

**Webinar Pelatihan Business Model Canvas untuk Pemetaan Ide
Bisnis Wirausaha**
*Community Service Webinar Training Business Model Canvas For
Mapping Business Ideas Entrepreneurs*

Ahmad Azmy^{1*}, Handy Risza Idris², Agung Priyono³

^{1,2}Lecturer, Magister Management Study Program, Paramadina University

³Student, Magister Management Study Program, Paramadina University

Emai: ahmad.azmy@paramadina.ac.id¹, handi.risza@paramadina.ac.id²,

agung.priyono@students.paramadina.ac.id³

*Correspondence Authors : ahmad.azmy@paramadina.ac.id

ABSTRAK

Pelatihan business model canvas merupakan wujud pengabdian masyarakat dari Program Studi Magister Manajemen Universitas Paramadina. Proses pelatihan ini merupakan kerjasama dengan Kelurahan Cilandak Barat Jakarta Selatan. Webinar ini ditujukan untuk memberikan kompetensi baru kepada para pengusaha pemula dalam pemetaan ide bisnis. Pelatihan ini menggunakan Business Model Canvas (BMC). Para peserta diarahkan untuk memetakan dalam 9 kotak yang ada pada model bisnis. Peserta webinar mampu melakukan observasi komponen apa saja yang belum ada pada implementasi bisnisnya. Narasumber membahas tentang konsep kewirausahaan yang dijelaskan oleh Dr. Handy Risza. Narasumber yang menjelaskan konsep Business Model Canvas adalah Dr. Ahmad Azmy. Acara ini dilakukan secara virtual menggunakan Zoom Meeting. Jumlah peserta sebanyak 63 orang. Peserta pelatihan diberikan simulasi penggunaan Business Model Canvas (BMC). Hasil feedback webinar menunjukkan peserta puas atas pelaksanaan webinar ini. Komponen penilaian dimulai dari panitia, akses zoom meeting, materi pelatihan, penjelasan dari narasumber, kertas kerja, keinginan peserta untuk mengaplikasikan business model canvas, dan peningkatan pengetahuan bisnis. Semua mendapatkan respon positif dari peserta pelatihan.

Kata Kunci : model bisnis; kepuasan peserta; wirausaha pemula

ABSTRACT

The business model canvas training is a form of community service from the Master of Management Study Program at Paramadina University. This training process is a collaboration with Cilandak Barat Village, South Jakarta. This webinar is intended to provide new competencies to novice entrepreneurs in mapping business ideas. This training uses the Business Model Canvas (BMC). The participants were directed to map the 9 boxes in the business model. Webinar participants are able to observe what components do not yet exist in their business implementation. The resource persons discussed the concept of entrepreneurship which was explained by Dr. Handy Risza. The resource person who explained the concept of the Business Model Canvas was Dr. Ahmad Azmi. This event was conducted virtually using Zoom Meeting. The number of participants was 63 people. The training participants were given a simulation of the use of the Business Model Canvas (BMC). The results of the feedback webinar show that participants are satisfied with the implementation of this webinar. The assessment component starts from the committee, access to zoom meetings, training materials, explanations from resource persons, working papers, participants' desire to apply the business model canvas, and increasing business knowledge. All received a positive response from the trainees.

Keywords: business model; start-up entrepreneur; participant satisfaction

INTRODUCTION

The paradigm of entrepreneurship in the younger generation has developed significantly in all parts of the world. (Garaika, 2020; Rahmatiah et al., 2019). The entrepreneurial perspective has a function in increasing the country's output, per capita income, and economic growth. This thinking should involve introducing changes in the structure of business to the whole society. Technological developments in terms of systems, applications, and science contribute to generating new entrepreneurial practices. This affects new business opportunities with various forms and models. This is very useful for bringing new entrepreneurs for the advancement of the business. The increase in the number of entrepreneurs will determine the quality of an area's economy. The concept of entrepreneurship must have freedom in determining business ideas. A budding entrepreneur tends to have difficulty in deciding on a business idea concept. Fear of business risks such as bankruptcy, lifestyle changes, and comfort zones will stagnate in business execution.

Budding entrepreneurs who still tend to try to find a new pattern or business that does not yet exist on the market. This will make you lazy and tend to be afraid to try a new business.

