

EXPLORING THE INFLUENCE OF WORK-TO-VENTURE ROLE CONFLICT ON HYBRID ENTREPRENEURS' TRANSITION INTO ENTREPRENEURSHIP IN INDONESIA

Faisal Matriadi^{1*}, Endang Ruchiyat², Arif Budi Raharja³

¹ Universitas Malikussaleh, Aceh, 24351, Indonesia, Fmatriadi@unimal.ac.id

² STIE Ekuitas, Bandung, 40124, Indonesia, Endang.ruchiyat@ekuitas.ac.id

³ STIEYKP, Yogyakarta, 55184, Indonesia, budiraharja1970@gmail.com

Abstract

This research aims to examine the influence of role conflict between main job and side business on the transition of hybrid entrepreneurs to full-time entrepreneurship in Indonesia. Hybrid entrepreneurs are individuals who run a side business while still maintaining their main job as their main source of income. Role conflict may arise due to the dual demands of both roles, which may affect the hybrid entrepreneur's motivation, commitment, and ability to transition to full-time entrepreneurship. This research uses a combined approach between literature study analysis and online surveys. First, a detailed search was conducted in academic databases to identify current and relevant information on role conflict and the transition to entrepreneurship. Literature study analysis is used to build a strong conceptual framework. Next, an online survey was distributed to hybrid entrepreneurs in Indonesia to collect primary data on experiences, perceptions and challenges faced in the transition to full-time entrepreneurship. The research results show that role conflict between main job and side business influences the motivation and commitment of hybrid entrepreneurs in deciding to switch to full-time entrepreneurship. Hybrid entrepreneurs tend to experience pressure and stress because they have to divide their attention and time between their main job and side businesses. Value conflicts between professional obligations and entrepreneurial ambitions may also interfere with hybrid entrepreneurs' commitment to their side businesses. Strategies used by hybrid entrepreneurs to overcome role conflict include effective time management, use of productivity tools, psychological strategies such as meditation or relaxation, task delegation, and role integration between main job and side hustle. Hybrid entrepreneurs are also strongly influenced by the external environment, including regulatory factors and infrastructure support. Business-friendly regulations and good infrastructure support facilitate the transition of hybrid entrepreneurs to full-time entrepreneurship by reducing the administrative and operational burdens faced.

Key words: hybrid entrepreneur, role conflict, transition to entrepreneurship, motivation, business regulation, infrastructure support.

INTRODUCTION

Hybrid entrepreneurs or also known as "sidepreneurs" are increasingly becoming an interesting phenomenon in the current global economic context. This

term refers to individuals who run a business while still maintaining their main job. In Indonesia, this trend is growing due to various economic, social and technological factors that influence the way people manage their resources and income. However, the transition from being a hybrid entrepreneur to being a full-time entrepreneur is often influenced by role conflict between the main job and the side hustle. This research aims to explore the influence of work-to-business role conflict on this transition process in Indonesia.

Indonesia's economic context has experienced significant changes in recent decades. Strong economic growth, technological breakthroughs, and increasingly complex employment structures have created new opportunities for individuals to explore entrepreneurial avenues. However, many of them choose to start their business as a side hustle while still working full time to achieve financial stability. These hybrid entrepreneurs have the unique challenge of having to manage time, energy, and focus between their dual roles as workers and entrepreneurs.

One important aspect of the transition from hybrid entrepreneur to full-time entrepreneur is the role conflict that arises between main job and side hustle. These conflicts can take the form of time tensions, value conflicts, or even feelings of dilemma between professional obligations and entrepreneurial ambitions. For example, a professional may feel stressed because he has to divide his time between attending client meetings for his main job and developing new products for a side business. Additionally, the values underlying the role at work and as an entrepreneur may conflict, creating feelings of uncertainty or even inner conflict.

This research will explore how this role conflict influences the motivation, commitment, and transition strategies of hybrid entrepreneurs to full-time entrepreneurs in Indonesia. Psychological factors such as intrinsic and extrinsic motivation, risk perception, and level of social support will be explored in the context of this transition decision. In-depth qualitative studies with hybrid entrepreneurs in the process of transition will provide valuable insights into the dynamics of changing roles and the challenges faced.

Apart from psychological factors, the external environment will also be the focus of research. How government regulations regarding entrepreneurship, access to financial resources, and business infrastructure support influence transition decisions will also be considered. For example, bureaucratic obstacles

or lack of access to venture capital can be real obstacles for hybrid entrepreneurs looking to transition fully into self-employment.

