

References

- Astuti, N. P., Karmila, I., Themba, O. S., & Sutaguna, N. T. (2025). *Marketing 5.0 Pemasaran di Era Teknologi dan Otomatisasi*. PT Media Penerbit Indonesia.
- Bala M., & Verma D. (2020). *Impact of Event-Based Marketing on Consumer Purchase Intention in E-commerce Sector*, (Journal of Business Research), 45-56.
- Calof J., & Wright S. (n.d.). *Competitive Intelligence: A View from the Trenches*, 8(1)(Journal of Intelligence Studies in Business), 5-15.
- Cheng Y., Zhang X., & Liu Y. (2021). *The Impact of Time Scarcity and Product Scarcity on Impulse Buying in E-commerce Flash Sales*, (Journal of Retailing and Consumer Services).
- Cui F., & Zhang J. (2020). *Flash Sales and Their Impact on Customer Acquisition and Retention in Online Retail*, 281(2)(European Journal of Operational Research), 332-345.
- Faisal, M. T., & Muhammad IqbalFasa. (n.d.). *TRANSFORMASI DIGITAL: PERAN E-COMMERCE DALAM PERTUMBUHAN EKONOMI DIGITAL DI INDONESIA*, Vol.3, No.4.
- Gummerus J., C, V. K., & Koivumaki J. (2019). *Flash Sales: Consumer Behavior and Marketing Implications*, 94(Journal of Business Research), 290-298.
- Hanlon A., & Nagle T. (2018). *The Strategy and Tactics of Pricing: A Guide to Growing More Profitably (6th ed.)*. Roulledge.

Harahap, K. (2025). *DIGITAL MARKETING STRATEGI DAN IMPLEMENTASI DALAM BISNIS MODERN*. PT Media Penerbit Indonesia.

J, S. T., & Wiersema B. (2020). *The Power of Data-Driven Marketing: Optimizing Customer Engagement in the Digital Age*, 57(3)(Journal of Marketing Research), 481-499.

Kouvelis P., & Zhao Y. (2023). *Dynamic Pricing and Competition in E-commerce: The Role of Price Transparency* (Vol. 69(4)). Management Science.

M, T. H., & Karjaluoto H. (2015). *The Role of Digital Channels in Competitive Intelligence* (Vol. 31(9-10)). Journal of Marketing Management.

Maria, V., Zahra, N., & Prabowo, S. (2024). *Digital Marketing Strategy in the Industry 5.0 Era*.

Narayanan S., Aravindan A., & Ranga R. (2023). *Digital Transformation and Competitive Strategy: A Review and Research Agenda*. (Vol. 40(2)). Journal of Management Information Systems.

Putri, A. N., Putra, F., Sigit, K. N., & Yansen, A. (2025). *OPTIMALISASI PEMASARAN DIGITAL UNTUK E-COMMERCE DARI SEO HINGGA SOCIAL MEDIA MARKETING*. PT Media Penerbit Indonesia.

Raule, J. H., Nurhayati, N., Pratiwi, K. A., & Sinaga, R. (2024).

Manajemen Pemasaran. PT Media Penerbit Indonesia.

Sitorus, D. P. (2025). *Analisis Faktor Keberhasilan Aplikasi E-Commerce dalam Meningkatkan, Volume. 3, No. 1.*

Susilawatii, A. D. (2025). *ANALISIS KELAYAKAN BISNIS BERBASIS DIGITAL TEORI, TEKNIK, DAN PRAKTIK.* PT Media Penerbit Indonesia.



UMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA