- Aremu, Akata, dan Ayse Adeyemi, (2011), "Increasing competitive performance of small and medium sized enterprises: A market orientation approach for success," *Harvard Bussiness Review*
- Ayyagari, Meghana., Thorsten Beck dan Asli Demirguc-Kunt "Small and Medium Enterprise Across The Globe: A New Database " World Bank Policy Research Working Paper, 3127, 2003.
- Becherer, Richard C dan John G.Mauer (1998), "How to Plan as a Small-Scale Business Owner: Psychological Process Characteristics of Action Strategie and Success." *Journal of Small Business Management* 38(2), 1-18.
- Bjerke, Bjorn (2000), "A Typified, Culture-Based, Interpretation of Management of SMEs in Southeast Asia", *Asia Pasific Journal of Management*, Vol. 17, 2000
- Cavusgil, S. Tamer, dan Shouming Zou, "Marketing Strategy-Performance Relationship: an Investigation of The Empirical Link in Export Market Ventures" *Journal of Small Business Management*, Vol. 40, No.2, 1994.
- Cavusgil, S. Tamer dan Shouming Zou, 1994. "Marketing Strategy-Performance Relationship: An Investigation of the Empirical Link in Export Market Ventures", *Journal of Marketing*, Vol. 58, pp. 1-21.
- Cooper, Donald R., dan C. William Emory, *Metode Penelitian Bisnis*. Erlangga-1988, Jakarta.
- Covin, J., and D. Slevin (1988). "The Influence of Organizational structure on the Utility of an Entrepreneural Management Style," *Journal of Management Studies* 25(3), 217-234.
- Covin. J & D. Slevin (1989), "Strategic Management of Small Firms in Hostile & Benign Environments", *Strategic Management Journal*, 10 (Jan), 75-87
- Divan, Sarah Michele, (2012), "Presenting a strategic organizational culture framework," *Master of Public Policy and Administration*
- Hadjimanolis, G (2001), "Entrepreneurial Strategic Making and Firm Performance: Tests of Contingency & Configurational Models", Strategic Management Journal, 18 (1), 2-23
- Hankinson, Alan, (2000), "The key factors in the profiles of small firm owner managers that influence business performance. The South Coast Small

- Firms Survey, 1997-2000. "Industrial and Commercial Training, Vol 32 No 3-2000.
- Hidayat (1995), "APEC dan Pengaruhnya Terhadap Dunia Bisnis Indonesia: Khususnya Usaha Skala Kecil dan Menengah", *Jurnal Manajemen Prasetya Mulya*, Vol. 11, No. 4, 1995
- Imam Ghozali, 2008. Program Model Persamaan Struktural, konsep dan aplikasi dengan program AMOS Ver 5.0. Badan Penerbit Universitas Diponegoro, Semarang.
- Kickul, Jill dan Lisa K Gundry, (2002), "Prospecting for strategic advantage: the proactive entrepreneurial personality and small firm innovation," *Journal of Small Bussiness Management*
- Kitching, John; Robert Blackburn; David Smallbone; dan Sarah Dixon, (2009), "Bussiness strategies and performance during dificult economic conditions," *Bussiness Inovation and Skills*
- Masanell; Ramon Casadesus; dan Joan Enric Ricart, (2009), "From strategy to bussiness models and to tactics," *Working Paper*
- Mirow, Michael, (2005), "Strategies to achieve market leadership: the example of amazon," *Technische Universitat Berlin*
- Mugabi, Nicholas, (2010), "Micro credit utilization and its impact on household income: a comparative study of rural and urban areas in Iganga district," *Makerere University*
- Indriantoro, Nur dan Bambang Supomo, 1999. *Metodologi Penelitian Bisnis*. BPFE, Yogyakarta.
- Porter, Michael, (1980), Competitive Advantage
- Rahmana, Arif, (2008), Usaha Kecil dan Menengah (UKM), WWW.Google.Com
- Rosenzweig, Eva D; Aleda V Roth; dan James W Dean, (2003), "The influence of an integration strategy on competitive capabilities and bussiness performance: an exploratory study of consumer products manufacturers," *Journal of Operations Management*
- Slatter, Stanley F; Eric M Olson; dan G Thomas Hult, (2006), "The moderating influence of strategic orientation on the strategy formation capability performance relationship," *Strategic Management Journal*