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Publications

2025

Jurnal nasional terakreditasi

Authenticity, Credibility, and Cultural Context: An Integrated Model of Influencer Marketing in Collectivistic Societies

INNEKE QAMARIAH , FADLI

2024

Jurnal internasional bereputasi

Boosting Business Performance: The Impact of Entrepreneurial Culture on Women Entrepreneurs' Behavior

INNEKE QAMARIAH , FADLI , WINDI ASTUTI , MUHAMMAD DHARMA TUAH PUTRA NA

2024

Prosiding seminar internasional

Empowering Women in Entrepreneurship: Unraveling the Nexus of Technological Capital, Self-efficacy, and the Role of Perception

MUHAMMAD DHARMA TUAH PUTRA NA , INNEKE QAMARIAH , FADLI , WINDI ASTUTI

2024

Jurnal internasional

INCREASING CUSTOMER LOYALTY THROUGH BRANDING AND PACKAGING STRATEGIES IN PADANG RESTAURANT BUSINESSES

INNEKE QAMARIAH , IBNU AUSTRINDANNEY SINA AZHAR , FAUZIAH KUMALASARI , DIO AGUNG HERUBAWA

2024

Jurnal nasional

Peranan Universitas dalam Meningkatkan Kompetensi Wirausahawan Perempuan di Kabupaten Deli Serdang

INNEKE QAMARIAH , RITHA F DALIMUNTHER , MEUTIA NAULY

2024

Prosiding seminar internasional

From Clicks to Carts: The Interplay of User Interface, Sales Promotions, and Pay-Later Payments in E-commerce Impulse

MUHAMMAD DHARMA TUAH PUTRA NA , FADLI , PAIDI , INNEKE QAMARIAH

2023

Jurnal internasional bereputasi

TRAINING ON THE USE OF THE CASHIER APPLICATION AND CREATION OF A COMPANY PROFILE WEBSITE TO INCREASE RM'S INCOME. INTAN SARI MEDAN

INNEKE QAMARIAH , DIO AGUNG HERUBAWA , FAUZIAH KUMALASARI , MALINDA SARI SEMBIRING

2023

Jurnal internasional

Development of Academic Atmosphere in Women's Small Enterprises in

North Sumatra

INNEKE QAMARIAH , RITHA F DALIMUNTHER , MEUTIA NAULY

2022

Prosiding seminar internasional

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

YASMIN CHAIRUNISA MUCHTAR , INNEKE QAMARIAH

2022

Jurnal internasional

The Role of University In Improving Competencies of Women Entrepreneurs In Deli Serdang Regency: Bahasa Indonesia

MEUTIA NAULY , INNEKE QAMARIAH , RITHA F DALIMUNTHER

2022

Jurnal nasional terakreditasi

Effect of Entrepreneurship Competency, Market Orientation, And Entrepreneurial Orientation on Business Performance In Herbal Msmes Medan City

INNEKE QAMARIAH , AMI DILHAM , ARIF QAEDI HUTAGALUNG , LIDYA KESUMA SARI

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

2022

Artikel ilmiah

INTERNATIONALIZATION OF SMALL MEDIUM ENTERPRISES: SUSTAINABLE STRATEGIC OF HUMAN RESOURCES DEVELOPMENT

RITHA F DALIMUNTHER , INNEKE QAMARIAH

2022

Jurnal internasional

Web-Based E-Archives Application Design Innovation to Facilitate Systematic Document Storage and Facilities Archives Discovery Speed at SMP Negeri 38, Medan Marelan District

INNEKE QAMARIAH , TETTY YULIATY , PAUZI IBRAHIM NAINGGOLAN

2022

Jurnal internasional bereputasi

Recognizing Entrepreneurial Opportunity on Women SMEs Entrepreneurs in Medan

INNEKE QAMARIAH , YASMIN CHAIRUNISA MUCHTAR

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

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

2021

Jurnal internasional

The Intrapreneurship and University's Support to Enhance Commercialization Capabilities

INNEKE QAMARIAH , 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

2021

Jurnal internasional bereputasi

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

INNEKE QAMARIAH , YASMIN CHAIRUNISA MUCHTAR

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

2019

Prosiding seminar internasional

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

INNEKE QAMARIAH , FADLI , YASMIN CHAIRUNISA MUCHTAR

2019

Prosiding seminar internasional

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

YASMIN CHAIRUNISA MUCHTAR , FADLI , INNEKE QAMARIAH

2019

Jurnal internasional bereputasi

UNDERSTANDING ENTREPRENEURIAL CAREER INTENTION FOR UNIVERSITY STUDENTS

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.

