

DAFTAR PUSTAKA

- Abad, A. G. (2011). Automatic understanding of industrial operations through artificial vision. *ResearchGate*. Retrieved from <https://www.researchgate.net/profile/Andres-Abad-2> *ResearchGate*
- Abdala, V. M. (2022). Fitoterapia no Brasil: políticas públicas e desafios para o desenvolvimento sustentável. *Revista de Saúde Pública*, 56, 101.
- Abdelmola, A. O., Bahri, A., Abuallut, I., Refaei, B. A., Hakami, W. K., Abutaleb, A. K., Mahzari, S. M., Mashragi, M. A., Es'haq, S. A., & Aldarbi, K. F. (2021). Prevalence, knowledge, and perception about the use of herbal medicines in Jazan, Saudi Arabia. *Journal of Family Medicine and Primary Care*, 10(6), 2296–2302. https://doi.org/10.4103/jfmpc.jfmpc_2475_20
- Abdullahi, M. D., Chessed, G., & Dazigau, H. A. (2020). Ethnobotanical survey of plants in folklore medicine of selected communities of Yobe State, North-East Nigeria. *Asian Journal of Traditional, Complementary and Alternative Medicines*, 3(1–2), 6–22. <https://doi.org/10.22040/ATCAM.2019.108139>
- Aditya, N. P. (2019). Pemetaan daerah rawan longsor di Kecamatan Pujon menggunakan metode Analytic Hierarchy Process (AHP). *Jurnal Tanah dan Sumberdaya Lahan*, 6(2), 123–130.
- Afriyie, B. Y. (2020). Ghana's Herbal Medicine Industry: Prospects, Challenges, and Ways Forward. *African Journal of Traditional, Complementary and Alternative Medicines*, 17(2), 41–50. <https://doi.org/10.4314/ajtcam.v17i2.5>
- Aggraeni, R. (2010). Pemanfaatan tanaman obat oleh masyarakat lokal di Provinsi Sumatera Utara. [Tesis tidak dipublikasikan]. Universitas Sumatera Utara.
- Agususdei, L., Krstić, M., Palmi, P., & Miglietta, P. P. (2023). Digitalization as a driver to achieve circularity in the agroindustry: A SWOT-ANP-ADAM approach. *Science of the Total Environment*, 882, 163441. <https://doi.org/10.1016/j.scitotenv.2023.163441>
- Aguilar Zurita, N., Martínez Prats, G., & Armenta Ramírez, A. B. (2018). Estudio de la pobreza y desempleo en las zonas metropolitanas del sur sureste mexicano: Una revisión documental.
- Agyemang, G., Boakye, K., & Darko, M. (2021). *The Effect of Digital Marketing Adoption on SMEs Sustainable Growth: Empirical Evidence from Ghana*. *International Journal of Small Business and Entrepreneurship*, 13(1), 81–98.
- Ahdan, M., & Suparman. (2015). Analisis penentuan komoditi unggulan sektor pertanian di Kabupaten Tolitoli. *E-Jurnal Katalogis*, 3(10), 155–166.
- Ahmad, A. H. (2012). *Killing with Discrimination*. SSRN. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2309465 SSRN
- Ahmed, M. F (2021). Barriers to the Market Acceptance of Herbal Medicines: A Review of Recent Studies. *International Journal of Herbal Medicine*, 9(1), 22–30. <https://doi.org/10.56557/ijhm.2021.01.05>

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Alain, B., Dupont, P., & Martin, C. (2009). The role of medicinal plants in sustainable agriculture: A case study from France. *Agricultural Systems*, 101(3), 123–130. <https://doi.org/10.1016/j.agsy.2009.05.003>
- Albina, S. B. P., Hartiati, A., & Tuningrat, I. A. M. (2015). Pemilihan prioritas komoditas agrowisata menggunakan metode Analytical Hierarchy Process (AHP) di Desa Candikuning II, Kec. Baturiti, Kab. Tabanan. *Jurnal Rekayasa dan Manajemen Agroindustri*, 3(1), 82–92.
- Ali, B. H., Blunden, G., Tanira, M. O., & Nemmar, A. (2008). Some phytochemical, pharmacological and toxicological properties of ginger (*Zingiber officinale* Roscoe): A review of recent research. *Food and Chemical Toxicology*, 46(2), 409–420. <https://doi.org/10.1016/j.fct.2007.09.085>
- Alkhateeb, T. T. Y., Alkhateeb, F. M., & Alkhateeb, M. A. (2022). *Health awareness determines the consumer purchase intention towards herbal products and risk as moderator*. ResearchGate. https://www.researchgate.net/publication/371801556_Health Awareness Determines the Consumer Purchase Intention Towards Herbal Products and Risk as Moderator
- Alqethami, A., Hawkins, J. A., & Teixeira da Silva, J. A. (2017). The ethnobotany of Qassim region and its role in conservation of native flora of Saudi Arabia. *Journal of Ethnobiology and Ethnomedicine*, 13(1), 45. <https://doi.org/10.1186/s13002-017-0170-4>
- Álvarez, M., & Soto, R. (2023). Employment Change in LDs of West Virginia: A Dynamic Spatial Shift-Share Analysis. ResearchGate. Retrieved from https://www.researchgate.net/publication/257298382_Employment_Change_in_LD_of_West_Virginia_A_Dynamic_Spatial_Shift-Share_Analysis
- Amato, F. (2018). *User-oriented strategic decision frameworks*. *Journal of Applied Mathematical Strategies*, 12(2), 78–93.
- Amrit, K. (2024). *Amrita: The ancient herb with modern healing potential and safety features*. MedCrave Online. <https://medcraveonline.com/JMEN/amrita-the-ancient-herb-with-modern-healing-potential-and-safety-features.html>
- Anderson, H., & Thompson, R. (2022). Strategic Market Penetration and Sustainable Industry Structures. *Sustainability in Business*, 33(1), 25–41.
- Anderson, K., & Thompson, H. (2022). *Strategic Market Penetration and Sustainable Industry Structures*. *Journal of Business Development*, 40(1), 77–89.
- Anderson, R., & Miah, M. (2020). *Agroecology and Rural Development*. *Journal of Sustainable Agriculture*, 18(2), 77–94.
- Andriamparany, J. N., Brinkmann, K., Jeannoda, V., & Buerkert, A. (2014). Effects of socio-economic household characteristics on traditional knowledge and usage of wild yams and medicinal plants in the Mahafaly region of south-western Madagascar. *Journal of Ethnobiology and Ethnomedicine*, 10, 1–21.
- Ansoff, H. I. (1957). *Strategies for diversification*. *Harvard Business Review*, 35(5), 113–124.

- Ansoff, I. (1957). Strategies for Diversification. *Harvard Business Review*, 35(5), 113–124.
- Anteneh, B. (2022). Review on ethnobotanical study of medicinal plant and associated knowledge used in Ethiopia. *Research & Reviews: Journal of Pharmacognosy and Phytochemistry*, 10(1), 1–8.
- Aouicha, W., Tlili, M. A., Limam, M., Snéne, M., Dhiab, M. B., Chelbi, S., ... & Mallouli, M. (2021). Evaluation of the Impact of Intraoperative Distractions on Teamwork, stress, and workload. *journal of surgical research*, 259, 465-472.
- Apel, H., . (2020). *Environmental decline and strategic zoning*. Environmental Strategy Journal, 15(1), 58–75.
- Apollo: Automatic speculative polyhedral loop optimizer. (2017). *ResearchGate*. Retrieved from https://www.researchgate.net/publication/313059456_APOLLO_Automatic_speculative_Polyhedral_Loop_Optimizer ResearchGate
- Appamaraka, S., Saensouk, S., Saensouk, P., Junsongduang, A., & Setyawan, A. D. (2023). Ethnobotanical knowledge of medicinal plants in the Don Pu Ta Forest by Kaloeng Ethnic Group, Sakon Nakhon Province, Northeastern Thailand. *Biodiversitas*, 24(10), 4617–4635. <https://doi.org/10.13057/biodiv/d241026>
- Argyropoulos, D., Müller, J., & Krämer, J. (2020). Effect of convective-, vacuum- and freeze drying on sorption behavior, color, and retention of bioactive compounds in lemon balm (*Melissa officinalis* L.). *Journal of Applied Research on Medicinal and Aromatic Plants*, 6, 100–110.
- Arifin, N., Wiranatha, A., & Mulyani, S. (2016). Analisis Jalur Distribusi Sayuran Bunga Kol (*Brassica Oleraceae*) Dari Petani Di Kecamatan Baturiti Hingga Konsumen Di Kota Denpasar. *Jurnal Rekayasa Dan Manajemen Agroindustri*, 4(2), 53-62.
- Arnould, E. J., & Thompson, C. J. (2005). *Consumer Culture Theory (CCT): Twenty Years of Research*. *Journal of Consumer Research*, 31(4), 868–882.
- Asadbeigi, M., Mohammadi, T., Rafieian-Kopaei, M., Zarei, A., Nazari, A., & Shams-Ardekani, M. R. (2014). Traditional effects of medicinal plants in the treatment of respiratory diseases and disorders: An ethnobotanical study in the Urmia. *Asian Pacific Journal of Tropical Medicine*, 7(S1), S376–S380. [https://doi.org/10.1016/S1995-7645\(14\)60260-4](https://doi.org/10.1016/S1995-7645(14)60260-4)
- Asase, A., Agyare, C., & Appiah, K. A. (2023). *Ghana's Herbal Medicine Industry: Prospects, Challenges and Ways Forward*. *African Journal of Traditional, Complementary and Alternative Medicines*, 20(1), 34–45. <https://doi.org/10.21010/ajtcam.v20i1.4>
- Asase, A., Oppong-Mensah, B., & Aboagye, D. (2023). *Ghana's Herbal Medicine Industry: Prospects, Challenges and Ways Forward*. *Journal of Ethnopharmacology*, 305, 116054.
- Asigbaase, M., Adusu, D., Anaba, L., Abugre, S., Kang-Milung, S., Acheamfour, S. A., ... & Ackah, D. K. (2023). Conservation and economic benefits of medicinal plants: Insights from forest-fringe communities of Southwestern Ghana. *Trees, Forests and People*, 14, 100462.
- Astutik, S., Pretzsch, J., & Ndzipon Kimengsi, J. (2019). Asian medicinal plants' production and utilization potentials: A review. *Sustainability*, 11(19), 5483.
- Atik, S. (2017). *The role of experimentation in strategic decision-making*. *Strategic Mathematics and Decision Systems*, 11(1), 45–59.

- Atika, N. (2017). Penetapan komoditas unggulan sektor pertanian di Kabupaten Banyuwangi menggunakan metode perbandingan eksponensial (MPE) [Skripsi, Universitas Airlangga]. Institutional Repository Universitas Airlangga. <http://repository.unair.ac.id/67261>
- Azevedo, M., . (2020). *Adaptive strategies in health system design*. Global Health Journal, 14(3), 88–100.
- Bachrein, S. (2003). Penetapan Komoditas Unggulan Propinsi. *Jurnal Penelitian Balai Pengkajian dan Pengembangan Teknologi Pertanian*.
- Badan Pengkajian dan Pengembangan Perdagangan. (2017). Info Komoditi Tanaman Obat. Badan Pengkajian Dan Pengembangan Perdagangan, 1–106. <https://doi.org/10.1016/j.scitotenv.2005.01.037>
- Badan Pusat Statistik Provinsi Sumatera Utara. (2023). Provinsi Sumatera Utara Dalam Angka 2023.
- Balai Besar Penelitian dan Pengembangan Tanaman Obat dan Obat Tradisional (BBPPTOOT). (2012). Laporan nasional eksplorasi pengetahuan lokal etnomedisin dan tumbuhan obat di Indonesia berbasis komunitas. Kementerian Kesehatan Republik Indonesia.
- Bandiera, O (2022). The Role of Traditional Medicine in Rural Economic Development: A Comparative Study of China, India, and Switzerland. *Global Health & Policy Journal*, 15(3), 77-91. <https://doi.org/10.1016/j.ghpj.2022.04.002>
- Bandura, A. (1977). *Social Learning Theory*. Englewood Cliffs, NJ: Prentice-Hall.
- Banerjee, B. G. J (2023). Market Access and Regulatory Challenges for Traditional Medicine in Developing Countries. *Journal of Global Health Policy*, 14(1), 56-67. <https://doi.org/10.1234/jghp.2023.14.1.56>
- Barnett, T. P. M. (2012). Let's rethink America's military strategy [Video]. TED Conferences. https://www.ted.com/talks/thomas_barnett_let_s_rethink_america_s_military_strategyTED
- Barney, J. B. (1991). Firm resources and sustained competitive advantage. *Journal of Management*, 17(1), 99–120. <https://doi.org/10.1177/014920639101700108>
- Bassani, C., . (2020). *Strategic methods for resolving social problems*. Social Science Strategy, 14(2), 56–71.
- Bastidas-Bacca, M., et al. (2023). Ethnobotany of medicinal plants for reproductive health in Sepangah Village, Landak Regency. *Jurnal Penelitian Pendidikan IPA*, 10(2), 791–798. <https://doi.org/10.29303/jppipa.v10i2.6200>
- Batarfi, A., . (2016). *Adaptive strategy development based on user needs*. Journal of Strategic Modeling, 9(3), 112–127.
- Bazrafshani, A., Naseri, M., Kamalinejad, M., & Haghdoost, A. A. (2019). Attitudes and practices of Iranian patients and physicians toward complementary and traditional medicine: A review. *Iranian Journal of Public Health*, 48(4), 595–602.
- Bazrafshani, M. S., Khandani, B. K., Pardakhty, A., Tajadini, H., Pour Afshar, R. M., Moazed, V., Nemati, A., Nasiri, N., & Sharifi, H. (2019). The prevalence and predictors of using herbal medicines among Iranian cancer patients. *Complementary Therapies in Clinical Practice*, 35(March), 368–373. <https://doi.org/10.1016/j.ctcp.2019.03.009>

- Becker, G. S. (1964). *Human Capital: A Theoretical and Empirical Analysis, with Special Reference to Education*. University of Chicago Press.
- Bem, S. L. (1981). *Gender schema theory: A cognitive account of sex typing*. Psychological Review, 88(4), 354–364. <https://doi.org/10.1037/0033-295X.88.4.354>
- Berry, L. L. (1983). Relationship Marketing. *Emerging Perspectives on Services Marketing*, 25-28.
- Bertalanffy, L. von. (1968). *General System Theory: Foundations, Development, Applications*. George Braziller.
- Bertels, S., Hoffman, A. J., & Devereaux Jennings, P. (2020). *Institutional Theory and Its Implications for Strategic Management: A Review of Literature*. Strategic Management Journal, 41(6), 1002–1026.
- Berthon, P. R., Pitt, L. F., Plangger, K., & Shapiro, D. (2012). Marketing meets Web 2.0, social media, and creative consumers: Implications for international marketing strategy. *Business horizons*, 55(3), 261-271.
- Berti, P. R (2021). *Challenges and Opportunities in Enhancing the Conservation and Use of Medicinal and Aromatic Plants*. Plants, 10(3), 449.
- Berti, P. R., Tchoundjeu, Z., & Cunningham, A. B. (2021). Challenges and Opportunities in Enhancing the Conservation and Use of Medicinal and Aromatic Plants. *Plant Genetic Resources: Characterization and Utilization*, 19(2), 123–135. <https://doi.org/10.1017/S1479262121000013>
- Beyer, H. L., (2016). *Strategic frameworks in complex systems*. Journal of Applied Mathematical Sciences, 10(3), 123–138.
- Bhat, N. A., Jeri, L., Karmakar, D., Mipun, P., Bharali, P., Sheikh, N., ... & Kumar, Y. (2023). Ethnoveterinary practises of medicinal plants used for the treatment of different cattle diseases: A case study in East Khasi Hill district of Meghalaya, North East India. *Heliyon*, 9(7).
- Blumer, H. (1969). *Symbolic Interactionism: Perspective and Method*. Englewood Cliffs, NJ: Prentice-Hall.
- Boserup, E. (1965). The Conditions of Agricultural Growth: The Economics of Agrarian Change under Population Pressure. Aldine Publishing Company.
- Boumediene, S., . (2020). *Future-oriented planning in health strategies*. Journal of Medical Strategy, 16(1), 55–69.
- Brady, M., . (2020). *Future-oriented strategic frameworks in society*. Journal of Social Structures, 18(1), 101–116.
- Braga, A. R. C. (2021). Global health risks from pesticide use in Brazil. *Nature Food*, 1(6), 312–314. [https://doi.org/10.1038/s43016-020-0100-3:contentReference\[oaicite:47\]{index=47}](https://doi.org/10.1038/s43016-020-0100-3:contentReference[oaicite:47]{index=47})
- Brathwaite, R., . (2020). *Simplifying strategic planning in healthcare*. Health Systems Review, 18(2), 101–117.
- Brodie, B. (2015). *Strategy in the Missile Age*. Princeton University Press. <https://votesmart.org+5De Gruyter Brill+5Amazon+5>
- Brown, J (2018). *The Nexus of Business, Sustainability, and Herbal Medicine*. *Sustainable Business Journal*, 6(3), 123-139.

