

DAFTAR PUSTAKA

- Ansoff, H. I. (1957). Strategies for Diversification. *Harvard Business Review*, 35(5), 113–124. [https://doi.org/10.1016/0024-6301\(72\)90048-9](https://doi.org/10.1016/0024-6301(72)90048-9)
- Archer, N. P., & Ghasemzadeh, F. (1999). An integrated framework for project portfolio selection. *International Journal of Project Management*, 17(4), 207–216. [https://doi.org/10.1016/S0263-7863\(98\)00032-5](https://doi.org/10.1016/S0263-7863(98)00032-5)
- Barney, J. (2014). Gaining and Sustaining Competitive Advantage. In *Gaining and sustaining competitive advantage* (4th ed.). London: Pearson Education Limited.
- Besanko, D., Dranove, D., Stanley, M., & Schaefer, Sc. (2018). *Economics and Strategy* (7th ed.). hoboken: John Wiley & Sons Inc.
- Bondarenko, A. F., Zakharkina, L. S., Syhyda, L. O., & Saher, L. Y. (2020). The Economic and Marketing Attractiveness of Countries: Measurement and Positioning in Terms of Economic Security. *International Journal of Sustainable Development and Planning*, 15(4), 439–449. <https://doi.org/10.18280/ijdsdp.150404>
- Caldart, A. A. (2014). GE Matrix (Competitive Position Attractiveness Matrix). In C. L. Cooper (Ed.), *Wiley Encyclopedia of Management* (Vol. 12). New York: John Wiley & Sons, Ltd. Retrieved from <https://doi.org/10.1002/9781118785317.weom120003>
- Chandler, A. D. (1962). *Strategy and Structure: Chapters in the History of the American Industrial Enterprise*. Cambridge: MIT Press.
- Cooper, D. R., & Schindler, P. S. (2014). *Business Research Methods* (12th ed.). New York: McGraw-Hill.
- Elonen, S., & Artto, K. A. (2003). Problems in managing internal development projects in multi-project environments. *International Journal of Project Management*, 21(6), 395–402. [https://doi.org/10.1016/S0263-7863\(02\)00097-2](https://doi.org/10.1016/S0263-7863(02)00097-2)

- Ferrell, O. C., Hirt, G. A., & Ferrell, L. (2016). *Business A Changing World* (10th ed.). New York: McGraw-Hill Education. Retrieved from <http://bit.ly/LS4Apple>
- Furrer, O. (2011). *Corporate Level Strategy Theory and Application*. London: Routledge.
- Goold, M., & Luchs, K. (1993). Why diversify? Four decades of management thinking. *Academy of Management Executive*, 7(3), 7–25. <https://doi.org/10.5465/ame.1993.9411302341>
- Hax, A. C., & Majluf, N. S. (1996). *The Strategy Concept and Process A Pragmatic Approach*. Upper Saddle River: Prentice-Hall, Inc.
- Hedley, B. (1977). Strategy and the “business portfolio.” *Long Range Planning*, 10(1), 9–15. [https://doi.org/10.1016/0024-6301\(77\)90042-5](https://doi.org/10.1016/0024-6301(77)90042-5)
- Hitt, M. A., Ireland, R. Duane., & Hoskisson, R. E. (2007). Strategic Management-Competitiveness and Globalization: Concepts and cases. In *Strategic Management - Competitiveness and Globalization* (7th ed., Vol. 89). Mason: Thomson South-Western.
- Hyväri, I. (2014). Project Portfolio Management in a Company Strategy Implementation, a Case Study. *Procedia - Social and Behavioral Sciences*, 119, 229–236. <https://doi.org/10.1016/j.sbspro.2014.03.027>
- Kanodia, Y. (2020). The Impact of Product Diversification Strategy on Brand Loyalty: A Case Study. *International Journal of Management*, 08(03), 89–93. <https://doi.org/10.35620/ijm.2020.8304>
- Kim, W. C., & Mauborgne, R. (1999). Creating New Market Space. *Harvard Business Review*.
- Koldewey, C., Echterfeld, J., & Gausemeier, J. (2020). *Business Model Portfolio Planning for Smart Services*. (February), 0–22.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). London: Pearson Education Limited.
- Lowe, R. A., Boerner, C. S., & Teece, D. J. (2001). Diversification and Economies of Scope. *International Encyclopedia of the Social & Behavioral Sciences*, 3574–3578. <https://doi.org/10.1016/b0-08-043076-7/04263-7>

- Markides, C. C. (1997). To diversify or Not to Diversify. *Harvard Business Review*, 75(6), 93–99.
- McKeown, M. (2019). *The Strategy Book: How to think and act strategically to deliver outstanding results* (3rd ed.). FT Press.
- Morris, P. W. G., & Pinto, J. K. (2004). *Project portfolio selection and management - The Wiley guide to managing projects*. 237–255.
- Porter, M. E. (2003). Locations, Clusters, and Company Strategy. In G. L. Clark, M. P. Feldman, & M. S. Gertler (Eds.), *The Oxford Handbook of Economic Geography* (p. 776). Oxford: Oxford University Press.
- Porter, M. E., & Roach, S. S. (1996). What is Strategy ? *Harvard Business Review*. *Harvard Business Review*, 74(december), 61–78.
- Rowe, W. G., & Wright, P. M. (1997). Related and Unrelated Diversification and Their Effect on Human Resource Management Controls. *Strategic Management Journal*, 18(4), 329–338. [https://doi.org/10.1002/\(SICI\)1097-0266\(199704\)18:4<329::AID-SMJ879>3.0.CO;2-W](https://doi.org/10.1002/(SICI)1097-0266(199704)18:4<329::AID-SMJ879>3.0.CO;2-W)
- Rubinstein, M. (2002). Markowitz's "Portfolio Selection": A Fifty-Year Retrospective. *The Journal of Finance*, LVII(3), 1041–1045.
- Rumelt, Richard. p. (1982). Diversification Strategy and Profitability. *Strategic Management Journal*, 3(April), 359–369. https://doi.org/10.1007/978-1-349-06112-9_6
- Schindler, Pamela. S. (2019). *Business Research Methods* (13th ed.). New York: McGraw-Hill.
- Svetlana, D. (2018). Features of the Ge/Mckinsey Model Application for Assessing the Competitive Positions As a Factor of Security of Insurance Enterprises. *International Scientific Journal "Internauka". Series: "Economic Sciences,"* (10). <https://doi.org/10.25313/2520-2294-2018-10-4788>
- Thompson, A. A., Peteraf, M. A., Gamble, J. E., & Strickland III, A. J. (2020). *Crafting and Executing Strategy The Quest for Competitive Advantage Concepts and Cases* (22nd ed.). New York: McGraw-Hill Education.

- Tien, N. H., & Ngoc, N. M. (2019). Related and Non-related Diversification Strategy of Domestic Business Groups in Vietnam. *International Journal of Advanced Research in Engineering and Management*. 2019b, 5(7), 12–17.
- Wibowo, A. (2020). *Corporate Strategy Konsep & Praktik* (Giovanny, Ed.). Yogyakarta: Penerbit ANDI.