrapping enables resourceful thinking, leading to innovative solutions in cost management and product delivery; digital transformation, such as the adoption of online ordering platforms, enhances customer accessibility and operational efficiency; and culinary businesses leveraging digital tools like social media and e-commerce platforms can innovate more effectively in marketing and customer outreach.

f. Digital Strategies and Market Competition (Prihandono et al., 2024)

Focus: The dual role of market competition and digital strategies in SME performance.

Findings: Intense market competition compels businesses to adopt creative approaches to differentiate themselves, such as innovative packaging, menu designs, or themed dining experiences; digital strategies, including social media marketing and data analytics, enable culinary businesses to understand customer preferences and anticipate trends; and collaboration with digital influencers and bloggers helps create viral marketing campaigns, fostering innovation in brand storytelling.

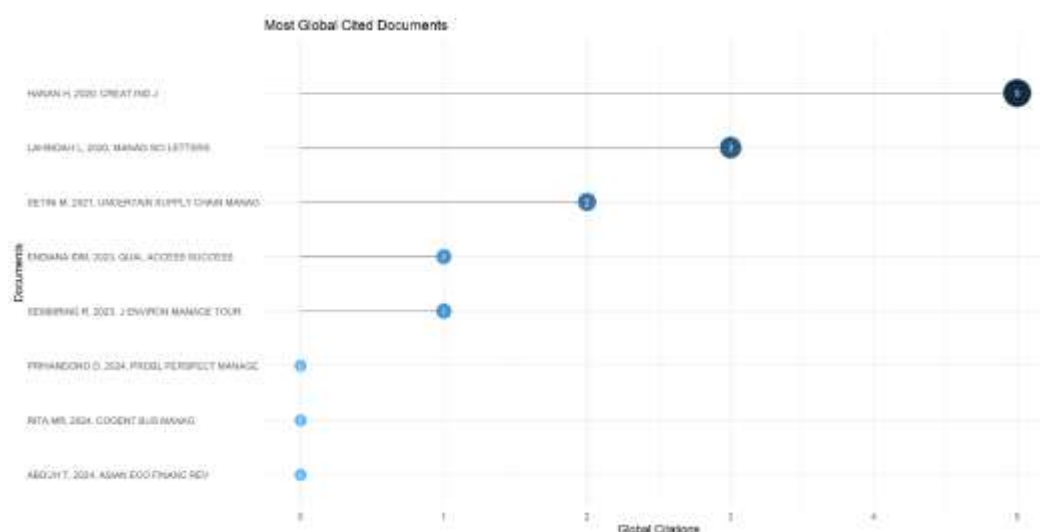


Figure 1. Showing journals with the most cited papers globally in the creativity and innovation in culinary business research

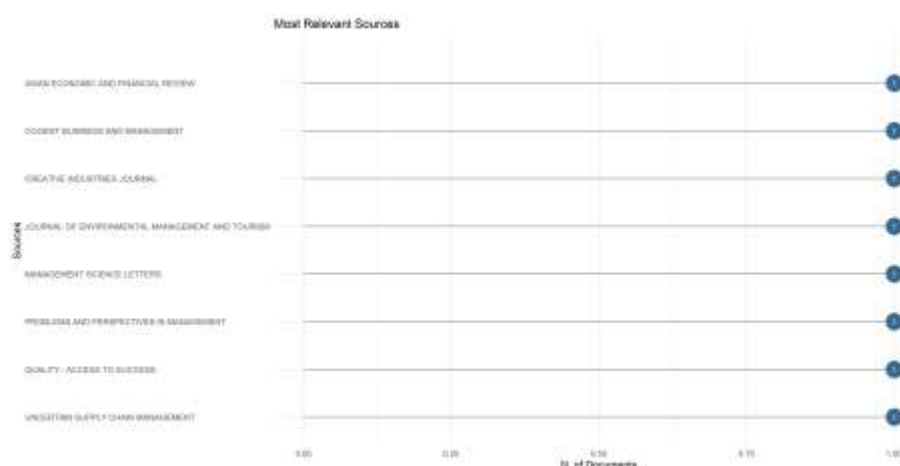


Figure 2. Showing journals with the most relevant sources in the creativity and innovation in culinary business research.

3.4 Analysis of Research Question Two (RQ2)

What are the current and thematic research trends in the context of creativity and innovation in the culinary business? (RQ2)

a. Creativity as a Place-Making and Cultural Identity Tool

Journal: Hanan & Hemanto (2020), Trend: The role of creativity in transforming industries and shaping cultural identity. Theme: creativity is explored as a tool to reimagine local traditions and adapt them to contemporary culinary experiences; the study highlights the use of local resources and heritage to differentiate culinary businesses; research focuses on how creativity can foster tourism by integrating culinary experiences with cultural and historical narratives. Significance: this trend reflects an emphasis on combining traditional and modern approaches to attract niche markets, aligning culinary innovation with place-based identity.

b. Sustainability and Green Innovation

Journal: Endiana et al. (2023), Trend: Green intellectual capital as a driver of innovation. Theme: Integration of sustainability principles into business models, focusing on environmentally friendly practices and green branding; the research investigates how green intellectual capital impacts SME competitiveness and performance. Significance: This theme reflects the growing importance of sustainability as a differentiating factor in the culinary industry, aligning with consumer preferences for eco-conscious products and services.

c. Psychological and Behavioral Dimensions of Creativity

Journal: Sembiring et al. (2023), Trend: Personal and psychological traits affecting creativity and entrepreneurial success. Theme: the study explores creativity skills, motivation, and locus of control as key drivers of entrepreneurial success. It focuses on how self-efficacy influences culinary innovation and the ability to adapt to challenges. Significance: This theme highlights the importance of individual traits and psychological readiness in fostering creativity and innovation, particularly in the competitive culinary tourism industry.

d. Technology and Digital Transformation

Journals: Rita & Nastiti (2024) & Prihandono et al. (2024), Trend: The role of digital transformation in fostering creativity and competitiveness. Themes: Adopting digital tools (e.g., e-commerce, social media, data analytics) to enhance customer engagement and operational efficiency and the impact of market competition on driving digital innovation and creative marketing strategies. Significance: This trend underscores the necessity of digital tools in modernizing business models, allowing culinary SMEs to innovate in response to evolving market demands.

e. Market Orientation and Consumer-Centric Innovation

Journal: Abduh et al. (2024), Trend: Proactive market orientation in Society 5.0.