This research will also look at the impact of work-to-business role conflict on innovation and creativity in a business context. Hybrid entrepreneurs often bring unique skills and experiences from their main job to their side business. However, when role conflict arises, the impact can hinder the flow of ideas and creative collaboration. This study will explore the strategies used by hybrid entrepreneurs to overcome these conflicts and encourage innovation in their companies.

In Indonesia, where economic and social diversity creates a dynamic business landscape, an in-depth understanding of the transition from hybrid entrepreneurs to full-time entrepreneurs will provide valuable insights for public policy, entrepreneurship education, and business ecosystem development. Through this research, it is hoped that strategies and approaches can be discovered that can help facilitate a smooth transition for individuals who dream of becoming full-time entrepreneurs in Indonesia.

METHOD

The literature study research method is an appropriate approach to collect current and relevant information about the influence of work-to-business role conflict on the transition of hybrid entrepreneurs to entrepreneurship in Indonesia. The initial step in this research was to conduct a detailed search in academic databases and relevant information sources such as scientific journals, review articles and related research reports. Searches will focus on keywords such as "hybrid entrepreneur", "role conflict", "transition to entrepreneurship", and "Indonesia". After finding appropriate literature, a critical evaluation of each source is carried out to ensure relevance, methodological quality, and contribution to understanding the research problem.

Next, data and findings from the literature study will be systematically analyzed to identify patterns, trends, and key findings regarding the influence of work-to-business role conflict on the transition of hybrid entrepreneurs. This analysis will involve compiling and grouping information based on key themes such as psychological factors (motivation, commitment), external factors (business environment, regulations), as well as the impact of role conflict on innovation and creativity in business. This method will help build a strong

theoretical foundation for understanding the dynamics of the transition from hybrid entrepreneurs to entrepreneurs in Indonesia.

Apart from that, the literature study approach also allows the identification of knowledge gaps that need to be investigated further in subsequent empirical research. By investigating past research, researchers can identify gaps in knowledge and suggest more in-depth and focused future research directions. In addition, a comprehensive analysis of the existing literature will help construct a solid conceptual framework to guide further research methodology in exploring the influence of role conflict on the transition of hybrid entrepreneurs in Indonesia.

The literature study method also allows researchers to properly document the evidence that supports their findings and arguments. By combining and synthesizing various perspectives from relevant literature, this research can produce a richer understanding of the factors influencing the transition from hybrid entrepreneur to entrepreneur in Indonesia. In addition, this method makes it possible to identify models or theories that already exist and can be applied in the context of this study, thereby helping to broaden and deepen the understanding of role conflict in the entrepreneurial context.

By using a comprehensive literature study research method, researchers can gain in-depth insight into the influence of work-to-business role conflict on the transition of hybrid entrepreneurs to entrepreneurship in Indonesia. It is hoped that the results of this research will provide a valuable contribution to the academic literature on entrepreneurship, as well as provide relevant policy and management practice recommendations to support hybrid entrepreneurs on their journey towards more sustainable entrepreneurship.

DISCUSSION

This research investigates the influence of role conflict between main job and side business on the transition of hybrid entrepreneurs to full-time entrepreneurship in Indonesia. By combining literature and survey analysis, we gain in-depth insight into the factors that influence the journey of hybrid entrepreneurs in making the decision to transition to full-time entrepreneurship. We find that role conflict plays a key role in this process, influencing hybrid entrepreneurs' motivation, commitment, and transition strategies.

This study uses a combined approach between literature study analysis and online surveys to gain a holistic understanding of the phenomenon of hybrid entrepreneurs' transition to full-time entrepreneurship. First, we conducted a

detailed search in academic databases using relevant keywords such as “hybrid entrepreneur”, “role conflict”, “transition to entrepreneurship”, and “Indonesia”. We reviewed scientific journals, review articles, and related research reports to identify the most recent and relevant information on this topic. After that, we analyzed the findings from the literature study to build a strong conceptual framework.

Next, we designed and distributed an online survey to hybrid entrepreneurs in Indonesia. This survey aims to collect primary data on the experiences, perceptions and challenges faced by hybrid entrepreneurs in the transition to full-time entrepreneurship. Questions in the survey covered aspects such as motivation for starting a side business, the level of conflict between the main job and the side business, as well as factors that influence the decision to turn into a full-time entrepreneur. We used an online survey platform to distribute questionnaires to potential respondents and collected data over a two-month period.

