

## Business Owners' Presupposition of Vision and Innovation Strategies: A Heidegger Phenomenology Review of Business World

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### Abstract

*Purpose: The purpose of this study is to gain deeper insights into how presupposition influences the vision and serves as a foundation for selecting effective innovation strategies among Tionghoa entrepreneurs in Indonesia. Theoretical Framework: The hermeneutics phenomenology approach used in this study focuses on understanding individuals' lived experiences and subjective interpretations of the world. It involves exploring the meaning and essence of human experiences, thoughts, and emotions within a specific context. Methodology: The study adopts a qualitative method focuses on investigating the practices and values among Tionghoa entrepreneurs in Indonesia. The emphasis is on interpretation, understanding, and the significance of subjective experiences rather than quantifiable data. As a qualitative approach, this study involves conducting interviews and content analysis. Findings: The result of this study shows that Tionghoa entrepreneurs' presupposition in Indonesia, which are founded on their day to day interactions, are critically important in determining how they interpret the business vision they pursue and how they explore business innovations. Research, Practical & Social implications: The study's findings provide novel insights that apart from statistical analysis, which yields numerical data, presupposition holds a fundamental role in shaping the perception of the business landscape. Originality/value: Through Martin Heidegger's hermeneutic phenomenology approach, the study offer deeper understanding into the role of presupposition as a fundamental component in defining the way Tionghoa entrepreneurs in Indonesia interpret the business world and its implications for their entrepreneurial pursuits.*

**Keywords:** *Presupposition, Tionghoa Entrepreneurs, Vision, Innovation, Phenomenology, Hermeneutics, Martin Heidegger*

### INTRODUCTION

Many businesses are carried out directly with the employment of multiple employees in wholesale complexes like Pasar Pagi Lama, Tanah Abang, and Kramat Djati markets; retail business centres like ITC Mangga Dua, Glodok Jaya, and LTC Glodok; and printing centres in the Kalibaru- Kemayoran area. Spouses, kids, nephews, and even parents of business owners frequently participate actively in the day-to-day operations of their companies and staff.

In wholesale complexes such Pagi Lama, Tanah Abang, and Kramat Djati markets; retail business centres like ITC Mangga Dua, Glodok Jaya, and LTC Glodok; and printing centres in the Kalibaru-Kemayoran area, numerous enterprises are directly operated with the employment of multiple personnel. Business owners' spouses, children, nephews, and even parents often play an active role in the day-to-day management of their company and employees. The several responsibilities taken on in the context of owning a business are frequently entwined. The proprietors' proven track record of achievement in the business world speaks for itself in these varied responsibilities. It's amazing how skilled they are at pricing, negotiating, handling clients, and entertaining business partners. Owner involvement in decision-making procedures that significantly affect the firm's direction is crucial in this setting.

Their business management skills and knowledge seem innate, resulting in an apparently instinctive operation devoid of theories or data analysis. It is imperative to underscore that these entrepreneurs offer unique personal perspectives and analytical skills. Their understanding of a wide range of professional and personal difficulties grows as a result of real-world experiences, giving them the ability to acquire strong analytical and problem-solving skills related to business challenges.

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In consideration of that background, it is crucial to investigate the concept of presupposition. The concept of presupposition, which are founded on their daily interactions, are critically important in determining how they interpret the business vision they pursue and how they explore business innovations. In this perspective, "presupposition" is viewed as an existential manner of being rather than a cognitive one.

Thus, the objective of this study is to gain a greater insight into (1) how presupposition affects the vision of business owners, (2) how it emerges in innovation strategies, and (3) how it provides a foundation for choosing effective innovation strategies. To analyze the questions, this study adopts a qualitative method applying Martin Heidegger's hermeneutic phenomenology approach.

As the theoretical framework, the application of Martin Heidegger's hermeneutic phenomenology allows the investigation of subtle aspects, such as knowledge and expertise that business owners might possess but which might not appear immediately evident. It also makes more feasible to comprehend precognitive elements, such as the unspoken, non-thematic, pre-predicative, and nonverbal elements that affect people's knowledge and ways of living. Through this phenomenological approach, this study seeks to advance business science understanding based on the way Tionghoa entrepreneurs in Indonesia interpret the business world.

## **METHODOLOGY**

The purpose of this qualitative research is to comprehend and interpret phenomena as they genuinely exist. By comprehending and interpreting these innate/intuitive mental processes, the study will understand more clearly the way business owners' vision and innovation strategies relate to their own personal experiences (involvement, experiences, and education).

In this study, data was collected using a pure participant observation approach, where the researcher actively engaged and directly observed the lives of business owners. Daily involvement with the business owners as research subjects allowed the researcher to experience firsthand what the respondents felt in their work and the underlying situations that influenced them.

For collecting data, this study applied a pure participant observation approach, involving the researcher actively immersing themselves in the lives of business owners. By being involved with the subjects on every day of their lives, the researcher gained significant understanding into the respondents' feelings towards their work and the circumstances shaping their experiences.

Through a continuous understanding of the dynamic circumstances throughout the study process, the researcher not merely gains extensive knowledge, but also "captures" and "absorbs" the underlying significance of each event. This condition provides the researcher the chance to fully immerse oneself in the lives of the business owners within the context of their *lebenswelt* (life-world). in order to understand entrepreneurship as a fundamental aspect of human existence.

As a qualitative research, the pure participant observation approach involves obtaining idiographic knowledge, encompassing three types of data: (1) verbal data obtained from transcribed audio recordings of in-depth interviews with the respondents, (2) visual data collected through in-person observations capturing the activities of research subjects and their environment, and (3) relevant literature data relevant to the research's purpose and objectives.

The study captures primary data from two unique location groups, each chosen for a special reason. The Glodok Commercial District (Jl. Hayam Wuruk and Jl. Gajah Mada), Mangga Dua (Jl. Mangga Dua Raya), and Pasar Pagi (Old Town Jakarta). The second group comprises of the Pantai Indah Kapuk residential communities. They are all in Jakarta, Indonesia's capital city.

In this study, non-probability sampling is employed as the method of sampling, where informants or participants are purposely chosen according to their predetermined understanding and perspectives, aligns with the research goals and anticipated outcomes, focusing on the development and interpretation of strategic management concepts. Within the data collection process using non-probability sampling, two sampling techniques are utilized: (1) convenience sampling and (2) judgmental sampling.

The selection of convenience sampling is driven by its ease in obtaining accessible samples at appropriate locations and times, ensuring a faster and cost-effective implementation of the research. Judgmental sampling, on the other hand, is chosen due to samples are taken particularly based on predetermined criteria formulated at the beginning of the study. These criteria are determined by the researcher's subjectivity and experience.

The data gathered through the pure participant observation method will be processed and analyzed in the stages that follow.

Interpretation

Hearing the entire interview or reading the transcripts to get a sense of it all

Outlining the general meaning's units

Outlining semantic units pertinent to the inquiry

Grouping meaningfully relevant units

Identifying themes from meaning clusters

Summarizing the information provided by each source

Themes contextualization

Concluding remarks

## **RESULTS AND DISCUSSION**

### **Presumption as a Moulder of Entrepreneurs' Vision**

Important takeaways from the interviews indicate that the presuppositions of business owners influence their vision. In this context, presupposition also encompasses intention. This is in line with what Tran Thi Ngat has shown, that entrepreneurial intention has become a vibrant field in entrepreneurship research (Tran Thi Ngat, 2023).

Unknowingly, their personal experiences influenced how they understood the business environment. These experiences—such as escaping financial hardship and establishing their worth to their families—shaped the original idea of operating a business. Previous studies have examined how entrepreneur articulate their vision. For example, Yanyan (2023) analyses the elements that affect entrepreneurs' vision prior to valuing entrepreneurial activities.

The below terms can be found in significant remarks made by key informants concerning the role that assumption plays in shaping their business management vision.