Entrepreneurship is the first capital that exists in humans. (McMullen & Shepherd, 2006). However, entrepreneurship itself is a conception, so to apply in business activities must be realized in various behaviors, it could be someone has good entrepreneurial potential but never realized that potential in behavior then the potential is only a potential that has no meaning in the real business world. Entrepreneurship refers to passion, attitude and behavior as examples in the courage to take risks that have been calculated based on their own will and abilities. Entrepreneurship is a profession that continues to grow over time, it is characterized by increasing awareness of young people to work as entrepreneurs. (Fretschner & Weber, 2013). This has a very positive impact and helps alleviate government programs in reducing the number of unemployed. However, to create jobs is not easy because in creating jobs

requires certain traits so that the chosen business is able to survive and can develop. The traits that entrepreneurs need to have been confident, task-oriented and results-oriented, risk takers, leadership, originality, and future-oriented.

Basically, an entrepreneur is a person who dares to try independently in his own ways to take risks and determine his own destiny for all the decisions he takes by utilizing the resources he has. Basically, everyone is an entrepreneur, because everyone has the same opportunity to do entrepreneurial activities. Every business person or business also has the same risk, the same risk for loss and the same risk to succeed in the future, all back to their respective responsibilities in managing the business that is run because entrepreneurial activities are independent activities. Her business people are required to always be responsible for their business life and those in it. Entrepreneurs are required to have high responsibility because there are many things that depend on making decisions entering the business market. An entrepreneur has

a great responsibility for every resource managed for his business. Self-employment becomes an important person for the economy, because entrepreneurship becomes a focus for his own family and also others, one of whom is an employee. Entrepreneurs have a responsibility to give appropriate appreciation for the performance of employees who have served them. Entrepreneurs also have responsibility for all business management that they do, therefore the government is also very supportive of entrepreneurial activities because there are so many benefits obtained. Entrepreneurs can absorb labor which will automatically reduce the unemployment rate in each region.

The difficulty of young entrepreneurs is planning a business idea. A new business needs a pattern, structure, and system that young entrepreneurs will build. The observation process must be done to find business opportunities that come from the surrounding area. A business idea requires careful thinking based on data and information. Then a business idea must be poured in paper form and mapped more specifically. Business

ideas are not just a plan, but made more specific so that they can be executed easily and quickly.

One way to do mapping business ideas with business model canvas. Some research results show that the effectiveness of the use of business model canvas is able to facilitate entrepreneurs in the execution of business component planning. (Hutasuhut et al., 2020; Umar et al., 2018). Available canvases can visualize components that have implications for the progress of their business. It can also identify the business problems that will be faced by budding entrepreneurs. The process of planning, execution, and evaluation can be identified more easily. Therefore, it can be done more prudently and carefully in looking at a business opportunity.

Mapping business models requires the design of innovative business models, in addition, a creative process is needed in building a number of business model ideas and choosing one of the best that can provide great profit potential for entrepreneurs. The biggest challenge faced by companies when creating

new business models is to be lulled by the success that has been achieved and pay attention only to technical and operational matters. This challenge should be the concern of budding entrepreneurs to supervise in business development. The nine boxes contained in the Business Model Canvas (BMC) can help entrepreneurs to formulate their business plans.

This concept is not yet known in some communities, especially young entrepreneurs who want to start their business. Budding entrepreneurs still have the mindset to be able to sell their products without any continuation of their business. They are still confused to do mapping and increase business capacity. Lack of experience and hesitation to start a business can be a problem that is often found for budding entrepreneurs. Obscure business concepts will end in failure for budding entrepreneurs. Identification of business components is required in the initial business planning process and the measurement of risks that can be reduced with effective business solutions.

Business Model Canvas (BMC) training is needed for the socialization of business mapping to the community. The nine boxes in the Business Model Canvas (BMC) can help budding entrepreneurs plan their business systematically and specifically. Budding entrepreneurs can find out the first step in the execution of a business plan. Ideas to be executed can be determined through Business Model Canvas (BMC) so that business processes can be run more effectively and efficiently. Clear business targets and market segment focus in accordance with the products or services offered to the public as consumers. A healthy business process must be able to meet the needs of consumers. The purpose of this training is to introduce the concept of Business Model Canvas (BMC) as the primary solution for budding entrepreneurs to execute their business ideas. This training is in collaboration with Karang Taruna Group and Cilandak Village West South Jakarta.

