

BIBLIOGRAPHY

- Amit, R., Zott, C. (2001). Value creation in e-business. *Strategic Management Journal*, 22: 493-520.
- Cooper, D. and Schindler, P., (2019). *Business research methods*. 13th ed. Boston: McGraw-Hill/Irwin.
- Creswell, J. W. (2003). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. SAGE Publications, Inc.
- Cresswell, J. W. (2014). *Educational Research: Planning, Conducting, and Evaluating Quantitative and Qualitative Research [With Study Guide]*. Pearson.
- França, C., Broman, G., Robèrt, K., Basile, G., & Trygg, L. (2017). An approach to business model innovation and design for strategic sustainable development. *Journal of Cleaner Production*, 140(Part 1), 155–166.
- Francis, B. (2009). *Customer Relationship Management, Concepts and Technologies*. Amsterdam; London: Butterworth- Heinemann
- Dave Gray. (2017). Updated Empathy Map Canvas. Available on <https://medium.com/the-xplane-collection/updated-empathy-map-canvas-46df22df3c8a> accessed on 16 July 2022.
- De Carolis, D. M., Litzky, B. E., & Eddleston, K. A. (2009). Why Networks Enhance the Progress of New Venture Creation: The Influence of Social Capital and Cognition. *Entrepreneurship Theory and Practice*, 33(2), 527–545.
- Detik Finance. (2008). 80 Juta Orang RI Pakai Kacamata, Potensi Pasar Optik Rp 6 T. Available on <https://finance.detik.com/berita-ekonomi-bisnis/d-950573/80-juta-orang-ri-pakai-kacamata-potensi-pasar-optik-rp-6-t>. accessed on 15 July 2022.
- Hidayat, F. (2021, June 4). Imbas Pandemi, Pemesanan Kacamata Beralih ke Platform Online. [beritasatu.com. https://www.beritasatu.com/news/782587/imbaspandemi-pemesanan-kacamata-beralih-ke-platform-online](https://www.beritasatu.com/news/782587/imbaspandemi-pemesanan-kacamata-beralih-ke-platform-online)
- Holden, B. A., Fricke, T. R., Wilson, D. A., Jong, M., Naidoo, K. S., Sankaridurg, P., Wong, T. Y., Naduvilath, T. J., & Resnikoff, S. (2016). Global Prevalence of Myopia and High Myopia and Temporal Trends from 2000 through 2050. *Ophthalmology*, 123(5), 1036–1042. <https://doi.org/10.1016/j.opthta.2016.01.006>

- Johnson, M. W., Christensen, C. M., & Kagermann, H. (2008). Reinventing Your Business Model. *Harvard Business Review*, 86(12). <https://hbr.org/2008/12/reinventing-your-business-model> accessed on 2 August 2022.
- Kaplan, R. S. (2010). Conceptual Foundations of the Balanced Scorecard. SSRN Electronic Journal. <https://doi.org/10.2139/ssrn.1562586>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson. Retrieved 2020
- Optima. (2020) *Understanding Customers - An Introduction to Customer Empathy Mapping* (Video). Youtube. <https://www.youtube.com/watch?v=Qz7EwkprvFE&t=101s>
- Osterwalder, A., Pigneur, Y., & Tucci, C. (2005). Clarifying Business Models: Origins, Present, and Future of the Concept. *Communications of the Association for Information Systems*, 16, pp-pp.
- Osterwalder, A., Y. Pigneur. (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*, Hoboken, NJ: John Wiley & Sons, Inc.
- Simbolon, Refli., Hidayat, Ahmad. (2021). Service Quality Development of Optical Retailer at Shopping Mall in the Pandemic COVID-19 (A Case Study of Optical Store in Indonesia. *United International Journal for Research and Technology*.
- Srivastava, A., Thomson, S. (2009) Framework Analysis: A Qualitative Methodology for Applied Policy Research. *Journal of Administration and Governance* 72 (2009)
- Statista. (2022). Eyewear - Indonesia. Available on <https://www.statista.com/outlook/cmo/eyewear/indonesia> accessed on 16 July 2022.
- Strategyzer. (2017). *The Value Proposition Canvas Explained* (Video). <https://www.youtube.com/watch?v=ReM1uqmVfP0>
- Whiting, Anna. (2012). *Six Steps to Crafting Effective Value Propositions*. ITSMA. [https://763b9db675.nxcli.net/pdfs/research/ITSMA_6StepstoValue Props.pdf](https://763b9db675.nxcli.net/pdfs/research/ITSMA_6StepstoValueProps.pdf)

World Health Organization. (2021). Blindness and vision impairment. Available on <https://www.who.int/news-room/fact-sheets/detail/blindness-and-visual-impairment> accessed on 15 July 2022.

World Health Organization. (2022). A Toolkit on how to implement MyopiaEd. Available on https://cdn.who.int/media/docs/default-source/blindness-and-visual-impairment/concept-note-11.03.pdf?sfvrsn=4761fbf3_5 accessed on 15 July 2022.