

**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

21/484188/PEK/27317

to

FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITAS GADJAH MADA

2023



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

Amelia Amri Choirinnisa, Wakhid Slamet Ciptono, MBA, MPM, Ph.D.
UNIVERSITAS GADJAH MADA 2023 Diunduh dari <http://etd.repository.ugm.ac.id/>
Master of Business Administration
Faculty of Economics and Business
Universitas Gadjah Mada

STATEMENT OF AUTHENTICITY OF WRITTEN THESIS

I, the undersigned, state that this written thesis entitled:

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

and presented for examination on July 13, 2023, is my own work.

I hereby solemnly state that this thesis does not contain, in whole or in part, the work of any other person, in the form of plagiarized or copied phrases or symbols showing the ideas or thoughts of another writer presented as if they were my own; nor does it contain, in part or in whole, writing that I have copied, plagiarized or taken from the writing of another person without recognizing the original author.

In the event that, knowingly or otherwise, I have undertaken the above, I shall withdraw the thesis I have presented as my own work. If, henceforth, it is proven that I copied or plagiarized the work of another person presenting it as if it were my own, the degree and diploma awarded by the university **shall be revoked.**

Yogyakarta, July 13, 2023

Signed

Amelia Amri Choirinnisa

1st Witness, the thesis advisor and member of the thesis examination team:

Wakhid Slamet Ciptono, MBA, MPM, Ph.D.,

2nd Witness, the member of the thesis examination team :

Dr. Dra. Diah Retno Wulandaru, MBA.,

3rd Witness, the member of the thesis examination team :

Dr. Willy Abdillah, M.Sc.



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

Amelia Amri Choirinnisa, Wakhid Slamet Ciptono, MBA, MPM, Ph.D.
UNIVERSITAS GADJAH MADA 2023 Diunduh dari <http://etd.repository.ugm.ac.id/>
Master of Business Administration
Faculty of Economics and Business
Universitas Gadjah Mada

AUTHORIZATION

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

prepared and compiled by

Amelia Amri Choirinnisa

21/484188/PEK/27317

Has been defended before the Board of Examiners

On July 13, 2023

Board of Examiners

Examiner I

Dr. Dra. Diah Retno Wulandaru, MBA.,

Examiner II

Dr. Willy Abdillah, M.Sc.

Examiner III/Advisor

Wakhid Slamet Ciptono, MBA, MPM, Ph.D.,

The Thesis has been accepted
as a partial fulfillment to achieve a Master of Business Administration degree
Yogyakarta, July 13, 2023

Director of Master of Business Administration Program

Prof. Dr. Tandelilin Eduardus, M.B.A.

NIP 195610131983031002

Mengetahui,
Wakil Dekan Bidang Akademik
Fakultas Ekonomika dan Bisnis Universitas Gadjah Mada



Bayu Sutikno, SE., M.S.M., Ph.D.

NIP 197805202005011002