

## DAFTAR PUSTAKA

- Adipoetra, IG (2004). *Metode Penelitian*. Yayasan Gayatri, Jakarta.
- Andrews, J. dan D.C Smith (1996). In Search of the Marketing Imagination: Factors Affecting the Creativity of Marketing Programs for Mature Products. *Journal of Marketing Research*. Vol. 33, No.2, hal. 87-174.
- Asdep Kewirausahaan Pemuda, 2009.
- Bappenas. (2013). *Pembangunan Daerah Dalam Angka Tahun 2013*. Bidang Pengembangan Regional dan Otonomi Daerah. Bappenas. Jakarta.
- Brancheau, J.C. (1987). The diffusion of information technology. Upublisert doktoravhandling. Universitetet i Minnesota, Minneapolis.
- Brazyk, H-J., Cooke, & Heidenreich, M. (eds.). (1996). *Regional innovation systems*. London. UCL Press.
- Chen, Lu-Jui; Chun-Chung Chen dan Wen-Ruey Lee, (2008), “Strategic Capabilities, Innovation Intensity, and Performance of Service Firms,” *J. Serv. Sci. & Management*
- Combs, J. G., Crook, T. R., & Shook, C. L. (2005). The dimensionality of organizational performance and its implications for strategic management research. In D. J. Ketchen & D. D. Bergh (Eds.), *Research methodology in strategic management*. (pp. 259-286). San Diego, CA: Elsevier.
- Choi, Jin Nam (2012), Context and Creativity: The Theory of Planned Behavior as An Alternative Mechanism, *Social Behavior and Personality*, 40 (4), 681-692.
- Cook, Larson, A & LA Star (1993), A Network Model of Organization Formation, *Entrepreneurship Theory and Practice*, 17 (4), 5-18.
- Day, George S. (1994), “The Capabilities of Market-Driven Organizations,” American Marketing Association is collaborating with JSTOR to digitize, preserve and extend access to *Journal of Marketing*
- Dollinger, M. J. (1999). *Entrepreneurship: Strategies and resources*. Prentice Hall, ISBN 0137459939 (Upper Saddle River, NJ).
- Elfring, T & W Hulsink (2007), Networking by Entrepreneurs: Patterns of Tie Formation in Emerging Organizations, *Organization Studies*, 28(12), 18491872.

- Ferdinand; Augusty Tae dan Lili Karmela Fitriani, (2015), "ACCULTURATIVE ICONIC PRODUCT ATTRACTIVENESS AND MARKETING PERFORMANCE," Journal of Global Strategic Management
- Georgelllis, Y, Joyce P. and Woods, A, 2001. Entrepeneurial Action, Innovation and Enterprise Development. Journal SMEs of Entrepreneurship, Vol.6 No.2
- Ghozali, Imam (2005), Analisis Multivariate dengan Program SPSS, BP Undip, Semarang.
- Granovetter, M. (1985). Economic action and social structure: A theory of embeddedness.American Journal ofSociolov, 91 , 481—510.
- Gulati, R., Nohria N., & Zaheer A., (2000), "Strategic networks", Strategic Management Journal", 21 (3), 203-216.
- Hadi, Sutrisno (2002). Metodologi Penelitian, Fakultas Psikologi UGM, Yogyakarta.
- Hadayati, Ernani (2012), Kreativitas dan Inovasi Pengaruhnya terhadap Pemasaran Kewirausahaan pada Usaha Kecil, Jurnal Inovasi dan Kewirausahaan, I (3), 135-151.
- Hakansson, H. , (1997). Organization networks. I Sorge, A., Warner, M: The IEBN Handbook of Organizational Behavior. International Thomson Business Press. London 1997; 232-240.
- Hariyanto, Merry & Yoestini (2003), Analisis Orientasi Strategi dan Kinerja Penjualan, Jurnal Sains Pemasaran Indonesia, 2 (2), 197-218.
- Hills, Gerald, 2008. Marketing and Entrepreneurship, Research Ideas and Opportunities. Journal SMEs of Research Marketing and Entrepreneurship, Vol.2 No.4
- Hite, J (2005), Evolutionary Processes and Paths of Relationally Embedded Network Ties in Emerging Entrepreneurial Firms, Entrepreneurship Theory and Practice, 29; 113-144.
- Isaksen, A. (red).(1997). Innovasjoner, næringsutvikling og regionalpolitikk . Høgskoleforlaget, Kristiansand.
- Imron, Much (2007). Pengaruh Kapabilitas dan Komitmen yang dimediasi Kreativitas Strategi Terhadap Kinerja Manajer. Jurnal Dinamika Ekonomi dan Bisnis. Vol.4 No.1 hlm. 1-20.

