

DAFTAR PUSTAKA

- Aristiawan, Edwin. (2021) The Effect of Co-Creation on the Performance of Indonesian Wholesale Carrier Service Companies Doctorate of Management Science, Faculty of Business and Economics, Padjadjaran University.
- Baehaqi, Muhammad. (2020) Co-Creation & Retensi Pelanggan dalam Bangunan Strategi Kemitraan Virtual Sekolah Tinggi Ilmu Ekonomi Putra Bangsa.
- Firmansyah, Rinaldi. (2015) Building value creation through the resources, new product development and competitive strategy to increase business performance (a Study at Indonesia Telecommunication Industry) Doctor, Faculty of Economic and Business University of Padjadjaran.
- Frooghi, Reema. (2019) Does Value Co-creation impacts Customer Loyalty and Repurchase Intention? Iqra University.
- Frow, Pennie. (2015) Managing Co-creation Design: A Strategic Approach to Innovation Discipline of Marketing, University of Sydney, Sydney, New South Wales, Australia.
- Goncalves, Beatriz Graca. (2019) Co-creation within the context of a telecommunication brand: Is Yorn perceived as a co-creating brand and what should Yorn do to enhance co-creation? Master Degree in Management from the Nova – School of Business and Economics.
- Gunawan, Rudi. (2021) Banking Digitaly to Micro Business: Exploring Value Co- Creation Strategy in New Product Development School of Business and Management, Institut Teknologi Bandung.
- Hamidi, Fatameh. (2019) A Conceptual Framework for Value Co-Creation in Service Enterprises (Case of Tourism Agencies) Department of Industrial Engineering and Management Systems, Amir Kabir University of Technology.
- Mihardjo, Leonardus WW. (2019) Mediating Role of Co-creation Strategy on the Relationship between Business Model Innovation and Corporate Reputation: A Case Study on Indonesian Telecommunication Firms Bina

Nusantara School of Business.

- Mihardjo, Leonardus WW. (2019) Budaya Perusahaan di Era Digital berbasis Co-creation-Innovation In book: Strategic Management in Digital Era: Revisited concept and Findings (pp.187-215) Publisher: DRM Alumni.
- Orcik, Anja. (2013) Customer Co-Creation throughout the Product Life Cycle University of Novi Sad, Faculty of Technical Sciences.
- Saleh, Mahmoud Abdel Hamid.(2018) Brand Co-creation in the Saudi Telecommunication Sector: Antecedents and Consequences from Customer Perspective Department of Marketing, College of Business Administration, King Saud University, Saudi Arabia.
- Rurianto, Joko. (2018) Sustainable Value Co-Creation in Mobile Advertising in Cellular Telecommunication Industry: A Conceptual Framework. School of Business, IPB University.
- Ryu, Min Ho. (2018) The Value Co-Creation Strategy for Telecommunication Carriers: Focusing on the Assessment of Potential Strategic Alliance Partners Graduate School of Management of Technology, Hoseo University.
- Wen Chen, Yi. (2020) Sustainable Value Co-Creation in the Virtual Community: How Diversified Co-Creation Experience Affects Co-Creation Intention Department of Information and Communication, Tamkang University.
- Kuncorosidi.(2017) Analisa Strategi Inovasi Melalui Co-Creation Pada Industri Otomotif yang Tergabung dalam Gabungan Industri Alat Mobil dan Motor Indonesia, Universitas Gajah Mada.
- Maulana, Alex.(2019) Penciptaan Nilai Bersama Pelanggan (Customer Co-Creations Value) Global Business Marketing, Binus University.
- SPH Triono, A Rahayu, LA Wibowo, A Alamsyah.(2024) The Impact of Entrepreneurial Strategy on the Firm Performance of Indonesian Technology Startups, Jurnal Manajemen Indonesia 24 (1), 84-104, 2024
- AI Sudrajad, D Trichayono, EB Yulianti, W Rosmawati.(2023) The Role of Digitalization Performance on Digital Business Strategy in Indonesia MSEMs, Doi: <https://doi.org/10.26668/businessreview/2023.v8i6.2260>

M Bawono, LLW Mihardjo.(2019) Driving transformation performance through innovation and experience model, Management Science Letters , 10(6), 1259-1264.

Mihardjo, L., Sasmoko, S., Alamsjah, F & Elidjen, E. (2019). Digital leadership role in developing business model innovation and customer experience orientation in industry 4.0.Management Science Letters , 9(11), 1749-1762.