Entrepreneurship During the Covid 19 Pandemic

The concept or definition of entrepreneurship has been widely used as the main tagline in a business spirit. Some definitions of self-employment are directed at a process or effort in achieving ultimate success. Self-employment is a human effort to start, manage, develop, and institutionalize their individually owned business organization with business opportunities or opportunities. (Išoraitė, 2015). The process of collecting the resources needed to executing actions appropriately and getting high profits as the main goal. An entrepreneur is a person who creates a new business by taking risks and uncertainties to achieve profit and growth by identifying opportunities and combining the resources necessary to set up a business institution. (Ferreira, 2020; Zimmerman, 2008).

A resilient entrepreneur must create a new business with high risk and uncertainty for the optimization of profitability. (Hagel III, 2016). The process of identifying opportunities and threats by combining all the resources at their disposal so as to create a new business idea.

Entrepreneurs must have patience in undergoing a business process that is full of challenges. Business success has a long stage and still survives under any circumstances. Failure becomes a valuable experience in dealing with the complexity of business problems that require the accuracy of business solutions. The risk of failure will inevitably occur in a business activity. However, all can be faced with a focus on the solution so that it can be completed properly. Perfection of a product when able to meet the expectations and expectations of consumers.

The existence of entrepreneurship can be seen in micro and macro approaches. When viewed from the micro aspect, entrepreneurs act as inventors and planners. Entrepreneurship as an inventor or innovator is creating a new business that is needed in the future. (Musona et al., 2020; Naqvi & Siddiqui, 2019). Examples of some future businesses that become new habit patterns such as electric cars, solar power, or technology that pamper human activities more efficiently and quickly. Self-employment as a planner is an

existing business formulation, but provides different characteristics so that it becomes unique compared to other competitors. Business idea design already predicts new actions and ventures accompanied by strategies, business ideas, and efforts to achieve success as an entrepreneur. When viewed from the macro aspect, entrepreneurs try to help the government in prosperity, wealth equality, and employment opportunities as drivers of the country's economic growth. (Plenkina & Deberdieva, 2017).

Covid 19 pandemic situation makes business uncertainty higher (Bartik et al., 2020). The impact of pandemics becomes more pronounced with economic sectors that have business processes directly into the hands of consumers. Business units become negatively affected as measured by sales growth and profitability (Pantano et al., 2020). Entrepreneurs who have conventional business patterns are surprised by business changes at high speed. The Covid-19 cycle is uncertain and causes loss of income becomes a crucial time for entrepreneurs.

Therefore, change must be instilled in entrepreneurs in order to survive in the midst of a pandemic.

The pandemic era in the business situation will last a long time. Entrepreneurs must think hard to find new business patterns according to market needs. (Ketchen & Craighead, 2020; Liñán & Jaén, 2020). Consumers need business processes that implement social distancing patterns. Businesses can be run from home without any physical contact. This process should start with the formulation of a new business idea. Mapping business ideas can be started using a business model canvas approach. Entrepreneurs can look for some new business opportunities that are needed by the community. Old businesses have to change their processes following new habit patterns. This is the challenge that the self-employed have to answer. Challenges and business changes are very fast becoming high complexity for heroes. High risk will be the same as the profitability that will be obtained by entrepreneurs. Therefore, the Covid 19 pandemic becomes an

opportunity with new business opportunities.

Business Model Canvas

A business model canvas is a business box to provide a basic overview of business processes to create business value, and the execution of opportunities as an entrepreneur. (Osterwalder et al., 2011). Business model that is used as a means of execution optimization of an opportunity carried out by entrepreneurs (Osterwalder & Pigneur, 2013). The creation of business models is done based on the needs of the community. The basis of a business is the needs and desires of consumers. (Kotler & Keller, 2016). A business will survive long term because it is needed by the community. Business survival will make consumer loyalty so that it is able to provide quality to the community.

The nine boxes in the business model canvas consist of key partnership, key activities, key resources, channel, value proposition, customer relationship, customer segment, cost structure, and revenue stream. (Osterwalder et al., 2011).

Key partnership is an element that shows the parties related to business activities. A quality business will get support from suppliers and a form of cooperation that can be done by business owners. Some strategies that can be carried out such as business alliances, joint ventures, and other tactics. Key activities are components that indicate the main activities carried out in a business process. Entrepreneurs must identify more specifically to be visible in business processes. Key resources indicate assets that must be identified including physical (raw materials, machinery, buildings), human, intellectual, and financial. These four indicators should be explained in the key resources section.