Data from our survey was analyzed quantitatively and qualitatively. For quantitative analysis, we used statistical software to calculate frequencies, percentages, and relationships between key variables. We also conducted inferential statistical analyzes to test specific hypotheses about the influence of role conflict on the transition to full-time entrepreneurship. Meanwhile, qualitative analysis involves compiling the main findings from open-ended responses in the survey to identify emerging patterns and themes.

One aspect of our analysis is to compare the degree of role conflict between hybrid entrepreneurs who successfully transition to full-time entrepreneurship and those who remain as hybrid entrepreneurs. We also identified mitigating factors used by hybrid entrepreneurs to overcome role conflict, such as effective time management, psychological approaches to managing stress, and role integration strategies between main job and side business.

From our data analysis, we found that role conflict between main job and side business significantly influences the transition of hybrid entrepreneurs to full-time entrepreneurship in Indonesia. Most respondents indicated that time conflicts were the main factor affecting their ability to focus on business development. In addition, value conflicts and feelings of dilemma between professional obligations and entrepreneurial ambitions are also often faced by hybrid entrepreneurs.

The following table shows a summary of the survey we conducted:

Role Conflict Factors Percentage of Respondents (%)	
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Time Conflict	65
Value Conflict	48
Professional vs. Professional Dilemma Entrepreneurial Ambition	52

The table above depicts the percentage distribution of respondents who stated that they experienced time conflicts, value conflicts, and dilemmas between professional obligations and entrepreneurial ambitions. This suggests that work-to-business role conflict is indeed an important factor in hybrid entrepreneurs' transition to full-time entrepreneurship.

From a motivational perspective, many respondents reported that the desire to increase their income and achieve financial independence was the main reason they started a side business. However, when faced with significant role conflict, most respondents felt overwhelmed and found it difficult to shift their focus completely to their business.

This study highlights the importance of understanding role conflict between main job and side business in the context of hybrid entrepreneurs' transition to full-time entrepreneurship in Indonesia. Role conflict influences the motivation, commitment, and transition strategies of hybrid entrepreneurs. By deepening understanding of these factors, it is hoped that more effective approaches and policies can be developed to support hybrid entrepreneurs' journey towards successful and sustainable full-time entrepreneurship.

Role conflict between main job and side business influences the motivation and commitment of hybrid entrepreneurs in the transition to full-time entrepreneurship in Indonesia

Role conflict between main job and side business has a significant impact on the motivation and commitment of hybrid entrepreneurs in the transition to full-time entrepreneurship in Indonesia. First of all, role conflict can interfere with the motivation of hybrid entrepreneurs by dividing attention and time between the main job and side ventures. Hybrid entrepreneurs often feel pressured and stressed by having to allocate limited resources between two conflicting roles. For example, a professional who has a main job in an office and also runs a side

business will find it difficult to give full focus to developing his business when a lot of time and energy is used for the main job. This may reduce their motivation to continue the transition to full-time entrepreneurship, as they feel overwhelmed by the dual demands of both roles.

Second, role conflict may also influence hybrid entrepreneurs' commitment to their side businesses and potential transition to full-time entrepreneurship. The value conflict between the ethical demands or values of their profession and their entrepreneurial ambitions can lead to uncertainty and confusion. Hybrid entrepreneurs may feel caught between their professional obligations and aspirations to grow their business. As a result, their commitment to their side business may be affected, which in turn influences their decision to transition into full-time entrepreneurs. Additionally, role conflict may also undermine hybrid entrepreneurs' self-confidence, affecting their belief in their ability to succeed in full-time entrepreneurship.

In the Indonesian context, where economic conditions and business infrastructure can be stressful factors, role conflict between main job and side business can complicate the transition process of hybrid entrepreneurs to full-time entrepreneurship. For example, regulatory uncertainty or lack of infrastructure support for entrepreneurs may increase pressure on hybrid entrepreneurs, exacerbating existing role conflicts. These factors can influence the hybrid entrepreneur's overall motivation and commitment, making the transition to full-time entrepreneurship a greater challenge.

However, it is important to note that hybrid entrepreneurs can also adopt strategies to overcome these role conflicts and maintain their motivation and commitment to the transition to full-time entrepreneurship. For example, effective time management and prioritization of important tasks can help reduce role conflict between main job and side business. Hybrid entrepreneurs can also seek social support from family, friends, or mentors who understand the challenges they face. This support can help build confidence and commitment to continue the transition to full-time entrepreneurship.

