

DAFTAR PUSTAKA

- Abadi, S., Mat The, K. S., Nasir, B. M., & Ivanova, N. L. (2018). Application model of k-means clustering: insights into promotion strategy of vocational high school. *International Journal of Engineering & Technology*(7), 182-187. Retrieved from https://www.researchgate.net/profile/Andino_Maseleno/publication/332683272_Application_model_of_kmeans_clustering_insights_into_promotion_strategy_of_vocational_high_school/links/5ce4bbc0299bf14d95af559a/Application-model-of-k-meansclustering-insights-i
- Aggarwal, A., & Thakur, G. M. (2013, Februari). Techniques of Performance Appraisal-A Review. *International Journal of Engineering and Advanced Technology*, 2(3).
- Aguinis, H. (2012). *Performance Management*. Pearson Education.
- Armstrong, M. (2010). *Reward Management Practice: Improving Performance Through Reward*. Kogan Page. Retrieved Maret 3, 2010, from https://books.google.co.id/books?hl=id&lr=&id=kQ4mK1UeZ8gC&oi=fnd&pg=PR3&dq=reward&ots=pSBZ40yQeH&sig=xn1yil2NbmJ_c9Er9IvR51s3HbA&redir_esc=y#v=onepage&q&f=false
- Armstrong, M. (2017). *performance management: Building a culture of continuous improvement*. Kogan Page. Retrieved Januari 3, 2017
- Badan Koordinasi Penanaman Modal. (2019). *Ease of Doing Business di Indonesia Terus Membaik*. Retrieved from <https://www.investindonesia.go.id/id/artikelinvestasi/detail/ease-of-doing-business-di-indonesia-terus-memb baik>
- Badan Pusat Statistik. (2020). *Usaha Mikro Kecil - Badan Pusat Statistik*. Retrieved from <https://www.bps.go.id/statictable/2020/01/30/1322/tabel-perkembangan-umkm-pada-periode-1997--2013.html>

- Bank Indonesia. (2015). *Profil Bisnis Usaha Mikro, Kecil, Dan Menengah (UMKM)*. Retrieved from file:///C:/Users/ASUS/Downloads/Profil%20Bisnis%20UMKM%20(1).pdf
- Baron, R. A., & Henry, R. A. (2011). Entrepreneurship: the genesis of organizations. *Handbook of Industrial and Organizational Psychology*, 1, 241-273.
- Baum, & Locke. (2004). The relationship of entrepreneurial traits, skills & motivation to subsequent venture growth. *Journal of applied Psychology*, 89(4), 587-598.
- Bratton, J., & Gold, J. (2017). *Human Resource Management : Theory and Practice* (6 ed.). UK: Macmillan Education UK. Retrieved March 1, 2017
- Buckley, Roger, & Caple, J. (2014). *The Theory & Practice of Training*. London: Kogan Page.
- Budiman, T., & Handayani, N. P. (2016). Pengaruh Recruitment Source dan Job Seeker's Perception Terhadap Job Seeker's Intention To Pursue The Job Di Kompas Gramedia Group. 8(2).
- Chandra, & Prasanna. (2011). *finance Management : Theory and Practice* (8 ed.). New Delhi: McGraw Hill Education. Retrieved from <https://books.google.co.id/books?hl=en&lr=&id=hleyL7OKn4UC&oi=fnd&pg=P>
- A1&dq=finance+management&ots=HgwNhXKz46&sig=HRviNwzI9eMYNi jqiwsodII16Y&redir_esc=y#v=onepage&q=finance%20management&f=false
- Ciarniene, R., & Stankeviciute, G. (2015). Theoretical Framework of E-Business Competitiveness. *Procedia - Social and Behavioral Sciences*(213), 734-739.
- CNBC Indonesia. (2020, September 30). *Proyeksi Terbaru Kementerian Keuangan*. Retrieved from Kuartal III Resesi & PDB -2%: <https://www.cnbcindonesia.com/news/20200930180123-4-190698/proyeksiterbaru-kemenkeu-kuartal-iii-resesi-pdb-2>
- Corbett, A. C., & Katz, J. A. (2016). Models of start-up thinking and action. *Theoretical, empirical, and pedagogical approaches*.
- Courtney, H., Lovallo, D., & Clarke, C. (n.d.). Deciding how to decide. 11(91), 62.

