

DAFTAR PUSTAKA

- Amelia, A. (2022). Risalah New Venture Creation. Malang: OSF Preprints.
- Amit, R., & Zott, C. (2001). Value Creation in eBusiness. *Strategic Management Journal*, 493-520.
- Arikunto, S. (2016). *Prosedur Penelitian: Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Brigham, E. F., & Houston, J. F. (2019). *Fundamentals of Financial Management*. . Cengage Learning.
- Creswell, J. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches* (4th ed.). Sage Publications.
- Dorfman, R. (1981). The meaning of internal rates of return. . *The Journal of Finance*, 1011-1021.
- Fahmi, I. (2010). *Analisis Kelayakan Investasi*. Bandung: Alfabeta.
- Fahmi, I. (2017). *Manajemen Sumber Daya Manusia*. Bandung: Alfabeta.
- Harjadi, D., & Fatmasari, D. (2015). *Pengantar Bisnis Teori dan Konsep*. Kuningan: UNIKU Press.
- Hillson, D., & Murray-Webster, R. (2017). *Understanding and Managing Risk Attitude*. Burlington: Gower Publishing.
- Hitt, M. A., Ireland, R. D., & Hoskisson, R. E. (Manajemen Strategis: Menyongsong Era Persaingan Bebas dan Globalisasi). 1997. Jakarta : Erlangga.
- Komariah, A., & Satori, D. (2011). *Metode Penelitian Kualitatif*. Bandung: Alfabeta.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing*. Pearson.
- Li, M., & Bernoff, J. (2008). *Winning in a world transformed by social technologies*. Boston: Harvard Business Press.
- Merriam, S. B. (2009). *Qualitative research: A guide to design and implementation*. San Fransisco: Jossey-Bass.
- Nuhung, M. (2012). Pengaruh Lingkungan Bisnis Eksternal dan Perencanaan Strategi Terhadap Kinerja Perusahaan. *Balance Jurnal Ekonomi*.
- Osterwalder, A., & Pigneur, Y. (2012). *Business Model Generation*. Hoboken: John Wiley & Sons Inc.
- Robasco, J. (1999). Multiple internal rates of return - when to anticipate multiple irrs and how.
- Ross, S. A., Westerfield, R. W., & Jordan, B. D. (2018). *Essentials of Corporate Finance*. McGraw-Hill Education.
- Simanjuntak, F. R. (2009). *Analisis Kelayakan Investasi: Kajian Teori dan Aplikasi*. Jakarta: Salemba Empat.
- Sutarto. (2012). *Buku Ajar Manajeme Pelatihan*. Semarang: UNNES Press.