

Daftar Pustaka

- Bryman, A. (2016). *Social Research Methods* (Oxford University Press, Ed.; 5th ed.).
- Casadesus-Masanell, R., & Ricart, J. E. (2009). *FROM STRATEGY TO BUSINESS MODELS AND TO TACTICS FROM STRATEGY TO BUSINESS MODELS AND TO TACTICS FROM STRATEGY TO BUSINESS MODELS AND TO TACTICS* (Vol. 5).
- Cenamor, J., Parida, V., & Wincent, J. (2019). How entrepreneurial SMEs compete through digital platforms: The roles of digital platform capability, network capability and ambidexterity. *Journal of Business Research*, 100, 196–206. <https://doi.org/10.1016/j.jbusres.2019.03.035>
- Chatterjee, S., Chaudhuri, R., Vrontis, D., & Maalaoui, A. (2023). Internationalization of family business and its performance: examining the moderating role of digitalization and international networking capability. *Review of Managerial Science*, 17(7), 2443–2470. <https://doi.org/10.1007/s11846-022-00585-x>
- Chesbrough, H. (2007). Business model innovation: It's not just about technology anymore. *Strategy and Leadership*, 35(6), 12–17. <https://doi.org/10.1108/10878570710833714>
- Creswell, J. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (SAGE Publications, Ed.; 4th ed.).
- Crick, J. M., & Crick, D. (2018). Angel investors' predictive and control funding criteria: The importance of evolving business models. *Journal of Research in Marketing and Entrepreneurship*, 20(1), 34–56. <https://doi.org/10.1108/JRME-11-2016-0043>
- Denzin, N., & Lincoln, Y. (2011). *The SAGE Handbook of Qualitative Research* (SAGE Publications, Ed.; 4th ed.).
- Eggers, F. (2020). Masters of disasters? Challenges and opportunities for SMEs in times of crisis. *Journal of Business Research*, 116, 199–208. <https://doi.org/10.1016/j.jbusres.2020.05.025>
- Flick, U. (2018). *An Introduction to Qualitative Research* (SAGE Publications, Ed.; 6th ed.).
- Gebauer, H., Fleisch, E., Lamprecht, C., & Wortmann, F. (2020). Growth paths for overcoming the digitalization paradox. *Business Horizons*, 63(3), 313–323. <https://doi.org/10.1016/j.bushor.2020.01.005>

- Harrigan, P., Miles, M. P., Fang, Y., & Roy, S. K. (2020). The role of social media in the engagement and information processes of social CRM. *International Journal of Information Management*, 54. <https://doi.org/10.1016/j.ijinfomgt.2020.102151>
- investor.id. (2023, December 4). *Pemerintah Dorong 30 Juta UMKM Go Digital 2024*.
- Jensen, M., & Meckling, W. (2012). Theory of the firm: Managerial behavior, agency costs, and ownership structure. In *The Economic Nature of the Firm: A Reader, Third Edition* (pp. 283–303). Cambridge University Press. <https://doi.org/10.1017/CBO9780511817410.023>
- Johnson, M. W., Christensen, C. M., & Kagermann, H. (2008). *Reinventing Your Business Model*. www.hbr.org
- Joyce, A., & Paquin, R. L. (2016). The triple layered business model canvas: A tool to design more sustainable business models. *Journal of Cleaner Production*, 135, 1474–1486. <https://doi.org/10.1016/j.jclepro.2016.06.067>
- Kallmuenzer, A., Mikhaylov, A., Chelaru, M., & Czakon, W. (2024). Adoption and performance outcome of digitalization in small and medium-sized enterprises. *Review of Managerial Science*. <https://doi.org/10.1007/s11846-024-00744-2>
- Kementerian Pendayagunaan Aparatur Negara dan Reformasi Birokrasi. (2024, August 7). *Kominfo Targetkan 30 Juta UMKM Adopsi Teknologi Digital pada 2024*.
- Kotler, P. (2016). *Marketing Management* (15th ed.).
- Kursan Milaković, I. (2021). Purchase experience during the COVID-19 pandemic and social cognitive theory: The relevance of consumer vulnerability, resilience, and adaptability for purchase satisfaction and repurchase. *International Journal of Consumer Studies*, 45(6), 1425–1442. <https://doi.org/10.1111/ijcs.12672>
- Laila, N., Sucia Sukmaningrum, P., Saini Wan Ngah, W. A., Nur Rosyidi, L., & Rahmawati, I. (2024). An in-depth analysis of digital marketing trends and prospects in small and medium-sized enterprises: utilizing bibliometric mapping. *Cogent Business and Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2336565>
- Lavie, D. (2006). THE COMPETITIVE ADVANTAGE OF INTERCONNECTED FIRMS: AN EXTENSION OF THE RESOURCE-BASED VIEW. In *Management Review* (Vol. 31, Issue 3).