INNEKE QAMARIAH , YENI ABSAH , YASMIN CHAIRUNISA MUCHTAR

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

2018

Prosiding seminar internasional

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

YASMIN CHAIRUNISA MUCHTAR , INNEKE QAMARIAH , YENI ABSAH

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

Prosiding seminar internasional

Improving Performance of SMEs through Social Media Marketing Training

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

2018

Prosiding seminar internasional

Entrepreneurship as Career Choice for University Students in Medan

YASMIN CHAIRUNISA MUCHTAR , INNEKE QAMARIAH

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

2017

Jurnal internasional bereputasi

Internationalization Preparation of Small Medium Enterprises (SMEs) in Medan

INNEKE QAMARIAH , 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

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

2014

Jurnal internasional bereputasi

Role of parents in children's career selection as an entrepreneur

MARHAINI , RITHA F DALIMUNTHE , INNEKE QAMARIAH

2014

Jurnal internasional bereputasi

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

INNEKE QAMARIAH , YASMIN CHAIRUNISA MUCHTAR

Researches

2025

Peningkatan Keunggulan Bersaing, Kinerja Bisnis Serta Literasi Keuangan Dalam Pemanfaatan E-Commerce Pada Industri UMKM Kota Medan

WINDI ASTUTI , FAUZIAH KUMALASARI , INNEKE QAMARIAH

2023

Role Of Perception, Self Efficacy, Technological Capital Dan Budaya Lokal Terhadap Woman Entrepreneurship Performance Yang Di Mediasi Oleh Manajemen Konflik

WINDI ASTUTI , 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

2020

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

YASMIN CHAIRUNISA MUCHTAR , 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

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

2017

KINERJA UKM BERBASISKAN MODAL INTELEKTUAL

YASMIN CHAIRUNISA MUCHTAR , INNEKE QAMARIAH

Community Services

2025

Ipteks Bagi Masyarakat

Kolaborasi Bersama untuk Meningkatkan Literasi Keuangan Masyarakat di Universitas Nias

AMLYS SYAHPUTRA SILALAH , PAIDI , DOLI M JAFAR DALIMUNTHER , FADLI , INNEKE QAMARIAH

2025

Upaya Kolaboratif Dalam Mengintegrasikan Literasi LPS Ke Dalam Kurikulum Perguruan Tinggi Untuk Peningkatan Kesadaran Keuangan

AMLYS SYAHPUTRA SILALAH , PAIDI , NURMALA FITRI S , FADLI , INNEKE QAMARIAH

2025

Peningkatan Daya Saing Rumah Makan Tradisional Melalui Sosialisasi Digital Payment dan Pembukuan Berbasis Teknologi

IBNU AUSTRINDANNEY SINA AZHAR , WINDI ASTUTI , FAUZIAH KUMALASARI , DIO AGUNG HERUBAWA , INNEKE QAMARIAH

2024

Pendampingan Branding Dan Packaging Usaha Rumah Makan Padang

IBNU AUSTRINDANNEY SINA AZHAR , FAUZIAH KUMALASARI , DIO AGUNG HERUBAWA , INNEKE QAMARIAH , RACHEL CHATERINE DANIELLE HUTAGALUNG , SABILA BR SEMBIRING , YASMIN SHAFI MUMTAZAH

2024

PENGURUS BADAN KEMAKMURAN MESJID BAITURRAHMAH FEB USU DEKAN FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS SUMATERA UTARA

MUTIA FITRI CHANIA , AMLYS SYAHPUTRA SILALAH , PAIDI , DOLI M JAFAR DALIMUNTHER , AZHAR , NURMALA FITRI S , FADLI , INNEKE QAMARIAH

2023

Pelatihan Penggunaan Aplikasi Kasir Dan Pembuatan Website Company Profile Untuk Meningkatkan Pendapatan RM. Intan Sari Medan

FAUZIAH KUMALASARI , DIO AGUNG HERUBAWA , MALINDA SARI SEMBIRING , INNEKE QAMARIAH

2023

Pengurus Badan Kemakmuran Mesjid Baiturrahmah FEB USU

AMLYS SYAHPUTRA SILALAH , PAIDI , DOLI M JAFAR DALIMUNTHER , FADLI , INNEKE QAMARIAH

2023

PENGURUS BADAN KEMAKMURAN MESJID BAITURRAHMAH FEB USU DEKAN FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS SUMATERA UTARA

FADLI , INNEKE QAMARIAH

2023

Pengurus Badan Kemakmuran Mesjid Baiturrahmah FEB USU

AMLYS SYAHPUTRA SILALAH , PAIDI , DOLI M JAFAR DALIMUNTHER , FADLI , INNEKE QAMARIAH

2023

Pengurus Badan Kemakmuran Mesjid Baiturrahmah FEB USU

DOLI M JAFAR DALIMUNTHER , INNEKE QAMARIAH

2023

Pengurus Badan Kemakmuran Mesjid Baiturrahmah FEB USU

AMLYS SYAHPUTRA SILALAH , PAIDI , DOLI M JAFAR DALIMUNTHER , FADLI , INNEKE QAMARIAH

2022

Inovasi Perancangan Aplikasi E-Arsip Berbasis Web untuk Mempermudah Penyimpanan Dokumen Secara Sistematis dan Kemudahan Kecepatan Penemuan Arsip di SMP Negeri 38 Kecamatan Medan Marelan

PAUZI IBRAHIM NAINGGOLAN , TETTY YULIATY , 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

2014

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

YASMIN CHAIRUNISA MUCHTAR , FRIDA RAMADINI , INNEKE QAMARIAH

2013

Ipteks Bagi Kewirausahaan

MEMBANGUN KEMAMPUAN BERWIRAUSAHA BAGI ANGGOTA PKK KELUARAHAAN KOTA MAKSUM II MEDAN

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