#### **Role**

Owners of businesses are aware of their many roles, which include those of a parent, spouse, filial heir, and leader. "I am a husband, a father, a leader in a company, and a servant of God," writes Ko Acheng. I should thus use cunning to fulfill these many responsibilities. Ko Billy says that having a wife, kids, and taking care of the home are essential parts of who he is, and he makes an effort to combine these aspects of his life with his career.

The role of business owners transcends their goals and influences social and familial ties, among other facets of life. Moreover, they understand that work is just one aspect of their complex lives, and they can easily transition into different jobs as needed. "In business, I can take on the roles of a partner, boss, and vendor partner," muses Ko Calvin. In my private life, I run a business for the good of my family in addition to being a husband and parent.

To handle these tasks well, business owners need to perform to the highest standard of their abilities. Their behaviour may be influenced by a dominant role in every aspect of their lives.

#### **Family**

Business owners' families are very important to them, and they may have a deciding influence on how their companies develop. Success for a business owner depends not just on their own work but also on their families' support. They know that they have an obligation to support their families, and this knowledge drives them to operate their businesses as efficiently as possible. In this context, family serves as a social capital. Social capital is essential in the activation of any business as it consists of "social interactions and ties (e.g., family members and close friends who have entrepreneurial experience), trust relationships people have with other network members (Bunia and Mihir, 2023).

Furthermore, businesses occasionally face downturns and do not always operate smoothly. The owners greatly depend on the support of their family in these circumstances. They are able to survive hardship and come out stronger because of the emotional support they receive from their loved ones.

For business entrepreneurs, receiving emotional support is a great personal experience. Dolan, Canavan, and Pinkerton say that's one of the main roles that families play. Families ought to participate in all successful corporate decision-making processes, as a result. Some spies don't want to put their families in risk while trying to be creative.

### **Business Experience**

Experience not only imparts information and abilities but also sharpens the ind. When faced with setbacks and disappointments, business entrepreneurs need to have a sharpened mindset.

The study's subjects, all business owners, agreed that launching a company requires taking three key factors into account: knowledge, abilities, and mindset. It was also mentioned that starting a business is a very important life event. The veracity of this claim is strengthened by the fact that these business owners learn by real-world business experience, a procedure frequently connected to experiential learning. The study on business experience can be observed in Mustapha's study (Mustapha et. al. 2023).

### **Happiness**

The study of happiness is an interesting field of research. It is noteworthy that when people are asked to rank their most essential goals, happiness always comes in first. Both the general public and business owners, the study's topic, can attest to this. The fact that happiness is frequently thought to be more significant than wealth or health serves to highlight its relevance.

When asked about their aspirations for their lives, business entrepreneurs invariably rank happiness as their top priority. As an example, one business owner said, "Our goal is to have a happy family, live happily, and be healthy." Other participants supported this view, saying things like "the goal is making our family happy" and "happiness remains a driving force even as individuals age" (Ko Hardi). Ko Acheng clarified, saying, "As I get older and closer to the finish line, I want to unwind, spend time with my loved ones, and interact with my supervisors more. Thus, the objective is to lead a happy life for the remainder of this one.

Happiness is a life goal and a motivating factor for business owners, guiding their choices. Their choices are heavily influenced by their desire for happiness, and they are prepared to pass up certain chances if it means keeping their family happy. Some people will refrain from making certain choices that go against their moral convictions, even if doing so means compromising financial success. This serves as an example of why accumulating fortune at the expense of other people is not a path to happiness.

### **Innovation Strategies as the Articulation of Business Owners' Vision**

Business owners' use of innovation in response to shifts in the market or demands is primarily shaped by their vision. Innovations assist companies in attracting new clients, retaining current ones, and remaining competitive in the marketplace (Katerina Kozludzhova, 2023). Innovation helps businesses anticipate changes in order to sustain or grow their operations. Business owners are aware, nevertheless, that innovation can occasionally backfire despite its potential advantages. It has the power to keep the firm afloat or even demolish established ventures. As a result, using the appropriate innovation tactics is crucial.

