ANALYSIS OF PROMOTION STRATEGIES OF TRADITIONAL RETAIL/MSMEs IN THE ERA OF MODERN RETAIL DISRUPTION

Title	ANALYSIS OF PROMOTION STRATEGIES OF TRADITIONAL RETAIL/MSMEs IN THE ERA OF MODERN RETAIL DISRUPTION
Abstract	
Authors	A Stevani, A Suroso, NC Afif
Journal Name	Proceeding of International Conference Sustainable Competitive Advantage 4 (1), 2023
Publish Year	2023
Citation	(not set)
Url	https://scholar.google.com/scholar?q=+intitle:"ANALYSIS OF PROMOTION STRATEGIES OF TRADITIONAL RETAIL/MSMEs IN THE ERA OF MODERN RETAIL DISRUPTION"
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