Theme: The study examines how understanding customer needs and leveraging data fosters creativity in the culinary business and highlights the integration of advanced technology to predict trends and customize offerings. Significance: This trend aligns with the global shift towards a data-driven approach, emphasizing consumer feedback and technological insights to inspire innovation.

f. Financial Strategies for Creativity and Innovation

Journal: Rita & Nastiti (2024), Trend: Financial bootstrapping as a mechanism to support innovation. Theme: Resourceful financial management encourages creative problem-solving and the development of cost-effective solutions in culinary businesses and emphasizes how limited resources can drive innovative thinking in business operations. Significance: This theme is particularly relevant for MSMEs, highlighting the interplay between financial constraints and creative opportunities.

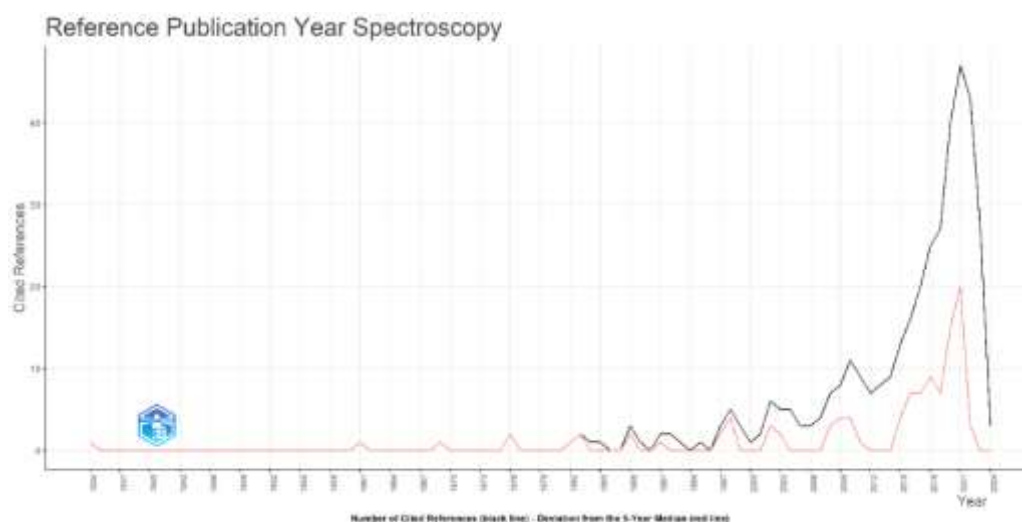


Figure 3. Showing journals with the reference publication year spectroscopy in the creativity and innovation in culinary business research

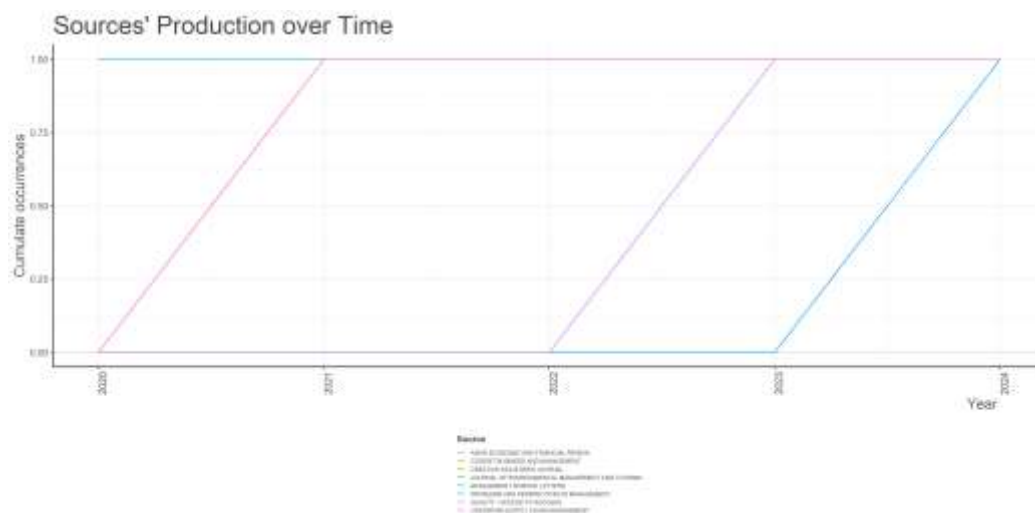


Figure 4. Showing journals with sources production time in the creativity and innovation in culinary business research

4. CONCLUSION

The intersection of creativity, digital adoption, market orientation, and sustainability forms the foundation of innovation in the culinary business. Businesses integrating these elements are better equipped to adapt to evolving customer demands and competitive landscapes. Current research trends in creativity and innovation in the culinary business focus on the interplay between cultural heritage, sustainability, digital adoption, psychological traits, and financial strategies. These themes provide a holistic framework for understanding how culinary businesses can adapt to modern challenges while maintaining their creative edge. Researchers emphasize integrating technology and consumer insights as critical enablers of innovation, while cultural and sustainable practices offer unique opportunities for differentiation.

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