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Faculty of Vocational Education  
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🌐 [vokasi.usu.ac.id/en/lecturer/yasmin-chairunisa-muchtar](http://vokasi.usu.ac.id/en/lecturer/yasmin-chairunisa-muchtar)

*Yasmin Chairunisa Muchtar was born on September 30, 1978, in Medan, completed her Undergraduate degree (S1) at the Undergraduate Program in Agribusiness, Faculty of Agriculture, Universitas Sumatera Utara in 2002, continued her Master's (S2) at the Graduate School of Management Universiti Putra Malaysia in 2005 and completed her Doctoral degree at the Management Science Program, Faculty of Economics and Business, Universitas Sumatera Utara in 2023. Yasmin Chairunisa Muchtar has experience as a Program Manager at CBM-ARRP in 2006-2008 and a Lecturer at the Faculty of Economics and Business, Universitas Sumatera Utara in 2008-2022, currently serving as a Lecturer at the Faculty of Vocational Education, Universitas Sumatera Utara in 2022 until now.*

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## Publications

2014

Jurnal internasional

### **IMPACT OF MOTIVATION AND ABILITY ON PERFORMANCE OF WOMAN ENTREPRENEURS IN ONLINE BUSINESS ROLE OF PERCEPTION AND SITUATIONAL...**

YASMIN CHAIRUNISA MUCHTAR

2014

Jurnal internasional

### **A career success of the distributors in multi-level marketing (MLM) company**

YASMIN CHAIRUNISA MUCHTAR

2021

Prosiding seminar internasional

### **The Impact of Human Capital and Social Capital on the Recognition of Entrepreneurial Opportunities for Women SMEs Entrepreneurs in Medan**

INNEKE QAMARIAH , YASMIN CHAIRUNISA MUCHTAR

2019

Jurnal internasional bereputasi

### **UNDERSTANDING ENTREPRENEURIAL CAREER INTENTION FOR UNIVERSITY STUDENTS**

INNEKE QAMARIAH , YASMIN CHAIRUNISA MUCHTAR

2014

Jurnal internasional

### **IMPACT OF MOTIVATION AND ABILITY ON PERFORMANCE OF WOMAN ENTREPRENEURS IN ONLINE BUSINESS**

YASMIN CHAIRUNISA MUCHTAR

2021

Jurnal internasional bereputasi

### **THE EFFECT OF STRATEGIC LEADERSHIP ON COMMERCIALIZATION CAPABILITY: EXAMINING THE MODERATING ROLE OF UNIVERSITY SUPPORT**

INNEKE QAMARIAH , YASMIN CHAIRUNISA MUCHTAR

2018

Prosiding seminar internasional

# **The Effect of Intellectual Capital on Business Performance in Micro-, Small-, and Medium Enterprise (MSME) in Medan City**

YASMIN CHAIRUNISA MUCHTAR , YENI ABSAH , INNEKE QAMARIAH

2018

Jurnal internasional

## **Confirming Career Success Model of Consultants in Direct Selling Companies through Entrepreneurial Competency, Commitment and Motivation Trainings.**

YASMIN CHAIRUNISA MUCHTAR

2015

Poster seminar nasional

## **Analisis Kesuksesan Karir Para Konsultan pada Perusahaan Multi Level Marketing (Prosiding Seminar Nasional Call For Paper FMI ke 7)**

YASMIN CHAIRUNISA MUCHTAR

2016

Prosiding seminar internasional

## **Social Media Marketing And Entrepreneurial Knowledge For Micro Scale Business Owners In Medan City**

FRIDA RAMADINI , YASMIN CHAIRUNISA MUCHTAR , INNEKE QAMARIAH

2022

Jurnal internasional bereputasi

## **Recognizing Entrepreneurial Opportunity on Women SMEs Entrepreneurs in Medan**

INNEKE QAMARIAH , YASMIN CHAIRUNISA MUCHTAR

2021

Prosiding seminar internasional

## **Employee Performance Analysis: The Influence of Local Wisdom-Based Communication Strategy And Employee Engagement on Employee Performance**

YASMIN CHAIRUNISA MUCHTAR , LINDA T MAAS

2018

Jurnal internasional

## **Entrepreneurial Intentions in University Students: Based on the Analysis of Entrepreneurship Education, Adversity Quotient, Emotional Intelligence and Family Factor**

YASMIN CHAIRUNISA MUCHTAR

2026

Prosiding seminar internasional

## **The Development of Entrepreneurial Resilience to Support Sustainable Performance of SMEs by Applying Financial Digital Platform**