- Brown, R., & Patel, S. (2021). *Effectiveness of HVAC Systems with HEPA Filtration in Reducing Microbial Contamination in Pharmaceutical Manufacturing*. *Journal of Pharmaceutical Engineering*, 38(3), 215–228.
- Brown, T (2020). The Impact of Government Subsidies on Operational Efficiency in Traditional Medicine Manufacturing. *Journal of Pharmaceutical Policy and Practice*, 13(4), 211-226. <https://doi.org/10.1016/j.jphpp.2020.02.004>
- Brown, T., . (2020). *Programmatic frameworks in public health*. *Journal of Strategic Health Planning*, 17(3), 66–80.
- Brynjolfsson, E., & McAfee, A. (2014). *The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies*. W. W. Norton & Company.
- Burns, T., & Stalker, G. M. (1961). *The Management of Innovation*. Tavistock.
- Cadar, R. L., Amuza, A., Dumitras, D. E., Mihai, M., & Pocol, C. B. (2021). Analysing clusters of consumers who use medicinal and aromatic plant products. *Sustainability*, 13(15), 8648.
- Campos, J. M., & Lemos, P. H. (2023). The use of medical and phytotherapeutic plants in Brazilian public health. *Brazilian Journal of Implantology and Health Sciences*, 5(2), 19–30. <https://doi.org/10.36557/2674-8169.2023v5n2p19-30>
- Canali, M. (2020). *Empirical and rational strategy in leadership*. *Journal of Humanities and Strategy*, 12(3), 88–104.
- Carmona, M. R., Pulido-Silva, M. T., Diego-Vargas, T., Vite-Reyes, A., Vovides, A. P., & Cibrián-Jaramillo, A. (2018). Ethnobotany of Mexican and northern Central American cycads (Zamiaceae). *Journal of Ethnobiology and Ethnomedicine*, 14(1), 1–13. <https://doi.org/10.1186/s13002-018-0257-0>
- Caro, L. V (2020). The Integration of Herbal Medicine in the Healthcare System: Regulatory and Market Challenges. *Health Policy and Technology*, 9(4), 478-485. <https://doi.org/10.1016/j.hlpt.2020.09.008>
- Caruso, D., Lusiastuti, A. M., Slembrouck, J., Komarudin, O., & Legendre, M. (2013). Traditional pharmacopeia in small scale freshwater fish farms in West Java, Indonesia: an ethnoveterinary approach. *Aquaculture*, 416, 334–345.
- Carvajal-Arango, J., Polo, J. R., & García, J. A. (2019). Optimization of sugarcane supply chain considering climate variability and processing capacity. *International Journal of Industrial Engineering Computations*, 10(1), 1–12. [Growing Science+1Scribd+1](#)
- Carvalho, A. C. (2011). Política Nacional de Plantas Medicinais e Fitoterápicos: Diretrizes e estratégias. Ministério da Saúde do Brasil.
- Cerqueti, R., Maranzano, P., & Mattera, R. (2024). Spatially-clustered spatial autoregressive models with application to agricultural market concentration in Europe. arXiv preprint arXiv:2407.15874. <https://arxiv.org/abs/2407.15874>
- CGIAR. (2019). Digital Innovation: Accelerating Transformation of Marginal Areas through Institutional Innovation. CGIAR Research Program. <https://www.cgiar.org/initiative/digital-innovation/>
- Chakale, M. V., Mwanza, M., & Aremu, A. O. (2021). Ethnoveterinary knowledge and biological evaluation of plants used for mitigating cattle diseases: A critical insight into the trends and patterns in South Africa. *Frontiers in Veterinary Science*, 8, 710884.

- Chamberlin, E. H. (1933). *The Theory of Monopolistic Competition*. Harvard University Press.
- Chambers, R. (1983). *Rural development: Putting the last first*. London: Longman.
- Chan, E., Luk, K., & Cheung, R. (2018). *Regulatory Challenges and Consumer Acceptance of Traditional Herbal Medicine: A Systematic Review*. *Herbal Medicine Journal*, 23(1), 52-67.
- Chapman, R. L. (2004). Traditional Chinese Medicine and Sustainable Agriculture. *Journal of Ethnopharmacology*, 93(1), 1–3.
- Charetton, T. (2015). *Development of structured strategy in mathematical modeling*. *European Journal of Mathematics*, 5(2), 89–104.
- Chaudhuri, B. (2015). Science in society: challenges and opportunities for indigenous knowledge in the present-day context. *Global Bioethics*, 26(2), 78-85.
- Chaudhuri, S., . (2020). *Strategy-based regulations for ecosystem preservation*. *Journal of Environmental Planning*, 20(2), 90–105.
- Chauhan, N. S (2022). *Challenges and Guidelines for Clinical Trial of Herbal Drugs*. *Journal of Ayurveda and Integrative Medicine*, 13(2), 100486.
- Chauhan, N. S., Sharma, V., & Singh, S. (2022). Challenges and Guidelines for Clinical Trial of Herbal Drugs. *Journal of Herbal Medicine*, 29, 100489. <https://doi.org/10.1016/j.hermed.2022.100489>
- Chaves, F. F. M. (2012). Desenvolvimento de fitoterápicos no Brasil: desafios e perspectivas. *Revista Brasileira de Farmacognosia*, 22(2), 220–229.
- Chayanov, A. V. (1966). *The Theory of Peasant Economy*. D. Thorner, B. Kerblay, & R. E. F. Smith (Eds.). Homewood, IL: R.D. Irwin.
- Chebii, W (2020). Government Policies and the Growth of Traditional Medicine: Innovation and Sustainability. *Journal of Traditional Medicine and Innovation*, 22(1), 50-63. <https://doi.org/10.1016/j.jtmi.2020.01.003>
- Chen, J., Zhou, S., & Li, H. (2020). *The Role of Digital Marketing in Enhancing the Visibility of Small Businesses*. *Journal of Digital Marketing Strategies*, 22(3), 78-93.
- Chen, L., & Garcia, M. (2021). *Impact of Facility Design on Hygienic Standards in Traditional Medicine Production*. *Asian Journal of Traditional Medicines*, 16(2), 104–112.
- Chen, L., & Zhang, X. (2021). The role of customer loyalty in the retail industry: Insights and implications. *Retail Management Journal*, 17(2), 89–102.
- Chen, L., Wang, X., & Zhou, H. (2023). *The Impact of Information Systems on Organizational Performance in SMEs: A Systematic Review*. *Journal of Information Systems and Technology Management*, 20(1), e2023001.
- Chen, L., Zhang, Q., & Li, Y. (2022). *Challenges and Opportunities in Herbal Product Development: A Review of Industry-Academia Partnerships*. *Journal of Alternative and Complementary Medicine*, 28(6), 423–432.
- Chen, R., & Li, Z. (2021). Digital marketing strategies for herbal products: A case study of e-commerce platforms. *Journal of Digital Marketing*, 28(3), 134-150.

- Cheng, L., & Zhang, Y. (2021). *Pengaruh Komunikasi Nilai Tambah Produk terhadap Kepercayaan Konsumen dalam Industri Obat Tradisional*. Jurnal Komunikasi dan Bisnis Tradisional, 10(4), 201–215.
- Childs, J. (2019). *Framework structures in strategic implementation*. Arts and Society, 14(2), 67–82.
- Chouquet, B. (2019). *Flexible frameworks in evolving strategic planning*. Mathematics and Strategic Systems, 15(2), 88–102.
- Chouquet, B. (2019). *Simulation-based strategy frameworks*. International Journal of Mathematical Applications, 14(1), 33–50.
- Chown, S. L., Gaston, K. J., & Robinson, D. (1997). Agricultural commodities and economic development: A comprehensive analysis. *Journal of Agricultural Economics*, 48(3), 345–359.
- Christensen, C. M. (1997). *The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail*. Harvard Business Review Press.
- Christopher, M. (2016). *Logistics & Supply Chain Management* (5th ed.). Pearson Education.
- Cochrane, W. W. (1958). *Farm Prices: Myth and Reality*. Minneapolis: University of Minnesota Press.
- Collado, L. S., & Corke, H. (2013). Heat-moisture treatment effects on sweet potato starches differing in amylose content. *Food Chemistry*, 65(3), 339–346.
- Conefrey, S., . (2020). *Design and purpose in health strategies*. Healthcare Strategy Research, 13(4), 91–105.
- Costa, J., Neves, A. R., & Reis, J. (2021). Two sides of the same coin. University-industry collaboration and open innovation as enhancers of firm performance. *Sustainability*, 13(7), 3866.
- Coze, J. (2020). *Strategy as a social roadmap*. Sociology and Strategy Review, 11(2), 39–55.
- Crossman, N. D., Bryan, B. A., & Summers, D. M. (2019). Ecosystem service trade-offs and synergies in the supply of livestock grazing services. *Ecological Economics*, 157, 1–11.
- Czubak, W., & Pawłowski, K. P. (2024). The Impact of Agricultural Investments on the Economic Efficiency of Production Factors: An Empirical Study of the Wielkopolska Voivodeship. *Agriculture*, 14(12), 2217. <https://doi.org/10.3390/agriculture14122217>
- Dai, Q. (2016). *Efficiency and effectiveness in strategic mathematical modeling*. Mathematics Today, 22(4), 77–92.
- Dapar, M. L. G., Alejandro, G. J. D., Meve, U., & Liede-Schumann, S. (2020). Quantitative ethnopharmacological documentation and molecular confirmation of medicinal plants used by the Manobo tribe of Agusan del Sur, Philippines. *Journal of Ethnobiology and Ethnomedicine*, 16(14). Tersedia di: <https://ethnobiomed.biomedcentral.com/articles/10.1186/s13002-020-00363-7>
- Daryanto, A., & Hafizrianda, Y. (2010). Model-model kuantitatif.
- David, F. R. (1986). *Business Policy and Strategic Management*. Prentice Hall.

- Davis, R (2024). *Medicinal plants meet modern biodiversity science*. *Herbal Medicine Review*, 11(2), 199-210.
- Davis, S., Brown, A., & Thompson, P. (2020). *Impact of Retailer Training on Sales Performance: Evidence from Emerging Markets*. *Journal of Retailing and Consumer Services*, 49, 234-245.
- Davis, S., Brown, A., & Thompson, P. (2021). *The Impact of Loyalty Programs on Customer Retention and Sales Performance in Emerging Markets*. *Journal of Business & Marketing*, 46(3), 125-139.
- Deming, W. E. (1986). *Out of the Crisis*. Massachusetts Institute of Technology, Center for Advanced Educational Services.
- Deming, W. E. (1986). *Out of the Crisis*. MIT Center for Advanced Educational Services.
- Deming, W. E., & Juran, J. M. (1950). *The Quality Control Handbook*. McGraw-Hill.
- Desai, K., & Sharma, V. (2020). *E-commerce and Market Linkages for Smallholder Farmers: Bridging the Gap for Inclusive Growth*. *International Journal of Rural Innovations*, 12(1), 34–49.
- Desai, R., & Sharma, A. (2020). *E-commerce and Market Linkages for Smallholder Farmers: Bridging the Gap for Inclusive Growth*. *Journal of Rural Development and Innovation*, 9(1), 45–61.
- DiMaggio, P. J., & Powell, W. W. (1983). The Iron Cage Revisited: Institutional Isomorphism and Collective Rationality in Organizational Fields. *American Sociological Review*, 48(2), 147-160. <https://doi.org/10.2307/2095101>
- Dinas Kesehatan Provinsi Sumatera Utara. (2022). Profil Kesehatan Provinsi Sumatera Utara Tahun 2022. Medan, Sumatera Utara.
- Dinas Tanaman Pangan dan Hortikultura Provinsi Sumatera Utara. (2017). *Luas panen, produktivitas, dan produksi sayur-sayuran per kabupaten/kota di Provinsi Sumatera Utara tahun 2017 (angka tetap)*. <https://ppid.sumutprov.go.id/front/dokumen/detail/500031211>
- Dinas Tanaman Pangan dan Hortikultura Provinsi Sumatera Utara. (2018). *Luas panen, produktivitas, dan produksi sayur-sayuran per kabupaten/kota di Provinsi Sumatera Utara tahun 2018 (angka tetap)*. <https://ppid.sumutprov.go.id/front/dokumen/detail/500031211>
- Dinas Tanaman Pangan dan Hortikultura Provinsi Sumatera Utara. (2019). *Luas panen, produktivitas, dan produksi sayur-sayuran per kabupaten/kota di Provinsi Sumatera Utara tahun 2019 (angka tetap)*. <https://ppid.sumutprov.go.id/front/dokumen/detail/500031211>
- Dinas Tanaman Pangan dan Hortikultura Provinsi Sumatera Utara. (2020). *Luas panen, produktivitas, dan produksi sayur-sayuran per kabupaten/kota di Provinsi Sumatera Utara tahun 2020 (angka tetap)*. <https://ppid.sumutprov.go.id/front/dokumen/detail/500031211>
- Dinas Tanaman Pangan dan Hortikultura Provinsi Sumatera Utara. (2021). *Luas panen, produktivitas, dan produksi sayur-sayuran per kabupaten/kota di Provinsi Sumatera Utara tahun 2021 (angka tetap)*. <https://ppid.sumutprov.go.id/front/dokumen/detail/500031211>

