

## DAFTAR PUSTAKA

- Aaker, D. A. (1996). Measuring Brand Equity Across Products and Markets. *California Management Review*. <https://doi.org/10.2307/41165845>
- Aaker, D. a. (1991). Managing Brand Equity. *Journal of Marketing*.
- Adomavicius, G., Bockstedt, J. C., Gupta, A., & Kauffman, R. J. (2008). Making Sense of Technology Trends in the Information Technology Landscape. *MIS Quarterly*, 32(4), 779–809.  
[https://ink.library.smu.edu.sg/cgi/viewcontent.cgi?article=3125&context=sis\\_research](https://ink.library.smu.edu.sg/cgi/viewcontent.cgi?article=3125&context=sis_research)
- Afuah, A. (2003). The Underpinnings of Profits: Competences, Assets and Knowledge. In *Innovation Management: Strategies, Implementation and Profits*.
- Al-Debei, M. M., & Avison, D. (2010). Developing a unified framework of the business model concept. *European Journal of Information Systems*.  
<https://doi.org/10.1057/ejis.2010.21>
- Allee, V. (2008). Value network analysis and value conversion of tangible and intangible assets. *Journal of Intellectual Capital*. <https://doi.org/10.1108/14691930810845777>
- Amit, R., & Han, X. (2017). Value Creation through Novel Resource Configurations in a Digitally Enabled World. *Strategic Entrepreneurship Journal*.  
<https://doi.org/10.1002/sej.1256>
- Amit, R., & Zott, C. (2001). Value creation in e-business. *Strategic Management Journal*.  
<https://doi.org/10.1002/smj.187>
- Anthony, R., & Govindarajan, V. (2007). Management Control Systems Twelfth Edition. *Journal Management, Singapura: McGraw-Hill*, 105.
- Arthur, W. B. (2009). The Nature of Technology. In *What It Is and How It Evolves*.
- Autio, E., & Levie, J. (2017). Management of entrepreneurial ecosystems. In *The Wiley Handbook of Entrepreneurship*. <https://doi.org/10.1002/9781118970812>
- Baber, W. W., Ojala, A., & Martinez, R. (2019). Effectuation logic in digital business model transformation: Insights from Japanese high-tech innovators. *Journal of Small Business and Enterprise Development*. <https://doi.org/10.1108/JSBED-04-2019-0139>
- Bansal, P. (2002). The corporate challenges of sustainable development. *Academy of Management Executive*. <https://doi.org/10.5465/AME.2002.7173572>
- Blank, S. (2013). Why the lean start-up changes everything. In *Harvard Business Review*.
- Bohnsack, R., Pinkse, J., & Kolk, A. (2014). Business models for sustainable technologies: Exploring business model evolution in the case of electric vehicles. *Research Policy*.  
<https://doi.org/10.1016/j.respol.2013.10.014>
- Boulouta, I., & Pitelis, C. N. (2014). Who Needs CSR? The Impact of Corporate Social Responsibility on National Competitiveness. *Journal of Business Ethics*, 119(3),

349–364. <https://doi.org/10.1007/s10551-013-1633-2>

Burgess, J. P. (1984). Basic Tense Logic. *Handbook of Philosophical Logic, II*, 89–133. [https://doi.org/10.1007/978-94-009-6259-0\\_2](https://doi.org/10.1007/978-94-009-6259-0_2)

Buss, D. M., & Craik, K. H. (1965). The Act Frequency Approach to Personality. *American Psychologist*, 20(2), 713–713.

Casadesus-Masanell, R., & Heilbron, J. (2015). Business Models Nature and Benefits. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.2606692>

Cavalcante, S., Kesting, P., & Ulhøi, J. (2011). Business model dynamics and innovation: (re)establishing the missing linkages. *Management Decision*, 49(8), 1327–1342. <https://doi.org/10.1108/00251741111163142>

Choi, Y., & Lin, Y. H. (2009). Consumer responses to mattel product recalls posted on online bulletin boards: Exploring two types of emotion. *Journal of Public Relations Research*, 21(2), 198–207. <https://doi.org/10.1080/10627260802557506>

Company, T. N. (2015). *The sustainability imperative Brands that*. October, 1–19.

