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## Publications

2022

Prosiding seminar internasional

### **The Competitive Advantage of Micro-Businesses of Millennial Women in Medan, North Sumatra, Indonesia**

MAGDALENA LINDA L SIBARANI , RITHA F DALIMUNTHE

2022

Jurnal nasional terakreditasi

### **The Impact of Business Strategy and Human Resource Management on the Competitiveness of Millennial Women Micro-Entrepreneurs in Medan**

MAGDALENA LINDA L SIBARANI , RITHA F DALIMUNTHE

2022

Jurnal internasional

### **Strengthening UMKM Human Resources Towards Internationalization**

RITHA F DALIMUNTHE , AISYAH , MAGDALENA LINDA L SIBARANI , ANCE MARINTAN D. SITOANG

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## Researches

2014

Penelitian Hibah Bersaing

### **PENERAPAN STRATEGI EXPERIENTAL MARKETING UNTUK MENDAPATKAN MINAT BERKUNJUNG MASYARAKAT KE SITUS ISTANA MAIMUN**

MAGDALENA LINDA L SIBARANI , ENDANG SULISTYA RINI , BEBY KARINA FAWZEEA

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