YASMIN CHAIRUNISA MUCHTAR

2021

Jurnal internasional

## **The Intrapreneurship and University's Support to Enhance Commercialization Capabilities**

INNEKE QAMARIAH , YASMIN CHAIRUNISA MUCHTAR

2018

Prosiding seminar internasional

## **the adversity Quotient ( Control, Origin & Ownership, Reach, and Endurance) and its relationship toward entrepreneurial intention: A study on student in faculty of economics & business Universitas Sumatera Utara**

ARIF QAEDI HUTAGALUNG , AMI DILHAM , BONGSU HUTAGALUNG , YASMIN CHAIRUNISA MUCHTAR

2018

Prosiding seminar internasional

## **The Adversity Quotient (Control, Origin Ownership, Reach, and Endurance) and its Relationship Toward Entrepreneurial Intention: A Study on Student in**

2018

Prosiding seminar internasional

**Improving Performance of SMEs through Social Media Marketing Training**

YENI ABSAH , INNEKE QAMARIAH , YASMIN CHAIRUNISA MUCHTAR

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2022

Jurnal internasional bereputasi

**Sustainable Competitive Advantage in the Tourism Industry with IT Managerial Resources, IT Implementation Success and Social Responsibility**

INNEKE QAMARIAH , YASMIN CHAIRUNISA MUCHTAR , LINDA T MAAS

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2018

Prosiding seminar internasional

**The Effect of Entrepreneurial Marketing on Competitive Advantage: Small Culinary Souvenir Industry in Jalan Mojopahit Medan, Indonesia**

INNEKE QAMARIAH , YASMIN CHAIRUNISA MUCHTAR

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2018

Prosiding seminar internasional

**Improving Performance of SMEs through Social Media Marketing Training**

YASMIN CHAIRUNISA MUCHTAR

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2014

Jurnal internasional bereputasi

**The influence of transformational leadership style on innovation mediated by organizational culture**

YASMIN CHAIRUNISA MUCHTAR

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2018

Prosiding seminar internasional

**Entrepreneurial Intellectual Capital [Human Capital, Social Capital, Customer Capital, Technology Capital] on SME's performance in Medan, Indonesia**

FADLI , YASMIN CHAIRUNISA MUCHTAR , INNEKE QAMARIAH

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2022

Prosiding seminar internasional

**Does Gender Matter in the Relationship Between Individual Absorptive Capacity and Subjectivity Career Success?**

YASMIN CHAIRUNISA MUCHTAR , INNEKE QAMARIAH

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2019

Prosiding seminar internasional

**Service Quality of Mice (Meeting, Incentive, Conference and Exhibition) Industry**

YASMIN CHAIRUNISA MUCHTAR , FADLI , INNEKE QAMARIAH

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2018

Prosiding seminar internasional

**Human Capital on Business Performance on Distro and Boutique SME in Medan City**

YASMIN CHAIRUNISA MUCHTAR , INNEKE QAMARIAH , YENI ABSAH

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2018

Prosiding seminar internasional

**Entrepreneurial Intentions in University Students: Based on the Analysis of Entrepreneurship Education, Adversity Quotient, Emotional Intelligence and Family Factor**

INNEKE QAMARIAH , YASMIN CHAIRUNISA MUCHTAR , FADLI

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2021

Prosiding seminar internasional

**The Influence of Strategic Leadership, Intrapreneurship Orientation, and University Support on the Commercialization Capability of Academics in**

## Higher Education at USU

INNEKE QAMARIAH , YASMIN CHAIRUNISA MUCHTAR

2018

Jurnal internasional

### **Confirming career success model of consultants in direct selling companies through entrepreneurial c**

YASMIN CHAIRUNISA MUCHTAR

2018

Jurnal internasional

### **The Effect of Intellectual Capital on Business Performance in Micro-, Small-, and Medium Enterprise (MSME) in Medan City**

YASMIN CHAIRUNISA MUCHTAR

2014

Jurnal internasional bereputasi

### **The influence of transformational leadership style on innovation mediated by organizational culture**

INNEKE QAMARIAH , YASMIN CHAIRUNISA MUCHTAR

2018

Prosiding seminar internasional

### **Entrepreneurship as Career Choice for University Students in Medan**

YASMIN CHAIRUNISA MUCHTAR

2016

Prosiding seminar internasional

### **The Influence of Entrepreneurial Characteristic and Entrepreneurial Marketing on Business Performance which is mediated by Competitive Advantage**