Cruzes, D. S., Dybå, T., Runeson, P., & Höst, M. (2015). Case studies synthesis: a thematic, cross-case, and narrative synthesis worked example. *Empirical Software Engineering*, 20(6), 1634–1665. <https://doi.org/10.1007/s10664-014-9326-8>

Dagnino, G. B. (2009). Coopetition strategy: A new kind of interfirm dynamics for value creation. *Coopetition Strategy: Theory, Experiments and Cases, January*, 25–43. <https://doi.org/10.4324/9780203874301>

Davies, T. (2016). Mind change: How digital technologies are leaving their mark on our brains. *New Media & Society*, 18(9), 2139–2141. <https://doi.org/10.1177/1461444816652614>

Demil, B., & Lecocq, X. (2010). Business model evolution: In search of dynamic consistency. *Long Range Planning*, 43(2–3), 227–246. <https://doi.org/10.1016/j.lrp.2010.02.004>

Dew, N., Sarasathy, S., Read, S., & Wiltbank, R. (2009). Affordable loss: behavioral economic aspects of the plunge decision. *Strategic Entrepreneurship Journal*, 3(2), 105–126. <https://doi.org/10.1002/sej.66>

Dumitriu, Militaru, Deselnicu, Niculescu, & Popescu. (2019). A Perspective Over Modern SMEs: Managing Brand Equity, Growth and Sustainability Through Digital Marketing Tools and Techniques. *Sustainability*, 11(7), 2111. <https://doi.org/10.3390/su11072111>

Dyllick, T., & Muff, K. (2016). Clarifying the Meaning of Sustainable Business: Introducing a Typology From Business-as-Usual to True Business Sustainability. *Organization and Environment*, 29(2), 156–174. <https://doi.org/10.1177/1086026615575176>

Ekinci, Y., Yoon, T. H., & Oppewal, H. (2004). an Examination of the Brand Relationship Quality Scale in the Evaluation of Restaurant Brands. *Advances in Hospitality and Leisure*, 1(June 2019), 189–197. [https://doi.org/10.1016/S1745-3542\(04\)01012-4](https://doi.org/10.1016/S1745-3542(04)01012-4)

El Hilali, W., El Manouar, A., & Janati Idrissi, M. A. (2020). Reaching sustainability

- during a digital transformation: a PLS approach. *International Journal of Innovation Science*. <https://doi.org/10.1108/IJIS-08-2019-0083>
- El Zein, S. A., Consolacion-Segura, C., & Huertas-Garcia, R. (2020). The role of sustainability in brand equity value in the financial sector. *Sustainability (Switzerland)*, *12*(1), 1–19. <https://doi.org/10.3390/su12010254>
- Enders, J. C., & Remig, M. (2014). Theories of sustainable development. In *Theories of Sustainable Development*. <https://doi.org/10.4324/9781315757926>
- Evans, S., Vladimirova, D., Holgado, M., Van Fossen, K., Yang, M., Silva, E. A., & Barlow, C. Y. (2017). Business Model Innovation for Sustainability: Towards a Unified Perspective for Creation of Sustainable Business Models. *Business Strategy and the Environment*, *26*(5), 597–608. <https://doi.org/10.1002/bse.1939>
- Fetscherin, M., & Heinrich, D. (2014). Consumer brand relationships: A research landscape. *Journal of Brand Management*, *21*(5), 366–371. <https://doi.org/10.1057/bm.2014.22>
- Fitzgerald, M., Kruschwitz, N., Bonnet, D., & Welch, M. (2013). Embracing Digital Technology: A New Strategic Imperative | Capgemini Consulting Worldwide. *MIT Sloan Management Review*, *55*(1), 1–13. <https://www.capgemini-consulting.com/SMR>
- Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*, *24*(4), 343–373. <https://doi.org/10.1086/209515>
- G Westerman, C Calmėjane, D Bonnet, P Ferraris, A. M. (2011). Application of molten salt method in hercynite composite powder synthesis at elevated temperature. *Key Engineering Materials*, *726* KEM, 460–464. <https://doi.org/10.4028/www.scientific.net/KEM.726.460>
- Gartner, W. B. (1995). The Describing Framework for Conceptual Creation Venture Phenomenon of New Venture Creation. *Academy of Management Review*, *10*(4), 696–706. <http://www.jstor.org/stable/10.2307/258039>
- Gholami, H., Rezaei, G., Saman, M. Z. M., Sharif, S., & Zakuan, N. (2016). State-of-the-art Green HRM System: Sustainability in the sports center in Malaysia using a multi-methods approach and opportunities for future research. *Journal of Cleaner Production*, *124*(March 2016), 142–163. <https://doi.org/10.1016/j.jclepro.2016.02.105>
- Gillpatrick, T. (2020). The Digital Transformation of Marketing: Impact on Marketing Practice & Markets. *ECONOMICS*, *7*(2), 139–156. <https://doi.org/10.2478/eoik-2019-0023>
- Gray, K., & Murphy, C. N. (2013). Introduction: Rising powers and the future of global governance. *Third World Quarterly*, *34*(2), 183–193. <https://doi.org/10.1080/01436597.2013.775778>
- Henfridsson, O., Mathiassen, L., & Svahn, F. (2014). Managing technological change in the digital age: The role of architectural frames. *Journal of Information Technology*, *29*(1), 27–43. <https://doi.org/10.1057/jit.2013.30>

