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The role of digital technology in people-centered development: the basic needs approach in the Kampung Marketer Program

<b>Title</b>	The role of digital technology in people-centered development: the basic needs approach in the Kampung Marketer Program
<b>Abstract</b>	
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<b>Journal Name</b>	Jurnal Perspektif Pembiayaan Dan Pembangunan Daerah 9 (6), 493-502, 2022
<b>Publish Year</b>	2022
<b>Citation</b>	2
<b>Url</b>	<a approach="" basic="" development:="" digital="" href="https://scholar.google.com/scholar?q=+intitle:" in="" kampung="" marketer="" needs="" of="" people-centered="" program"="" role="" technology="" the="">https://scholar.google.com/scholar?q=+intitle:"The role of digital technology in people-centered development: the basic needs approach in the Kampung Marketer Program"</a>
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