- Li, L., Su, F., Zhang, W., & Mao, J. Y. (2018). Digital transformation by SME entrepreneurs: A capability perspective. *Information Systems Journal*, 28(6), 1129–1157. <https://doi.org/10.1111/isj.12153>
- Lin, F. J., & Lin, Y. H. (2016). The effect of network relationship on the performance of SMEs. *Journal of Business Research*, 69(5), 1780–1784. <https://doi.org/10.1016/j.jbusres.2015.10.055>
- Malhotra, N. (2010). *Marketing Research: An Applied Orientation* (Pearson Education, Ed.; 6th ed.).
- Nguyen, T. H., Newby, M., & Macaulay, M. J. (2015). Information technology adoption in small business: Confirmation of a proposed framework. *Journal of Small Business Management*, 53(1), 207–227. <https://doi.org/10.1111/jsbm.12058>
- O’Cass, A., & Sok, P. (2014). The role of intellectual resources, product innovation capability, reputational resources and marketing capability combinations in firm growth. *International Small Business Journal: Researching Entrepreneurship*, 32(8), 996–1018. <https://doi.org/10.1177/0266242613480225>
- Osterwalder, P., & Pigneur, Y. (2019). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*.
- Pagani, M., & Pardo, C. (2017). The impact of digital technology on relationships in a business network. *Industrial Marketing Management*, 67, 185–192. <https://doi.org/10.1016/j.indmarman.2017.08.009>
- Patton, M. (2015). *Qualitative Research & Evaluation Methods: Integrating Theory and Practice* (SAGE Publications, Ed.; 4th ed.).
- Porter, M. E., & Kramer, M. R. (n.d.). *HBR.ORG The Big idea Creating Shared Value how to reinvent capitalism-and unleash a wave of innovation and growth*.
- Rachinger, M., Rauter, R., Müller, C., Vorraber, W., & Schirgi, E. (2019). Digitalization and its influence on business model innovation. *Journal of Manufacturing Technology Management*, 30(8), 1143–1160. <https://doi.org/10.1108/JMTM-01-2018-0020>
- Resnick, S. M., Cheng, R., Simpson, M., & Lourenço, F. (2016). Marketing in SMEs: a “4Ps” self-branding model. *International Journal of Entrepreneurial Behaviour and Research*, 22(1), 155–174. <https://doi.org/10.1108/IJEBR-07-2014-0139>
- Ritz, W., Wolf, M., & McQuitty, S. (2019). Digital marketing adoption and success for small businesses: The application of the do-it-yourself and

- technology acceptance models. *Journal of Research in Interactive Marketing*, 13(2), 179–203. <https://doi.org/10.1108/JRIM-04-2018-0062>
- Saleem, A., Aslam, J., Kim, Y. B., Nauman, S., & Khan, N. T. (2022). Motives towards e-Shopping Adoption among Pakistani Consumers: An Application of the Technology Acceptance Model and Theory of Reasoned Action. *Sustainability (Switzerland)*, 14(7). <https://doi.org/10.3390/su14074180>
- Schindler, P., & Cooper, D. (2019). *Business Research Methods* (13th ed.).
- 'Sekaran, U., & 'Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach* (7th ed.).
- Sheth, J. (2020). Impact of Covid-19 on consumer behavior: Will the old habits return or die? *Journal of Business Research*, 117, 280–283. <https://doi.org/10.1016/j.jbusres.2020.05.059>
- Teece, D. J. (2018). Business models and dynamic capabilities. *Long Range Planning*, 51(1), 40–49. <https://doi.org/10.1016/j.lrp.2017.06.007>
- Utomo, H. S., & Susanta, S. (2020). *The Effect of Digital Marketing Capability Against Marketing Performance with Innovation as mediation (Study on Batik SMEs during the Covid-19 Pandemic)*. 166–173. <https://doi.org/10.31098/pss.v1i1.193>
- Westgren, R., & Wuebker, R. (n.d.). *AN ECONOMIC MODEL OF STRATEGIC ENTREPRENEURSHIP*. <https://ssrn.com/abstract=3581245>
- Yasmin, A., Tasneem, S., & Fatema, K. (2015). Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study. *The International Journal of Management Science and Business Administration*, 1(5), 69–80. <https://doi.org/10.18775/ijmsba.1849-5664-5419.2014.15.1006>
- Yin, R. (2011). *Qualitative Research from Start to Finish* (The Guilford Press, Ed.; 1st ed.).
- Zacca, R., Dayan, M., & Ahrens, T. (2015). Impact of network capability on small business performance. *Management Decision*, 53(1), 2–23. <https://doi.org/10.1108/MD-11-2013-0587>
- Zhan, Z., Su, Z. W., & Chang, H. L. (2022). Education and Quality of Life: Does the Internet Matter in China? *Frontiers in Public Health*, 10. <https://doi.org/10.3389/fpubh.2022.860297>
- Zott, C., & Amit, R. (2010). Business model design: An activity system perspective. *Long Range Planning*, 43(2–3), 216–226. <https://doi.org/10.1016/j.lrp.2009.07.004>