- Heng, S., & Neitzel, S. (2012). Cloud Computing: Freundliche Aussichten für die Wolke. *IT-Szene München*, 7(4), 46–46. <https://doi.org/10.1007/bf03323843>
- Henning Kagermann, Wolf-Dieter Lukas, W. W. (2011). Industrie 4.0: Mit dem Internet der Dinge auf dem Weg zur 4. industriellen Revolution. In *Meinung* (p. 13).
- Hess, T., Benlian, A., Matt, C., & Wiesböck, F. (2016). How German Media Companies Defined Their Digital Transformation Strategies. *MIS Quarterly Executive*, 15(2), 103–119.
- Jeon, J.-E. (2017). The impact of brand concept on brand equity. *Asia Pacific Journal of Innovation and Entrepreneurship*, 11(2), 233–245. <https://doi.org/10.1108/apjie-08-2017-030>
- Kamble, S. S., Gunasekaran, A., Gawankar, S. A., Moeuf, A., Lamouri, S., Pellerin, R., Eburdy, R., Moeuf, A., Lamouri, S., Pellerin, R., Eburdy, R., Industry, S. T., Pellerin, R., & Tunison, B. R. (2018). Industry 4.0 and the SME: a technology-focused review of the empirical literature To cite this version: HAL Id: hal-01836173. *Process Safety and Environmental Protection*, 12(4), 408–425. <https://doi.org/10.1016/j.psep.2018.05.009>
- Khan, S., & VanWynsberghe, R. (2008). Cultivating the under-mined: Cross-case analysis as knowledge mobilization. *Forum Qualitative Sozialforschung*, 9(1). <https://doi.org/10.17169/fqs-9.1.334>
- Kim, C. K., Han, D., & Park, S. B. (2001). The effect of brand personality and brand identification on brand loyalty: Applying the theory of social identification. *Japanese Psychological Research*, 43(4), 195–206. <https://doi.org/10.1111/1468-5884.00177>
- Kotler, P., & Armstrong, G. (2004). *Prinsip-Prinsip PEMASARAN Principle of Marketing*. 1–63.
- Krücken, G. (2003). Mission impossible? Institutional barriers to the diffusion of the “third academic mission” at German universities. *International Journal of Technology Management*, 25(1–2), 18–33. <https://doi.org/10.1504/IJTM.2003.003087>
- Kurkinen, E. (2018). *Reasoning of Using Causation and Effectuation Logic: Implications on Start-up Performance and Internationalization*. <http://urn.fi/URN:ISBN:978-951-39-7629-3>
- Latif, M., Hassan, M., Latif, A., Rasheed, I., & Yousaf, U. (2014). The Financial Performance Analysis of Google Inc. V/S Industry Technology. *Research Journal of Finance and Accounting*, 5(17), 2222–2847.
- Lemos, A. Q., & Andreassi, T. (2015). Effectuation and causation: Propositions about decision making process in business network environments. *Revista de Negócios*, 20(1), 3. <https://doi.org/10.7867/1980-4431.2015v20n1p3-12>
- Lindgardt, Z., Reeves, M., Stalk, G., & Deimler, M. S. (2009). Business Model Innovation: When the game gets tough, change it. *The Boston Consulting Group, December*, 9.
- Liu, Q. (2014). *Effectuation in Entrepreneurship, a Case Study of Bonusbox*. 288.
- Meadows, D. H., Meadows, D. L., Randers, J., & Ill, W. W. B. (1972). The Limits To Growth. In *Universe* (Vol. 102, Issue 9). <https://doi.org/10.1128/iai.65.9.3944->

