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Publications

2023

Jurnal nasional terakreditasi

Web-Based Business Simulation Practice Course Learning Application

AGUS MARIANI SARAGIH , ENDA YUNITA SURBAKTI , LILY MARYAM NASUTION , FIVI RAHMATUS SOFIYAH , JUMJUMA

2019

Jurnal nasional terakreditasi

BUSINESS MANAGEMENT AND ENTREPRENEURSHIP FOR THE SANTRI AT PESANTREN AR-RAUDHATUL HASANAH MEDAN

FIVI RAHMATUS SOFIYAH , AISYAH

2020

Prosiding seminar internasional

e-Commerce and Marketing Literacy in Raudatul Hasanah Studentsâ€™ Business Medan

YULINDA , FIVI RAHMATUS SOFIYAH

2019

Jurnal internasional

The Role Of Technology Marketing Micro Business, Small And Medium Enterprises (Smes) Agents For Repurchase Intention And Its Impact On The Community Satisfaction (Case In…

FIVI RAHMATUS SOFIYAH

2018

Jurnal internasional

VILLAGE FUND IMPLEMENTATION FOR PUBLIC WORK IN DEKI SERDANG RESIDENT OF NORTH SUMATERA INDONESIA

FIVI RAHMATUS SOFIYAH

2022

Prosiding seminar internasional

Determination of Locus of Control, HR Competence and Information Technology Towards Distro Performance in Increasing MSME Income

YETI MELIANY LUBIS , FIVI RAHMATUS SOFIYAH

2023

Jurnal nasional terakreditasi

Development of Practical Learning For Virtual Business Simulation Courses in Business Administration Study Program at Medan State Polytechnic

AGUS MARIANI SARAGIH , NURSI AH FITRI , FIVI RAHMATUS SOFIYAH , JUMJUMA

2018

Jurnal internasional

Village fund implementation for public work in deli serdang resident of north Sumatera Indonesia

FIVI RAHMATUS SOFIYAH

2020

Jurnal internasional

An analysis of resilience level of business unit of the village-owned enterprises (Bumdes) associated with the dimensions of service quality using the canonical correlation analysis (case in Saintis village, Percut Sei Tuan, Deli Serdang, Indonesia)

FIVI RAHMATUS SOFIYAH

2019

Jurnal internasional bereputasi

The role of technology marketing micro business, small and medium enterprises (Smes) agents for repurchase intention and its impact on the community satisfaction (case in Indonesia)

BEBY KARINA FAWZEEA , FIVI RAHMATUS SOFIYAH , ISKANDAR MUDA , Ilyda Sudardjat

2023

Jurnal internasional bereputasi

Psychological Factors Affecting the Performance of Lecturers in Increasing the Competence of Graduates

FIVI RAHMATUS SOFIYAH , YULINDA , AMI DILHAM

2026

Jurnal internasional bereputasi

How green transformational leadership shapes employee green behavior in Indonesian hotels

AISYAH , ANDREW SATRIA LUBIS , ANCE MARINTAN D. SITOANG , SAIMARA A.M. SEBAYANG , FIVI RAHMATUS SOFIYAH

2018

Jurnal internasional

The efforts of small medium enterprises (SMES) customer engagement in improving customer relationship through social media development

FIVI RAHMATUS SOFIYAH

2018

Jurnal internasional bereputasi

The Influence Of E-Commerce Toward Internal Factors Of Startup Business Success (Case In Indonesia)

YULINDA , FIVI RAHMATUS SOFIYAH , ISKANDAR MUDA

2024

Jurnal internasional bereputasi

The chatbot artificial intelligence as the alternative customer services strategic to improve the customer relationship management in real-time responses

YULINDA , Jonathan Liviera Marpaung , ARIF QAEDI HUTAGALUNG , AMI DILHAM , FIVI RAHMATUS SOFIYAH , ANDREW SATRIA LUBIS

2023

Jurnal internasional bereputasi

Locus of Control Strategy on Msme Performance in Increasing Distro Income in Several Psychological Aspects in Medan City

YETI MELIANY LUBIS , FIVI RAHMATUS SOFIYAH , AMI DILHAM

2019

Jurnal internasional

The role of technology marketing micro business, small and medium enterprises (Smes) agents for repurchase intention and its impact on the community satisfaction (case in Indonesia)

