

DAFTAR ISI

- Ahmeti, F. (2015). Human Resource Management and Practices on SMEs in Developing Countries: Practices in Kosovo. *Europian Scientific Journal*.
- Almeida, P., & Phene, A. (2004). Subsidiaries and Knowledge Creation: The Influence of the MNC and Host Country on Innovation. *Strategic Management Journal*, 847-864.
- Ambos, T. C., Ambos, B., & Schlegelmich, B. B. (2006). Learning From Foreign Subsidiaries: An Emprical Investigations of Headquarters' Benefits From Reeverse Knowledge Transfers. *Internatonal Business Review* , 294-312.
- Arditama, E. (2013). Mereformasi Birokrasi dari Perspektif Socio-Kultural: Inspirasi dari Kota Yogyakarta. *Jurnal Ilmu Sosial dan Ilmu Politik*, 85-100.
- Argote, L., Ingram, P., Levine, J. M., & Moreland, R. L. (2000). Knowledge Transfer in Organizations: Learning from the Experience of Others. *Organizational Behavior and Human Decision Processes* , 1-8.
- Baker, W. E., & Sinkula, J. M. (1999). Learning Orientation, Market Orientation, and Innovation: Integrating and Extending Models of Organizational Performance. *Journal of Market Focused Management*, 295-308.
- Barney, J. B., & Hesterly, W. S. (2015). *Strategic Management and Competitive Advantage: Conceptd and Cases, 5th Edition*. Prencitce Hall: Pearson Education.
- Birkinshaw, J., & Hood, N. (1998). Multinational Subsidiary Evolution: Capability and Charter Change in Foreign-Owned Subsidiary Companies. *The Academy of Management Review*, 773-795.
- Bourkheili, E. A. (2015). Performance in Franchise Systems: The Franchisee Perspective. *Linkoping University*, Phd. Theses.
- Cantwell, J., & Piscitello, L. (2000). Accumulating Technological Competence: Its Changing Impact on Corporate Diversification and Internalization. *Industrial and Corporate Change*, 21-51.
- Chen, G., Kirkman, B. L., & Kwanghyun, K. (2010). When Does Cross-Cultural Motivation Enhance Expatatriate Effectiveness? A Multilevel Investigation of The Moderating Roles of Subsidiary Support and Cultural Distance. *Academy of Management Journal*, 1110-1130.

- Collis, D. J. (1994). Research Note: How Valuable Are Organization Capabilities? *Strategic Management Journal*, 143-152.
- Croonen, E. (2017). Understanding Antecedents of Franchisee Trust. In I. Hoy, R. Perrigot, & A. Terry, *Handbook of Research on Franchising Edward Publishing*. Groningen: University of Groningen.
- Darr, E., & Argote, L. (2000). Repositories of Knowledge in Franchise Organizations: Individual, Structural, and Technological. *The Nature and Dynamics of Organizational Capabilities*, 51-65.
- Dawes, J. (2000). Market Orientation and Company Profitability: Further Evidence Incorporating Longitudinal Data. *Australian Journal of Management*.
- Devece, C., Liopis-Albert, C., & Palacios-Marques, D. (2017). Market Orientation, Organizational Performance, and the Mediating Role of Crowdsourcing in Knowledge-Based Firms. *Psychology & Marketing*.
- Fores, B., & Camison, C. (2016). Does Incremental and Radical Innovation Performance Depend on Different Types of Knowledge Accumulation Capabilities and Organization Size? *Journal of Business Research*, 831-848.
- Frazer, L., Giddings, J., Weaven, S., & Wright, O. (2007). Searching for Answers: The Cause and Resolution of Conflicts in Franchising. *ICSB World Conference 2007*. Brisbane: Service Industry Research Center, Griffith University.
- Frost, T. S., Biskinshaw, J. M., & Ensign, P. C. (2002). Centers of Excellence in Multinational Corporations. *Strategic Management Journal*.
- Frost, T., Birkinshaw, J., & Ensign, P. (2002). Center of Excellence in Multinational Corporations. *Strategic Management Journal*, 997-1018.
- Gorovaia, N. (2017). Knowledge Transfer in Franchising. *Handbook of Research on Franchising*, 234-246.
- Gorovaia, N., & Windsperger, J. (2010). The Use of Knowledge Transfer Mechanisms in Franchising. *Knowledge and Process Management*, 12-21.
- Grant, R. M. (1996). Toward a Knowledge-based Theory of the Firm. *Strategic Management Journal*, 109-122.
- Grunert, K., Jeppesen, L. F., Jespersen, K. R., & Young, J. (2005). Market Orientation of Value Chains: A Conceptual Framework Based on Four Case Studies From The Food Industry. *European Journal of Marketing*, 428-455.

