

**PURSUING INNOVATIVENESS THROUGH
SOCIOEMOTIONAL WEALTH (SEW) OBJECTIVES:
A STUDY OF A NONFAMILY-MANAGED GERMAN
FAMILY FIRM IN INDONESIA**

Thesis

As a partial fulfillment to achieve a Master Degree

Study Program in Master of Business Administration



Submitted by

Vivian Aileen Aryona

22/510620/PEK/29302

to

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

2024

AUTHORIZATION

PURSUING INNOVATIVENESS THROUGH SOCIOEMOTIONAL WEALTH (SEW) OBJECTIVES: A STUDY OF A NONFAMILY-MANAGED GERMAN FAMILY FIRM IN INDONESIA

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

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STUDY OF A NONFAMILY-MANAGED GERMAN FAMILY FIRM IN INDONESIA**

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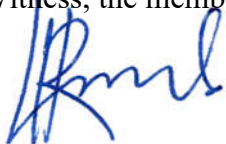
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