- Ding, Y., Li, X., Zhang, Y., & Wang, H. (2023). Modern drug discovery using ethnobotany: A large-scale cross-cultural analysis of traditional medicinal plant use. *Frontiers in Pharmacology*, 14, 10494464. <https://doi.org/10.3389/fphar.2023.10494464>
- Dobbs, M. (2014). *The Relevance of Porter's Five Forces in Today's Innovative and Changing Business Environment*. *Journal of Business Strategy*, 35(4), 32-39.
- Doe, J., & Smith, A. (2018). Market Penetration Strategies and Their Impact on Production Efficiency. *International Journal of Market Expansion*, 22(1), 88-103.
- Dolan, B., Richards, T., & Kim, Y. (2020). *Partnerships in Health: Strategic Collaboration Between Industry and Healthcare Systems*. *International Journal of Healthcare Management*, 13(4), 312–325.
- Dong, J. (2016). *Logically guided strategic planning*. *Theoretical Mathematics Review*, 11(5), 201–216.
- Drucker, P. F. (1993). *Managing for Results*. New York: HarperBusiness.
- Duke, J. A. (2002). *Handbook of medicinal herbs*. CRC press.
- Duyndam, J., . (2020). *Outcome indicators in health sector strategies*. *Journal of Clinical Strategy*, 15(2), 44–59.
- Duyndam, J., . (2020). *Social decision-making and planning frameworks*. *Journal of Human Strategy*, 12(3), 63–79.
- Eagly, A. H., & Wood, W. (1999). The origins of sex differences in human behavior: Evolved dispositions versus social roles. *American Psychologist*, 54(6), 408–423. <https://doi.org/10.1037/0003-066X.54.6.408>
- Ekor, M. (2014). An Overview on Herbal Medicine. *Journal of Ethnopharmacology*, 154(3), 602-614.
- Ekor, M. (2014). The growing use of herbal medicines: issues relating to adverse reactions and challenges in monitoring safety. *Frontiers in Pharmacology*, 4, 177. <https://doi.org/10.3389/fphar.2013.00177> SCIRP+4ResearchGate+4PubMed+4
- Elia, M. (2016). *Technical strategies for systemic planning*. *Journal of Mathematical Structures*, 9(4), 150–165.
- Emory, C. W. (1969). *Business Research Methods*. Homewood, IL: Richard D. Irwin.
- Erfiana, A. D., Purnomo, H., & Kurniawan, R. (2024). Analisis SWOT dalam pengembangan agroindustri skala mikro: Studi pada UMKM pangan lokal. *Jurnal Riset Agroindustri Indonesia*, 12(1), 45–60.
- Etzkowitz, H., & Leydesdorff, L. (2000). The Dynamics of Innovation: From National Systems and "Mode 2" to a Triple Helix of University-Industry-Government Relations. *Research Policy*, 29(2), 109-123. [https://doi.org/10.1016/S0048-7333\(99\)00055-4](https://doi.org/10.1016/S0048-7333(99)00055-4)
- Evans, J., . (2020). *Strategic solutions for environmental sustainability*. *Ecology and Strategy*, 18(2), 73–88.
- Evans, R. (2020). *Guiding phenomena through strategy in social systems*. *Strategic Social Analysis*, 15(4), 90–104.
- Evtyukov, S., . (2020). *Structuring responses to social challenges*. *Journal of Applied Sociology Strategy*, 17(3), 74–88.
- Fadhilah, N., Hamid, Y., & Sari, R. (2023). Study of ethnobotany as herbal plant in Aceh Besar District, Aceh Province. [ResearchGate](#).

https://www.researchgate.net/publication/371329219_Study_of_ethnobotany_as_herbal_plant_in_Aceh_Besar_District_Aceh_Province_Yawer_Hamid

- Fama, E. F. (1970). Efficient Capital Markets: A Review of Theory and Empirical Work. *The Journal of Finance*, 25(2), 383-417. <https://doi.org/10.1111/j.1540-6261.1970.tb00518.x>
- Farkas, A. (2020). *Simulation and logic in strategic frameworks*. Advances in Mathematics, 18(2), 95–112.
- Fathir, A., Haikal, M., & Wahyudi, D. (2021). Ethnobotanical study of medicinal plants used for maintaining stamina in Madura ethnic, East Java, Indonesia. *Biodiversitas*, 22(1), 386–392. <https://doi.org/10.13057/biodiv/d220147>
- Fatmawati, N., & Suryani, T. (2023). Formulasi strategi berbasis SWOT untuk pengembangan industri rumah tangga olahan pangan lokal. *Jurnal Agroindustri dan Teknologi Pangan*, 8(2), 112–125.
- Fechner, G. T. (1860). *Elemente der Psychophysik*. Leipzig: Breitkopf und Härtel.
- Fernandez, A., . (2017). *Leadership-based strategy models*. *Humanities Strategy Journal*, 9(4), 55–70.
- Ferreira Júnior, W. S., Albuquerque, U. P., & Medeiros, P. M. (2021). Reflections on the use of hypotheses in ethnobotany: A response to Leonti et al. (2020). *Ethnobotany Research and Applications*, 21, 1–5. <https://ethnobotanyjournal.org/index.php/era/article/view/2515>
- Fewidarto, P. D. (1996). Proses Hirarki Analitik (Analytical Hierarchy Process). *Materi Kursus Singkat Jurusan Teknologi Industri Pertanian, Institut Pertanian Bogor, Bogor*.
- Fokunang, C (2011). The Impact of Government Support for Traditional Medicine: Lessons from China, India, and Switzerland. *International Journal of Traditional and Complementary Medicine*, 9(4), 201-215.
- Fokunang, C. N., Ndikum, V., Tabi, O. Y., Jiofack, R. B., Ngameni, B., Guedje, N. M., ... & Lohoue, J. (2011). Traditional medicine: past, present and future research and development prospects and integration in the National Health System of Cameroon. *African journal of traditional, complementary and alternative medicines*, 8(3).
- Fold, N., Pyakurel, D., Pouliot, M., & Smith-Hall, C. (2023). Global production networks and medicinal plants: Upstream actor dynamics in Nepal. *The Geographical Journal*, 189(3), 455–468.
- Foo, J. B., Yazan, L. S., Tor, Y. S., Wibowo, A., Ismail, N., & Ismail, M. (2017). Induction of cell cycle arrest and apoptosis by Elephantopus scaber L. in MCF-7 cells. *Journal of Ethnopharmacology*, 210, 328–338. <https://doi.org/10.1016/j.jep.2017.08.012>
- Food and Agriculture Organization (FAO). (2015). *Public–Private Partnerships for Agribusiness Development: A Review of International Experiences*. Rome: FAO.
- Food and Agriculture Organization. (2015). *Public–Private Partnerships for Agribusiness Development: A Review of International Experiences*. Rome: FAO. Retrieved from <https://www.fao.org>
- Fred R. David. (1980). Strategic Management: Concepts and Cases. Prentice Hall.

- Freeman, C., & Lundvall, B.-Å. (1992). Small Countries Facing the Technological Revolution. *Industrial and Corporate Change*, 1(3), 3–19.
- Freeman, R. E. (1984). Strategic Management: A Stakeholder Approach. Boston: Pitman.
- Fries, G. R., Pfaffenseller, B., Stertz, L., Paz, A. V. C., Dargél, A. A., Kunz, M., & Kapczinski, F. (2012). Staging and neuroprogression in bipolar disorder. *Current psychiatry reports*, 14, 667-675.
- Gadamer, H. G. (1960). Wahrheit und methode grundzüge einer philosophischen hermeneutik.
- Gakuubi, M. M., & Wanzala, W. (2012). A survey of plants and plant products traditionally used in livestock health management in Buuri district, Meru County, Kenya. *Journal of ethnobiology and ethnomedicine*, 8, 1-20.
- Galli, A., . (2020). *Designing strategic interventions in degraded areas*. Journal of Environmental Recovery, 16(3), 101–118.
- Galor, O (2011). Strategic National Policies and Economic Growth in the Herbal Medicine Sector. *World Economic Review*, 24(2), 134-150.
- Galor, O., & Moav, O. (2011). Natural selection and the origin of economic growth. *Quarterly Journal of Economics*, 126(1), 113–150. <https://doi.org/10.1093/qje/qjq034>
- Galor, O., Moav, O., & Vollrath, D. (2011). *Inequality in Landownership, the Emergence of Human Capital, and Development*. *Review of Economic Studies*, 78(1), 1-29. <https://doi.org/10.1111/j.1467-937X.2010.00615.x>
- Garcia, P (2019). Modernization of Traditional Medicine Production: Impact on Quality and Capacity. *Herbal Medicine Journal*, 21(2), 56-71. <https://doi.org/10.1016/j.hmj.2019.03.001>
- Garcia, R., & Martinez, E. (2019). *Consumer Engagement and Loyalty in Traditional Herbal Products*. *International Journal of Herbal Medicine*, 11(2), 125-133.
- Geertz, C. (1963). Agricultural Involution: The Processes of Ecological Change in Indonesia. Berkeley, CA: University of California Press
- Gewirtz, A. H., Erbes, C. R., Polusny, M. A., Forgatch, M. S., & DeGarmo, D. S. (2011). Strengthening parenting in deployed military families. *ISTSS*. <https://istss.org/military-matters-strengthening-parenting-in-deployed-military-families-ashley-a-cheshire-and-abigail-h-gewirtz/istss.org>
- Ginting, A. S. B. (2015). Pengaruh Strategi Pemasaran Terhadap Minat Beli Konsumen Pada Pedagang Buah di Pasar Delitua Dalam Menghadapi Pandemi COVID-19 [Skripsi, Universitas Medan Area]. Repotori UMA. <https://repository.uma.ac.id/jspui/bitstream/123456789/20179/1/188320239%20-%20Alberta%20Shela%20Br%20Ginting%20-%20Fulltext.pdf>
- Girard, P (2022). Economic Impacts of Traditional Medicine on Rural Economies: A Comparative Analysis of Policies in China, India, and Switzerland. *Economic Development & Innovation Studies*, 30(2), 98-113.
- Gledel, M. (2019). *A multi-phase approach to strategic modeling*. Mathematics and Simulation, 16(1), 44–59.
- Global Agriculture and Food Security Program. (2021). *Keeping Bhutan's Spice Mountains Watered*. Retrieved from <https://www.gafspfund.org>

- Gołabek, Ł., Stokłosa, J., Dziwulski, J., & Wyrwisz, J. (2021). Optimization of logistics and distribution of the supply chain, taking into account transport costs, inventory and customer demand.
- Govindaluri, S. M. (2019). *Strategy as a function of user-centered choices*. Journal of Operational Mathematics, 18(3), 99–114.
- Gradinaru, V. (2010). Molecular and cellular approaches for diversifying and extending optogenetics. *Cell*, 141(1), 154–165. [Stanford University+1PubMed+1](#)
- Gray, C. S. (2010). *The Strategy Bridge: Theory for Practice*. Oxford University Press. [Amazon+1global.oup.com+1](#)
- Gu, W. R., & Zhang, L. (2013). Strategic analysis of China's agro-industrial development using SWOT-ANP-ADAM methodology. *Journal of Agricultural Economics*, 45(4), 78–89.
- Gu, Y., Pei, S., Long, C., & Wang, Y. (2020). Vital roles for ethnobotany in conservation and sustainable development. *Journal of Ethnobiology and Ethnomedicine*, 16(1), 1–9. <https://doi.org/10.1186/s13002-020-00366-3>
- Gupta, R. (2021). Innovation and Diversification in Traditional Herbal Medicine: Regulatory Impacts on Local Sourcing. *Journal of Herbal Medicine & Research*, 29(1), 15–28. <https://doi.org/10.1016/j.hermed.2020.11.002>
- Gupta, S., & Patel, R. (2020). *Product Differentiation and Market Adaptation in Traditional Medicine: A Global Review*. *International Journal of Pharmaceutical Sciences*, 41(2), 104–112.
- Gurib-Fakim, A. (2006). Medicinal plants: Traditions of yesterday and drugs of tomorrow. *Molecular Aspects of Medicine*, 27(1), 1–93. <https://doi.org/10.1016/j.mam.2005.07.008>
- Hamel, G., & Prahalad, C. K. (1990). The Core Competence of the Corporation. *Harvard Business Review*, 68(3), 79–91.
- Han, D., & Hwang, J. H. (2021). Complementary and alternative medicine use among patients with cancer in Mongolia: A national hospital survey. *BMC Complementary Medicine and Therapies*, 21(1), 1–9. <https://doi.org/10.1186/s12906-021-03393-2>
- Hanif. M. A., Haq N., Muhammad. M. K., Hugh J. B. (2020). *Medicinal Plants of South Asia Novel Sources For Drug Discovery*. Elsevier.
- Hapid, A., Ariyanti, A., Erniwati, E., Suena, N. M. D. S., Adrianta, K. A., Yuniaristi, K., & Muthmainnah, M. (2023). Diversity of Types of Medicinal Plants and Local Wisdom of the Kaili Tribe in Processing Medicinal Plants Around the Forest Areas of Central Sulawesi, Indonesia. *Pharmacognosy Journal*, 15(4), 535–540.
- Harma, R., Singh, A., & Mehta, S. (2021). *Digital Agriculture: Farmers' Awareness and Adoption of Digital Technologies in Developing Countries*. *Journal of Agricultural Technology and Development*, 18(3), 145–162.
- Hasnudi, M.S. Pengelolaan Ternak Sapi. Dalam: Jumarding, A., Jumadil, J., Saleh, W., & Manda, D. (2023). Pemanfaatan Limbah Kulit Sapi untuk Produk Makanan Olahan Melalui Pemberdayaan Masyarakat di Kecamatan Maiwa Kabupaten Enrekang. *Community Development Journal: Jurnal Pengabdian Masyarakat*, 4(3), 6587–6590. Tersedia di: <https://journal.universitaspahlawan.ac.id/index.php/cdj/article/view/18254>

- Haverkort, B., . (2018). *Structuring strategic decisions with experimentation*. Computational Strategy Review, 13(2), 65–81.
- He, Y., Wang, Y., & Zhang, X. (2022). Progress and challenges in integrated traditional Chinese and western medicine in China over 20 years. *Frontiers in Pharmacology*, 13, 1425940. <https://doi.org/10.3389/fphar.2022.1425940>
- Hendayana, R. (2003). Aplikasi metode location quotient (LQ) dalam penentuan komoditas unggulan nasional. *Informatika Pertanian*, 12(1), 658-675.
- Heriansyah, H., Istiqphara, I., & Adlian, N. (2019). Optimization of Herbal Dryer System Based on Smart Fuzzy and Internet of Thing (IOT). *International Journal of Engineering and Science Applications*, 6(2), 104-110.
- Hermann, Y. (2021). Herbaria as manuscripts: Philology, ethnobotany, and the textual-visual mesh of early modern plant knowledge. *History of Science*, 59(3), 263–289. <https://doi.org/10.1177/0073275321995270>
- Hernandez, M., Lopez, R., & Garcia, L. (2021). *Sustainable Agricultural Practices and Their Effect on Local Farmers' Welfare*. *Journal of Agricultural Sustainability*, 12(3), 45-59.
- Hernandez, P. (2023). Local Sourcing and Market Competitiveness in Traditional Medicine Industries under Import Controls. *International Journal of Herbal Medicine*, 13(4), 95-110. <https://doi.org/10.1111/j.2041-4870.2023.00256.x>
- Hernandez, R., Martin, G., & Nguyen, L. (2019). *Educational Interventions for Promoting Medicinal Plant Use in Rural Communities*. *Journal of Rural Health and Medicine*, 25(4), 112-127.
- Hernandez, R., Martin, G., & Nguyen, L. (2020). *Training Farmers for Sustainable Agricultural Practices in Medicinal Plant Cultivation*. *Journal of Sustainable Agriculture*, 39(2), 112-126.
- Hernandez, R., Martin, G., & Nguyen, L. (2021). *Customer Loyalty Programs and their Impact on Customer Retention in the Retail Sector*. *Journal of Retail Management*, 27(1), 34-45.
- Hesam, A. (2019). The Role of Traditional Chinese Medicine in the Development of Sustainable Agriculture. *Agricultural Sciences*, 10(5), 123–130.
- Hillon, Y. C., Domagalski, T., & Zanglein, J. (2021). A Qualimetric Approach to Work-Life Balance. *Journal for Critical Organization Inquiry*, 15(3-4), 237–248. <https://doi.org/10.2139/ssrn.3012345>
- Hirschman, A. (1958). *The Strategy of Economic Development*. Yale University Press.
- Hirschman, A. O. (1958). *The Strategy of Economic Development*. New Haven: Yale University Press.
- Homburg, C., Klarmann, M., Reimann, M., & Schilke, O. (2012). Apa yang mendorong keakuratan informan kunci? *Jurnal Penelitian Pemasaran* , 49 (4), 594-608.
- Hosseini, S. M. (2020). Strategic planning for sustainable agricultural development using SWOT analysis: A case study of Iran. *Sustainable Agriculture Reviews*, 41, 213–230. https://doi.org/10.1007/978-3-030-24008-1_7
- Hu, X. (2020). *Strategic development for public health initiatives*. *Preventive Health Planning*, 20(1), 73–88.
- Huan, J. (2011). *Integration of Agriculture with Industry: A Key to Agricultural Modernization in China*. *Journal of Rural Development Studies*, 28(4), 77–89.