- Johanis W Kiuk (2001), Marketing Strategy Making, Faktor, Proses dan Efektivitasnya, Jurnal Sains pemasaran Indonesia, Vol I, Nomor 2, Program Magister Manajemen Fakultas Ekonomi UNDIP Semaramg.
- Kanter, R. M. (1983). The change masters: Innovation and entrepreneurship in the American Corporation, New York: Simon & Schuster.
- Keeh, Hean Tat, Nguyen, Mai, Ping, 2007. The Effects of Entrepreneurial Orientation and Marketing Informationon the Performance of SMEs. Journal of Bussines Venturing, Juli. Vol.22, Issue 4, P-592-611.
- Keelson, Solomon A. dan Takoradi Polytechnic, (2014), “THE MODERATING ROLE OF ORGANIZATIONAL CAPABILITIES AND INTERNAL MARKETING IN MARKET ORIENTATION AND BUSINESS SUCCESS,” REVIEW OF BUSINESS AND FINANCE STUDIES.
- Kementrian Koperasi dan Usaha Kecil dan Menengah Republik Indonesia (2014). Sandingan Data UMKM 2013-2014 (online). Tersedia: [http://www.depkop.go.id.sandingan\\_data\\_UMKM.2013-2014](http://www.depkop.go.id.sandingan_data_UMKM.2013-2014).
- Lukiastuti, Fitri (2012), Pengaruh Orientasi Wirausaha Dan Kapabilitas Jejaring Usaha terhadap Peningkatan Kinerja UKM dengan Komitmen Perilaku sebagai Variabel Interviening (Studi Empiris pada Sentra UK-M Batik di Sragen, Jawa Tengah), Jurnal Organisasi dan Manajemen, 8 (2), 155-175.
- Lumpkin, G.T., & Dess. G.G. (1996). Clarifying the entrepreneurial orientation construct and linking It to performance. Academy of Management Review, 21(1), 135-172.
- Malecki- E.G. (1997). Entrepreneurs, networks, and economic development: A review of recent research.
- Mardiyanto, A. (2002). Studi Mengenai Kreativitas Program dan Kinerja Pemasaran. Jurnal Sains Pemasaran Indonesia. Vol. 1, No. 1, hal. 57-78.
- Masood UI Hassan, Saif Ullah Qureshi, Sidra Sharif and Aamna Mukhtar, (2013), “Impact of Marketing Strategy Creativity on Organizational Performance via Marketing Strategy Implementation Effectiveness: Empirical Evidence from Pakistani Organizations,” Middle-East Journal of Scientific Research.
- Menon, Anil; Bharadwaj, G. Sundar; Howell, Roy (1996). “*The Quality and Effectiveness of Marketing Strategy: Effects of Functional and Disfunctional Conflict in Intraorganizational Relationship*”. Journal of The Academy of Marketing Science. Vol. 24, No. 4, p. 299 -313.