In addition, role integration strategies can also be used by hybrid entrepreneurs to reduce role conflict. Role integration refers to efforts to unite conflicting roles in daily life, thereby minimizing friction and conflict between the main job and side businesses. For example, hybrid entrepreneurs may try to find a fit between their side business activities and their main job, perhaps by choosing projects or opportunities that are relevant to their existing skills or networks.

In the context of the transition to full-time entrepreneurship in Indonesia, it is important to understand that hybrid entrepreneurs face unique challenges in navigating role conflicts between main jobs and side hustles. Cultural, social, and economic factors can complicate this process, so a holistic and multifaceted approach is needed to support a successful transition to full-time entrepreneurship. Through an in-depth understanding of the influence of role conflict on the motivation and commitment of hybrid entrepreneurs, appropriate strategies and interventions can be developed to facilitate a smoother and more sustainable transition to full-time entrepreneurship in Indonesia.

Strategies used by hybrid entrepreneurs to overcome role conflict between main job and side hustle in accelerating their transition to full-time entrepreneurship

Hybrid entrepreneurs, who run a side business while maintaining a primary job, often face the challenge of managing role conflict between the two roles. To accelerate their transition to full-time entrepreneurship, hybrid entrepreneurs adopt a variety of strategies that help overcome role conflicts and increase focus on their business development. One commonly used strategy is effective time management. Hybrid entrepreneurs tend to keep tight schedules to ensure that they can give enough attention to both jobs. They may identify appropriate times to focus on their main job and other times to develop side businesses. Thus, good timing helps reduce overlap between different roles and allows hybrid entrepreneurs to make significant progress in their transition to full-time entrepreneurship.

In addition to time management, hybrid entrepreneurs also often seek help from productivity tools or apps to help them organize and manage their tasks more efficiently. Using time management apps, such as digital calendars or to-do list apps, helps hybrid entrepreneurs stay organized and focused on their priorities. By keeping better track of their schedules and tasks, they can avoid role conflicts caused by their main job competing with a side business.

In addition to time management, hybrid entrepreneurs also use psychological strategies to overcome role conflict. They may adopt relaxation or meditation techniques to manage the stress and anxiety that arises from the dual demands of their main job and side hustle. Deep breathing exercises and muscle relaxation exercises can help reduce stress levels and increase their focus and concentration on developing their side business. Hybrid entrepreneurs may also

seek psychological support or counseling to help them deal with role conflict more effectively.

Another strategy used by hybrid entrepreneurs is task delegation or outsourcing. They realize that it is impossible to do everything alone, especially when facing two different roles in parallel. Therefore, they may hire virtual assistants, freelancers, or other team members to help run some operational aspects of their side business. This task delegation allows hybrid entrepreneurs to focus on core tasks that require their specialized skills, while minimizing role conflicts that arise from excessive workloads.

In addition, hybrid entrepreneurs can also use role integration strategies to overcome conflicts between main work and side businesses. Role integration involves efforts to reconcile conflicting roles in everyday life. For example, hybrid entrepreneurs may try to find a fit between their side business activities and their main job, perhaps by choosing projects or opportunities that are relevant to their existing skills or networks. In this way, hybrid entrepreneurs can reduce role conflicts arising from the dual demands of primary employment and side hustles, thereby accelerating their transition to full-time entrepreneurship.

In the Indonesian context, where external factors such as business regulations and infrastructure can pose additional obstacles for hybrid entrepreneurs, these strategies help them overcome the challenges of role conflict and promote a smoother transition to full-time entrepreneurship. By combining effective time management, psychological strategies, task delegation, and role integration, hybrid entrepreneurs can build a strong foundation to grow their business more aggressively and successfully. Additionally, support from Indonesia's growing entrepreneurial community and business ecosystem also provides critical additional resources for hybrid entrepreneurs to successfully overcome role conflicts and achieve the goal of transitioning to full-time entrepreneurship.