A channel is a component that shows the media in delivering, promoting, and informing a product or service to new consumers. This era of globalization uses many social media platforms such as Facebook, Instagram, and other applications according to business needs. Value proposition is an expectation or expectation that must be met through the quality of products or services sold

to consumers. This component explains the benefits obtained by consumers from products or services. Customer relationship is a component that explains how to establish a good relationship with customers. Efforts to maintain relationships with customers with discounts, product promotion programs, and various other ways to create consumer loyalty. Customer segment is one of the components that set consumer targets according to products or services according to market needs. Market segmentation can be done based on gender, income, education level, and more according to business focus. Cost structure is a box that explains the details of the costs that must be incurred by entrepreneurs in running business operations. Details of these costs should be written on this component to give specifics to entrepreneurs. Revenue stream is a component that describes revenue details as a source of business profit. Therefore, nine blocks on the business model canvas are very helpful for budding entrepreneurs in executing their business ideas more systematically.

Some research explains that the business model canvas has implications for the effectiveness of business processes. (Cardeal et al., 2020; Ruiz-Ramirez et al., 2019). This method is suitable in the form of training to the business community or the general public. Mapping business ideas using a business model canvas approach can help budding entrepreneurs in the process of systematic identification. The

implementation of this activity can increase morale and motivation in starting his business more easily and efficiently. Budding entrepreneurs can do calculations to start their business in comprehensively.

RESEARCH METHOD

Business model canvas is used as the main topic in capacity building for entrepreneurs. Below are the stages of the process of preparation of activities as follows:

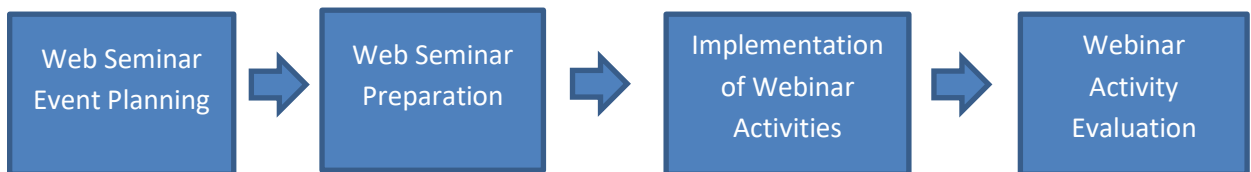


Figure 1. Flowcharts of Business Model Canvas Training Activity

The canvas business model training was conducted in collaboration with the Master of Management Study Program with Cilandak West Village of South Jakarta. The initiation process of this activity was carried out with discussions to Karang Taruna South Jakarta. A brand requests a training for business idea planning formulations for budding entrepreneurs. The results of the discussion lead to the effectiveness of the business idea using the business model canvas. The

implementation process starts from planning, preparation, implementation of activities, and evaluation. This series of processes is used as a flow of activities with the aim of implementing coach can run smoothly.

The planning process begins with the submission of activity proposals and permits to the Research and Community Service Institute of Paramadina University. The process of submitting activities is initiated by the Master of Management Study

Program. This activity is a form of sharing business science to the community and education on the use of business model canvas. Submission of activities includes budgets, event rundowns, and work tools used for training practices. Planning activities are made in the form of proposals and get approval from both from the university & faculty level.

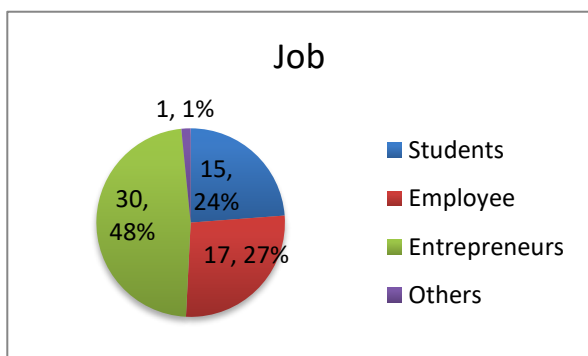
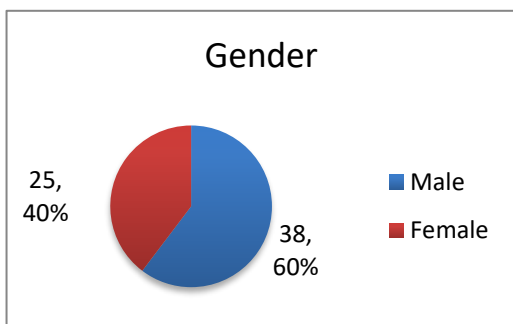
The next stage is the preparation of activities. At this stage, the preparation process includes the creation of eflyer, promotion of webinar activities through social media & digital platforms, formulation of event rundown, online registration through google form, and verification of participants. Webinar promotion activities are carried out both online and offline. Online promotions use Instagram and Twitter. The spread of eflyer offline spread through students and in collaboration with Karang Taruna for socialization of business model canvas training events. Participants who want to participate in the training are required to register online via google form. Verification of participants is done to calculate the