Company owners fall into two categories and are well aware of the two realistic strategies. People in the first group are those who are prepared to take business risks in order to foster innovation. On the other hand, people who are hesitant to take such risks make up the second category. The distinction between these two categories of business owners is mostly influenced by their vision for their companies. The group that doesn't mind taking chances has never faced financial difficulties. On the other hand, those who are hesitant to take chances face financial difficulties.

The following list of keywords is what business owners subconsciously think about when deciding how to approach innovation.

### **Worries**

Many people, in both the personal and professional domains, have expressed concern about the future. For example, according to Ko Davis, "the uncertainty surrounding the future is one factor that makes sleeping difficult." Even after meticulous planning, thinking back on the past, and spotting prospects, the person still wonders about the future of business. Though things are looking up, there is still uncertainty about the future, and every opportunity has its hazards. Ko Davis and Ko Billy both worry about and fear business failure. A fire incident that occurred while the speaker was up at night wondering about potential ways to pay off debts was related.

Despite these worries, several entrepreneurs have devised inventive ways to allay anxieties. For instance, they refrain from taking large business risks in order to lessen the effect that such losses could have on their financial status.

### **Failure**

For everyone, the idea of failing can be terrifying. It is indisputable, nevertheless, that these experiences offer chances to bounce back, learn from errors, and develop a greater appreciation for accomplishment.

This failure becomes a personal experience that ultimately determines the characteristics of business innovation. Business owners who experience economic conditions that ultimately "force" them to start running an enterprise tend to be more careful when taking risks. Some owners rarely take business risks despite the large profit potential. This unusual personality resulted from every instance of poverty ever encountered. The experience of failure at the beginning of a business career makes them very careful in taking risks. This is confirmed by the following statements by Ko Ahua, "I am a business owners who is not brave enough to take risks due to fear of loss." "Honestly, I am not brave enough to take risks in business, and I tend to play in safe territory. My childhood experience of being in a poor situation influenced this possibility. Consequently, I am fully aware of the numerous lucrative opportunities I have foregone due to this apprehension. It is imperative to note that when an individual seeks to advance expeditiously, they must be willing to take calculated risks. Therefore, it is crucial not to succumb to fear and allow it to impede progress."

However, some business owners are willing to take risks and don't hesitate to do so. These people understand that doing business involves risk as well as the potential for significant earnings. Even though these entrepreneurs know their businesses would probably fail, they don't give up and carefully consider all the dangers involved. By creating backup plans that account for various risks, they prepare themselves to face any realistic danger, even the worst-case ones. As Ko Calvin put it, "nothing is certain" in this sense. Therefore, it is essential to move forward, assume the risk, and face it!

### **Poverty**

Being poor can inspire people to work hard and achieve achievement. The interviews' life stories verified that despondency and a lack of resolve, not poverty, were the real obstacles to achievement. Prosperous entrepreneurs acknowledge that perseverance is essential for attaining prosperity. Strong-willed people might use their experiences of poverty as a chance to develop patience and overcome obstacles in life.

Everyone is entitled to aim for achievement, regardless of their financial circumstances. Owners of businesses frequently stress the need for people to create possibilities when they are not easily accessible. For



example, if someone doesn't have enough money for school, they should work hard to get a scholarship. In a similar vein, if a person is unable to secure funding for their enterprise, they may consider looking for a wealthy sponsor. It is essential to realize that there is always a solution to a problem; nevertheless, it takes diligence and hard work to find it.

