

Pengaruh motivasi berprestaasi dan daya kreativitas terhadap ketahanan usaha pada industri keramik.

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20437763&lokasi=lokal>

Abstrak

This research focuses on how achievement motivation and creativity can influence business survival in facing crisis and globalization among "keramik" entrepreneurs in Plered industrial center, Purwakarta. The methods used are descriptive and explanatory survey.