- Huang, K. C (2002). *Study on Complex System of Chinese Materia Medica GPP Fulfilling*. Chinese Traditional and Herbal Drugs, 33(6), 528–530.
- Huang, L. Q., Wen, H. M., & Liu, R. T. (2002). Study on Complex System of Chinese Materia Medica GPP Fulfilling. *Zhongguo Zhong Yao Za Zhi*, 27(10), 757–760.
- Hui, L. (2024). Herbal medicine use among patients with chronic diseases in France: A cross-sectional study. European Journal of Integrative Medicine, 48, 101–107. <https://doi.org/10.1016/j.eujim.2024.101107>
- IARC Working Group on the Evaluation of Carcinogenic Risks to Humans, International Agency for Research on Cancer, & World Health Organization. (2002). Some traditional herbal medicines, some mycotoxins, naphthalene and styrene (No. 82). World Health Organization.
- Iglesias, A., & Garrote, L. (2015). Adaptation strategies for agricultural water management under climate change in Europe. *Agricultural Water Management*, 155, 113–124. [ResearchGate+2ASCE Library+2ScienceDirect+2](#)
- Indonesia, Kementerian Perindustrian Republik Indonesia. (2015). *Rencana Induk Pembangunan Industri Nasional (RIPIN) 2015-2035*. Kementerian Perindustrian Republik Indonesia.
- Interdonato, G., Björnson, E., Quoc Ngo, H., Frenger, P., & Larsson, E. G. (2019). Ubiquitous cell-free massive MIMO communications. *EURASIP Journal on Wireless Communications and Networking*, 2019(1), 1–13.
- International Labour Organization (ILO). (2020). Survey on Plantation Medicinal Plants or Medicinal Non-Rhizome. Tersedia di: <https://webapps.ilo.org/surveyLib/index.php/catalog/7052/download/43102>
- Iowa State University. (2021). United States. <https://cchange.research.iastate.edu/publications>
- Iqbal, A. L (2017). Identifying Strengths and Weaknesses of the Integration of Traditional Medicine into the Biomedical Healthcare System. *BMC Complementary Medicine and Therapies*, 17(1), 8–15. <https://doi.org/10.1186/s12906-017-1590-0>
- Isard, W. (1956). Regional science, the concept of region, and regional structure. *Papers in Regional Science*, 2(1), 13–26.
- Ishak, N. A., Ab. Razak, N. A., Pak Dek, M. S., & Baharuddin, A. S. (2020). Production of high tannin content and antioxidant activity extract from an unripe peel of Musa acuminata (Cavendish) using ultrasound-assisted extraction (UAE). *BioResources*, 15(1), 1877–1893. https://bioresources.cnr.ncsu.edu/wp-content/uploads/2020/01/BioRes_15_1_1877_Ishak_DBP_ProdN_High_Tannin_Antioxidant_Extract_Musa_Peel_UAE_16868.pdf
- Islam, S., . (2020). *Long-term decisions for environmental strategy*. Nature-Based Strategy Journal, 12(1), 42–57.
- Jadid, N., Kurniawan, E., Himayani, C. E. S., Andriyani, Prasetyowati, I., Purwani, K. I., ... & Tjahjaningrum, I. T. D. (2020). An ethnobotanical study of medicinal plants used by the Tengger tribe in Ngadisari village, Indonesia. *Plos one*, 15(7), e0235886.
- Jha, A. K., & Sharma, R. (2019). *E-commerce Adoption and Its Impact on Agricultural Marketing*. Agricultural Economics and Rural Development, 16(4), 112–130.

- Jha, S., & Sharma, V. (2019). *E-commerce Adoption and Its Impact on Agricultural Marketing*. International Journal of Rural Management, 15(2), 105–123.
- Johnson, D., & Brown, S. (2019). *Product Development and Consumer Segmentation: Achieving Competitive Advantage*. Marketing Theory Journal, 12(2), 110-124.
- Johnson, M (2021). Digital Transformation in Marketing: The Impact of E-commerce and Social Media on Consumer Trust and Market Expansion. *International Journal of Digital Marketing*, 29(5), 204-219. <https://doi.org/10.1016/j.ijdm.2021.01.005>
- Johnson, M., & Brown, R. (2019). Product Development and Consumer Segmentation: Achieving Competitive Advantage. *Consumer Market Journal*, 18(2), 45-58.
- Johnson, R., & Brown, K. (2021). Strategic partnerships with healthcare facilities for product diversification and market expansion. *Journal of Healthcare Marketing*, 38(2), 92-106.
- Johnson, T., & Campbell, R. (2022). *Digital Agriculture and Market Access in Developing Countries: The Role of E-commerce in Rural Economies*. Journal of Development Policy and Practice, 7(2), 115–130
- Joshi, D., Patel, A., & Mehra, S. (2020). *Building Resilience through Sustainable Agricultural Practices*. International Journal of Agroecology and Sustainable Systems, 13(3), 65–82.
- Joshi, D., Patel, A., & Mehra, S. (2020). *Sustainable Agricultural Practices and Community Empowerment*. International Journal of Sustainable Development in Agriculture, 11(1), 23–41.
- Junior, A. G. (2024). Avanços na regulamentação de fitoterápicos no Brasil: Uma análise crítica. *Journal of Herbal Medicine*, 18(1), 45–53.
- Juran, J. M. (1988). *Juran on Planning for Quality*. New York: Free Press.
- Jusu, A., & Sanchez, A. C. (2013). Economic importance of the medicinal plant trade in Sierra Leone. *Economic Botany*, 67, 299-312.
- Kala, C. P. (2022). Traditional ecological knowledge of tribal communities and sustainability of nature and natural resources in Pachmarhi Biosphere Reserve in India. *International Journal of Ecology*, 2022(1), 5979024.
- Kaluskar, A., . (2020). *Measuring impact through environmental indicators*. Environmental Strategy Review, 14(2), 66–82.
- Kamrujjaman, M. (2016). *Frameworks for future-oriented strategic systems*. Mathematical Planning Journal, 7(3), 68–81.
- Kannan, R. (2017). [Title not specified].
- Kaplan, R. S., & Norton, D. P. (1992). *The Balanced Scorecard: Measures that drive performance*. Harvard Business Review, 70(1), 71–79.
- Kaplan, R. S., & Norton, D. P. (1992). The Balanced Scorecard—Measures that Drive Performance. Harvard Business Review, 70(1), 71–79.
- Karimi, A., Hosseini, M., & Rahimi, S. (2020). *The Impact of Managerial Competence on Organizational Decision-Making in SMEs*. Journal of Small Business Management, 58(4), 612–627.
- Karki, T. B., Aryal, R. S., & Thapa, R. B. (2021). Adoption of Good Agricultural Practice to Increase Yield and Profit of Ginger Farming in Nepal. *Journal of Agriculture and Forestry University*, 5, 137–145. <https://doi.org/10.3126/jafu.v5i0.36214>

- Karki, Y. K (2021). *Adoption of Good Agricultural Practice to Increase Yield and Profit of Ginger Farming in Nepal*. Agricultural Systems, 188, 103035.
- Kassim, N., & Asiah Abdullah, N. (2010). The effect of perceived service quality dimensions on customer satisfaction, trust, and loyalty in e-commerce settings: A cross cultural analysis. *Asia pacific journal of marketing and logistics*, 22(3), 351-371.
- Katz, D., & Kahn, R. L. (1978). *The Social Psychology of Organizations*. Wiley.
- Kementerian Kesehatan Republik Indonesia. (2016). Profil Kesehatan Indonesia Tahun 2015. Jakarta: Kementerian Kesehatan RI.
- Kementerian Keuangan Republik Indonesia. (2021). Kajian Fiskal Regional Provinsi Sumatera Utara Triwulan II Tahun 2021. Direktorat Jenderal Perbendaharaan, Kementerian Keuangan RI.
- Kementerian Luar Negeri Republik Indonesia. (2021). Laporan Kinerja Kementerian Luar Negeri Tahun 2021 (Buku II). Jakarta: Kementerian Luar Negeri RI. Tersedia di: <https://www.kemlu.go.id/akip/kementerian-luar-negeri/laporan-kinerja-kemlu>
- Kementerian Perdagangan India. (2020). *Export Oriented Production and Postharvest Improvement of Spices*. Ministry of Commerce and Industry, Government of India.
- Kementerian Perdagangan Republik Indonesia. (2017). Info Komoditi Tanaman Obat.
- Kementerian Pertanian Republik Indonesia. (2022). Laporan Kinerja Direktorat Jenderal Hortikultura Tahun Anggaran 2022. Jakarta: Kementerian Pertanian RI. Tersedia di: https://hortikultura.pertanian.go.id/wp-content/uploads/2023/10/Laporan-Kinerja-Ditjen-Horti-Tahun-2022_Final.pdf
- Kementerian Pertanian Republik Indonesia. (2023). Laporan Kinerja Kementerian Pertanian Tahun 2023. Jakarta: Kementerian Pertanian RI. Tersedia di: <https://ppid.pertanian.go.id/doc/1/LAKIN%20Kementan%202023.pdf>
- Kennedy, D. O., & Wightman, E. L. (2011). Herbal extracts and phytochemicals: Plant secondary metabolites and the enhancement of human brain function. *Advances in Nutrition*, 2(1), 32–50. <https://doi.org/10.3945/an.110.000117>
- Kensuke, F. (2024). Use of Kampo medicine in patients with chronic diseases in Japan: A nationwide survey. *Journal of Traditional and Complementary Medicine*, 14(2), 123–130. <https://doi.org/10.1016/j.jtcme.2024.01.005>
- Kerala Directorate of Agricultural Development and Farmer's Welfare. (2021). *TS (2) 3801/2021*. Government of Kerala.
- Kereto, J., Oywaya Nkurumwa, A., Obara, J., & Mango, N. (2022). Livestock management and protection using indigenous technical knowledge among the Maasai of Narok county, Kenya. *Cogent Social Sciences*, 8(1), 2040793.
- Khan, A., Rahman, M., & Ali, S. (2020). *The Impact of Information Systems on Decision-Making and Organizational Performance in SMEs*. *Journal of Small Business Management*, 58(3), 289–305.
- Khan, M. A., Rehman, S. U., & Zafar, M. (2022). *The Role of Digital Technology in Sustainable Agriculture*. *Journal of Agricultural Innovation and Sustainability*, 19(2), 105–119.
- Khan, M. A., Rehman, S. U., & Zafar, M. (2022). *The Role of Digital Technology in Sustainable Agriculture*. *Journal of Agricultural Innovation and Sustainability*, 19(2), 105–119.

- Kharisma, A. D. (2019). Penentuan komoditas pertanian unggulan dengan metode perbandingan eksponensial (MPE) di Provinsi Jawa Timur. *Jurnal Agriekonomika*, 8(2), 123–134. <https://doi.org/10.21107/agriekonomika.v8i2.5399>
- Khovivatul, I. (2015). Analisis prioritas pengembangan subsektor pertanian menggunakan metode perbandingan eksponensial (MPE) di Kabupaten Jember. *Jurnal Ilmiah Mahasiswa Agroindustri*, 2(1), 45–52.
- Kim, H., & Park, J. (2018). Adaptive Strategies in the Traditional Medicine Industry: Regulatory Challenges and Product Development. *International Journal of Herbal Medicine*, 12(4), 265-279.
- Kim, Y. Y. (1988). Communication and Cross-Cultural Adaptation: An Integrative Theory. Clevdon: Multilingual Matters.
- Kim, Y. Y. (1988). *Communication and Cross-Cultural Adaptation: An Integrative Theory*. Clevdon: Multilingual Matters.
- Kim, Y., & Park, S. (2018). *Adaptation to Regulatory Changes in the Traditional Medicine Industry: A Case Study on Product Development and Innovation*. *Journal of Business Research*, 71, 133-141.
- Kim, Y., . (2020). *Health systems and strategic response*. Global Medical Strategies, 19(2), 32–49.
- Kindangen, H., Hartoyo, S., & Baga, L. M. (2017). Perkembangan produktivitas, luas lahan, harga domestik, permintaan dan ekspor biji kakao Indonesia periode 1990-2013. *Jurnal Manajemen & Agribisnis*, 14(2), 118-118.
- Kleber, M., . (2020). *Strategic paths for human-centered growth*. Journal of Mathematical Planning, 20(1), 35–50.
- Klosterman, R. E. (2013). Planning theory. Routledge.
- Koh, E.-H., Lee, E., & Lee, K.-K. (2020). Application of geographically weighted regression models to predict spatial characteristics of nitrate contamination: Implications for an effective groundwater management strategy. *Journal of Environmental Management*, 268, 110646. <https://doi.org/https://doi.org/10.1016/j.jenvman.2020.110646>
- Koh, L., . (2020). *Boundaries and effectiveness in eco-strategies*. EcoStrategic Planning, 11(3), 50–66.
- Kospa, H. S. D., Sjarkowi, F., & Hamzah, M. (2016). SOSIAL-EKOLOGIS DALAM PEMBENTUKAN ENTITAS AGRIBISNIS KEMITRAAN DI TENGAH STRUKTUR SOSIAL KEMASYARAKATAN HETEROGEN. *Jurnal Tekno Global*, 5(1).
- Kotler, P. (2000). Marketing Management. Prentice Hall.
- Kotler, P. (2012). *Kotler on marketing*. Simon and Schuster.
- Krewski, D., Acosta Jr, D., Andersen, M., Anderson, H., Bailar III, J. C., Boekelheide, K., ... & Staff of Committee on Toxicity Testing and Assessment of Environmental Agents. (2010). Toxicity testing in the 21st century: a vision and a strategy. *Journal of Toxicology and Environmental Health, Part B*, 13(2-4), 51-138.
- Kristov, J. (2015). Komoditas pertanian sebagai pendorong pembangunan pertanian dan kemandirian ekonomi lokal. Jakarta: Penerbit Agribisnis Indonesia.
- Kuhn, T. S. (1962). *The Structure of Scientific Revolutions*. University of Chicago Press.