- David, F. R., & Forest, R. D. (2015). *Strategic Management : A Competitive Advantage Approach, Concepts, and Cases* (15 ed.). New Jersey: Pearson Education.
- Davies, P. B. (2012). *Ebusiness*. Macmillan International Higher Education. Retrieved November 23, 2012, from
https://books.google.co.id/books?hl=id&lr=&id=szQdBQAAQBAJ&oi=fnd&pg=PP1&dq=ebusiness&ots=ROLXFBrhkG&sig=8_jW39hi4ncb5mpGf3y-WsFDl0&redir_esc=y#v=onepage&q=ebusiness&f=false
- Dessler, G. (2011). *Human Resource Management* (10 ed.). Prentice Hall.
- Dessler, G. (2013). *Human Resource Management*. New Jersey, Upper Saddle River: Person/ Prentice Hall.
- Dessler, G. (2015). *Human Resource Management*. America: Pearson / Prentice Hall.
- Dessler, G. (2017). *Human Resource Management*. United States America: Pearson Higher Education.
- Ebert, R., & Griffin, R. (2017). *Business Essentials* (11 ed.). United States: Pearson Education.
- elena, P., & Antonacopoulou. (2000). Employee development through self-development in three retail banks. *Journal of Personnel Review*, 29(4), 491-508.
- Fellnhofer, K. (2019). Toward a taxonomy of entrepreneurship education research literature. *A bibliometric mapping and visualization. education research review*, 28-55.
- Ghenaatgar, A., & Jalali, S. M. (2016). Studi Pengaruh Manajemen Merek Internal pada Kewarganegaraan Merek. *Manajemen Bisnis Internasional*. 10(18), 4200-4208.
- Gungor, P. (2011). The Relationship between Reward Management System and Employee Performance with the Mediating Role of Motivation A Quantitative Study on Global Banks. *Procedia Social and Behavioral Sciences*(24), 1510-1520.

- Gusdorf, M. L. (2016). Recruitment and Selection: Hiring the Right Person. *SHRM : Society for Human Resource Management*.
- Hameed, A., & Waheed, A. (2011, July). Employee Development and Its Affect on Employee Performance. *International Journal of Business and Social Science*, 13(2).
- Handayani, N. P., & Handayani, D. W. (2019, Oktober 19). Handayani, N. P., & Handayani, D. W. (2019, Oktober 19). The Relationship Between Internal Brand Management With Brand Trust, Brand Citizenship Behavior, And intention To Stay : The Mediating Role Of Brand Commitment And Job Satisfaction. *Journal of Business & Finance in Emerging Markets*, 2(2), 89-100.
- Handayani, N. P., & Herwany, A. (2020). Examining the Relationship among Brand Commitment, Brand Trust, And Brand Citizenship Behavior in the Service Industry. *Análisis de la relación entre el compromiso de marca, la confianza en la marca y la ciudadanía corporativa de las marcas en la industria de servicios*, 6(11), 13-23. Retrieved from <https://doi.org/10.22430/24223182.1459>
- Heizer, J., Render, B., & Munson, C. (2017). Principles of Operations Management: *Sustainability and Supply Chain Management*. Retrieved from http://thuvienso.vanlanguni.edu.vn/handle/Vanlang_TV/20370
- Hooper, M. J., & Newlands, D. J. (2016). The Global Business Handbook. *The Eight Dimensions of International Management*.
- Huarng, K. H., & Ribeiro, S. D. (2014). Developmental Management Theories methods, and applications in entrepreneurship, innovation, and sense making. *Journal of Business Research*, 67(5), 657-662.
- Indonesian Research Institute. (2020). *Indonesia Millennial Report*. Retrieved from <https://cdn.idntimes.com/content-documents/Indonesia-millennial-report2020-by-IDN-Research-Institute.pdf>

