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Publications

2025
Jurnal internasional bereputasi

Subjective Career Success: Analyzing the Role of Individual Absorptive Capacity as Mediating Variable

YASMIN CHAIRUNISA MUCHTAR , YENI ABSAH , ISFENTI SADALIA , ELISABET SIAHAAN

2024
Jurnal internasional bereputasi

Sustainable Performance of SMEs Through Social Media Usage and Innovation Capabilities

MUHAMMAD ANGGIA MUCHTAR , YASMIN CHAIRUNISA MUCHTAR , ADIKA FAJAR PUTRA

2024
Jurnal internasional bereputasi

Sustainable Performance of SMEs Through Social Media Usage and Innovation Capabilities

YASMIN CHAIRUNISA MUCHTAR , MUHAMMAD ANGGIA MUCHTAR , ADIKA FAJAR PUTRA

2024
Jurnal nasional terakreditasi

OPTIMIZATION OF TURNOVER THROUGH IMPROVING THE QUALITY AND PRODUCTIVITY OF PROCESSED GAR-DERIVATIVE PRODUCTSIN KWALA BEGUMIT VILLAGE, STABAT DISTRICT

YASMIN CHAIRUNISA MUCHTAR , ADIKA FAJAR PUTRA , JANE MELITA KELIAT

2024
Jurnal nasional terakreditasi

CHRYSANTHEMUM ANTI AGING CREAM BUSINESS MODEL TO ENHANCE COMMUNITY INCOME IN RAYA TOURISM VILLAGE

YENI ABSAH , MAHATIR MUHAMMAD , ISFENTI SADALIA , JANE MELITA KELIAT , YASMIN CHAIRUNISA MUCHTAR

2024
Jurnal internasional

OPTIMIZATION OF TURNOVER THROUGH IMPROVING THE QUALITY AND PRODUCTIVITY OF PROCESSED AGAR DERIVATIVE PRODUCTS IN KWALA BEGUMIT VILLAGE, STABAT DISTRICT

ADIKA FAJAR PUTRA , JANE MELITA KELIAT , YASMIN CHAIRUNISA MUCHTAR

2024
Jurnal nasional terakreditasi

OPTIMIZATION OF TURNOVER THROUGH IMPROVING THE QUALITY AND PRODUCTIVITY OF PROCESSED GAR-DERIVATIVE PRODUCTS IN KWALA BEGUMIT VILLAGE, STABAT DISTRICT

ADIKA FAJAR PUTRA , YASMIN CHAIRUNISA MUCHTAR , JANE MELITA KELIAT

2024
Jurnal internasional

Collaboration Networks and Sustainable SMEs Performance: The Role of Digital Leadership as Moderating Variable

YASMIN CHAIRUNISA MUCHTAR , ADIKA FAJAR PUTRA , MUHAMMAD ANGGIA MUCHTAR

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MAHATIR MUHAMMAD , YENI ABSAH , YASMIN CHAIRUNISA MUCHTAR , ISFENTI SADALIA , JANE MELITA KELIAT

2023
Jurnal internasional bereputasi

Sustainable Performance of SMEs Through Social Media Usage and Innovation Capabilities

MUHAMMAD ANGGIA MUCHTAR , ADIKA FAJAR PUTRA , YASMIN CHAIRUNISA MUCHTAR

2022
Prosiding seminar internasional

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

YASMIN CHAIRUNISA MUCHTAR , INNEKE QAMARIAH

2022
Prosiding seminar internasional

Collaboration Networks and Sustainable SMEs Performance: The Role Of Digital Leadership as Moderating Variable

ADIKA FAJAR PUTRA , YASMIN CHAIRUNISA MUCHTAR , MUHAMMAD ANGGIA MUCHTAR

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
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

2022
Jurnal internasional bereputasi

Recognizing Entrepreneurial Opportunity on Women SMEs Entrepreneurs in Medan

INNEKE QAMARIAH , YASMIN CHAIRUNISA MUCHTAR

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

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

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

2021
Prosiding seminar internasional

The Role of Innovative Work Behaviour as The Mediator Between Inclusive Leadership and Subjective Career Success

ELISABET SIAHAAN , YENI ABSAH , ISFENTI SADALIA , 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

2021
Jurnal internasional

The Intrapreneurship and University’s Support to Enhance Commercialization Capabilities

INNEKE QAMARIAH , YASMIN CHAIRUNISA MUCHTAR

2021
Jurnal internasional bereputasi

Sustainable Performance of SMEs Through Social Media Usage and Innovation Capabilities

ADIKA FAJAR PUTRA , YASMIN CHAIRUNISA MUCHTAR , MUHAMMAD ANGGIA 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

2020
Prosiding seminar nasional

The Effect of Entrepreneurship Education on Entrepreneurial Intention

INNEKE QAMARIAH , FADLI , 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

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

YASMIN CHAIRUNISA MUCHTAR

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. KnE Social Sciences, 3 (10), 177–186

INNEKE QAMARIAH , YENI ABSAH , 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 , YASMIN CHAIRUNISA MUCHTAR , YENI ABSAH