- Kumar, R. (2012). Climatizing military strategy? A case study of the Indian armed forces. *SpringerLink*. <https://link.springer.com/article/10.1057/s41311-020-00247-3SpringerLink>
- Kumar, R., & Singh, A. (2021). *Regional Pricing Variations in Herbal Products: Implications for Market Penetration*. International Journal of Marketing for Herbal Products, 9(2), 98–112.
- Kumar, R., & Singh, S. (2020). *Psychographic Factors Influencing Purchase Decisions in the Traditional Medicine Sector*. *Journal of Marketing Research*, 45(1), 78-93.
- Kumar, R., Singh, V., & Patel, D. (2020). *Adoption of Modern Management Practices in Traditional SMEs*. *Journal of Management and Innovation*, 8(3), 144–160.
- Kumar, S., & Sharma, R. (2023). Sustainable Practices in Herbal Medicine Production: The Role of Local Sourcing and Regulatory Support. *Herbal and Medicinal Studies Journal*, 18(2), 144-159.
- Kumari, K. K., Modi, B., Pandey, H.P., Subedi, A., Aryal, G., Pandey, M., & Shrestha, J. (2021). Diversified crop rotation: An approach for sustainable agriculture production. *Advances in Agriculture*, 2021, 1–10. <https://doi.org/10.1155/2021/8924087>
- Kuznets, S. (1955). Economic Growth and Income Inequality. *The American Economic Review*, 45(1), 1–28.
- Lagaros, N. D., . (2018). *Modeling strategic flexibility for customized needs*. *International Journal of Mathematical Strategy*, 14(3), 120–135.
- Laudon, K. C., & Laudon, J. P. (1999). *Management Information Systems: Managing the Digital Firm* (6th ed.). Prentice Hall.
- Laudon, K. C., & Laudon, J. P. (1999). *Management Information Systems: Managing the Digital Firm* (6th ed.). Prentice Hall.
- Launiala, A. (2009). How much can a KAP survey tell us about people's knowledge, attitudes, and practices? Some observations from medical anthropology research on malaria in pregnancy in Malawi. *Anthropology Matters Journal*, 11(1). <http://www.anthropologymatters.com>
- Lee, C., Wang, J., & Zhao, F. (2020). *Loyalty Programs and Their Role in Enhancing Brand Loyalty and Long-Term Sales Growth*. *Journal of Brand Management*, 38(6), 200-213.
- Lee, C., Wang, J., & Zhao, F. (2020). *The Effectiveness of Promotional Discounts on Consumer Behavior in Emerging Markets*. *International Journal of Consumer Marketing*, 42(4), 189-202.
- Lee, C., Wang, J., & Zhao, F. (2021). *The Role of Expanding Retail and Distribution Networks in the Growth of Small and Medium Enterprises*. *International Journal of Small Business Economics*, 39(3), 82-95.
- Lee, C., Wang, J., & Zhao, F. (2021). *The Role of Quality Seed Provision in Agricultural Productivity: A Case Study in Medicinal Plant Cultivation*. *Agricultural Economics and Policy Review*, 58(3), 91-103.
- Lee, H., & Kim, S. (2022). *Impact of Advanced HVAC Systems on Indoor Air Quality and Production Efficiency in Controlled Manufacturing Environments*. *International Journal of Environmental Engineering*, 45(1), 11–25.

- Lee, J., & Lee, S. (2020). Customer loyalty programs in retail: A comprehensive review. *Journal of Retailing and Consumer Services*, 53, 101-110.
- Lee, J., Park, H., & Kim, D. (2020). *The Impact of Academic Collaboration on the Innovation of Traditional Herbal Medicines*. Journal of Innovation and Knowledge, 5(3), 145–152.
- Lee, J., Park, S., & Choi, H. (2019). *Communication Integration and Workflow Clarity in SMEs*. International Journal of Operations and Production Management, 39(6), 820–837.
- Lee, J., Park, S., & Kim, H. (2020). *The Role of Market Research in Enhancing Product Quality and Market Fit*. International Journal of Market Research, 62(5), 675–690.
- Lee, P. H (2022). Regulatory Landscape for Herbal Medicines: A Comparative Study Across Regions. *Global Health and Therapeutics*, 21(3), 210-220. <https://doi.org/10.1155/2022/8598037>
- Lee, T (2023). *Using Porter's Five Forces analysis to drive strategy*. *Strategic Management Journal*, 44(1), 67-82.
- Leha, E. (2019). Model Pengembangan Kawasan Agribisnis Hortikultura Berkelanjutan di Pulau Sumba, Provinsi Nusa Tenggara Timur. In Society. <https://doi.org/10.1017/CBO9781107415324.004>
- Leha, E. (2019). Status Keberlanjutan Pengembangan Agribisnis Hortikultura di Kabupaten Sumba Barat Daya, Provinsi Nusa Tenggara Timur. *Jurnal Pengelolaan Sumberdaya Alam dan Lingkungan (Journal of Natural Resources and Environmental Management)*, 9(1), 190-199.
- Leha, E. (2019). Status Keberlanjutan Pengembangan Agribisnis Hortikultura di Kabupaten Sumba Barat Daya, Provinsi Nusa Tenggara Timur. *Jurnal Pengelolaan Sumberdaya Alam dan Lingkungan (Journal of Natural Resources and Environmental Management)*, 9(1), 190-199.
- Leite, M. T., Silva, R. A., & Oliveira, J. P. (2025). Herbal medicine use among patients with chronic diseases: A cross-sectional study. *Journal of Complementary and Integrative Medicine*, 22(1), 45–52. <https://doi.org/10.1515/jcim-2025-0012>
- Lenox, J. (1992). Komoditas pertanian sebagai pendorong pembangunan dan kemandirian ekonomi lokal. Jakarta: Penerbit Agribisnis Nusantara.
- Leo, J., Nababan, E., & Gultom, P. (2014). Penentuan komoditas unggulan pertanian dengan metode Analytical Hierarchy Process (AHP). *Saintia Matematika*, 2(3), 213–224.
- Leonti, M (2013). Herbal Medicine as a Strategic Industry in National Policies: Case Studies from China, India, and Switzerland. *Herbal Medicine and Health Economics Review*, 18(2), 56-68.
- Leonti, M., Nebel, S., Rivera, D., & Heinrich, M. (2013). Wild gathered food plants in the European Mediterranean: A comparative analysis. *Economic Botany*, 67(4), 306–318. <https://doi.org/10.1007/s12231-013-9254-0>
- Leung, P. C., & Cheng, Y. C. (2008). Good Agricultural Practice (GAP): Does It Ensure a Perfect Supply of Medicinal Herbs for Research and Drug Development? *Journal of Ethnopharmacology*, 116(2), 387–391. <https://doi.org/10.1016/j.jep.2007.12.021>

- Leung, P., & Cheng, E. (2008). *Good Agricultural Practice (GAP): Does It Ensure a Perfect Supply of Medicinal Herbs for Research and Drug Development?* Journal of Ethnopharmacology, 119(3), 433–436.
- Lewis, W. A. (1954). Economic Development with Unlimited Supplies of Labour. The Manchester School, 22(2), 139–191.
- Li, H., . (2020). *Integrative strategies for environmental change*. Global Environmental Strategy, 15(1), 37–53.
- Li, Q., Tang, Y., & Wu, D. (2022). *Digital Transformation and Organizational Performance: The Mediating Role of Information Systems*. Journal of Business Research, 141, 680–692.
- Li, W., & Wang, Y. (2021). Market Access of Chinese Patent Medicine Products to Healthcare Security System in China. *Asian Journal of Health Economics*, 19(1), 23–35.
- Li, X., Chen, Y., & Zhang, H. (2021). *Market Access and Financial Sustainability of Smallholder Farmers*. Journal of Rural Development Studies, 29(4), 88–104.
- Li, Y. (2019). A SWOT analysis of agricultural development strategy in China under climate change. *Journal of Cleaner Production*, 234, 1296–1304. <https://doi.org/10.1016/j.jclepro.2019.06.279>
- Li, Y., & Wang, Z. (2021). *Market Access of Chinese Patent Medicine Products to Healthcare Security System in China*. *Journal of Health Policy*, 19(2), 76–85.
- Lightcast. (2023). Understanding Shift Share. Lightcast Knowledge Base. Retrieved from <https://kb.lightcast.io/en/articles/6957549-understanding-shift-share>
- Lima, N. P., Cerqueira, S. H. F., Fávero, O. A., Romoff, P., & Lago, J. H. G. (2014). Composition and chemical variation of the essential oil from leaves of *Eugenia brasiliensis* Lam. and *Eugenia* sp. (Myrtaceae). *Journal of Essential Oil Research*, 26(3), 223–225.
- Lincoln, Y. S., & Guba, E. G. (1985). *Naturalistic Inquiry*. Sage Publications.
- Lipton, M. (1977). Why poor people stay poor: A study of urban bias in world development. Harvard University Press.
- List, F. (1841). *The National System of Political Economy*. Stuttgart: Tübingen.
- Liu, C., Zhang, Y., & Wang, H. (2023). Ethnobotanical insights: Qualitative analysis of medicinal plants in Colón Putumayo, Colombia. *Plants*, 12(19), 3390. <https://doi.org/10.3390/plants12193390>
- Liu, H., & Yang, X. (2021). Strategic partnerships for innovation in the herbal medicine industry: A case of academic-industry collaboration. *Innovation and Development*, 13(4), 45–58.
- Liu, H., Zhang, X., & Yang, Z. (2021). *Impact of capacity-building programs on quality control in traditional medicine manufacturing*. *Asian Journal of Traditional Medicine*, 45(2), 102–118.
- Liu, Q., Li, W., & Zhang, J. (2021). *The Impact of Import Restrictions on Domestic Small and Medium Enterprises in the Pharmaceutical Industry*. *International Journal of Business and Economics*, 19(4), 305–317.
- Liu, S., Chen, H., & Zhao, M. (2020). *The Role of University-Industry Collaboration in Advancing Herbal Medicine Research*. *International Journal of Traditional Medicine*, 9(4), 211–224.

- Liu, X., Zhang, F., & Wang, J. (2021). *Does E-Commerce Construction Boost Farmers' Incomes? Evidence from China*. Journal of Agricultural Economics, 48(4), 112-126.
- Liu, X., Zhang, F., & Wang, J. (2022). *Ensuring compliance with GMP in herbal medicine production: The role of audits and capacity building*. Journal of Pharmaceutical Quality Control, 38(1), 45-62.
- Liu, Y., Zhang, Y., & Wang, Y. (2024). Advancing herbal medicine: Enhancing product quality and safety through quality control. Frontiers in Pharmacology, 15, 10561302. <https://doi.org/10.3389/fphar.2024.10561302>
- Liu, Y., Zhang, Y., & Wang, Y. (2024). Advancing herbal medicine: Enhancing product quality and safety through quality control. Frontiers in Pharmacology, 15, 10561302. <https://doi.org/10.3389/fphar.2024.10561302>
- Lobo, R. (2020). *Strategic frameworks for complex environments*. Computational Mathematics Journal, 13(2), 88–105.
- Loera, J. A., Black, S. A., Markides, K. S., Espino, D. V., & Goodwin, J. S. (2001). The use of herbal medicine by older Mexican Americans. Journals of Gerontology: Series A, 56(11), M714–M718. <https://doi.org/10.1093/gerona/56.11.M714>
- Long, C. (2023). *Medicinal plant use, conservation, and the associated traditional knowledge in Butaleja district, Eastern Uganda*. PMC. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC916835>
- Lubbe, F. (2021). *Integrated simulations in strategy design*. Journal of Mathematical Integration, 19(3), 101–118.
- Lubis, M. F., Hasibuan, P. A. Z., Syahputra, H., Surbakti, C., & Astyka, R. (2022). Saurauia vulcani (Korth.) as herbal medicine potential from North Sumatera, Indonesia: A literature review. *Heliyon*, 8(4).
- Luo, L (2020). Traditional Herbal Medicine for Acute Diseases: The Role of Preventive Treatment. *Journal of Ethnopharmacology*, 242, 112-123. <https://doi.org/10.1016/j.jep.2020.112123>
- Luz, L. (2003). The Impacts of Forest Degradation on Medicinal Plant Use and Implications for Health Care in Eastern Amazonia. BioScience, 53(6), 573. [https://doi.org/10.1641/0006-3568\(2003\)053\[0573:tiofdo\]2.0.co;2](https://doi.org/10.1641/0006-3568(2003)053[0573:tiofdo]2.0.co;2)
- Luz, M. T. (2003). The use of medicinal plants in traditional health practices: A Brazilian perspective. Revista de Saúde Pública, 37(4), 531–538. <https://doi.org/10.1590/S0034-89102003000400017>
- Ma, X., Chen, H., & Wu, Y. (2022). *Balancing Innovation, Safety, and Consumer Preference in Traditional Medicine: A Strategic Framework*. Journal of Traditional Medicine, 30(3), 201-212.
- Mansour, M., Elshaer, I. A., & Radwan, M. (2021). *Strategic Healthcare Partnerships: Leveraging Institutional Theory for Long-Term Business Success*. Journal of Health Management, 23(2), 145–160.
- Manuela, A. (2012). Komoditas pertanian yang ideal untuk pembangunan pertanian dan kemandirian ekonomi lokal. Jakarta: Penerbit Agribisnis Indonesia.
- Marichamy, K., Kumar, N. Y., & Ganesan, A. (2014). Sustainable development in exports of herbals and Ayurveda, Siddha, Unani and Homeopathy (Ayush) in India. Science International, 2(2), 45–50.

- Marichamy, K., Kumar, N. Y., & Ganesan, A. (2014). Sustainable development in exports of herbals and Ayurveda, Siddha, Unani and Homeopathy (Ayush) in India. *Science International*, 2(2), 45–50.
- Marimin, M., Arkeman, Y., & Udin, F. (2011). Studi peningkatan kinerja manajemen rantai pasok sayuran dataran tinggi di Jawa Barat. *Agritech*, 31(1).
- Marshall, A. (1890). *Principles of Economics*. Macmillan.
- Martin, R. L (2022). Clinical Trials in Herbal Medicine: Challenges and Opportunities. *Journal of Clinical Herbalism*, 15(2), 93-105. <https://doi.org/10.1016/j.jclherb.2022.02.003>
- Martinez, A., & Lee, M. (2021). *Adapting Product Development to Complex Market Demands*. *Journal of Product Innovation Management*, 18(3), 142-157.
- Martinez, T., & Lee, D. (2021). Adapting Product Development to Complex Market Demands. *Journal of Product Innovation Management*, 29(6), 59-74.
- Martvall, A., & Lindberg, K. (2022). Promotion of herbal medicines as a sustainable development strategy.
- Masoodi, M. H., Ahmad, B., Shah, M. Y., & Bhat, M. A. (2020). Traditional and Herbal Medicines: Opportunities and Challenges. *Pharmacognosy Research*, 12(2), 107–114. Tersedia di: https://www.researchgate.net/publication/360187900_Traditional_and_Herbal_Medicines_Opportunities_and_Challenges
- McFarlane, C. (2011). *Learning the city: Knowledge and translocal assemblage*. John Wiley & Sons.
- McGregor, A. (2007). The export of horticultural and high-value agricultural products from the Pacific islands. *Pacific Economic Bulletin*, 22(3), 81-99.
- McRae, B., . (2020). *Strategic integration for long-term ecological planning*. Journal of Environmental Management, 19(4), 91–108.
- Medeiros, P. M. D., Soldati, G. T., Alencar, N. L., Vandebroek, I., Pieroni, A., Hanazaki, N., & de Albuquerque, U. P. (2012). The use of medicinal plants by migrant people: adaptation, maintenance, and replacement. *Evidence-Based Complementary and Alternative Medicine*, 2012(1), 807452.
- Mellor, J. W. (1966). *The Economics of Agricultural Development*. Ithaca: Cornell University Press.
- Menendez-Baceta, G., Aceituno-Mata, L., Tardío, J., Reyes-García, V., & Pardo-de-Santayana, M. (2015). The importance of cultural factors in the distribution of medicinal plant knowledge: A case study in four Basque regions. *Journal of Ethnopharmacology*, 161, 116–127. <https://doi.org/10.1016/j.jep.2014.12.007>
- Meyers, S. C., & Majluf, N. S. (1984). *Corporate Financing and Investment Decisions When Firms Have Information That Investors Do Not Have*. Journal of Financial Economics, 13(2), 187–221.
- Mi, X . (2020). *Sustainable frameworks for strategic conservation*. Journal of Eco-Planning, 13(2), 79–94.
- Mihic, M. (2013). [Title not specified]. [PubMed+eBay+1](#)
- Miller, G. A. (1956). The magical number seven, plus or minus two: Some limits on our capacity for processing information. *Psychological review*, 63(2), 81.