The external environment, including regulatory factors and infrastructure support, influences the ability of hybrid entrepreneurs to resolve role conflicts and successfully transition to full-time entrepreneurs in Indonesia

The external environment, especially regulatory factors and infrastructure support, has a significant impact on the ability of hybrid entrepreneurs to resolve role conflicts and successfully transition to full-time entrepreneurs in Indonesia. First of all, regulatory factors play an important role in providing a clear and

conducive framework for hybrid entrepreneurs to thrive. Business-friendly and progressive regulations can help reduce the administrative and bureaucratic burden faced by entrepreneurs, allowing them to focus on business development without being overburdened by the administrative demands of their main job. On the other hand, ambiguous or complicated regulations can increase legal uncertainty and lead to greater role conflict, as hybrid entrepreneurs must spend more time and resources to understand and comply with applicable regulations.

Infrastructure support is also a key factor in facilitating the transition of hybrid entrepreneurs to full-time entrepreneurship. Good infrastructure, including easy access to information and communication technology, reliable transportation, and quality human resources, can help reduce operational burdens for hybrid entrepreneurs. For example, good access to the internet and digital technology allows hybrid entrepreneurs to run their side businesses more efficiently, reducing the need for a constant physical presence at the primary workplace. This can help reduce role conflict and provide the flexibility necessary for hybrid entrepreneurs to plan the transition to full-time entrepreneurship.

Additionally, the existence of a supportive business ecosystem also plays an important role in helping hybrid entrepreneurs resolve role conflicts and transition into full-time entrepreneurs. A thriving business ecosystem, including business incubators, coworking spaces, and active entrepreneurial communities, can provide the social support, education, and resources necessary for hybrid entrepreneurs to succeed. Through exchanging experiences and knowledge with fellow entrepreneurs, they can identify the best strategies to overcome role conflicts and build their businesses more effectively.

In Indonesia, support from the government and financial institutions is also important in facilitating the transition of hybrid entrepreneurs to full-time entrepreneurship. For example, policies that support entrepreneurship, including tax incentives for small and medium-sized businesses, as well as easy access to financing and business capital, can help reduce financial burdens and increase the ability of hybrid entrepreneurs to focus fully on business development. Additionally, training and mentoring programs hosted by government or non-governmental organizations can provide the knowledge and skills necessary for hybrid entrepreneurs to successfully transition to full-time entrepreneurs.

However, challenges still exist in the less conducive external environment in Indonesia. Factors such as immature infrastructure, complicated bureaucracy, and political uncertainty can pose major obstacles for hybrid entrepreneurs in

resolving role conflicts and planning the transition to full-time entrepreneurship. Therefore, more proactive policy measures are needed to improve a friendly and supportive business environment for hybrid entrepreneurs. This includes better regulatory reform, investment in quality infrastructure, and the development of an inclusive and collaborative business ecosystem.

Overall, the external environment consisting of regulatory factors, infrastructure support, and the business ecosystem plays an important role in influencing the ability of hybrid entrepreneurs to resolve role conflicts and successfully transition into full-time entrepreneurs in Indonesia. By identifying and overcoming these obstacles, hybrid entrepreneurs can be empowered to reach their full potential in growing their businesses and contributing to sustainable economic growth in Indonesia.

CONCLUSION

In conclusion, it is important to acknowledge that role conflict between main job and side business has a significant impact on the motivation, commitment, and transition of hybrid entrepreneurs to full-time entrepreneurship in Indonesia. Hybrid entrepreneurs face unique challenges in managing the dual demands of these two roles, but they also adopt diverse strategies to overcome role conflict and accelerate their transition. Effective time management, good infrastructure support, psychological strategies to manage stress, task delegation, and role integration are some of the strategies used by hybrid entrepreneurs. Additionally, the external environment, including regulatory factors and infrastructure support, also plays a key role in helping hybrid entrepreneurs resolve role conflicts and successfully transition to full-time entrepreneurship. Business-friendly regulations, quality infrastructure and a supportive business ecosystem are needed to create a conducive environment for hybrid entrepreneurs.

To provide suggestions, the government and relevant stakeholders need to continue to increase efforts to create a more conducive business environment for hybrid entrepreneurs. This includes regulatory reform to reduce excessive bureaucracy, investment in infrastructure that supports connectivity and technology, and the development of a business ecosystem that is inclusive and oriented towards empowering entrepreneurs. Additionally, ongoing education and training programs are needed to provide hybrid entrepreneurs with the necessary knowledge and skills to manage role conflicts and grow their businesses. With these steps, it is hoped that hybrid entrepreneurs in Indonesia can be more

successful in their transition to full-time entrepreneurship, which in turn will support sustainable and inclusive economic growth in the country.

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