

DAFTAR PUSTAKA

- Agus Hermawan. (2013). *Promosi dalam Prioritas Kegiatan Pemasaran*. Jakarta. PT Buku Seru. Hal 38.
- Alamsyach, Niko, 2017, *Strategi Pengembangan Usaha Melalui Bisnis Model Kanvas*. Muhammadiyah Surakarta University
- Alexander Osterwalder & Yves Pigneur. (2012). *Business Model Generation*. Jakarta: Penerbit PT Elex Media Komputindo.
- Alexander osterwalder and Yves Pigneur (2015). *Business model generation Buku Panduan PKPM 2019*Baden-Fuller, C., & Morgan, M. S. (2010). *Business models as models*. Long Range Planning, 43(2–3), 156–171. <https://doi.org/10.1016/j.lrp.2010.02.005>
- Cooper, D. R., & Schindler, P. S. (2017). *Business research methods* (11th ed.). New York: McGraw-Hill.
- Cresswel, J. W. (2013). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. USA: SAGE.
- Dhonnimuh, D., Praptono, B., & Wulandari, S. (2015). "Perancangan Model Bisnis UKM Fourstreak dengan Menggunakan Pendekatan Business Model Canvas". *e-Proceeding of Engineering*, 4041.
- Díaz-Díaz, R., Muñoz, L., & Pérez-González, D. (2017). *Business model analysis of public services operating in the smart city ecosystem: The case of SmartSantander*. *Future Generation Computer Systems*, 76, 198–214. <https://doi.org/10.1016/j.future.2017.01.032>
- Dudin, M. N., Lyasnikov, N. V. evich, Leont'eva, L. S., Reshetov, K. J. evich, & Sidorenko, V. N. (2015). *Business model canvas as a basis for the competitive advantage of enterprise structures in the industrial agriculture*. *Biosciences Biotechnology Research Asia*, 12(1), 887–894. <https://doi.org/10.13005/bbra/1736>
- Ellitan, L. (2006). *Strategi Inovasi Dan Kinerja Perusahaan Manufaktur Di Indonesia: Pendekatan Model Simultan Dan Model Sekuensial*. *Jurnal Manajemen*, Vol. 6, No. 1, Nov 2006, 6(1), 1–22.
- Frankenberger, K., Weiblen, T., & Gassmann, O. (2014). *The antecedents of open business models: an exploratory study of incumbent firms* [Karolin

- Frankenberger Tobias Weiblen Oliver Gassmann]. *R & D Management*, 44(2), 173–188. Retrieved from <https://www.alexandria.unisg.ch/Publikationen/nach-Institut/ITEM/230319>
- Fritscher, B. (2014). *Visualizing Business Model Evolution with the Business Model Canvas: Concept and Tool*.
- Gabriel, C. A., & Kirkwood, J. (2016). *Business models for model businesses: Lessons from renewable energy entrepreneurs in developing countries*. *Energy Policy*, 95, 336–349. <https://doi.org/10.1016/j.enpol.2016.05.006>
- Global Leadership Center, T. (2020). <https://glcworld.co.id/penjelasan-business-model-canvas/>
- Halme, M., Lindeman, S., & Linna, P. (2012). *Innovation for Inclusive Business: Intrapreneurial Bricolage in Multinational Corporations*. *Journal of Management Studies*, 49(4), 743–784. <https://doi.org/10.1111/j.14676486.2012.01045.x>
- Han, J. K., Kim, N., & Srivastava, R. K. (1998). *Orientation Performance: Organizational Is Innovation a Missing Link?* *Journal of Marketing*, 62(4), 30–45. <https://doi.org/10.2307/1252249>
- Hang, C. C., Chen, J., & Subramian, A. M. (2010). *Developing disruptive products for emerging economies: Lessons from asian cases*. *Research Technology Management*, 53(4), 21–26. <https://doi.org/10.1080/08956308.2010.11657637>
- Kalakota, Ravi, dan Robinson, Marcia. (2001). *E-Business 2.0 Roadmap For Success*. Addison - Wesley, USA
- KBBI, (2018). *Kamus Besar Bahasa Indonesia (KBBI)*. (Online, diakses, Mei 2018)
- Lim, C., Han, S., & Ito, H. (2013). *Capability building through innovation for unserved lower end mega markets*. *Technovation*, 33(12), 391–404. <https://doi.org/10.1016/j.technovation.2013.06.010>
- Sugiyono, S. (2010). *Metode Penelitian Kuantitatif dan Kualitatif dan R&D*. Alfabeta.

- Oktapriandi, D., Purnomo, M. R. A., & Parkha, A. (2017). *Analisis pengembangan model bisnis pada industri animasi menggunakan business model canvas yang terbatas biaya*. *Teknoin*, 23(3), 195–210. <https://doi.org/10.20885/teknoin.vol23.iss3.art2>
- Osterwalder, A. (2010). *Business Model Generation*. New York: John Wiley and Sons.
- Prahalad, C. K., & Hammond, A. (2002). Serving the world's poor, profitably. *Harvard Business Review*, 80(9), 48.
- Rangus, K., & Slavec, A. (2017). *The interplay of decentralization, employee involvement and absorptive capacity on firms' innovation and business performance*. *Technological Forecasting and Social Change*, 120, 195–203. <https://doi.org/10.1016/j.techfore.2016.12.017>
- Osterwalder, A & Yves Pigneur. (2012), *Business Model Generation*. Jakarta: PT Elex Media Komputindo
- Osterwalder, A., Pigneur, Y., Bernarda, G., Smith, A., & Papadacos, P. (2014). *Value Proposition Design*. Hoboken: John Wiley & Sons, Inc.
- Rangkuti, Freddy. 2018. *Analisis SWOT: Teknik Membedah Kasus Bisnis Cara Perhitungan Bobot, Rating, dan OCAI*. Jakarta: PT. Gramedia Pustaka Utama
- Sekaran, U., & Bougie, R. (2013). *Research Methods for Business. United Kingdom: Jhon Wiley & Sons Ltd.*
- 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>
- Tjitradi, E. C. (2015). *Evaluasi Dan Perancangan Model Bisnis Berdasarkan Business Model Canvas*. Surabaya. *Program Manajemen Bisnis, Program Studi Manajemen*, Universitas Kristen Petra., 3(1), 8–16.
- Xing, K., & Ness, D. (2016). *Transition to Product-service Systems: Principles and Business Model*. *Procedia CIRP*, 47, 525–530. <https://doi.org/10.1016/j.procir.2016.03.236>