YENI ABSAH , YASMIN CHAIRUNISA MUCHTAR , INNEKE QAMARIAH

2019

Prosiding seminar internasional

### **E-Marketplace Acceptance and Use by Millennials for Business Start-Up**

INNEKE QAMARIAH , FADLI , YASMIN CHAIRUNISA MUCHTAR

2019

Jurnal internasional

### **ANALYZING BUSINESS PERFORMANCE OF SMALL AND MEDIUM ENTERPRISES (SMEs) BASED ON HUMAN CAPITAL, SOCIAL CAPITAL AND COMPETITIVE ADVANTAGE**

YASMIN CHAIRUNISA MUCHTAR

2017

Jurnal internasional

### **Internationalization Preparation of Small Medium Enterprises (SMEs) in Medan**

YASMIN CHAIRUNISA MUCHTAR

2018

Prosiding seminar internasional

### **Entrepreneurship as Career Choice for University Students in Medan**

YASMIN CHAIRUNISA MUCHTAR , INNEKE QAMARIAH

2018

Jurnal internasional

### **Entrepreneurial Intellectual Capital [Human Capital, Social Capital, Customer Capital, Technology Capital] on SMEs performance in Medan, Indonesia**

YASMIN CHAIRUNISA MUCHTAR

2011

Prosiding seminar internasional

### **Pengaruh Efikasi Diri terhadap Keberhasilan Usaha Pedagang Makanan Kaki Lima di Kawasan Gedung Johor, Kecamatan Medan Johor**

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2017

Jurnal internasional bereputasi

**Internationalization Preparation of Small Medium Enterprises (SMEs) in Medan**

INNEKE QAMARIAH , YASMIN CHAIRUNISA MUCHTAR

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2019

Jurnal internasional bereputasi

**Analyzing business performance of small and medium enterprises (SMEs) based on human capital, social capital and competitive advantage**

INNEKE QAMARIAH , YASMIN CHAIRUNISA MUCHTAR

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2013

Prosiding seminar internasional

**The Influence Of Entrepreneurial Ability On The Performance Of Online Businesswomen And Situational Factor As The Moderating Variable**

YASMIN CHAIRUNISA MUCHTAR , FRIDA RAMADINI , INGGRITA GUSTI SARI NASUTION

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2026

Prosiding seminar nasional

**Budidaya Lebah Kelulut dalam Meningkatkan Kesejahteraan Ekonomi di Desa Tanjung Pasir, Pangkalan Susu**

YASMIN CHAIRUNISA MUCHTAR

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2022

Jurnal internasional

**THE IMPACT OF INCLUSIVE LEADERSHIP AND LOCAL WISDOM-BASED COMMUNICATION STRATEGY ON EMPLOYEE PERFORMANCE, MEDIATED BY EMPLOYEE ENGAGEMENT**

INNEKE QAMARIAH , YASMIN CHAIRUNISA MUCHTAR , LINDA T MAAS

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2014

Jurnal internasional

**IMPACT OF MOTIVATION AND ABILITY ON PERFORMANCE OF WOMAN ENTREPRENEURS IN ONLINE BUSINESS ROLE OF PERCEPTION AND SITUATIONAL FACTOR AS MODERATORS**

YASMIN CHAIRUNISA MUCHTAR

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2014

Jurnal internasional

**Impact Of Motivation And Ability On Performance Of Woman Entrepreneurs In Online Business**

FRIDA RAMADINI , YASMIN CHAIRUNISA MUCHTAR , INGGRITA GUSTI SARI NASUTION

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2018

Prosiding seminar internasional

**The Effect of Intellectual Capital on Business Performance in Micro-, Small-, and Medium Enterprise (MSME) in Medan City.**

INNEKE QAMARIAH , YENI ABSAH , YASMIN CHAIRUNISA MUCHTAR

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## Researches

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2020

**Kapabilitas Komersialisasi Akademisi Universitas Sumatera Utara: Strategic Leadership dan Intrapreneurship Orientation yang dimoderasi Oleh Dukungan Universitas**

YASMIN CHAIRUNISA MUCHTAR , INNEKE QAMARIAH

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2017

**Peningkatan Kinerja UMKM Kota Medan Melalui Penerapan Strategi**

## Keunggulan Bersaing

YASMIN CHAIRUNISA MUCHTAR , YENI ABSAH , BEBY KARINA FAWZEEA , INNEKE QAMARIAH

2019

Penelitian Hibah Bersaing

### **Business Start Up: Electronic Marketplace Vs. Social Media (Bagi Mahasiswa Universitas Sumatera Utara)**

YASMIN CHAIRUNISA MUCHTAR , FADLI , INNEKE QAMARIAH

2022

### **Human Capital dan Social Capital Terhadap Entrepreneurial Opportunity Recognition pada Pengusaha UMKM Wanita di Kota Medan Yang dimediasi Oleh Kinerja Usaha**

