

REFERENCES

- Anderson, P. H., & Covin, L. M. (2014). *Dynamic capabilities and strategic management: Organizing for innovation and growth*. *R&D Management*,
A Benchmark Analysis of the Strategic Use of Social Media for Fortune's Most Admired U.S. Companies on Facebook, Twitter and YouTube 2013,
https://www.researchgate.net/publication/259563765_A_Benchmark_Analysis_of_the_Strategic_Use_of_Social_Media_for_Fortune's_Most_Admired_US_Companies_on_Facebook_Twitter_and_YouTube
- Australian Journal of Business and Management Research*; Kamran Nazari and Mostafa Emami, *Knowledge Management: FROM THEORY TO PRACTICE*, February 2022 https://www.ajbmr.com/articlepdf/AJBMR_20_04_3.pdf
- Demographic research, Entrepreneurial Support and Innovation Ecosystem, <https://techleap.nl/>
- Digital Business Transformation: An Experience-Based Holistic Framework*. Nina Evans, Andrej Miklosik, Rachele Bosua, and Athar Mahmood Ahmed Qureshi, November 2022
https://www.researchgate.net/publication/365386116_Digital_Business_Transformation_An_Experience-Based_Holistic_Framework
- Davenport, T. H., & Prusak, L. (1998). *Working Knowledge: How Organizations Manage What They Know*.
- Evans et. Al. (2022, November). *Digital Business Transformation: An Experience-Based Holistic Framework*
https://www.researchgate.net/publication/365386116_Digital_Business_Transformation_An_Experience-Based_Holistic_Framework

- Gartner DBT Theory Gartner. (2020). What is Digital Business Transformation?.
Gartner. <https://www.gartner.com/en/information-technology/glossary/digital-business-transformation>
- Hashemi-Pour, C., & Contributor, T. (2024, March 15). *What is B2B (business-to-business) commerce and how does it work?: Definition from TechTarget*. CIO. <https://www.techtarget.com/searchcio/definition/B2B>
- Humphrey, A.S., 2005. History Corner: Swot Analysis for Management Consulting [WWW Document]. SRI Alumni Association. URL. <https://archive.sri.com/sites/default/files/brochures/dec-05.pdf>
- Hult, G. T. M., Hurley, R. F., & Knight, G. A. (2004). Innovativeness: Its antecedents and impact on business performance. *Industrial Marketing Management*, 33(5), 429–438.
- Home – Business Indonesia Netherland Association (BINA.) B.V. Group.. BINA B.V. Group.* <https://binabv.com/portfolio>
- Hoffmeister, C. (2018). Digital transformation and business model innovation in the media and entertainment industry. International Journal of Innovation Management,*
- Hofstede, G. (1983). "The Cultural Relativity of Organizational Practices and Theories." *Journal of International Business Studies*, 14(2), 75-89.** This article explores how cultural differences influence management practices across countries.
- Hofstede, G. (1993). "Cultural Constraints in Management Theories." *Academy of Management Perspectives*, 7(1), 81-94.** Hofstede discusses the limitations of applying Western management theories universally due to cultural differences.

The Hofstede Insights website: This resource offers access to Hofstede's cultural dimensions and tools for comparing cultural differences between countries. It provides data and insights useful for both academic and business applications. (<https://www.hofstede-insights.com>)

Jap et. Al. (2002). Leveraging Internet Technologies In B2B Relationships https://scholarworks.umt.edu/cgi/viewcontent.cgi?article=1000&context=manmark_ps

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media.

Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media.

LaPlaca, P. (2016, April 17). *What is B2B? everything you need to know about business-to-business.* Turis. <https://turis.app/b2b-ecommerce/what-is-b2b-what-is-a-b2b-platform/>

LaPlaca P. (2013, April). *Industrial Marketing Management, Volume 42, Issue 3, Pages 294 305*
<https://www.sciencedirect.com/science/article/abs/pii/S0019850113000618>

Leonaviciene, E.; Burinskiene, A. Accelerating Cultural Dimensions at International Companies in the Evidence of Internationalisation. Sustainability 2022, 14, 1524. https://doi.org/10.3390/su14031524

Mikalef, P., Boura, M., Lekakos, G., & Krogstie, J. (2019). Big data analytics capabilities and innovation: The mediating role of dynamic capabilities and moderating effect of the environment. British Journal of Management. https://onlinelibrary.wiley.com/doi/10.1111/1467-8551.12343

- Morgan, N. A., Vorhies, D. W., & Mason, C. H. (2009). Market orientation, marketing capabilities, and firm performance. *Strategic Management Journal*, 30(8), 909–920.
- Pamela Adams , Isabel Maria Bodas Freitasb , Roberto Fontanac (2019), Strategic Orientation, Innovation Performance and The Moderating Influence of Marketing Management, *Journal of Business Research* (97). 129-140
- Philip Kotler, Kevin Lane Keller, Malcolm Goodman, e.a.(2019) *Marketing Management*, Book, 4th European Edition.
- Richard W. Puyt, Finn Birger Lie , Celeste P.M. Wilderom (2023, June) *The origins of SWOT analysis*. <https://doi.org/10.1016/j.lrp.2023.102304>
- R. Edward Freeman and John F. Mcvea (2001) *Strategic Management: A Stakeholder Approach to Strategic Management* https://www.researchgate.net/publication/228320877_A_Stakeholder_Approach_to_Strategic_Management
- Teece, D. J. (2007). *Explicating dynamic capabilities: The nature and microfoundations of (sustainable) enterprise performance*. *Strategic Management Journal*,
- Teece, D. J., Pisano, G., & Shuen, A. (1997). *Dynamic capabilities and strategic management*. *Strategic Management Journal*, 18(7), 509-533.
- Tidd, J., & Bessant, J. (2018). *Managing Innovation: Integrating Technological, Market, and Organizational Change*.
- Tuten, T. L., & Solomon, M. R. (2017). *Social Media Marketing. Provides a comprehensive overview of social media marketing theories and practices*
- Westerman, G., Bonnet, D., & McAfee, A. (2014). *Leading Digital: Turning technology into business transformation*. *Harvard Business Review Press*

World Bank Open Data (2024).Demographic research. <https://data.worldbank.org/>