

DISKURSUS ILMU MANAJEMEN STIESA (DIMENSIA)

*Descriptive Analysis on Product Design of PT. Yakult Malaysia
(Case Study: STIE Sutaatmadja Subang)*

Wanti Nurila (STIE Sutaatmadja)
Kuncorosidi (STIE Sutaatmadja)

*Analysis of Corporate Governance and Cost of Equity
(Case Study of Textile Industry on BEI 2018-2019)*

Novia Rahmadani (STIE Sutaatmadja)
Estu Widarwati (STIE Sutaatmadja)

*THE EFFECT OF SOCIAL MEDIA ATTACHMENT (FACEBOOK) ON SOCIAL MEDIA ADVOCACY AND
SOCIAL MEDIA SUPPORTIVE (At Kuala Lumpur Heritage Restaurant)*

Dimas Muchtiar (STIE Sutaatmadja)
Fanny Achmad (STIE Sutaatmadja)
Gugyh Susandy (STIE Sutaatmadja)

*PENGARUH ORIENTASI PASAR TERHADAP KINERJA PEMASARAN MASKAPAI PENERBANGAN AIR
ASIA (Tujuan Penerbangan Kuala Lumpur Malaysia)*

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Devy W. Apriandi (STIE Sutaatmadja)

*THE EFFECT OF COMPANY CHARACTERISTICS ON CORPORATE SOCIAL RESPONSIBILITY IN PT.
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Afifah Zahrol Hayat (STIE Sutaatmadja)
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*IMPLEMENTATION OF PRICE REASONABILITY AND CONSUMER PURCHASE INTEREST AT BERYL'S
CHOCOLATE KINGDOM MALAYSIA STORE*

(Case Study on STIE Sutaatmadja Students' Participating in KKL 2019)

Ghina Salisatun Mubarakah (STIE Sutaatmadja)
Ririn Megasari (STIE Sutaatmadja)
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