- Miller, D. (1983). The Correlates of entrepreneurship in three types of firms. *Management Science*, 29, 770-791.
- Morris, M dan P Lewis (1995), The Determinants of Entrepreneurial Activity, *European Journal of Marketing*, 29 (7), 31-48.
- Mudiantono & Bambang Agus Purnomo (2005), Analisis Pengaruh Segmentasi Pasar, Periklanan, Ekuitas Merek, dan Keunggulan Kompetitif Terhadap Kinerja Pemasaran, *Jurnal Sains Pemasaran Indonesia*, Vol.IV, No. 2, 173192.
- Mudiantono dan Nur Khamidah (2010). Analisis Pengaruh Faktor Lingkungan Terhadap Inovasi Produk Dan Kreativitas Strategi Pemasaran Dalam Meningkatkan Kinerja Pemasaran(Studi pada Perusahaan Kerajinan Keramik di Sentra Kasongan Kab. Bantul, Yogyakarta).
- Murphy, G. B., Trailer, J. W., & Hill, R. C. (1996). Measuring performance in entrepreneurship research. *Journal of Business Research*, 36, 15-23.
- Purwanti, Endang (2012), Pengaruh Karakteristik Wirausaha, Modal Usaha, Strategi Pemasaran terhadap Perkembangan UMKM di Desa Dayaan dan Kalilondo Salatiga, *Among Makarti*, 5 (9), 13-28.
- Ripollés, Maria, (2015), "INTERNATIONAL NEW VENTURES AS "SMALL MULTINATIONALS": THE IMPORTANCE OF MARKETING CAPABILITIES," Department of Business Administration and Marketing. Universitat Jaume
- Rothwell, R. (1991). External networking and innovation in small and medium-sized manufacturing firms in Europe. *Technovation*, 11(2), 93-112.
- Sawitri, Diyah., Andarwati, dan Ipolito Soares (2014), Pengaruh Orientasi Wirausaha, Kreativitas Program Pemasaran dan Dinamika Lingkungan terhadap Kinerja Pemasaran (Studi pada Industri Tais di Dili Timor Leste), *Forum Manajemen Indonesia* 6 Medan,
- Smith, P. C. (1976). Behavior, results, and organizational effectiveness: The Problem of Criteria. In M. D. Dunette (Ed.), *Handbook of Industrial and Organizational Psychology*', pp. 745-775).
- Soegiastuti, Janti dan C Sri Haryanti (2013), Model Kinerja Pemasaran Usaha Kecil dan Menengah (UKM) di Jawa Tengah, *Jurnal Ilmiah Dinamika Ekonomi dan Bisnis*, I (1), 56-68.
- Sulistyani (2013), Pengaruh Orientasi Pasar dan Kreativitas Program Pemasaran serta Pengaruhnya terhadap Kinerja Usaha Kecil dan Menengah di Kota

Semarang, Proceeding Seminar Nasional dan Call for Paper Cancall, . Surakarta.

Sulaiman; Ibrahim Fahad; Che Noraini Hashim; Mohd Burhan Ibrahim; Sharifah Sariah Syed Hassan; Owolabi Sunday Oluwatosin, (2015), "Impact of Creativity to Organizational Competitiveness," International Journal of Humanities and Social Science

Suryana, 2003. Kewirausahaan Pedoman Praktis. Kiat dan Proses Menunju Sukses, Edisi Revisi, Penerbit: Salemba Empat, Jakarta.

Sutan Surva (2006), Panduan Penulisan Skripsi, Tesis, Disertasi, dan Karya Ilmiah, Pustaka Pena, Yogyakarta.

Soekidjan, S. Sp. KJ. (2009), Komitmen Organisasi Sudahkah Menjadi Bagian Dari Kita. Dibuka pada: [www.kesad.mil.id/category/berita/ditkesad](http://www.kesad.mil.id/category/berita/ditkesad), 19 September 2011.

Szabò, Z.R (2007), The effects of interpersonal Connections on Knowledge Transfer, In: XXVIII. OTDK Doktorandusz Konferencia Lektorált Kiadványa. Miskolc: Miskolci Egyetem.

Venkataraman, S. & Vasudevan, R. (1986) "Measurement of business performance in strategy research: A comparison approaches". Academy of Management Review, II (4), 801-814.

Vicente,et al (2015), "Export Market Effectiveness: The Role of Export Commitment, Innovativeness and Marketing Capabilities," Completed Research Paper.

Voss , G.B., and Voss Z.G., 2000, Strategy Orientation and Firm Performance in an Artistic Environment, Jounal of Marketing.

Wiklund. J.(1999). The Sustainability of the entrepreneurial orientationperformance relationship. Entrepreneurship Theory and Practice, 24(1 3748.

Wiklund, L, & Shepherd, D. (2005). Entrepreneurial orientation and small business performance: A configurational approach. Journal of Business Venturing, 20, 71-91.

Zahra, S. A., & Covin, J. G. (1995). Contextual influence on the corporate entrepreneurship performance relationship: A longitudinal analysis. Journal ofBusiness Venturing, 10, 43-58.