3946.1997

- Miles, M. B., & Huberman, A. M. (1994). Qualitative Data Analysis. In *CEUR Workshop Proceedings* (Vol. 1304, pp. 89–92).
- Morris, M., Schindehutte, M., & Allen, J. (2005). The entrepreneur's business model: Toward a unified perspective. *Journal of Business Research*, 58(6), 726–735. <https://doi.org/10.1016/j.jbusres.2003.11.001>
- Müller, J. M., Kiel, D., & Voigt, K. I. (2018). What drives the implementation of Industry 4.0? The role of opportunities and challenges in the context of sustainability. *Sustainability (Switzerland)*, 10(1). <https://doi.org/10.3390/su10010247>
- Newport, D., Chesnes, T., & Lindner, A. (2003). The “environmental sustainability” problem: Ensuring that sustainability stands on three legs. *International Journal of Sustainability in Higher Education*, 4(4), 357–363. <https://doi.org/10.1108/14676370310497570>
- Ojala, A. (2016). Business models and opportunity creation: How IT entrepreneurs create and develop business models under uncertainty. *Information Systems Journal*, 26(5), 451–476. <https://doi.org/10.1111/isj.12078>
- Ojala, A., & Helander, N. (2014). Value creation and evolution of a value network: A longitudinal case study on a Platform-as-a-Service provider. *Proceedings of the Annual Hawaii International Conference on System Sciences*, 975–984. <https://doi.org/10.1109/HICSS.2014.128>
- Oktavenus, R. (2019). *ANALISIS PENGARUH TRANSFORMASI DIGITAL DAN POLA PERILAKU KONSUMEN TERHADAP PERUBAHAN BISNIS MODEL PERUSAHAAN DI INDONESIA*.
- Oktivian, R. F., & Febrianti, R. A. M. (2018). *Conference on Management and Behavioral Studies TRANSFORMASI DIGITAL MENYAMBUT KEHADIRAN REVOLUSI INDUSTRI 4.0 (PENELITIAN TERHADAP GERAJ MATAHARI DEPARTEMEN STORE, BANDUNG)*.
- Oliveira, P., & Sullivan, A. (2012). Sustainability and its impact on brand value. *Interbrand*, 4.
- Osterwalder, A., Pigneur, Y., Smith, A., & Movement, T. (2010). *You're holding a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. It's a book for the . . . written by.*
- Osterwalder, A., Pigneur, Y., & Tucci, C. L. (2005). Clarifying Business Models: Origins, Present, and Future of the Concept. *Communications of the Association for Information Systems*, 16(June). <https://doi.org/10.17705/1cais.01601>
- Pisano, M. B., Viale, S., Conti, S., Fadda, M. E., Deplano, M., Melis, M. P., Deiana, M., & Cosentino, S. (2014). Preliminary evaluation of probiotic properties of Lactobacillus strains isolated from Sardinian dairy products. *BioMed Research International*, 2014. <https://doi.org/10.1155/2014/286390>
- Prasad, S. (2015). *ISSN : 2249-0558. July.*

