

**MANAGING CREATIVITY AS A STRATEGIC
RESOURCE TO BUILD COMPETITIVE ADVANTAGE:
A STUDY IN PT. XYZ INDONESIA**

Thesis

As a partial fulfillment to achieve a Master Degree

Study Program in Master of Business Administration



Submitted by

Amelia Amri Choirinnisa

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to

**FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS GADJAH MADA
2023**

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Has been defended before the Board of Examiners

On July 13, 2023

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