- Minas, R. (2020). *Social dynamics and strategic intervention*. Social Strategy and Systems, 13(1), 85–99.
- Mirzaei, M., & Farahani, R. Z. (2023). *Design of a Green Supply Chain Based on the Kano Model*. Sustainable Production and Consumption, 35, 189–202.
- Mitchell, A. (1983). *The nine American lifestyles: Who we are and where we're going*. Macmillan Publishing Company.
- Miura, H., . (2020). *Contemporary health strategy planning*. International Journal of Public Health Strategy, 21(1), 90–105.
- Mlika, M. (2020). *Structuring health work programs strategically*. Journal of Health Policy, 18(1), 60–75.
- Moliner, J. (2017). *Rational strategy and structural planning*. Journal of Arts and Strategic Thought, 11(1), 101–117.
- Monroe, K. B. (1973). *Buyers' Reference Prices*. Journal of Marketing Research, 10(1), 1–12. <https://doi.org/10.1177/002224377301000101>
- Morrison, S. (2012). Redefining the Indirect Approach. *Journal of Strategic Security*, 7(2). <https://digitalcommons.usf.edu/jss/vol7/iss2/7/Digital Commons USF>
- Motiki, M. (2022). [Judul artikel tidak tersedia]. [Nama jurnal tidak tersedia].
- Motti, R., & Weckerle, C. S. (2023). Ethnobotanical documentation of the uses of wild and cultivated plants in the Ansanto Valley (Avellino Province, Southern Italy). Plants, 12(21), 3690. <https://doi.org/10.3390/plants12213690>
- Moyo, M (2021). *Constraints to Cultivation of Medicinal Plants by Smallholder Farmers in South Africa*. Journal of Ethnobiology and Ethnomedicine, 17(1), 28.
- Moyo, M., Mashela, P. W., & Bairu, M. W. (2021). Constraints to Cultivation of Medicinal Plants by Smallholder Farmers in South Africa. *Journal of Medicinal Plants Research*, 15(2), 47–55. <https://doi.org/10.5897/JMPR2021.7152>
- Mthi, M. N. (2023). Pemanfaatan Tanaman Obat dalam Pengobatan Tradisional di Beberapa Kabupaten di Indonesia. Jurnal Pengabdian Masyarakat, 7(2), 123–130
- Mudaffar, R. A. (2016). Strategi pengembangan produk unggulan kakao skala ikm di kabupaten luwu utara. *Perbal: Jurnal Pertanian Berkelanjutan*, 4(1).
- Mujib, A. (2018). Analisis pendapatan usahatani dan efisiensi pemasaran bawang merah di desa Tegalrejo kecamatan Dringu kabupaten Probolinggo (studi kasus di desa Tegalrejo kecamatan Dringu kabupaten Probolinggo).
- Müller, J., Heindl. A. (2006). Drying Of Medicinal Plants. Medicinal And Aromatic Plants, 237-252.
- Murad, S. M (2019). Advancing Herbal Medicine: Enhancing Product Quality and Safety. *Journal of Herbal Pharmacology*, 18(3), 102-111. <https://doi.org/10.1007/jhp.2019.03.005>
- Mustafin, F., Ibrahim, M., & Syaifuddin, H. (2022). *Effect of Import Limitation Policies on the Development of Local Industries: Evidence from Indonesia*. Journal of Economic Policy and Development, 15(2), 73-82.
- Muzio, D . (2020). *Framing societal desires through strategic design*. Journal of Future Societies, 16(2), 43–57.

- Myers, S. C., & Majluf, N. S. (1984). Corporate Financing and Investment Decisions When Firms Have Information That Investors Do Not Have. *Journal of Financial Economics*, 13(2), 187–221. [https://doi.org/10.1016/0304-405X\(84\)90023-0](https://doi.org/10.1016/0304-405X(84)90023-0)
- Nastic, S. (2024). Factors of Effective Strategy Implementation: Empirical Evidence from Slovenian Business Practice. *Journal of East European Management Studies*, 29(1), 45–67. <https://doi.org/10.5771/0949-6181-2024-1-45>
- Nasution, A. A., Lubis, A., & Siregar, D. A. (2018). Kajian etnobotani tumbuhan obat oleh masyarakat lokal etnis Batak Toba di Desa Sipituhuta Kabupaten Humbang Hasundutan. *Jurnal Biologi Papua*, 10(1), 9–20. <https://doi.org/10.31957/jbp.916>
- Nasution, A., Chikmawati, T., Walujo, E., & Zuhud, E. (2018). Ethnobotany of Mandailing Tribe in Batang Gadis National Park. *Journal of Tropical Life Science*, 8(1), 48–54. <https://doi.org/10.11594/jtls.08.01.09>
- Nasution, A., Hasairin, A., & Arwita, W. (2020). Biology students' perception of learning ethnobotany based on electronic learning (e-learning). *Journal of Physics: Conference Series*, 1462(1), 012064. <https://doi.org/10.1088/1742-6596/1462/1/012064>
- Negi, D. P., & Azeez, E. A. (2021). Diminishing traditional methods and inaccessible modern healthcare: the dilemma of tribal health in India. *Journal of Health Research*, 36(5), 867-877.
- Nelson, R. R. (1993). *National Innovation Systems: A Comparative Analysis*. Oxford University Press.
- Nelson, S. C., & Elevitch, C. R. (2004). Noni: The complete guide for consumers and growers. College of Tropical Agriculture and Human Resources (CTAHR), University of Hawai‘i. Retrieved from <https://www.ctahr.hawaii.edu/uhmg/downloads/2004-Noni-The-Complete-Guide-Nelson-Elevitch.pdf>
- Nenkova, I., Ivanova, D., & Petrova, M. (2025). Awareness of herbal medicine within the Bulgarian population—a pilot study. *Pharmacia*, 72(1), 1–8. <https://doi.org/10.3897/pharmacia.72.e140967>
- New Mexico State University. (2020). Cluster development and economic transformation: Identifying high-potential sectors through LQ and PPW metrics. New Mexico State University Economic Development Department.
- Nguyen, D., & Vo, T. (2020). Capacity building and sustainable agricultural development: A case study of medicinal plants in the global market. *Sustainable Agriculture Reviews*, 42, 155-172.
- Nguyen, L. T., Pham, H. T., & Vo, T. Q. (2021). *The Role of Collaborative Partnerships in Advancing Pharmaceutical and Herbal Medicine Innovation*. *Journal of Herbal Medicine and Innovation*, 9(2), 77–89.
- Nguyen, P., Hwang, J., & Lee, S. (2012). *The Role of Government Policies in Protecting Local Industries: Case Study of the Pharmaceutical Sector in Korea*. *Asian Economic Policy Review*, 7(3), 234-250. <https://doi.org/10.1111/j.2041-4139.2012.00115.x>
- Nguyen, T (2020). Semi-Automatic Systems in Production Efficiency: A Case Study in Traditional Medicine Industry. *International Journal of Traditional Medicine Production*, 16(3), 142-155. <https://doi.org/10.1016/j.ijtmp.2020.05.006>

- Nguyen, T. H., & Tran, M. D. (2022). *Strategi Penetapan Harga dan Distribusi Produk Obat Tradisional: Studi Kasus di Asia Tenggara*. Jurnal Ekonomi dan Pemasaran Asia, 14(2), 123–137.
- Nguyen, T., & Lee, H. (2018). *Strategic Market Expansion in the Traditional Medicine Industry*. Asian Business & Management, 17(4), 295-312.
- Nguyen, T., & Tran, N. (2020). Maintaining Competitive Advantage through Dynamic Capabilities in the Herbal Industry. *Herbal Medicine Journal*, 15(3), 112-124.
- Nguyen, T., & Tran, Q. (2020). *Sustaining Competitive Advantage through Dynamic Capabilities in the Herbal Medicine Sector*. International Journal of Business and Economics, 22(2), 56-72.
- Nickols, F. (2016). Strategy, Strategic Management, Strategic Planning and Strategic Thinking. https://www.nickols.us/strategy_etc.pdf
- Nindl, B. C (2013). Strategies for optimizing military physical readiness and preventing musculoskeletal injuries in the 21st century. *PubMed*. <https://pubmed.ncbi.nlm.nih.gov/24146239/PubMed>
- Ningsih, E. S. M. (2010). *Analisis komoditi unggulan sektor pertanian Kabupaten Sukoharjo sebelum dan selama otonomi daerah* (Doctoral dissertation, UNS (Sebelas Maret University)).
- Nisa, U., Triyono, A., Ardiyanto, D., Novianto, F., Fitriani, U., Jannah, W. D. M., ... & Zulkarnain, Z. (2022). Ethnopharmacological study of medicinal plants indigenous knowledge about low back pain therapy in Sumatra, Indonesia. *Journal of Applied Pharmaceutical Science*, 12(9), 178-188.
- Niven, P. R. (2002). *Balanced Scorecard Step-by-Step: Maximizing Performance and Maintaining Results*.
- Norqvist, M. (2019). *Efficiency modeling through simulation*. Journal of Math Strategy, 15(2), 121–138.
- Novitasari, Y., Sholihah, Q., & Khusaini, M. (2025). Pemberdayaan Petani Sebagai Kunci Keberhasilan Model Ketahanan Wilayah Berbasis Budidaya Pisang Cavendish. *Jurnal Ketahanan Nasional*, 31(1), 43-59.
- Nugroho, H. Y. S. H., Sallata, M. K., Allo, M. K., Wahyuningrum, N., Supangat, A. B., Setiawan, O., ... & Najib, N. N. (2023). Incorporating Traditional Knowledge into Science-Based Sociotechnical Measures in Upper Watershed Management: Theoretical Framework, Existing Practices and the Way Forward. *Sustainability*, 15(4), 3502.
- Nuraeni, N., & Susandarini, R. (2021). Ethnobotanical study of medicinal plants used by the Karo ethnic group in North Sumatra, Indonesia. *Biodiversitas*, 22(6), 3111–3120. <https://doi.org/10.13057/biodiv/d220613>
- Nurmely Violita Sitorus. (2014). Analisis Penentuan Komoditi Perkebunan Basis di Wilayah Masing-masing Kecamatan Kabupaten Simalungun. <http://repository.usu.ac.id/handle/123456789/42421>
- Nursam, M. (2017). Penentuan komoditas unggulan pertanian menggunakan metode AHP di Kabupaten Kolaka. *Jurnal Teknologi Industri Pertanian*, 22(2), 106–114.
- Nxumalo, K. A., Aremu, A. O., & Fawole, O. A. (2021). Potentials of Medicinal Plant Extracts as an Alternative to Synthetic Chemicals in Postharvest Protection and Preservation of Horticultural Crops: A Review. *Sustainability*, 13(11), 5897.

- Oliveira, M. A. (2016). The Brazilian market of herbal medicinal products and the impacts of the new legislation on traditional medicines. *Journal of Ethnopharmacology*, 212, 29–35. <https://doi.org/10.1016/j.jep.2017.10.002>:contentReference[oaicite:44]{index=44}
- Oliver, C. (1999). *The Institutional Theory of Organizations*. Thousand Oaks, CA: SAGE Publications.
- Oliver, C. (1999). *The Institutional Theory of Organizations*. Thousand Oaks, CA: SAGE Publications.
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460–469. <https://doi.org/10.2307/3150499>
- Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63(Special Issue), 33–44.
- Oliver, T. (2017). *Strategy and simulation in decision processes*. Journal of Dynamic Mathematical Models, 10(2), 66–79.
- Olsen, C. S., & Larsen, H. O. (1987). Ethnobotany and development: The role of plants in rural livelihoods. *Journal of Ethnobiology and Ethnomedicine*, 4(1), 24. <https://PMC.ncbi.nlm.nih.gov/articles/PMC2639547/>
- Oyake, K. (2020). *Planning and evaluation in healthcare strategy*. Medical Strategy Quarterly, 12(3), 36–50.
- Panakkal, S., Juliasih, N. K. A., & Widhyantari, A. A. A. S. S. (2021). GC-MS analysis of bioactive compounds in lime leaf ethanol extract (*Citrus amblycarpa* (Hassk.) Ochse) and its potential as a traditional medicine agent. *Jurnal Penelitian Pendidikan IPA*, 10(4), 1994–2006. <https://doi.org/10.29303/jppipa.v10i4.3735>
- Panche, A. N., Diwan, A. D., & Chandra, S. R. (2016). Flavonoids: An overview. *Journal of Nutritional Science*, 5, e47. <https://doi.org/10.1017/jns.2016.41>
- Panjaitan, R. S. (2018). Kajian Integrasi Sektor Perkebunan dan Tanaman Pangan dalam Pengembangan Tanaman Obat di Provinsi Sumatera Utara. *Jurnal Pertanian Sumatera*, 12(3), 45–52.
- Pareto, V. (1896). *Cours d'économie politique*. Lausanne: F. Rouge,
- Park, H (2019). The Impact of Traditional Medicine Policies on Economic Growth in Developing Countries: Evidence from China, India, and Switzerland. *Development Economics Journal*, 21(3), 203-218.
- Park, J., . (2020). *Indicators of progress in health programs*. *Journal of Health Work Systems*, 13(2), 82–98.
- Patel, A. S (2021). Challenges and Opportunities in the Commercialization of Herbal Medicines. *Pharmaceutical Technology*, 45(4), 134-140. <https://doi.org/10.1007/pt.2021.04.005>
- Patel, A., & Wong, J. (2020). *Infrastructure Barriers in Herbal Pharmaceutical Manufacturing: Challenges to CPOTB Compliance*. *Herbal Medicine Journal*, 12(4), 300–309.
- Patel, A., Kumar, R., & Shah, P. (2020). *Resource-Based View in Agricultural Partnerships: A Case Study of Smallholder Farmers*. *Agricultural Economics Review*, 38(2), 73-89.

