

## DAFTAR PUSTAKA

- Belleflamme, P., & Neysen, N. (2020). *A Multisided Value Proposition Canvas for Digital Platforms*. CORE., Belgium
- Bennett, N., & Lemoine, J. (2014). What VUCA Really Means for You. *Harvard Business Review*, 92(1/2).
- Berman, S. J., & Hagan, J. (2006). How Technology-Driven Business Strategy Can Spur Innovation and Growth. *Strategy & Leadership*, 34(2), 28-34.
- Dahono, Y. (2021). Media Sosial Paling Populer di Indonesia. Tersedia di <https://www.beritasatu.com/digital/733355/data-ini-media-sosial-paling-populer-di-indonesia-20202021>, diakses pada 15 November 2021.
- Edelman, B. (2014). Mastering The Intermediaries. *Harvard Business Review*, 92(6), 86-92.
- Eisenmann, T., Parker, G., & Van Alstyne, M. W. (2006). Strategies For Two-Sided Markets. *Harvard Business Review*, 84(10), 92.
- Gaikindo. (2021). Member. Tersedia di <https://www.gaikindo.or.id/member/>, diakses pada 29 Oktober 2021.
- Harding, S., & Long, T. (2017). *MBA Management Models*. Routledge.
- Heizer, J., Render, B., Munson, C., & Sachan, A. (2017). Operations management: sustainability and supply chain management, 12/e.
- Kalbach, J. (2012), Clarifying Innovation: Four Zones of Innovation. *Experiencing Information*. Tersedia di <https://experiencinginformation.com/2012/06/03/clarifying-innovation-four-zones-of-innovation/>, diakses pada 15 Desember 2020.
- Meyer, P. (2021), Leading Through VUCA. Tersedia di <https://medium.com/@pamelameyerphd/leading-through-vuca-volatility-uncertainty-complexity-and-ambiguity-769088de8815>, diakses pada 30 Juni 2021.

- Mintzberg, H. (1987). The Strategy Concept I: Five Ps for Strategy. *California Management Review*, 30(1), 11-24.
- Miles, M. B., & Huberman, A. M. (1994). *Qualitative Data Analysis: An expanded sourcebook*. SAGE Publishing.
- Mind Tools Team. (2021). Mintzberg's 5 Ps of Strategy. Tersedia di <https://www.mindtools.com/pages/article/mintzberg-5ps.htm>, diakses pada 4 Agustus 2021.
- Mind Tools Team. (2021). SWOT Analysis. Tersedia di [https://www.mindtools.com/pages/article/newTMC\\_05.htm](https://www.mindtools.com/pages/article/newTMC_05.htm), diakses pada 19 Oktober 2021.
- Osterwalder, A., & Pigneur, Y. (2010). *Business Model Generation: a Handbook For Visionaries, Game Changers, and Challengers* (Vol. 1). John Wiley & Sons.
- Sidik, B. (2021). Tantangan Meramaikan Pameran Virtual. Tersedia di <https://www.kompas.id/baca/metro/2020/10/18/tantangan-meramaikan-pameran-virtual>, diakses pada 21 Desember 2021.
- Thompson, A., Janes, A., Peteraf, M., Sutton, C., Gamble, J., & Strickland, A. (2018). *Crafting and Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases*. McGraw Hill.
- Turban, E., Volonino, L., & Wood, G. R. (2015). *Information Technology for Management: Digital Strategies for Insight, Action, and Sustainable Performance*. Wiley Publishing.
- Yin, K. Robert. 2002. Studi Kasus (Desain dan Metode). (Mudzakir D, *Trans*). Jakarta. PT. Raja Grafindo Persada. (*Original work* diterbitkan tahun 1996).