- Johnson, G., & Scholes, K. (2016). *Exploring Corporate Strategy* (8 ed.). Boston, Prentice Hall.
- Johnson, M. P., & Schaltegger, S. (2020). Entrepreneurship for Sustainable Development. *A Review and Multilevel Causal Mechanism Framework*(44), 1141-1173. Retrieved from <https://doi.org/10.1177/1042258719885368>.
- Kaur, H., & Bains, D. A. (2013). Understanding The Concept Of Entrepreneur Competency. *Journal of Business Management & Social Sciences Research*, 11(2).
- Kementerian Koperasi dan UMKM Republik Indonesia. (2018). *Perkembangan Data Usaha UMKM dan Usaha Besar* . Retrieved from [http://www.depkop.go.id/uploads/laporan/1580223129_PERKEMBANGAN%20DATA%20USAHA%20MIKRO,%20KECIL,%20MENENGAH%20\(UMKM\)%20DAN%20USAHA%20BESAR%20\(UB\)%20TAHUN%202017%20-%202018.pdf](http://www.depkop.go.id/uploads/laporan/1580223129_PERKEMBANGAN%20DATA%20USAHA%20MIKRO,%20KECIL,%20MENENGAH%20(UMKM)%20DAN%20USAHA%20BESAR%20(UB)%20TAHUN%202017%20-%202018.pdf)
- Kementerian Pendidikan dan Kebudayaan. (2020). *Program Kewirausahaan Indonesia*. Retrieved from <https://sim-pkmi.kemdikbud.go.id/portal/>
- Kinicki, A., & Williams, B. K. (2016). *Management A Practical Introduction* (7 ed.). America: McGraw-Hill International Edition.
- Kleindl, B. A., Burrow, J. L., & Becroft, J. L. (2017). *Business Management* (14 ed.).
- Knootz, Harold, Wihrich, & Heinz. (2012). *Essentials of Management : An International and Leadership Perspective*. India: McGraw Hill Education.
- Kompas. (2019, Desember 20). *Peran UMKM dalam Perekonomian Indonesia*. Retrieved from <https://www.kompas.com/skola/read/2019/12/20/120000469/peran-umkm-dalam-perekonomian-indonesia?page=all>
- Kotler. (2011). Manajemen Pemasaran di Indonesia: Analisis, Perencanaan, Implementasi dan Pengendalian. 29(2).
- Kotler, P. T., & keller, K. L. (2016). *Marketing Management* (15 ed.). Pearson.

- Kotler, P., & Armstrong, G. (2012). *Principle of Marketing*. London: Pearson Education.
- Kuckertz, A., Berger, E. C., & Brandle, L. (2020). Entrepreneurship and the sustainable bioeconomy transformation. *Environmental Innovation and Societal Transitions*, 37, 332-344. doi:10.1016/j.eist.2020.10.003
- Kurtz, D. L., & Boone, L. E. (2015). *Contemporary business* (16 ed.). Retrieved from http://125.234.102.150:8080/dspace/handle/DNULIB_52011/8294
- Kushwaha, Gyaneshwar, S., & Agrawal, S. R. (2015). An Indian customer surrounding 7Prs of service marketing. *Journal of Retailing and Consumer Services*(22), 85-95. doi:10.1016/j.jretconser.2014.10.006
- Matthew, R., Lesley, W., & T. B. (2017). Risk, Reliability and Safety. *Innovating Theory and Practice*.
- Morgan, N., Pritchard, A., & Pride, R. (2012). *Destination Brands*. Routledge. Retrieved Mei 23, 2012, from https://books.google.co.id/books?hl=id&lr=&id=QzJq0GbaCPkC&oi=fnd&pg=PA55&dq=KIND+OF+branding&ots=9oNcC513pW&sig=xk5P5-eHSaOYOd6l5sSAsYrkJtc&redir_esc=y#v=onepage&q=KIND%20OF%20branding&f=false
- Naim, M., Rezky, & Asma. (2019). *Introduction to Management*. Indonesia: Qiara Media. Retrieved from https://books.google.co.id/books?hl=en&lr=&id=41O6DwAAQBAJ&oi=fnd&pg=PA91&dq=introduction+management+finance&ots=zq_iZNfNzS&sig=7daLMfnVlg9Jf1j_osjvUl5Vlf4&redir_esc=y#v=onepage&q=introduction%20management%20finance&f=false
- Osterwalder, A., & Pigneur, Y. (2010). Business Model Generation. *A Handbook for Visionaries, Game Changers dan Challangers*.
- Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2014). Value proposition design. *How to create products and services customers want*.