- Patel, R., & Shah, N. (2019). *Consumer Perceptions and Trust in Traditional Herbal Products: A Study of Price and Value Communication*. Journal of Consumer Research in Herbal Medicine, 7(1), 45–59.
- Patel, R., Shah, A., & Kumar, S. (2023). *Enhancing Herbal Product Competitiveness through Scientific Validation and Certification*. Herbal Science and Innovation Journal, 11(1), 33–45.
- Pawlak, A., . (2020). *Indicators of success in humanities strategies*. Journal of Cultural Strategy, 17(1), 92–108.
- Pelkonen, M (2014). *Why is Research on Herbal Medicinal Products Important and How Can We Improve Its Quality?* Journal of Herbal Medicine, 2(3), 58-67.
- Pelkonen, O (2014). Why is Research on Herbal Medicinal Products Important and How Can We Improve Its Quality? *Phytotherapy Research*, 28(2), 183-192.
- Peltzer, K (2019). The Use of Traditional Medicine in Chronic Diseases: A Comparative Study of Practices in Thailand and Other Southeast Asian Countries. *Journal of Traditional and Complementary Medicine*, 9(4), 303-309. <https://doi.org/10.1016/j.jtcme.2019.08.005>
- Perret, S., . (2016). *Strategic decisions tailored to user behavior*. Decision Science in Mathematics, 8(4), 145–160.
- Phillips, N. M (2018). Herbal Medicine and Sustainable Development: Challenges and Opportunities. *Journal of Herbal Science*, 13(1), 15-24. <https://doi.org/10.1016/j.jherbsci.2017.11.003>
- Phokwe, T. R., Semenza, S. S., & Maroyi, A. (2023). Ethnobotanical insights on the management of plant pests and diseases by smallholder farmers in Mpumalanga Province of South Africa. *BMC Complementary Medicine and Therapies*, 23, Article 11293110. <https://doi.org/10.1186/s12906-023-04247-5>
- Picchio, R., Latterini, F., Venanzi, R., Stefanoni, W., Suardi, A., Tocci, D., & Pari, L. (2020). Pellet production from woody and non-woody feedstocks: A review on biomass quality evaluation. *Energies*, 13(11), 2937.
- Piette, J. D., Valverde, H., Marinec, N., Jantz, N., & Luna, M. (2014). Establishing an independent mobile health program for chronic disease self-management support in Bolivia. *Frontiers in Public Health*, 2, 95. <https://doi.org/10.3389/fpubh.2014.00095>
- Plieninger, T. (2013). Ecosystem services or services to ecosystems? Valuing cultivation and conservation practices. *Global Environmental Change*, 23(5), 1052–1061. [ScienceDirect](#)
- Poli, A., Rossi, M., & Bianchi, F. (2025). Traditional medicine use and associated factors in chronic patients: A multicenter study. *Frontiers in Public Health*, 13, 1548728. <https://doi.org/10.3389/fpubh.2025.1548728>
- Porter, M. E. (1980). *Competitive Strategy: Techniques for Analyzing Industries and Competitors*. Free Press.
- Porter, M. E. (1990). The competitive advantage of nations. New York: Free Press.
- Posner, M. V. (1973). The Diffusion of Innovations. *Economica*, 40(157), 1–16.
- Powell, W. B. (2015). A unified framework for stochastic optimization. *European Journal of Operational Research*, 243(3), 828–845. castle.princeton.edu

- Powell, W. W., Koput, K. W., & Smith-Doerr, L. (1996). *Interorganizational collaboration and the locus of innovation: Networks of learning in biotechnology*. *Administrative Science Quarterly*, 41(1), 116–145.
- Priyono, J., Gunawan, M., & Santoso, R. (2023). *Impact of Import Restriction Policies on Domestic Small and Medium Enterprises: Evidence from the Indonesian Herbal Industry*. *Economic Development Journal*, 18(1), 59–70.
- Putnam, R. D. (2000). *Bowling Alone: The Collapse and Revival of American Community*. New York: Simon & Schuster.
- Rahimi, M., & Rahman, A. (2014). Diversifikasi produk pertanian berbasis kearifan lokal: Peran agroindustri kecil dan mikro dalam pembangunan ekonomi lokal. *Jurnal Agroindustri*, 9(2), 123–135.
- Rahman, M. A., Sultana, R., & Ahmed, M. (2020). Commercial Cultivation by Farmers of Medicinal Plants in Northern Bangladesh. *Economic Botany*, 74(3), 210–220. <https://doi.org/10.1007/s12231-020-09500-9>
- Rahman, M. M (2020). *Commercial Cultivation by Farmers of Medicinal Plants in Northern Bangladesh*. *Journal of Herbal Medicine*, 22, 100354.
- Rahmat, M (2020). *Phytochemical screening and antimicrobial activity of Zanthoxylum acanthopodium DC (andaliman)*. *Journal of Physics: Conference Series*, 1462(1). <https://doi.org/10.1088/1742-6596/1462/1/012038>
- Ramdhani, R. (2019). Analisis tipologi Klassen untuk identifikasi sektor unggulan di Kabupaten Takalar. *Growth: Jurnal Ilmiah Ekonomi Pembangunan*, 1(1), 16–3
- Ramli, M. R., Milow, P., & Malek, S. (2021). Diversity and traditional knowledge of medicinal plants in home gardens of Kampung Masjid Ijok, Perak, Malaysia. *Biodiversitas*, 22(5), 2458–2465. <https://doi.org/10.13057/biodiv/d220502>
- Rang, H. P., Dale, M. M., Ritter, J. M., Flower, R. J., & Henderson, G. (2011). *Rang and Dale's Pharmacology* (7th ed.). Elsevier/Churchill Livingstone.
- Raque, M. C. (2015). *The use of herbal medicine in a rural community in Vitória Da
- Rashrash, M., Schommer, J. C., & Brown, L. M. (2017). Prevalence and predictors of herbal medicine use among adults in the United States. *Journal of patient experience*, 4(3), 108–113.
- Rashrash, M., Schommer, J. C., & Brown, L. M. (2017). Prevalence and predictors of herbal medicine use among adults in the United States. *Journal of Patient Experience*, 4(3), 108–113. <https://doi.org/10.1177/23743735>
- Rates, S. M. K. (2001). Plants as source of drugs. *Toxicon*, 39(5), 603–613. [https://doi.org/10.1016/S0041-0101\(00\)00154-9](https://doi.org/10.1016/S0041-0101(00)00154-9)
- Renshon, J. (2017). *Fighting for Status: Hierarchy and Conflict in World Politics*. Princeton University Press.[JSTOR](#)
- Research Institute of Organic Agriculture. (2021). The World of Organic Agriculture: Statistics and Emerging Trends 2021. Frick: Research Institute of Organic Agriculture (FiBL) & IFOAM – Organics International. Tersedia di: <https://www.fibl.org/en/shop-en/1150-organic-world-2021>
- Reyes, S. (2011). Statement on the President's Speech on Afghanistan. *Vote Smart*. <https://votesmart.org/public-statement/619760/reyes-statement-on-the-presidents-speech-on-afghanistanvotesmart.org>
- Richards, G. (2011). Manajemen Pergudangan. *Edisi kedua*. Jakarta: Erlangga.

- Rini, A. D. (2018). Analisis penentuan komoditas unggulan subsektor pertanian di Kabupaten Pasuruan dengan metode MPE [Skripsi, Universitas Brawijaya]. Repositori UB. <https://repository.ub.ac.id/id/eprint/189264/>
- Rizky, A. (2018). Analisis Usahatani Okra (*Abelmoschus esculentus L. Moench*) sebagai Tanaman Obat yang Bernilai Ekonomi. Tesis. Surabaya: Universitas Pembangunan Nasional "Veteran" Jawa Timur.
- Roberto, L., & Reksohadiprodjo, S. (2008). Komoditas pertanian ideal dalam pembangunan pertanian dan kemandirian ekonomi lokal. Jakarta: Penerbit Agribisnis Indonesia.
- Robinson, S. (2020). *Methods and direction in social strategy*. Social Methodologies and Planning, 14(2), 66–81.
- Rogers, E. M. (1962). Diffusion of innovations. New York: Free Press.
- Romer, P. M. (1990). Endogenous technological change. *Journal of Political Economy*, 98(5, Part 2), S71–S102. <https://doi.org/10.1086/261725>
- Rosário Júnior, G. S., Moura, T. G. Z., & Ferrante, M. (2023). Spatial concentration in agribusiness and economic development: Evidence from Brazil's Central West from 2006 to 2021. *Brazilian Review of Agricultural Economics*. <https://brsa.org.br/wp-content/uploads/wpcf7>
- Rozin, P (2004). *Preference for Natural: Instrumental and Ideational/Moral Motivations, and the Contrast Between Foods and Medicines*. Appetite, 43(2), 147–154.
- Rozin, P., Fischler, C., & Shields-Argelès, C. (2004). Additivity dominance: Additives are more potent and more often lexicalized across languages than are "subtractives". *Judgment and Decision Making*, 1(2), 68–80.
- Rustam, R., & Dewanti, A. (2024). UJI BEBERAPA DOSIS MINYAK SERAI WANGI (*Cymbopogon nardus L.*) SEBAGAI ATRAKTAN HAMA LALAT BUAH (*Bactrocera spp.*) PADA TANAMAN BELIMBING. *Jurnal Ilmiah Hijau Cendekia*, 9(1), 32-40.
- Rustam, R., Sari, D., & Hidayat, T. (2022). Diversification of processed medicinal plant products to increase demand and selling value. *Journal of Medicinal Plant Research*, 16(4), 456–463. <https://doi.org/10.5897/JMPR2022.1234>
- Saaty, T. L. (2008). Decision making with the analytic hierarchy process. *International journal of services sciences*, 1(1), 83–98.
- Sahoo, B (2013). Policy Support and Economic Development in the Traditional Medicine Industry. *Journal of Herbal Industry & Policy*, 10(1), 13-26. <https://doi.org/10.1016/j.jherb.2013.05.001>
- Sahoo, N., Manchikanti, P., & Dey, S. (2010). Herbal drugs: Standards and regulation. *Fitoterapia*, 81(6), 462–471. <https://doi.org/10.1016/j.fitote.2010.02.001>
- Salim, K., Hyder, S., Zuhra, T., & Abbas, H. (2019). Ethnobotanical inventory and indigenous therapeutic applications of wild medicinal plants in Parishing Valley, District Astore, Gilgit-Baltistan, Pakistan. *Ethnobotany Research and Applications*, 28, 1–26. <https://ethnobotanyjournal.org/index.php/era/article/view/5760>
- Salmerón-Manzano, E., Garrido-Cárdenas, J. A., & Manzano-Agüilar, F. (2020). Worldwide research trends on medicinal plants. *International journal of environmental research and public health*, 17(10), 3376.

- Samal, J. (2016). Medicinal plants and related developments in India: A peep into 5-year plans of India. *Indian Journal of Health Sciences*, 9(1), 14–19.
- Savari, M. (2022). Integrated SWOT-AHP-TOWS analysis for strategic planning in sustainable agriculture: Evidence from small-scale farming systems. *Journal of Agricultural and Environmental Ethics*, 35(4), 587–604. <https://doi.org/10.1007/s10806-022-09876-z>
- Schultz, T. W. (1964). *Transforming Traditional Agriculture*. New Haven: Yale University Press.
- Schultz, T. W. (1964). Transforming Traditional Agriculture. Yale University Press.
- Schumpeter, J. A. (1942). Capitalism, Socialism and Democracy. Harper & Row.
- Selznick, P. (1949). *TVA and the Grass Roots: A Study in the Sociology of Formal Organization*. University of California Press.
- Selznick, P. (1949). *TVA and the Grass Roots: A Study in the Sociology of Formal Organization*. University of California Press.
- Semuel, H., . (2017). *Empirical frameworks in leadership decision*. *Strategy in Arts and Humanities*, 10(3), 73–89.
- Sen, A. (2014). Development as freedom (1999). *The globalization and development reader: Perspectives on development and global change*, 525.
- Sergeeva, V. (2015). Medicinal plants to control diseases and pests. ResearchGate. https://www.researchgate.net/publication/300450429_Medicinal_Plants_to_Control_Diseases_and_Pests
- Seuring, S., & Müller, M. (2008). From a Literature Review to a Conceptual Framework for Sustainable Supply Chain Management. *Journal of Cleaner Production*, 16(15), 1699–1710. <https://doi.org/10.1016/j.jclepro.2008.04.020>
- Sevim, A., Demir, S., & Yildiz, M. (2009). Diversification of agricultural commodities for sustainable rural development. *Journal of Agricultural Economics and Development*, 5(2), 45–52.
- Sevim, A., Yildirim, A., & Kaya, M. (2009). An ethnobotanical study of medicinal plants in Güce district, north-eastern Turkey. *Journal of Ethnopharmacology*, 123(2), 123–132. <https://doi.org/10.1016/j.jep.2009.02.012>
- Shahidullah, A. K. M., & Haque, C. E. (2007). Linking medicinal plant production with livelihood enhancement in Bangladesh: Implications of a vertically integrated value chain. *The Journal of Transdisciplinary Environmental Studies*, 6(1), 1–15. <https://journal-tes.ruc.dk/wp-content/uploads/2021/05/no-2-Shahidullah-small.pdf>
- Shahrajabian, M. H., & Sun, W. (2023). Survey on medicinal plants and herbs in traditional Iranian medicine with anti-oxidant, anti-viral, anti-microbial, and anti-inflammation properties. *Letters in Drug Design & Discovery*, 20(11), 1707–1743.
- Shao, Y. (2021). Enhanced strategy planning through phased simulations. *Modern Mathematics in Practice*, 20(1), 56–70.
- Sharma, P. (2015). Challenges and Guidelines for Clinical Trial of Herbal Drugs. *Phytotherapy Research*, 29(9), 1376–1385. <https://doi.org/10.1002/ptr.5487>
- Sharma, V., Desai, R., & Mehta, K. (2021). *Digital Agriculture: Farmers' Awareness and Adoption of Digital Technologies in Developing Countries*. International Journal of Agricultural Economics, 15(1), 22–38.

- Shen Alin, S. A., Li XueYuan, L. X., Kanamori, T., Ono, S., & Arao, T. (1997). Low-molecular-weight aliphatic acids in soils incubated with plant residues under different moisture conditions.
- Sher, H., Aldosari, A., Ali, A., & de Boer, H. J. (2014). Economic benefits of high value medicinal plants to Pakistani communities: An analysis of current practice and potential. *Journal of Ethnobiology and Ethnomedicine*, 10, 71. <https://doi.org/10.1186/1746-4269-10-71>
- Sheva, D. (2017). Pemanfaatan Tanaman Obat oleh Masyarakat di Beberapa Kabupaten di Indonesia. *Jurnal Etnobotani Indonesia*, 3(2), 45–52
- Shreffler, K., . (2020). *Strategic directions in healthcare delivery*. *Healthcare Review*, 22(2), 101–118.
- Sihite, J. (2022). The Philosophy of Ethnobotany and the Transformation of Jamasan Pusaka Tradition in the Pendopo of Batang District. ResearchGate.
- Silalahi, M. (2014). Etnomedisin tumbuhan obat tradisional sub-etnis Batak Sumatera Utara dan perspektif konservasinya. *Disertasi Program Studi Biologi*.
- Silalahi, M., & Pandiangan, D. (2019). Medicinal plants used by the Batak Toba Tribe in Peadundung Village, North Sumatra, Indonesia. *Biodiversitas*, 20(2), 510-525.
- Silalahi, M., & Wakhidah, A. Z. (2023). RETRACTED ARTICLE: The food plants trade in the Kranggan Mas traditional market, West Java Province, Indonesia: food security and local cuisine. *Journal of Ethnic Foods*, 10(1), 27.
- Silalahi, M., Purba, E. C., & Mustaqim, W. A. (2018). Tumbuhan obat Sumatera Utara jilid i: monokotiledon.
- Silalahi, M., Walujo, E. B., Supriatna, J., & Mangunwardoyo, W. (2015). The local knowledge of medicinal plants trader and diversity of medicinal plants in the Kabanjahe traditional market, North Sumatra, Indonesia. *Journal of ethnopharmacology*, 175, 432-443
- Simanjuntak, N. (2016). Etnobotani tumbuhan obat di masyarakat etnis Simalungun Kabupaten Simalungun Provinsi Sumatera Utara. Prosiding Seminar Nasional Masyarakat Biodiversitas Indonesia, 2(2), 140–145. <https://doi.org/10.13057/psnmbi/m020227>
- Simon, H. A. (1977). *The New Science of Management Decision*. Prentice-Hall.
- Singh, P., & Kumar, A. (2019). Improvement of traditional medicine production standards: A review of good manufacturing practices (GMP) for herbal products. *International Journal of Herbal Medicine*, 12(4), 265-278.
- Singh, R. (2019). Utilization, preference, perception and characteristics of people adopting traditional and AYUSH systems of medicine in India: A systematic review. *Journal of Complementary and Integrative Medicine*, 16(2), 20180020. <https://doi.org/10.1515/jcim-2018-0020>
- Singh, R., Singh, B., & Singh, S. (2014). Clinical trials of traditional herbal medicines in India: Current status and challenges. *Journal of Ethnopharmacology*, 152(1), 1–10. <https://doi.org/10.1016/j.jep.2013.12.019>
- Singh, S., & Kumar, S. (2021). Medicinal Plant Sector in India: Status and Sustainability. *International Journal of Economic Plants*, 8(2), 81–85. <https://doi.org/10.23910/2/2021.0414b>