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2022

Jurnal internasional bereputasi

Determiation Work Life Balance, Commitment Organization, Work Motivation and Compensation Financial on the Job Satisfaction Generation Millennial Performance as an Intervening Variable (Case Study on Driver

Gojek Kota Medan)

FIVI RAHMATUS SOFIYAH , YULINDA

2019

Jurnal internasional

The influence of e-commerce toward internal factors of startup business success (Case in indonesia)

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2019

Prosiding seminar internasional

Actorsâ€™ Readiness Level In Industrial Revolution Towards Competitiveness Using Canonical Analysis

FIVI RAHMATUS SOFIYAH , YETI MELIANY LUBIS , YULINDA

2018

Jurnal internasional

The internet marketing effect on the customer loyalty level with brand awareness as intervening variables

FIVI RAHMATUS SOFIYAH

2020

Jurnal internasional bereputasi

COMMUNITY READINESS AS A BUSINESS PLAN TO ITS DIGITAL ERA COMPETITIVENESS

YULINDA , FIVI RAHMATUS SOFIYAH , YETI MELIANY LUBIS

2021

Jurnal internasional

Determinants of Mompreneur Performance in the Pandemic Era (Case Study of Medan City Mompreneurs)

FIVI RAHMATUS SOFIYAH , ARIF QAEDI HUTAGALUNG , AISYAH

2023

Jurnal internasional

THE RELATIONSHIP OF MOMPREENEUR OPTIMISM AS PERFORMANCE IMPROVEMENT THROUGH SUPPORT OF INNOVATION AND MARKET ORIENTATION

FIVI RAHMATUS SOFIYAH , AISYAH

2020

Prosiding seminar internasional

Managerial Millennial Gojek Driver Performance Study in Medan City

FIVI RAHMATUS SOFIYAH , YULINDA

Researches

2020

Determinasi Work Life Balance dan Kompensasi Finansial terhadap Kepuasan Kerja Generasi Milenial dengan Kinerja sebagai Variabel Intervening (Studi Kasus Pada Driver GOJEK Kota Medan)

FIVI RAHMATUS SOFIYAH , YULINDA

2025

Penelitian Dana Lokal Perguruan Tinggi

Model Pengaruh Green Leadership Dan Green Human Resources Management Terhadap Pemberdayaan Sdm Wisata Untuk Mitigasi Kebakaran Di Destinasi Ekowisata Tanah Karo

ANCE MARINTAN D. SITOANG , ANDREW SATRIA LUBIS , FIVI RAHMATUS SOFIYAH , AISYAH

2021

Penelitian Dana Lokal Perguruan Tinggi

DETERMINASI LOCUS OF CONTROL, KOMPETENSI SDM DAN TEKNOLOGI

INFORMASI TERHADAP KINERJA DISTRIBUTION STORE DALAM MENINGKATKAN PENDAPATAN UMKM DI KOTA MEDAN

YETI MELIANY LUBIS , FIVI RAHMATUS SOFIYAH

2022

Penelitian Kerjasama Antar Perguruan Tinggi

PENGEMBANGAN PEMBELAJARAN PRAKTIK MATA KULIAH SIMULASI BISNIS SECARA VIRTUAL PADA PROGRAM STUDI ADMINITRASI BISNIS POLITEKNIK NEGERI MEDAN

FIVI RAHMATUS SOFIYAH

Community Services

2016

Penelitian Kompetensi

Kegiatan Penyusunan Master Plan Pembangunan Ekonomi Daerah Kabupaten Nias Utara Tahun 2016

ISKANDAR MUDA , FIVI RAHMATUS SOFIYAH , SYAHRIR HAKIM NASUTION , AMI DILHAM

2015

Ipteks Bagi Kewirausahaan

PELATIHAN TEKNIK PEMASARAN MELALUI FACEBOOK PADA USAHA MIKRO KECIL MENENGAH BINAAN BANK SUMUT KOTA MEDAN

FIVI RAHMATUS SOFIYAH , YENI ABSAH , ENDANG SULISTYA RINI , AMI DILHAM