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

Improving Performance of SMEs through Social Media Marketing Training

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

YASMIN CHAIRUNISA MUCHTAR

2018
Jurnal internasional

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

YASMIN CHAIRUNISA MUCHTAR

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

2018
Jurnal internasional

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

YASMIN CHAIRUNISA MUCHTAR

2018
Prosiding seminar internasional

Entrepreneurship as Career Choice for University Students in Medan

YASMIN CHAIRUNISA MUCHTAR

2018
Jurnal internasional

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

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2018
Jurnal internasional

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

YASMIN CHAIRUNISA MUCHTAR

2018
Prosiding seminar internasional

Improving Performance of SMEs through Social Media Marketing Training

YENI ABSAH , 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

Entrepreneurship as Career Choice for University Students in Medan

YASMIN CHAIRUNISA MUCHTAR , INNEKE QAMARIAH

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

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

INNEKE QAMARIAH , YASMIN CHAIRUNISA MUCHTAR

2018
Prosiding seminar nasional

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

INNEKE QAMARIAH , YASMIN CHAIRUNISA MUCHTAR , FADLI

2017
Jurnal internasional bereputasi

Internationalization Preparation of Small Medium Enterprises (SMEs) in Medan

INNEKE QAMARIAH , YASMIN CHAIRUNISA MUCHTAR

2017
Jurnal internasional

Internationalization Preparation of Small Medium Enterprises (SMEs) 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

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

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

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

2014
Jurnal internasional bereputasi

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

INNEKE QAMARIAH , YASMIN CHAIRUNISA MUCHTAR

2014
Jurnal internasional

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

YASMIN CHAIRUNISA MUCHTAR

2014
Jurnal internasional

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

YASMIN CHAIRUNISA MUCHTAR

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

2014
Jurnal internasional bereputasi

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

YASMIN CHAIRUNISA MUCHTAR

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 bereputasi

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

INGGRITA GUSTI SARI NASUTION , YASMIN CHAIRUNISA MUCHTAR , FRIDA RAMADINI

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

2011
Prosiding seminar internasional

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

YASMIN CHAIRUNISA MUCHTAR

2026
Prosiding seminar nasional

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

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

Researches

2026

Innovation In Motion: The Power of Digital Leadership Ambidexterity and Digital Engagement in Elevating SME Performance and Regional Investment Climate

YASMIN CHAIRUNISA MUCHTAR , LAILAN SYAFRINA HASIBUAN , MUHAMMAD ANGGIA MUCHTAR

2024

FUTURE BUSINESS POTENTIAL FOR SMEs: AN ANALYSIS OF SURVEY DATA USING LARGE LANGUAGE MODEL AND K-MEANS CLUSTERING

SARAH PURNAMAWATI , YASMIN CHAIRUNISA MUCHTAR , MUHAMMAD ANGGIA MUCHTAR

2024

THE DEVELOPMENT OF FINANCIAL DIGITAL PLATFORM TO ACHIEVE THE SUSTAINABLE PERFORMANCE OF SMES THROUGH ENTREPRENEURIAL RESILIENCE

YUNITA SARAH SIREGAR , YASMIN CHAIRUNISA MUCHTAR , MUHAMMAD ANGGIA MUCHTAR

2022

MODEL KINERJA INDUSTRI KREATIF YANG BERKELANJUTAN: PERAN COLLABORATIVE NETWORKS, PENGGUNAAN MEDIA SOSIAL MELALUI KAPABILITAS INOVASI YANG DIMODERASI OLEH KEPEMIMPINAN DIGITAL

YASMIN CHAIRUNISA MUCHTAR , ADIKA FAJAR PUTRA , MUHAMMAD ANGGIA MUCHTAR , AHMAD RIFALDI PASARIBU , DEWI SUYENI , LAURA SIBARANI , GESRI ANTO SITANGGANG , YUNITA INDAH SARI

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

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

2017

Peningkatan Kinerja UMKM Kota Medan Melalui Penerapan Strategi Keunggulan Bersaing

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

2017

KINERJA UKM BERBASISKAN MODAL INTELEKTUAL

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

Community Services

2024

Optimizing Community Engagement: Empowering Local Communities through Ginger Turmeric Candy Production in Denai Sarang Burung Village

JANE MELITA KELIAT , YASMIN CHAIRUNISA MUCHTAR , MUHAMMAD ANGGIA MUCHTAR , INGGRITA GUSTI SARI NASUTION , Azila Azmi

2023

Kerjasama Luar Negeri dan Publikasi Internasional

Chrysanthemum Anti Aging Cream Business Model to Enhance Community Income In Raya Tourism Village

YASMIN CHAIRUNISA MUCHTAR , ISFENTI SADALIA , MAHATIR MUHAMMAD , NISRUL IRAWATI , KHAIRUN NISA , ILHAM MAULANA , AZRA NADIAH , ANDIKA ALFARIZI AMRI , DAYU OWIT ANDANI

2023

OPTIMALISASI OMSET MELALUI PENINGKATAN KUALITAS DAN PRODUKTIVITAS OLAHAN PRODUK TURUNAN GAHARU DI DESA KWALA BEGUMIT KECAMATAN STABAT

JANE MELITA KELIAT , YASMIN CHAIRUNISA MUCHTAR , ADIKA FAJAR PUTRA , NAZWAN RADITIYA PAKPAHAN , JEVANIA OKTORIN BARUS , RIDHO JAYA ANDHIKA , NAZWA ELFIRA

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

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

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

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

2014
Penelitian Hibah Bersaing

Model Kesuksesan Karir Pada Para Distributor Pada Perusahaan Multi Level marketi

2013
Penelitian Hibah Bersaing

Model Kesuksesan Karir Pada Para Distributor Pada Perusahaan Multi Level marketi

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 KELUARAHAN KOTA MAKSUM II MEDAN

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

Intellectual Property Rights

2023
Hak cipta nasional

Model Kesuksesan Karir Subjektif

ISFENTI SADALIA , ELISABET SIAHAAN , YENI ABSAH , YASMIN CHAIRUNISA MUCHTAR

2019
Hak cipta nasional

Strategi Keunggulan Bersaing UMKM

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

2019
Hak cipta nasional

Intellectual Capital pada UMKM

YASMIN CHAIRUNISA MUCHTAR