- Gupta, A. K., & Govindarajan, V. (1991). Knowledge Flow Patterns, Subsidiary Strategic Roles, and Strategic Control within MNCs. *Academy of Management Proceedings*, 21-25.
- Hakanson, L. (2016). Learning Through Acquisition. *International Studies of Management and Organization*, 121-157.
- Han, J., Kim, N., & Srivastava, R. (1998). Market Orientation and Organizational Performance: Is Innovation a Missing Link? *Journal of Marketing*, 30-45.
- Harmesen, H., & Jensen, B. (2004). Identifying the Determinants of Value Creation in the Market: A Competence-Based Approach. *Journal of Business Research*, 533-547.
- Harvie, C., & Narjoko, D. A. (2010). Firm Characteristic Determinants of SME Participation in Production Networks. *ERIA Discussion Paper Series*.
- Hess, D. (1995). *Note, The Iowa Franchise Act: Towards Protecting the Reasonable Expectations of Franchisees and Franchisors*. Iowa: Iowa Law Review.
- Hofstede, G. (1991). *Cultures and Organizations: Intercultural Cooperation and Its Importance for Survival*. London: Mc Iraw-Hill.
- Jeong, G.-Y., Chae, M.-S., & Park, B. (2016). Reverse Knowledge Transfer From Subsidiaries to Multinational Companies: Focusing on Factors Affecting Market Knowledge Transfer. *Canadian Journal of Administrative Sciences*.
- Jiménez-Jiménez, D., Cepeda-Carrion, G., & Cegarra-Navarro, J. (2010). The Effect of Absorptive Capacity on Innovativeness: Context and Information Systems Capability as Catalysts. *British Journal of Management*, 110-129.
- Jiménez-Jiménez, D., Martinez-Costa, M., & Sanz-Valle, R. (2013). MNCs Innovation, Reverse Knowledge Transfer and Firm Absorptive Capacity. *European Conference on Knowledge Management*.
- Johanson, J., & Vahlne, J.-E. (2009). The Uppsala Internationalization Process Model Revisited: From Liability Foreignness to Liability of Outsidership. *Journal of International Business Study*.
- Karamoy, A. (2005). *Sukses Usaha Lewat Waralaba*. Jakarta: Jurnalindo Aksara Grafika.
- Kuutti, S. (2015). Developing HRM-Practices in Growing Finnish SME's: A Strategic View. *Innovation Leadership*.

- Lawson, B., & Samson, D. (2001). Developing Innovation Capability in Organisations: A Dynamic Capabilities Approach. *International Journal of Innovation Management*, 377-400.
- Lazarova, M., & Tarique, I. (2005). Knowledge Transfer Upon Repatriation. *Journal of World Business*, 361-373.
- Lee, T.S., & Tsai, H.J. (2005). The Effects of Business Operation Mode on Market Orientation, Learning Orientation, and Innovativeness. *Industrial Management and Data Systems*, 325-348.
- Lee, Y., & Cavusgil, T. S. (2006). Enhancing Alliance Performance: The Effects of Contractual-Based versus Relational-Based Governance. *Journal of Business Research*, 896-905.
- Love, J. H., & Roper, S. (2017). Knowledge Context, Learning, and Innovation: An Integrating Framework. *Industry and Innovation*, 339-364.
- Love, J. H., Roper, S., & Vahter, P. (2010). Learning From Open Innovation. *Warwick Business School's SME Centre Working Paper*.
- Marimbo, R. C. (2007). *Rasakan Dahsyatnya Usaha Franchise!* Jakarta: Elex Media Komputindo.
- Matear, S. (2002). How Does Market Orientation Contribute to Service Firm Performance? : An Examination of Alternative Mechanism. *European Journal of Marketing*, 1058-1075.
- Mavondo, F. (2005). Learning Orientation and Market Orientation: Relationship with Innovation, Human Resource Practices, and Performance. *European Journal of Marketing*.
- Mazaira, A., Gonzales, E., & Avendano, R. (2003). The Role of Market Orientation on Company Performance Through The Development of Sustainable Competitive Advantage: The Inditex-Zara Case. *Marketing Intelligence & Planning*, 220-229.
- Mudambi, R. (2002). Knowledge Management in Multinational Firms. *Journal of International Management*, Volume 8 Page 1-9.
- Mudambi, R., & Navarra, P. (2004). Is Knowledge Power? Knowledge Flows, Subsidiary Power, and Rent-Seeking within MNCs. *Journal of International Business Studies*, 385-406.
- Mudambi, R., Piscitello, L., & Rabbiosi, L. (2014). Reverse Knowledge Transfer in MNEs: Subsidiary Innovativeness and Entry Modes. *Long Range Planning*, 49-63.
- Muhammad, A. (2007). *Kajian Hukum Ekonomi Hak Kekayaan Intelektual*. Bandung: PT Citra Aditya Bakti.