- Prasetyo, H., & Sutopo, W. (2018). Industri 4.0: Telaah Klasifikasi Aspek Dan Arah Perkembangan Riset. *J@ti Undip: Jurnal Teknik Industri*, 13(1), 17. <https://doi.org/10.14710/jati.13.1.17-26>
- Rahim, K., & Clemens, B. (2012). Organizational goals and performance measurement criteria for content marketing. *Journal of Communication and Computer*, 9(8), 896–904.
- Rappa, M. (2000). *Business Models on the Web | Professor Michael Rappa BUSINESS MODELS ON THE WEB Business models are perhaps the most of the web . There is so much talk about business models . But there is little by which a company can sustain itself -- that is , generat.* 1–5.
- Read, S., Song, M., & Smit, W. (2009). A meta-analytic review of effectuation and venture performance. *Journal of Business Venturing*, 24(6), 573–587. <https://doi.org/10.1016/j.jbusvent.2008.02.005>
- Rettig, C. (2007). The trouble with enterprise software. *MIT Sloan Management Review*, 49(1).
- Ritter, T., & Gemünden, H. G. (2001). *Value Creation in Buyer – Seller Relationships. October 2017.*
- Rogers, D. L. (2016). *The Digital Transformation Playbook: Rethink Your Business for the Digital Age.* <https://books.google.nl/books?id=LsF1CwAAQBAJ>
- Rogers, D. S., Duraiappah, A. K., Antons, D. C., Munoz, P., Bai, X., Fragkias, M., & Gutscher, H. (2012). A vision for human well-being: Transition to social sustainability. *Current Opinion in Environmental Sustainability*, 4(1), 61–73. <https://doi.org/10.1016/j.cosust.2012.01.013>
- Rojko, A. (2017). Studies on RNA Metabolism During Lymphocyte Activation. *Immunological Reviews*, 11(1), 3–38. <https://doi.org/10.1111/j.1600-065X.1972.tb00044.x>
- Ross, J. A., & Bruce, C. D. (2009). Student achievement effects of technology-supported remediation of understanding of fractions. *International Journal of Mathematical Education in Science and Technology*, 40(6), 713–727. <https://doi.org/10.1080/00207390902971999>
- Royyana, A. (2015). Strategi Transformasi Digital Pada PT. Kimia Farma (Persero) Tbk. *Journal Information*, 10(2010), 1–16.
- Saputra, H. (2017). *PENGARUH HARGA DAN PROMOSI TERHADAP MINAT KONSUMEN (STUDI PADA PT. SAMUDRANESIA TOUR AND TRAVEL PEKANBARU).* 4(1).
- Sarasvathy, D. K., Simon, H. A., & Lave, L. (1998). Perceiving and managing business risks: Differences between entrepreneurs and bankers. *Journal of Economic Behavior and Organization*, 33(2), 207–225. [https://doi.org/10.1016/s0167-2681\(97\)00092-9](https://doi.org/10.1016/s0167-2681(97)00092-9)
- Sarasvathy, S. D. (2001). Causation and Effectuation: Toward a Theoretical Shift from Economic Inevit...: Universiteitsbibliotheek Antwerpen. *The Academy of Management Review*, 4/1/2001, Vol. 26, Issue 2, 26(2), 243–263. <http://eds.b.ebscohost.com/eds/detail/detail?vid=17&sid=bc4aa7ec-92f3-449f-9a64->

4cad8ae78736%40sessionmgr115&hid=119&bdata=JkF1dGhUeXBIPWlwLHVyb  
Cx1aWQmbGFuZz1ubCZzaXRIPWVkey1saXZl#db=edsjsr&AN=edsjsr.259121

