

# **Widya Cipta: Jurnal Sekretari dan Manajemen**

Volume 9 Number 1, March 2025

ISSN (Print) : 2550-0805 ISSN (Online): 2550-0791

## **Author Index**

Amanda Astuti, “*Factors Influencing Behavior and Financial Welfare of MSMEs*”, 9(1): 86-95

Amri, “*Innovation and Digitalization: Driving Forces for Corporate Competitiveness and Longevity*”, 9(1): 39-45

Asep Darmansyah, “*A Comparative Analysis PT Mitra Adiperkasa, Tbk of the Pandemic's Impact on Similar Businesses in the Retail Sector*”, 9(1): 1-17

Ayus Ahmad Yusuf, “*Optimal Portfolio Analysis Using Markowitz and Single Index Model*”, 9(1): 18-29

Burham Isnanto, “*Innovation and Digitalization: Driving Forces for Corporate Competitiveness and Longevity*”, 9(1): 39-45

Chandra Zaky Maulana, “*Moderating Effect of Trust on Determinants of Customer Satisfaction Factors*”, 9(1): 54-61

Didin Hikmah Perkasa, “*Hyper-Personalization For Customer Innovativeness, Customer Involvement and Adoption Intention*”, 9(1): 69-77

Erna Sari, “*Exploration of Enterprise Risk: An Analysis of Financial Leverage, Intangible Assets, and Earnings Management Practices*”, 9(1): 62-68

Ferry Bakti, “*Innovation and Digitalization: Driving Forces for Corporate Competitiveness and Longevity*”, 9(1): 39-45

Hartoyo, “*Customer Loyalty Model of Export Product Shipment Certification*”, 9(1): 46-53

Hisar Sirait, “*Exploration of Enterprise Risk: An Analysis of Financial Leverage, Intangible Assets, and Earnings Management Practices*”, 9(1): 62-68

Iqnatius Cahyo H Togotorop, “*Integration of Balanced Scorecard and Analytical Hierarchy Process as a Method of Performance Measurement and Target Strategy Selection*”, 9(1): 78-85

Kresnanda Ali, “*A Comparative Analysis PT Mitra Adiperkasa, Tbk of the Pandemic's Impact on Similar Businesses in the Retail Sector*”, 9(1): 1-17

Lingga Yuliana, “*Hyper-Personalization For Customer Innovativeness, Customer Involvement and Adoption Intention*”, 9(1): 69-77

Maria Widysatuti, “*Factors Influencing Behavior and Financial Welfare of MSMEs*”, 9(1): 86-95

Muchdy Lubis, “*Customer Loyalty Model of Export Product Shipment Certification*”, 9(1): 46-53

Muhammad Fajri Palengka, “*Moderating Effect of Trust on Determinants of Customer Satisfaction Factors*”, 9(1): 54-61

Muhammad Farrel Risyawal Putra, “*Hyper-Personalization For Customer Innovativeness, Customer Involvement and Adoption Intention*”, 9(1): 69-77

Muhammad Rahman Bayumi, “*Moderating Effect of Trust on Determinants of Customer Satisfaction Factors*”, 9(1): 54-61

Muhammadinah, "Moderating Effect of Trust on Determinants of Customer Satisfaction Factors", 9(1): 54-61

Nimmi Zulbainarni, "Customer Loyalty Model of Export Product Shipment Certification", 9(1): 46-53

Rahmat Ramli, "Exploration of Enterprise Risk: An Analysis of Financial Leverage, Intangible Assets, and Earnings Management Practices", 9(1): 62-68

Ratih Nur Setyaningsih, "Exploration of Enterprise Risk: An Analysis of Financial Leverage, Intangible Assets, and Earnings Management Practices", 9(1): 62-68

Rendi Alfian, "Hyper-Personalization For Customer Innovativeness, Customer Involvement and Adoption Intention", 9(1): 69-77

Rizqy Aziz Basuki, "Exploration of Enterprise Risk: An Analysis of Financial Leverage, Intangible Assets, and Earnings Management Practices", 9(1): 62-68

Seno Hadi Saputro, "Innovation and Digitalization: Driving Forces for Corporate Competitiveness and Longevity", 9(1): 39-45

Sugiarto Halim, "Measuring Benefits of Hajj Zam-Zam Savings Bank Panin Dubai Syariah Bandung Through Product Quality and Service", 9(1): 30-38

Wesly Mailander Siagian, "Integration of Balanced Scorecard and Analytical Hierarchy Process as a Method of Performance Measurement and Target Strategy Selection", 9(1): 78-85

Windy Dwi Meilaniy, "Optimal Portfolio Analysis Using Markowitz and Single Index Model", 9(1): 18-29

Y. Budi Hermanto, "Factors Influencing Behavior and Financial Welfare of MSMEs", 9(1): 86-95

Yasir Maulana, "Optimal Portfolio Analysis Using Markowitz and Single Index Model", 9(1): 18-29

Yuda Dharma Putra, "Measuring Benefits of Hajj Zam-Zam Savings Bank Panin Dubai Syariah Bandung Through Product Quality and Service", 9(1): 30-38