

## DAFTAR PUSTAKA

- Dalimunthe, M. B. (2017). Keunggulan bersaing melalui orientasi pasar dan inovasi produk. *JKBM (Jurnal Konsep Bisnis Dan Manajemen)*, 3(2), 140–153.
- Datta, A., Reed, R., & Jessup, L. (2013). Commercialization of innovations: an overarching framework and research agenda. *American Journal of Business*, 28(2), 147–191.
- Edquist, C. (2001). The Systems of Innovation Approach and Innovation Policy: An account of the state of the art. *DRUID Conference, Aalborg*, 12, 15.
- Ellitan, L., & Anatan, L. (2009). Manajemen Inovasi Transformasi Menuju Organisasi Kelas Dunia. *Bandung: Alfabeta*.
- Freddy, R. (2006). Analisis SWOT Teknik Membedah Kasus Bisnis. Reorientasi Konsep Perencanaan Strategis Untuk Menghadapi Abad 21. *Gramedia Pustaka Utama*.
- Kotler, P. (2017). Philip Kotler: some of my adventures in marketing. *Journal of Historical Research in Marketing*, 9(2), 203–208.
- Lukas, B. A., & Ferrell, O. C. (2000). The effect of market orientation on product innovation. *Journal of the Academy of Marketing Science*, 28(2), 239–247.
- Maruta, I., Sularso, R. A., & Susanti, N. (2017). The effect of market orientation, entrepreneurship orientation, and imitation strategy on competitive advantage (Study on SME of leather bag and suitcase in East Java). *International Journal of Business and Management Invention ISSN*, 6(7), 24–35.
- Pantano, E., Pizzi, G., Scarpi, D., & Dennis, C. (2020). Competing during a pandemic? Retailers' ups and downs during the COVID-19 outbreak. *Journal of Business Research*, 116, 209–213.

- Pardi, S., Imam, S., & Zainul, A. (2014). The effect of market orientation and entrepreneurial orientation toward learning orientation, innovation, competitive advantages and marketing performance. *European Journal of Business and Management*, 6(21), 69–80.
- Ramadhani, F., Kusumah, A., & Hardilawati, W. L. (2022). Pengaruh inovasi produk, orientasi pasar dan marketing digital terhadap kinerja pemasaran UMKM pada masa pandemi COVID-19 di Pekanbaru. *ECOUNTBIS: Economics, Accounting and Business Journal*, 2(2), 344–354.
- Renati, A. (2013). *Kreativitas Organisasi & Inovasi Bisnis*. Bandung.
- Sismanto, A. (2006). *Analisis Pengaruh Orientasi Pembelajaran, Orientasi Pasar Dan Inovasi Terhadap Keunggulan Bersaing Untuk Meningkatkan Kinerja Pemasaran (Studi Empiris Pada Industri Kecil dan menengah Produk Makanan di Propinsi Bengkulu)*. program Pascasarjana Universitas Diponegoro.
- Sugiri, D. (2020). Menyelamatkan usaha mikro, kecil dan menengah dari dampak pandemi Covid-19. *Fokus Bisnis: Media Pengkajian Manajemen Dan Akuntansi*, 19(1), 76–86.
- Uncles, M. (2000). Market orientation. In *Australian journal of management* (Vol. 25, Issue 2, pp. i–ix). SAGE Publications Sage UK: London, England.