capacity of zoom meeting in order to run smoothly. This is considering the capacity of the internet owned by the activity committee.

Stages of implementation of activities using virtual meetings. The Zoom Meeting platform is used to process the effectiveness of online-based training activities. The process begins to enter participants into the zoom meeting. This training event was held on Saturday, September 4, 2021 and started from 09.00 to 12.00 WIB. The last stage, the process of evaluating activities by disseminating post-tests to participants. This is done for the analysis of the effectiveness of webinar activities that have been carried out by the committee.

RESULTS AND DISCUSSION

This training was attended by budding entrepreneurs in West Cilandak Village, students, and the community. The trainees were 63 people. Below the attendance chart consists of gender, job, and small medium business types enterprise which shows the absence of trainee attendance as follows:



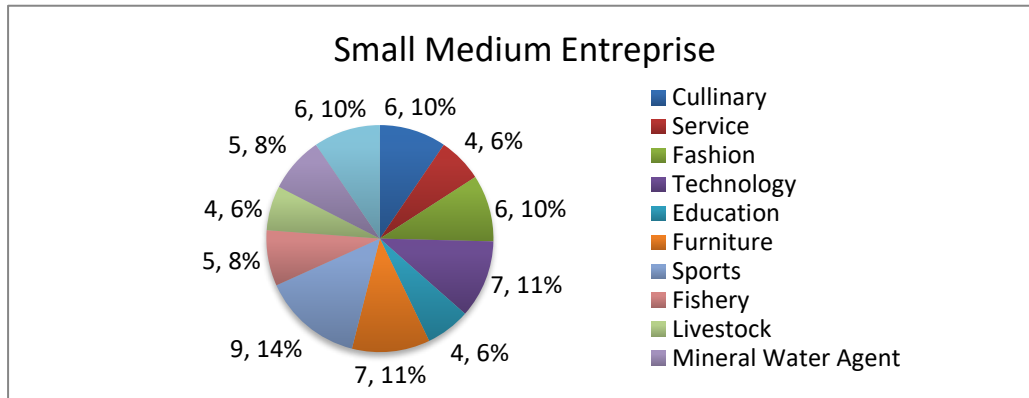


Figure 1. Attendance Graph

The Graph above shows that the presence of participants attended from various circles that already have businesses from among Small and Medium Enterprises. Trainees are excited to attend this webinar as they introduce the concept of Business Model Canvas for business mapping. Webinar events are held using Zoom Meeting. The preparation of the event starts from the registration process, opening, and post-test to get evaluation feedback from trainees. The webinar event was opened by Lurah Cilandak Barat, Mr. Agus Gunawan S.IP and Dean of the Faculty of Economics & Business by Dr. Iin Mayasari. Both keynote speakers support the existence of community service webinars as a form

of scientific sharing to budding entrepreneurs focused on the residents of West Cilandak Village. Participants were also attended by students, businessowners, and academics so it can be concluded that this event gets high enthusiasm from the public. Some photos depicting the situation of the Model Canvas Business Training Webinar event are as follows:



Figure 2. Training Event Documentatio

The photo above illustrates the implementation of the Business Model Canvas Training event. The first material describes about Becoming a Reliable Entrepreneur in the Covid 19 Pandemic by Dr. Handy Risza. The source explained that the pandemic is an event that is not desired by mankind. Entrepreneurs must find ways to keep their business alive and new business opportunities in times of pandemic. The flow of thinking of an entrepreneur is the perspective of business thinking, plan execution, and success or failure depending on the business process. The second material is business model canvas described by Dr. Ahmad Azmy, M.M. The direction of this material is more towards the practice of how to use the Business Model Canvas template in the formulation of business ideas. Below the paper used for the simulation is as follows:

The image above is a work used by participants to simulate business model canvas practices. This paper is shared through the chat feature available at zoom meetings by the committee. Trainees create a simple Business Model Canvas simulation to be able to measure the level of understanding of trainees. All trainees can do well according to the direction of the source. Participants were given a question-and-answer session to the source regarding the training materials. The results of the Business Model Canvas made by participants have met the expectations of the source. Business Model Canvas created by Cathering Vendor & Merchandise and RC Milk Kitchen already fits the nine boxes on business mapping. Participants understand well the direction of the source. Some business model canvases from other participants such as Kuy Tahu, Rich Camery, Florist, and others can be made in more detail and specific. The training target has been achieved based on the results of the working paper made by the participants.

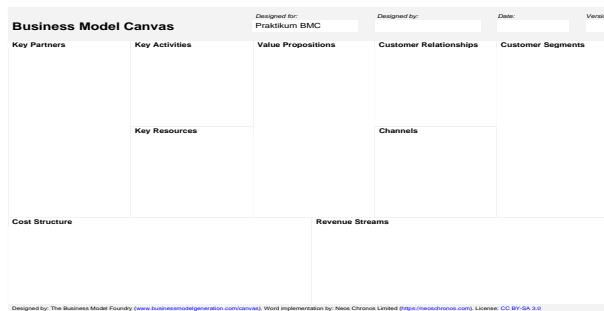


Figure 3. Worksheet Business Model Canvas

FEEDBACK WEBINARS

The training evaluation process is carried out by giving webinar feedback to trainees. At the time of the Q&A session the webinar committee distributed on the chat column the evaluation questionnaire to all trainees. Below are the results The graph above explains that participants are quite satisfied with the provision of information from training. Percentages who answered excellent (51%) and good (49%). Participants find it very easy in proses registration on the training program. Good (37%) and excellent (63%) where the committee prepares a registration process that is easily accessible to participants through google form. Participants are satisfied with the zoom meeting access provided by the committee. Good (44%) and excellent (56%). The training preparation process carried out by the committee is given good assessment by participants. The average participant responded on a good and excellent components. The committee during the training event has given the best service to participants. At the time of the event participants provide training

materials, working papers, and the latest information to the participants. This can be seen from the aspect of good (48%) and excellent (52%). Participants judged that the material corresponded to the topic of the webinar. Material about reliable entrepreneurs and business model canvas is well received. Good (43%) and excellent (57%). So, it can be concluded that the committee's services and materials have met the expectations of the webinar participants. Material delivered by Dr. Handy Risza received a positive response from the trainees. Good (51%), Excellent (41%), Not Good (5%), and Very Bad (3%). Positive response was also obtained from business model canvas material described by Dr. Ahmad Azmy, M.M. Good (45%), Excellent (46%), Not Good (6%), and Very Bad (3%). Both sources are able to provide explanations that can be well understood by participants. Moderators get positive assessments from trainees. Moderators are able to host the event well. Excellent (51%), Good (28%), Not Good (13%), and Very Bad (8%). Business model

canvas template as a working paper can be used easily by participants. Excellent (46%), Good (44%), Not Good (5%), and Very Bad (5%). The working paper prepared by the committee received a positive response from the trainees. The program showed that participants have a desire to practice the business model canvas on their business. Excellent (54%), Good (40%), Not Good (3%), and Very Bad (3%). The results of this training are able to increase knowledge related to mapping business ideas using Business Model Canvas. Excellent (51%), Good (40%), Not Good (3%), and Very Bad (6%). So, it can be concluded that webinars that have been implemented are able to provide positive expectations to all trainees. This training is expected to be a continuation for business development using other methods according to the needs of budding entrepreneurs in mapping business ideas.

CONCLUSION

The Business Model Canvas training was held to meet the needs of budding entrepreneurs in the Cilandak

Barat Village, South Jakarta. This training was carried out virtually due to the pandemic conditions which made it impossible to go offline. This training has a positive effect, especially for novice entrepreneurs. The nine boxes on the business model canvas are able to provide entrepreneurial stimulation in mapping business ideas. The resource person was able to explain well with the topic of Becoming a Reliable Entrepreneur in the Covid 19 Pandemic Period and the Business Model Canvas. This event evaluates the training participants. Positive responses were obtained from participants. In the future there will be new forms of training needed by entrepreneurs.

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