



Daftar Pustaka

- Bharadwaj, A., El Sawy, O. A., Pavlou, P. A., & Venkatraman, N. 2013. Digital business strategy: Toward a next generation of insights. *MIS Quarterly: Management Information Systems*, 37(2): 471–482.
- Cooper, D. R., & Schindler, P. S. 2014. Business Research Methods 12th Edition. *Business Research Methods*. New York: McGraw-Hill/Irwin.
- Gil-Gomez, H., Guerola-Navarro, V., Oltra-Badenes, R., & Lozano-Quilis, J. A. 2020. Customer relationship management: digital transformation and sustainable business model innovation. *Economic Research-Ekonomika Istrazivanja*, 33(1): 2733–2750.
- Gurumurthy, R. 2019. Pivoting Digital Maturity. *Deloitte Insights*. Tersedia di <https://www2.deloitte.com/us/en/insights/focus/digital-maturity/digital-maturity-pivot-model.html>.> (diakses pada 12 Juni 2021).
- Kane, B. G. C., Palmer, D., Phillips, A. N., Kiron, D., & Buckley, N. 2017. Digital Maturity. *MIT Sloan Management Review*.
- Linde, L., Sjödin, D., Parida, V., & Gebauer, H. 2020. Evaluation of Digital Business Model Opportunities: A Framework for Avoiding Digitalization Traps. *Research Technology Management*, 64(1): 43–53.
- Nadkarni, S., & Prügl, R. 2021. Digital transformation: a review, synthesis and opportunities for future research. *Management Review Quarterly*, vol. 71. Springer International Publishing.
- Pavlou, P. A., & El Sawy, O. A. 2006. From IT leveraging competence to competitive advantage in turbulent environments: The case of new product development. *Information Systems Research*, 17(3): 198–227.
- Rai, A., Pavlou, P. A., Im, G., & Du, S. 2012. Interfirm IT capability profiles and communications for co creating relational value : Evidence from the logistics industry. *MIS Quarterly: Management Information Systems*, 36(1).
- Sabbir, M. M., Islam, M., & Das, S. 2020. Understanding the determinants of online pharmacy adoption: a two-staged SEM-neural network analysis approach. *Journal of Science and Technology Policy Management*.
- Srivastava, M., & Raina, M. 2020. Consumers' usage and adoption of e-pharmacy in India. *International Journal of Pharmaceutical and Healthcare Marketing*.
- Susarla, A., Oh, J.-H., & Tan, Y. 2012. Social Networks and the Diffusion of User-Generated Content: Evidence from YouTube. *Information Systems Research*, 23(1): 23–41.
- Thompson, A. A. (The U. of A., Gamble, J. E. (Texas A. U.-C. C., Peteraf, M. A. (Dartmouth C., & Strickland III, A. . (The U. of A. 2011. *Crafting and EXECUTING STRATEGY*. New York: McGraw-Hill Education.
- Yin, R. K. 2011. *Qualitative Research from Start to Finish*. New York: The Guilford Press, New York.