YASMIN CHAIRUNISA MUCHTAR , INNEKE QAMARIAH

2016

### **Peningkatan Kinerja UMKM Kota Medan melalui Pengembangan Strategi Keunggulan Bersaing yang Berkelanjutan**

YASMIN CHAIRUNISA MUCHTAR , YENI ABSAH , BEBY KARINA FAWZEEA , INNEKE QAMARIAH

2017

### **KINERJA UKM BERBASIS MODAL INTELEKTUAL**

YASMIN CHAIRUNISA MUCHTAR , INNEKE QAMARIAH

2019

### **Dampak Kualitas Layanan Hotel Terhadap Kepuasan Pelanggan pada Industri MICE (Meetings, Incentives, Conferences, Exhibitions) di Kota Medan**

YASMIN CHAIRUNISA MUCHTAR , FADLI , INNEKE QAMARIAH

2018

### **Intensi Berwirausaha Pada Mahasiswa: Berdasarkan Analisis Pendidikan Kewirausahaan, Adversity Quotient, Emotional Quotient, dan Faktor Keluarga**

YASMIN CHAIRUNISA MUCHTAR , FADLI , INNEKE QAMARIAH

2018

Ipteks Bagi Kewirausahaan

### **ANALISIS HUMAN CAPITAL, TECHNOLOGICAL CAPITAL, CUSTOMER CAPITAL DAN SOCIAL CAPITAL TERHADAP KEUNGGULAN BERSAING MELALUI KINERJA UMKM DISTRO DAN BUTIK DI KOTA MEDAN**

YASMIN CHAIRUNISA MUCHTAR , YENI ABSAH , INNEKE QAMARIAH

## Community Services

2024

Ipteks

### **Optimisation of Community Economic Empowerment Through Kelulut Bee Cultivation in Denai Sarang Burung Village**

YOLA ANGGIA , WALAD ALTSANI HR , YASMIN CHAIRUNISA MUCHTAR , WAHYU ARIO PRATOMO , SALSABILA , BINTANG EFRAIM SIBORO , DEBI AYU ARISANDY

2019

### **Peningkatan Penjualan Melalui Pemanfaatan Aplikasi E-Commerce dan Branding pada Kelompok Medan Urban Hidroponik Di Tanjung Morawa**

YASMIN CHAIRUNISA MUCHTAR , FRIDA RAMADINI , INGGRITA GUSTI SARI NASUTION , FADLI , INNEKE QAMARIAH

2021

### **Terwujudnya Pengelolaan Keuangan Keluarga yang Sehat Melalui Pelatihan Perencanaan Keuangan Berbasis IT Bagi Ibu Rumah Tangga pada Desa Perumnas Simalingkar**

YASMIN CHAIRUNISA MUCHTAR , ISFENTI SADALIA , INNEKE QAMARIAH

2022

## **STRATEGI PENGEMBANGAN USAHA KERAJINAN LIMBAH CANGKANG KERANG MELALUI DIGITAL MARKETING GUNA MENINGKATKAN DAYA SAING DI KLAMBIR LIMA KEBON**

YASMIN CHAIRUNISA MUCHTAR , ISFENTI SADALIA , LINDA T MAAS

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2013

Ipteks Bagi Kewirausahaan

## **MEMBANGUN KEMAMPUAN BERWIRUSAHA BAGI ANGGOTA PKK KELUARAHAN KOTA MAKSUM II MEDAN**

ARIFIN LUBIS , YASMIN CHAIRUNISA MUCHTAR , ENDANG SULISTYA RINI , FRIDA RAMADINI , INNEKE QAMARIAH

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2022

## **Pemanfaatan Tanah Milik Pemerintahan Kota Medan di Jalan Gatot Subroto, Kelurahan Sekip, Kecamatan Medan Barat**

YASMIN CHAIRUNISA MUCHTAR , WAHYU ARIO PRATOMO , FAHMI NATIGOR NASUTION , SYARIEF FAUZIE , INGGRITA GUSTI SARI NASUTION

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2014

## **Program Pemanfaatan Limbah Hasil Laut Untuk Peningkatan Pendapatan Masyarakat Kampung Nelayan Medan**

YASMIN CHAIRUNISA MUCHTAR , FRIDA RAMADINI , INNEKE QAMARIAH

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# **Intellectual Property Rights**

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2018

Hak cipta nasional

## **Strategi Keunggulan Bersaing UMKM**

YASMIN CHAIRUNISA MUCHTAR , BEBY KARINA FAWZEEA , INNEKE QAMARIAH , YENI ABSAH

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2018

Hak cipta nasional

## **Intellectual Capital pada UMKM**

YASMIN CHAIRUNISA MUCHTAR

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