

Direct and Indirect Influence of Role Model on E-Commerce Entrepreneurial Decisions: The Case of Generation Z

Title	Direct and Indirect Influence of Role Model on E-Commerce Entrepreneurial Decisions: The Case of Generation Z
Abstract	
Authors	N Najmudin, SM Setyawati, S Suliyanto, DV Arini
Journal Name	Proceeding ICMA-SURE 3 (1), 38-45, 2024
Publish Year	2024
Citation	1
Url	https://scholar.google.com/scholar?q=+intitle:"Direct and Indirect Influence of Role Model on E-Commerce Entrepreneurial Decisions: The Case of Generation Z"
Author	Dr SULIYANTO, S.E., M.M.