Building a PLS pathway model: A multivariate approach Innovative Marketing Strategies Facing the Covid-19 Pandemic - Case study of the Hotel Santika Pekalongan

Title	Building a PLS pathway model: A multivariate approach Innovative Marketing Strategies Facing the Covid-19 Pandemic - Case study of the Hotel Santika Pekalongan
Abstract	
Authors	WA Sunarjo, Najmudin, RP Setyanto
Journal Name	Proceedings of the 1st International Conference on Economics Engineering and …, 2021
Publish Year	2021
Citation	3
Url	https://scholar.google.com/scholar?q=+intitle:"Building a PLS pathway model: A multivariate approach Innovative Marketing Strategies Facing the Covid-19 Pandemic - Case study of the Hotel Santika Pekalongan"
Author	Dr. E. NAJMUDIN, S.E., M.Si