- Sarasvathy, S. D. (2008). Effectuation: Elements of entrepreneurial expertise. *Effectuation: Elements of Entrepreneurial Expertise*, January 2014, 1–368. <https://doi.org/10.4337/9781848440197>
- Sarasvathy, S. D., & Dew, N. (2005). Entrepreneurial logics for a technology of foolishness. *Scandinavian Journal of Management*, 21(4 SPEC. ISS.), 385–406. <https://doi.org/10.1016/j.scaman.2005.09.009>
- Sarasvathy, S., Kumar, K., York, J. G., & Bhagavatula, S. (2014). An Effectual Approach to International Entrepreneurship: Overlaps, Challenges, and Provocative Possibilities. *Entrepreneurship: Theory and Practice*, 38(1), 71–93. <https://doi.org/10.1111/etap.12088>
- Slávik, Š., & Bednár, R. (2014). Analysis of Business Models. *Journal of Competitiveness*, 6(4), 19–40. <https://doi.org/10.7441/joc.2014.04.02>
- Smith, D. J., Gradojevic, N., & Irwin, W. S. (2007). An Analysis Of Brand Equity Determinants : *Journal of Business & Economics Research*, 5(11), 103–116.
- Stabell, C. B., & Fjeldstad, Ø. D. (1998). Configuring value for competitive advantage: On chains, shops, and networks. *Strategic Management Journal*, 19(5), 413–437. [https://doi.org/10.1002/\(sici\)1097-0266\(199805\)19:5<413::aid-smj946>3.3.co;2-3](https://doi.org/10.1002/(sici)1097-0266(199805)19:5<413::aid-smj946>3.3.co;2-3)
- Susanto dkk. (2002). Metodologi Penelitian Suatu Pendekatan Proposal. 2017.
- Teece, D. J. (2010). Business models, business strategy and innovation. *Long Range Planning*, 43(2–3), 172–194. <https://doi.org/10.1016/j.lrp.2009.07.003>
- Thorbjørnsen, H., Supphellen, M., Nysveen, H., & Pedersen, P. E. (2002). Building brand relationship online: A comparison of two interactive applications. *Journal of Interactive Marketing*, 16(3), 17–34. <https://doi.org/10.1002/dir.10034>
- Timmers, P. (1998). Business models for electronic commerce. *IETE Technical Review (Institution of Electronics and Telecommunication Engineers, India)*, 17(4), 171–176. <https://doi.org/10.1080/02564602.2000.11416899>
- Tiwana, A. (2015). Evolutionary competition in platform ecosystems. *Information Systems Research*, 26(2), 266–281. <https://doi.org/10.1287/isre.2015.0573>
- Tsai, S. pei. (2011). Fostering international brand loyalty through committed and attached relationships. *International Business Review*, 20(5), 521–534. <https://doi.org/10.1016/j.ibusrev.2010.10.001>
- Turri, A. M., Smith, K. H., & Kemp, E. (2013). Developing affective brand commitment through social media. *Journal of Electronic Commerce Research*, 14(3), 201–214.
- Ty, M., Clark, A. T., Osterwalder, A., Pigneur, Y., Osterwalder, A., Pigneur, Y., & Wylie, J. C. (2013). *Model biznesowy. TY*.
- Wardhana, A. (2015). Strategi Digital Marketing dan Implikasinya Pada Keunggulan Bersaing UMK di Indonesia. In *Seminar Nasional Keuangan Dan Bisnis IV, April 2015*, 327–337.

- Wheelen, Thomas L., Hunger, J. David, & Bamford, A. N. H. • C. E. (2008). Strategic Management and Business Policy Globalization, Innovation and Sustainability. In *Journal of Japanese Ophthalmological Society* (Vol. 96, Issue 1).
- Wilding, D., Fray, P., Molitorisz, S., & Mckewon, E. (2018). *Centre for Media Transition*.
- Wiltbank, R., Read, S., Dew, N., & Sarasvathy, S. D. (2009). Prediction and control under uncertainty: Outcomes in angel investing. *Journal of Business Venturing*, 24(2), 116–133. <https://doi.org/10.1016/j.jbusvent.2007.11.004>
- Yoo, Y., Henfridsson, O., & Lyytinen, K. (2010). The new organizing logic of digital innovation: An agenda for information systems research. *Information Systems Research*, 21(4), 724–735. <https://doi.org/10.1287/isre.1100.0322>