## **Health**

Owners of businesses understand the need of sound financial management. They decide to pursue entrepreneurship as a result of this insight. Nonetheless, company owners typically become conscious of their physical health only when they are elderly. In order to attain financial stability, young people sometimes disregard and compromise their physical health. But after one reaches the desired degree of financial success, one begins to realize how important physical health is. This insight may also come about as a result of illnesses, which in the end emphasize the critical importance of physical health. For example, Ko Billy said, "Generally speaking, our objectives are to achieve happiness, preserve excellent health, lead contented lives as a family, as well as to live long lives filled with joy, peace, and sufficiency." The aforementioned claim suggests that company owners

The way that business owners manage their companies is greatly influenced by their understanding of their personal health. When it comes to older business owners, expansion and profit focus give way to a more cautious attitude. For example, Ko Hardi effectively describes this phenomena when she says that older people take longer to make dangerous decisions. For instance, "I recognized that having a lot of money is no longer a measure of success at my age (50–60). I'm not in the race to be the richest anymore. Undoubtedly, this insight has had an impact on corporate practices, leading to a reduction in aggressiveness in the pursuit of a more measured growth trajectory. The innovative tactics used by business owners to run their companies are determined by their level of health awareness.

## **Welfare**

Realizing prosperity is a vision of running a business for entrepreneurs. The following statements demonstrate this. My family is content since all of their needs are met. Nothing else means enough to me; this is my ultimate goal," Ko Yanto stated. "Since I am already married, the main vision is family and looking for food and profit," declared Ko Billy. Despite the word "welfare" not being used directly, entrepreneurs attempt to implement the idea.

As the following assertions make clear, business owners manage their companies to pursue personal prosperity in addition to the well-being of their families. "Firing employees is not advised during the present pandemic. As a result, the option is to enter in turns without being rejected. Furthermore, we aim to determine their understanding of the reasoning behind wage reductions based on attendance, especially during the pandemic-induced economic slowdown that negatively impacted the company's income. "I have only one thing in mind, and that is to keep all of my employees employed," Ko Billy added. I have nothing else to do, so I'm already lethargic and exhausted. But what will happen to my workers if I stop doing this?

The way business owners see operating their companies is reflected in these remarks. It affects the decision-making process when selecting innovative solutions to sustain the current business and protect the welfare of the workforce.

## **PRESUPPOSITION AS A STARTING POINT FOR BUSINESS OWNERS IN DETERMINING INNOVATION STRATEGIES**

The following are some crucial terms that influence business owners' beliefs and define their innovative approaches to conducting operations.

## **Gratitude**

Having gratitude can greatly enhance one's relationships with others. Since relationships are crucial while conducting business, this is especially critical. By expressing thankfulness, one can gain the respect and confidence of others, which improves one's chances of closing deals with clients for goods or services.

Furthermore, having a constant sense of gratitude helps business owners recognize and value employees' contributions. Employee morale will rise as a result, fostering a pleasant workplace culture. Employee performance can be enhanced by business owners who are able to provide a favourable work environment.

Being thankful is a skill that takes time to develop and requires practice. Gratitude takes time and effort, much like other mental disciplines. It is definitely worthwhile to develop this skill given the advantages of thankfulness. As a result, developing thankfulness on a daily basis is necessary to become a successful business owner who will be happier and more content with the outcome. They will also learn how to control their emotions in any circumstance and become more productive.

According to this survey, entrepreneurs have realized how critical it is to live an appreciative life when running their companies. Ko Yanto stated that he is convinced that is the most important thing. Ko Yanto asserts that it is essential to recognize one's roots and give thanks for God's favours. According to him, whatever we want is provided for by God's favour, so we should practice gratitude rather than greed. Ko Ajis is also aware of the benefits of thankfulness in the workplace. As he put it, "having gratitude guards against the negative effects of stress that may arise from a lack of gratitude." As a result, cultivating thankfulness is essential for company owners to succeed and keep a good outlook.

### **Courage**

There are two important things to think about when it comes to the bravery that entrepreneurs need to have in order to succeed in their endeavours. The first is having the guts to take chances, and the second is going outside of your comfort zone.

For entrepreneurs to be successful, they need to possess this kind of bravery. "I see one of my clients as too brave in taking risks," Ko Ahua said. He replied he started from scratch when I questioned why he was so daring to invest. Even after failing, he went back to where he had been and did not take his own life. Thus, I deduce that the definition of "business" is "the willingness to incur losses." Although losing money is something that no business owner wants to experience, effective business owners have fortitude. Ko Ahua highlighted how important it is for people who want to start a business to have the guts to step outside of their comfort zone. People who want to work in the business sector should give up being graduates and have the guts to take risks.