- Mulder, M. (1977). *The Daily Power Game*. Leiden, The Netherlands: Martinus Nihoff Social Sciences Division.
- Najafi-Tavani, Z., Giroud, A., & Andersson, U. (2014). The Interplay of Networking Activities and Internal Knowledge Actions for Subsidiary Influence within MNCs. *Journal of World Business*, 122-131.
- Nguyen, B., Yu, X., Chen, Y., & Melelawar. (2015). Internet of Things Capability and Alliance: Entrepreneurial Orientation, Market Orientation, and Product Process Innovation. *Internet Research Journal*, 402-434.
- Nguyen-Nyoc, & Trinh-Thuy. (2017). *Knowledge Economy and Sustainable Economic Development: A Critical Review*. Vietnam and Knowledge Economy.
- Nonaka, I. (2005). Managing Organizational Knowledge: Theoretical and Methodological Foundations. *Great Minds in Management*, 373-393.
- Okoroafor, H. (2014). The Barriers to Tacit Knowledge Sharing in Franchise Organisations. *Knowledge Management Research and Practice*.
- Ozkaya, H. E., Hult, T., Droge, C., & Ozkaya, E. (2015). Market Orientation, Knowledge Competence, and Innovation: US Versus China. *International Journal of Research in Marketing*.
- Pataki, G., Madison, G., & Sinnott, G. (2002). *Competencies: Report of The Competencies Workgroup, Workforce and Succession Planning*. New York: NY State Governor's Office of Employee Relations and the Department of Civil Service.
- Pisticello, L. (2004). Corporate Diversification, Coherence, and Economic Performance. *Industrial and Corporate Change*, 757-787.
- Rabbiosi, L., & Santangelo, G. D. (2013). Parent Company Benefits from Reverse Knowledge Transfer: The Role of the Liability of Newness in MNEs. *Journal of World Business*, 160-170.
- Rabbiosi, L., Colombo, M. G., & Reinchstein, T. (2011). Organizing for External Knowledge Sourcing. *European Management Review*, 111-116.
- Rachmadi, B. N. (2004). *Franchising The Most Practical and Excellent Way of Succeeding: Membedah Tawaran Franchise Lokal Indonesia*. Jakarta: PT Gramedia Pustaka Utama.
- Runyan, R., Droge, C., & Swinney, J. (2008). Entrepreneurial Orientation versus Small Business Orientation: What Are Their Relationship to Firm Performance? *Journal of Small Business Management*.
- Salim, H. (2003). *Pengantar Hukum Perdata Tertulis*. Jakarta: Sinar Grafika.

- Sekaran, U., & Snodgrass, C. R. (1986). A Model for Examining Organizational Effectiveness Cross-Culturally. *Advance in International Comparative Management*, 1-232.
- Silveira, F., Sbragia, R., Lopez-Vega, H., & Tell, F. (2017). Determinants of Reverse Knowledge Transfer for Emerging Market Multinationals: The Role of Complexity Autonomy and Embeddedness. *Revista de Administration*, 176-188.
- Slater, S. F., & Narver, J. C. (1995). Market Orientation and Learning Organization. *Journal of Marketing*, 63-74.
- Strodbeck, F. L., & Kluckhohn, F. R. (1961). *Variations in Value Orientations*. Row: Peterson.
- Tavani, Z. N., Giroud, A., & Andersson, U. (2014). The Interplay of Networking Activities and Internal Knowledge Actions for Subsidiary Influence within MNCs. *Journal of World Business*, 122-131.
- Tavani, Z., Naude, P., Zaefarian, G., Neghabi, S., & Zaefarian, R. (2014). The Influence of Network Effects on SME Performance. *Industrial Marketing Management*, 630-641.
- Urbano, D., & Yordanova, D. I. (2008). Determinants of the Adoption of HRM Practices in Tourism SMEs in Spain: An Exploratory Study. *Service Business Journal*, 167-185.
- Wang, C., Hult, G., Ketchen Jr, D., & Ahmed, P. (2009). Knowledge Management Orientation, Market Orientation, and Firm Performance: An Integration and Empirical Examination. *Journal of Strategic Marketing*, 17(2), 99-122.
- Yang, Q., Mudambi, R., & Meyer, K. E. (2008). Conventional and Reverse Knowledge Flows in Multinational Corporations. *Journal of Management*, 882-902.
- Zander, U., & Kogut, B. (1995). Knowledge and the Speed of the Transfer and Imitation of Organizational Capabilities: An Empirical Test. *Organizational Science*, 76-92.
- Zhou, K. Z., Yim, C. K., & Tse, D. (2005). The Effects of Strategic Orientation on Technology and Market-Based Breakthrough Innovations. *Journal of Marketing*, 42-60.