

**UNVEILING THE NEXUS OF ENTREPRENEURIAL
ORIENTATION AND SUSTAINABLE COMPETITIVE
ADVANTAGE IN FAMILY BUSINESS DYNAMICS
CASE STUDY: PT SHAFWAH CORPORA**

Thesis

As a partial fulfillment to achieve a Master Degree

Study Program in Master of Business Administration



Submitted by

Sania Humaira

21/490289/PEK/28150

to

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Unveiling The Nexus Of Entrepreneurial Orientation And Sustainable Competitive Advantage In Family Dynamics Case Study: PT Shafwah Corpora

Sania Humaira, Boyke Rudy Purnomo, S.E., M.M., PhD., CFP

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Faculty of Economics and Business
Universitas Gadjah Mada

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

Boyke Rudy Purnomo, S.E., M.M., PhD., CFP,

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

Yulia Arisnani Widyaningsih, M.B.A., Ph.D.,

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

Dr. Iin Mayasari, M.M., M.Si

AUTHORIZATION

UNVEILING THE NEXUS OF ENTREPRENEURIAL ORIENTATION AND SUSTAINABLE COMPETITIVE ADVANTAGE IN FAMILY BUSINESS DYNAMICS CASE STUDY: PT SHAFWAH CORPORA

prepared and compiled by

Sania Humaira

21/490289/PEK/28150

Has been defended before the Board of Examiners

On March 15, 2024

Board of Examiners

Examiner I



Yulia Arisnani Widyarningsih, M.B.A.,
Ph.D.,

Examiner II



Dr. Iin Mayasari, M.M., M.Si

Examiner III/Advisor



Boyke Rudy Purnomo, S.E., M.M., PhD., CFP,

The Thesis has been accepted
as a partial fulfillment to achieve a Master of Business Administration degree
Yogyakarta, March 15, 2024


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., PhD.
NIP 197805202005011002