- Palepu, K. G., Healy, P. M., Wright, S., Bradbury, M., & Coulton, J. (2020). *Business Analysis and Valuation: Using finance Statements*. Cengage AU. Retrieved September 24, 2020
- Rangkuti, F. (2014). *Teknik Analisis SWOT Cara Perhitungan Bobot, Rating*. Jakarta: PT. Gramedia Pustaka Utama.
- Robbin, S. P., & Coulter, M. (2012). *Management* (11 ed.). New Jersey: Pearson Education.
- Robbin, S. P., Stephen, & Coulter, M. (2014). *Management* (12 ed.). United States: Pearson Education Limited.
- Robbins, S. J., & Coulter, M. (2018). *Management* (14 ed.). New Jersey: Pearson Education.
- Salloum, C., & Ajaka, J. (2013). *CRM failure to apply optimal management information system : case of Lebanese financial sector*. Arab Econ.
- Schermerhorn, J. R., Bachrach, J. G., & Wright, B. (2020). *Management*. John Wiley & Sons. Retrieved from https://books.google.co.id/books?hl=id&lr=&id=g4oBEAAAQBAJ&oi=fnd&pg=PA1&dq=schermerhorn+management&ots=wYS8GPN9ph&sig=wyVJ8jEG9YaFMfEyIL7QFb2HwNo&redir_esc=y#v=onepage&q=schermerhorn%20management&f=false
- Stokes, R., & Quirk, T. O. (2013). *eMarketing*. Retrieved from https://books.google.co.id/books?hl=id&lr=&id=O2wSAwAAQBAJ&oi=fnd&pg=PA65&dq=emarketing&ots=TS6UzDWOvl&sig=TTz2L5OgLNkN1-knAcrf6QTqjkI&redir_esc=y#v=onepage&q=emarketing&f=false
- Sullivan, Diane, M., Meek, & William, R. (2012). Gender and entrepreneurship: a review and process model. *Journal of Managerial Psychology*, 27(5), 428-458. doi:10.1108/02683941211235373
- Teece, D. J. (2010). Business Models, Business Strategy and Innovation. 43(5), 0-194. doi:10.1016/j.lrp.2009.07.003

- The World Bank. (2020). *Ease of doing business index*. Retrieved from Business Friendly Regulations: <https://data.worldbank.org/indicator/IC.BUS.EASE.XQ>
- UKM Indonesia. (2019, July 29). *Potret UMKM Indonesia Yang Berperan Besar*. Retrieved from <https://www.ukmindonesia.id/baca-artikel/62>
- Vazquez, M. A., Perez, M. P., & Castanon, M. A. (2018, Juni 25). Management and Business Plan. In *The Emerald Handbook*, 153-168. Retrieved from <https://doi.org/10.1108978-1-78743-529-220181020>
- World Health Organization. (2020). *Coronavirus*. Retrieved from https://www.who.int/health-topics/coronavirus#tab=tab_1