Business owners are aware of the repercussions of not taking chances, though. Ko Ahua's admission that she is not very daring when it comes to taking chances in business is another indication of this understanding. This could be impacted by my experiences growing up in poverty. I am aware that as a result of this anxiety, I have lost out on numerous lucrative possibilities.

It's interesting to observe that business owners lose courage as they become older, which speaks to this courage. Ko Ajis's comment, "At my age, falling again means it is over for me," makes this phenomena clear. My fearlessness and courage have not returned to me as they were in my thirties. I find it difficult to take chances because so many factors need to be taken into account. Ko Hardi explained that money is the most important factor when it comes to business. As a result, a key element of assessed risk is the magnitude of possible loss. Unlike younger business owners who might not have the same level of responsibility or accountability, it is important to carefully consider the significance of assessing risks. Hardi declared, "I am not as bold as those in their 20s. The study on business mitigation by business owner can be observed in Nurjannah's study (Nurjannah et. al.. 2023).

### **Honesty**

There is a lot of discussion about being honest when it comes to company success. It is a widely held view that people need to compromise on their honesty in order to thrive in business. But it's crucial to understand that integrity is essential to a successful business. When the trait is viewed from the standpoint of trust, this becomes clearer.

In business, trust is a vital and essential resource for building and sustaining professional relationships. Lack of trust can hinder a company's ability to operate and grow. For this reason, developing trust is a crucial step

in the business sector. A solid foundation of trust can help different operations run more smoothly and more manageably. On the other hand, mistrust can definitely hinder a company's ability to expand and succeed.

Honesty is one of the various strategies that businesses may use to develop trust. Business owners must maintain integrity in their business dealings and not cut any corners, especially in light of the recent developments in information technology. One business entity's dishonesty, seen by many people, has the potential to quickly undermine the confidence that has been laboriously built up over many years. It is obvious that this lack of trust will have an impact on company, as operational failures are likely to occur.

The study's participant business owners understand how important it is to be honest in order to win people over. When asked to name the most important component of company, honesty was one of the most common answers. "We should be honest, and when there is no money, let honesty be our capital," declared Ko Ajis with conviction.

## **CONCLUSION**

This research delved into the influential role of presupposition in shaping the vision and guiding the selection of effective innovation strategies among Tionghoa entrepreneurs in Indonesia. By employing the hermeneutic phenomenology approach, the study explored the lived experiences and subjective interpretations of these entrepreneurs, allowing for a deeper understanding of the underlying factors that drive their decision-making processes. The findings revealed that the Tionghoa entrepreneurs' presuppositions, rooted in their day-to-day interactions, significantly influenced their perception of the business landscape and the way they pursued their business visions. This highlights the importance of personal beliefs, values, and experiences in forming a solid foundation for their strategic choices and innovative initiatives.

The research contributes novel insights by demonstrating that presupposition serves as a fundamental aspect in complementing statistical analysis in comprehending the business environment. While quantitative data provides numerical metrics and measurable trends, presupposition reveals the subjective and intuitive aspects of decision-making, giving a holistic view of the entrepreneurial journey. This study emphasizes that understanding the entrepreneurs' presuppositions is crucial for formulating tailored approaches and innovative strategies that align with their unique visions and values. By uncovering the significance of presupposition in the entrepreneurial context, the research underscores the need to consider both objective and subjective elements to create a well-rounded understanding of the business landscape and the motivations driving entrepreneurial success among Tionghoa entrepreneurs in Indonesia.

This research is not without theoretical framework and methodological limitations. Concerning theoretical framework limitations, the hermeneutic phenomenology approach utilized in this study focuses on understanding individuals' lived experiences and subjective interpretations of the world. It involves exploring the meaning and essence of human experiences, thoughts, and emotions within a specific context. Within this framework, there is a possibility that the researcher's interpretation could introduce biases. Regarding the methodology adopted, this study was conducted within a limited geographical context in Indonesia.

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