



TABLE OF CONTENTS

Explaining Students' Revisit Intention via Scarcity Cues and Perceived Value: the Role of Sensory Brand Experience as Boundary Condition

Supriadi Thalib, Harimurti Wulandjani, Nana Nawasiah, Hendryadi, Rimi Gusliana Mais _____ 1-14

New Brand Ride-Hailing Apps' Continuance Intention of Gen Z: the Role of Personal Innovativeness in Information Technology

Agung Maulana, Arny Lattu, Bagja Rahma Putra _____ 15-33

Risk Perception as Mediator in the Effect of Financial Literacy to Entrepreneurial Orientation among MSMEs

Tiara Carina, Ni Made Indah Mentari, I Dewa Made Arik Permana Putra, Melani Gita Sari, Ni Putu Tasiya Purnama Dewi _____ 34-47

Determining Value Co-Creation Behaviour toward Customer Loyalty and Customer Retention on the SRC's Business Platform

Muhammad Baehaqi, Ragil Setyo Cahyono, Sulis Riptiono _____ 48-60

Expanding Supply Chain Performance in Logistic and Forwarder Companies: How Collaboration Enhance Capabilities and Innovation Performance

I Wayan Edi Arsawan _____ 61-72

Bootstrap Financing as a Capital Raising Strategy in *Ikat* Weaving Enterprises

Melkianus Radja, Yulita Milla Pakereng _____ 73-82

The Effect of Digital Literacy and Innovation Resistance to Use Digital Payment for Taxpayers Enhance Capabilities and Innovation Performance

Ni Made Susi Adnyani, Ni Kadek Sinarwati, Fridayana Yudiatmaja _____ 83-95

Implementation of Bali Local Cultural Values (Jengah, Taksu and Menyamabraya) in Human Resources Practices Associated with Stress and Organizational Performance in Cooperatives in Bali

Ni Wayan Sitiari, Luh Kade Datrini, I Made Suniastha Amerta _____ 96-108