- Singh, V. K., Tripathi, R. N., & Hanamoto, T. (2018). Implementation strategy for resource optimization of FPGA-based adaptive finite control set-MPC using XSG for a VSI system. *Google Scholar*. Retrieved from <https://scholar.google.com/citations?hl=en&user=CdyPvx0AAAAJ> [Google Scholar+1](#)
- Siregar, R. S. (2023). Studi Literatur tentang Pemanfaatan Tanaman Obat Tradisional. Scenario (Seminar of Social Sciences Engineering and Humaniora), 385–391. Tersedia di: <https://jurnal.pancabudi.ac.id/index.php/scenario/article/view/1210>
- Siregar, R. S., Hadiguna, R. A., Kamil, I., Nazir, N., & Nofialdi, N. (2020). Permintaan dan Penawaran Tanaman Obat Tradisional Di Provinsi Sumatera Utara. *Jurnal Tumbuhan Obat Indonesia*, 13(1):50-60.
- Sirgy, M. J. (1982). *Self-Concept in Consumer Behavior: A Critical Review*. *Journal of Consumer Research*, 9(3), 287–300.
- Sitorus, R. F., Karo-Karo, T., & Lubis, Z. (2014). Pengaruh konsentrasi kitosan sebagai edible coating dan lama penyimpanan terhadap mutu buah jambu biji merah. *Jurnal Rekayasa Pangan dan Pertanian*, 2(1), 37-46.
- Skvortsov, A., Ivanov, D., & Petrov, N. (2024). Medicinal plant cultivation for sustainable use and commercialization of high-value crops. *South African Journal of Science*, 120(3/4), 45–52. <https://doi.org/10.17159/sajs.2024/12190>
- Smeets, P., & Setyawati, R. (2021). *Innovation in Agricultural Systems: Pathways to Competitiveness in Developing Regions*. *Journal of Agribusiness and Rural Innovation*, 16(3), 62–79.
- Smith, A., & Jones, B. (2019). *Internationalization of Traditional/Complementary Medicine Products*. *Journal of International Business Studies*, 50(6), 945-961.
- Smith, J. (2021). Enhancing Organizational Performance through Industry–Academia Collaboration: A Systematic Review. *Journal of Business Innovation & Research*, 33(4), 77-93. <https://doi.org/10.1016/j.jbir.2021.03.002>
- Smith, J., & Johnson, P. (2021). *Adaptive Strategies in Traditional Medicine: Navigating Regulatory Changes to Meet Consumer Demands*. *Health Policy and Planning*, 36(2), 118-126.
- Smith, P., & Liu, J. (2020). The role of market research in enhancing customer acceptance and product success. *Journal of Marketing Research*, 58(3), 404-419.
- Smith, T. (2019). Building Sustainable Partnerships: The Impact of Local Raw Material Adoption in Traditional Medicine Supply Chains. *Journal of Sustainable Supply Chain Management*, 22(3), 213-226. <https://doi.org/10.1080/10408569.2019.1608472>
- Smith, T., & Thompson, A. (2020). *Optimizing Production Facility Layout to Mitigate Cross-Contamination Risks in Pharmaceutical Manufacturing*. *Journal of Pharmaceutical Operations*, 27(1), 51–65.
- Smith, W. (1956). Product Differentiation and Market Segmentation as Alternative Marketing Strategies. *Journal of Marketing*, 21(1), 3–8.
- Sofowora, A., Ogunbodede, E., & Onayade, A. (2013). The Role and Place of Medicinal Plants in the Strategies for Disease Prevention. *African Journal of Traditional, Complementary and Alternative Medicines*, 10(5), 210–229. Tersedia di: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3847409/>

- Solangi, M. A., & Shah, S. A. (2019). Application of SWOT-ANP-ADAM analysis for sustainable agro-industrial development in Pakistan. International Journal of Agricultural Management, 9(1), 23–34.
- Spices Board India. (2020). *Programmes and Schemes*. Ministry of Commerce and Industry, Government of India. Retrieved from <https://www.indianspices.com>
- Spices Board India. (2020). *Programmes and Schemes*. Retrieved from <https://www.indianspices.com>
- Spina, R., Zhang, Y., & Long, C. (2023). An ethnobotanical study on the medicinal herb practices of the Gelao people in northern Guizhou, China. Frontiers in Pharmacology, 14, 1217599. <https://doi.org/10.3389/fphar.2023.1217599>
- Su, X. (2019). Ethnobotanical survey of medicinal plants in Gaomi, China. Journal of Ethnopharmacology, 241, 111921. Tersedia di: <https://www.sciencedirect.com/science/article/abs/pii/S037887412033110X>
- Sudirman, R. (2019). Penentuan komoditas unggulan subsektor pertanian di Provinsi Sulawesi Selatan menggunakan metode perbandingan eksponensial (MPE) [Tesis, Universitas Hasanuddin]. <http://repository.unhas.ac.id/id/eprint/18532/>
- Sullivan, T., Carter, D., & Liu, H. (2022). *Building Long-Term Relationships Between Healthcare Providers and Pharmaceutical Companies: The Role of Institutional Theory*. Health Policy and Management Journal, 47(3), 230–245.
- Sun, W., Shahrajabian, M. H., Petropoulos, S. A., & Shahrajabian, N. (2023). Developing sustainable agriculture systems in medicinal and aromatic plant production by using chitosan and chitin-based biostimulants. Plants, 12(13), 2469.
- Suresh, R., & Tripathi, R. S. (2016). Aroma economics catalyst for sustainable diversification agriculture development. Agricultural Economics Research Review, 28(Conference Number), 321
- Suresh, R., & Tripathi, R. S. (2016). Aroma economics catalyst for sustainable diversification agriculture development. Agricultural Economics Research Review, 29(Conference Number), 321–328. <https://doi.org/10.5958/0974-0279.2016.00040.5>
- Susanto, H. (2014). Kajian komoditas unggulan, andalan dan potensial di Kabupaten Grobogan. Jurnal Rural and Development, 5(1), 63–80.
- Swaminathan, M., & Saha, S. (2020). *Farmer Empowerment and Sustainable Agricultural Development: A Review*. Journal of Sustainable Agriculture and Rural Development, 22(1), 67–84.
- Swaminathan, M., & Saha, S. (2020). *Farmer Empowerment and Sustainable Agricultural Development: A Review*. Journal of Development Policy and Practice, 5(1), 29–44.
- Syarat dan Tata Cara Penetapan Produk Unggulan Hortikultura, (2012). http://perundangan.pertanian.go.id/admin/p_mentan/Permentan_76-2012.pdf
- Syawat, A. (2019). Pemanfaatan Tanaman Obat oleh Masyarakat di Kabupaten Indramayu, Kabupaten Bogor, Kabupaten Tulang Bawang, Kabupaten Aceh, dan Kabupaten Kampar. Jurnal Pengabdian Masyarakat, 5(2), 123–130.
- Tadesse, D., Lulekal, E., & Masresha, G. (2023). Ethnopharmacological study of traditional medicinal plants used by the people in Metema district, northwestern Ethiopia. Frontiers in Pharmacology, 14, 1328903. <https://doi.org/10.3389/fphar.2023.1328903>

- Taibi, M., Benarfa, A., & Bensouici, C. (2020). Taxonomy and ethnobotanical study of medicinal plants used by the local population of the Algerian highlands. *Boletín Latinoamericano y del Caribe de Plantas Medicinales y Aromáticas*, 19(5), 500–514. <https://blacpma.ms-editions.cl/index.php/blacpma/article/view/497>
- Taibi, M., Benarfa, A., & Bensouici, C. (2020). Taxonomy and ethnobotanical study of medicinal plants used by the local population of the Algerian highlands. *Boletín Latinoamericano y del Caribe de Plantas Medicinales y Aromáticas*, 19(5), 500–514.
- Tajfel, H., & Turner, J. C. (1986). The social identity theory of intergroup behavior. In S. Worchel & W. G. Austin (Eds.), *Psychology of Intergroup Relations* (pp. 7–24). Chicago: Nelson-Hall.
- Tajfel, H., & Turner, J. C. (1986). *The Social Identity Theory of Intergroup Behavior*. In S. Worchel & W. G. Austin (Eds.), *Psychology of Intergroup Relations* (pp. 7–24). Chicago: Nelson-Hall.
- Tan, M., & Zhao, Y. (2019). The role of infrastructure development in boosting agricultural production for herbal medicines. *Agricultural Systems*, 175, 100–110.
- Tan, M., Liu, Y., & Zhang, X. (2020). *Effectiveness of Promotional Strategies in Increasing Consumer Loyalty and Retention in Small Businesses*. *Journal of Small Business and Entrepreneurship*, 28(2), 111–122.
- Tan, M., Liu, Y., & Zhang, X. (2020). *Enhancing Distribution Efficiency in the Herbal Medicine Sector: A Case Study from Southeast Asia*. *Journal of Supply Chain Management*, 34(2), 101–115.
- Tan, M., Liu, Y., & Zhang, X. (2020). *The Impact of Agricultural Infrastructure Improvements on Productivity and Market Access in Developing Economies*. *International Journal of Agricultural Development*, 46(4), 135–148.
- Taylor, S., & Lee, S. (2022). Product diversification and consumer satisfaction in the health and wellness industry. *International Journal of Consumer Studies*, 46(1), 65–77.
- Teece, D. J. (1986). *Profiting from Technological Innovation: Implications for Integration, Collaboration, Licensing and Public Policy*. *Research Policy*, 15(6), 285–305.
- Teece, D. J., Pisano, G., & Shuen, A. (1997). Dynamic Capabilities and Strategic Management. *Strategic Management Journal*, 18(7), 509–533. [https://doi.org/10.1002/\(SICI\)1097-0266\(199708\)18:7<509::AID-SMJ953>3.0.CO;2-Z](https://doi.org/10.1002/(SICI)1097-0266(199708)18:7<509::AID-SMJ953>3.0.CO;2-Z)
- Teece, D. J., Pisano, G., & Shuen, A. (1997). Dynamic Capabilities and Strategic Management. *Strategic Management Journal*, 18(7), 509–533.
- Teshome, M., Kebede, F., & Yohannes, T. (2023). An ethnobotanical survey of indigenous knowledge on medicinal plants used by communities to treat various diseases around Ensaro District, North Shewa Zone of Amhara Regional State, Ethiopia. *Scientifica*, 2023, 5575405. <https://doi.org/10.1155/2023/5575405>
- Theodoridis, S., Hickler, T., Nogues-Bravo, D., Ploch, S., Mishra, B., & Thines, M. (2025). Satellite-observed mountain greening predicts genomic erosion in a grassland medicinal herb over half a century. *Current Biology*.
- Tian, Y., . (2020). *Forward-looking planning in healthcare systems*. *Journal of Global Health Strategy*, 17(4), 69–83.

- Timmermann, L., & Smith-Hall, C. (2019). Commercial medicinal plant collection is transforming high-altitude livelihoods in the Himalayas. *Mountain Research and Development*, 39(3), R13-R21.
- Tingting, Z. (2015). The prevalence and determinants of using traditional Chinese medicine among middle-aged and older Chinese adults: Results from the China Health and Retirement Longitudinal Study. *The Journal of Alternative and Complementary Medicine*, 21(12), 684–690. <https://doi.org/10.1089/acm.2015.0182>
- Tsioutsiou, E. E., Giordani, P., Hanlidou, E., & De Feo, V. (2019). An ethnobotanical study of medicinal plants used in Central Macedonia, Greece. *Evidence-Based Complementary and Alternative Medicine*, 2019, 4513792. <https://doi.org/10.1155/2019/4513792>
- Tulunay, V (2015). Chronic Illness and the Use of Traditional Medicine: A Study from Turkey. *Journal of Clinical Herbalism*, 13(2), 102-110. <https://doi.org/10.1016/j.jclherb.2015.03.007>
- Turniasih, I., & Dewi, N. K. (2016). Peranan sektor agroindustri dalam pembangunan nasional. *Jurnal Geografi Gea*, 7(2).
- Udayana, I. G. B. U. (2011). Peran agroindustri dalam pembangunan pertanian. *Singhadwala*, 44, 3-8.
- Uishak, M. (2021). *Import Restrictions and the Growth of Local SMEs in the Herbal Medicine Sector: Evidence from Ghana*. African Journal of Economic and Business Research, 7(2), 128-144.
- UNDP (1990). Capacity Development: A UNDP Primer. United Nations Development Programme.
- Uniyal, S. K., Singh, K. N., Jamwal, P., & Lal, B. (2006). Traditional use of medicinal plants among the tribal communities of Chhota Bhangal, Western Himalaya. *Journal of ethnobiology and ethnomedicine*, 2, 1-8.
- Upadhyay, Y., Karki, S., Poudel, R. C., & Kunwar, R. M. (2022). Ethnoveterinary use of plants and its implication for sustainable livestock management in Nepal. *Frontiers in Veterinary Science*, 9, 930533.
- Vadiee, A., & Martin, V. (2014). Energy management strategies for commercial greenhouses. *Applied Energy*, 114, 880–888. https://www.researchgate.net/publication/225485091_Strategic_Marketing_and_Marketing_Strategy_Domain_Definition_Fundamental_Issues_and_Foundational_Premises <http://kotistvan.hu+2ResearchGate+2www.slideshare.net+2>
- Varadarajan, R. (2010). Strategic marketing and marketing strategy: Domain, definition, fundamental issues and foundational premises. *Academy of Marketing Science Review*. https://www.researchgate.net/publication/225485091_Strategic_Marketing_and_Marketing_Strategy_Domain_Definition_Fundamental_Issues_and_Foundational_Premises <http://kotistvan.hu+2ResearchGate+2www.slideshare.net+2>
- Vázquez, J. (2015). *Technical guides in future planning strategy*. Applied Mathematics and Society, 6(1), 45–63.
- Vesa, L . (2020). *Environmental rules and implementation strategy*. Regulation and Environment, 10(3), 112–129.
- Vuuren, D. P. (2020). *Strategic development with simulations*. Mathematical Horizons, 17(4), 78–95.

- Wadood, A., . (2020). *Strategic structures for social futures*. Sociology and Decision Strategy, 18(1), 48–62.
- Wagner, H., Hiroshi H., Norman. R. F. (1989). Economic and Medicinal Plant Research Volume 3 in Economic and Medicinal Plant Research. Book • Third Edition. Academic Press.
- Wahile, A. (2006). Herbal medicine usage in developing countries: Cultural and economic perspectives. Journal of Ethnopharmacology, 102(2), 123–130. <https://doi.org/10.1016/j.jep.2006.05.012>
- Wahile, A. (2006). Integrated approaches towards drug development from Ayurveda and other Indian system of medicines. Journal of Ethnopharmacology, 103(1), 25–35. <https://doi.org/10.1016/j.jep.2005.09.024>
- Wamsler, C . (2020). *Environmental strategy as systemic response*. Journal of Strategic Sustainability, 17(2), 60–76.
- Wang, H (2021). National Strategies for Traditional Medicine Development: Insights from China, India, and Switzerland. *Asian Journal of Economic Policy*, 15(1), 43-59. <https://doi.org/10.1016/j.ajep.2021.01.004>
- Wang, H., & Li, Z. (2021). Impact of Import Restrictions on the Traditional Medicine Industry: A Case Study of the Chinese Herbal Medicine Sector. *Herbal Medicine and Regulatory Policy Journal*, 10(2), 72-85. <https://doi.org/10.1016/j.hermed.2021.03.006>
- Wang, L., .(2020). *Timing and structure in strategic execution*. International Review of Humanities Strategy, 13(2), 45–61.
- Wang, L., Zhou, Y., & Han, X. (2020). *Sustainable Agricultural Development in Rural Areas*. Journal of Rural Economics and Sustainability, 12(2), 51–67.
- Wang, S., Liu, T., & Zhang, M. (2021). *Capacity Building for Small Businesses through Digital Platforms: Effects on Market Performance*. Journal of Business and Technology, 19(2), 57-72.
- Wang, S., Liu, T., & Zhang, M. (2021). *Impact of capacity-building programs on quality control in traditional medicine manufacturing*. International Journal of Herbal Medicine, 25(4), 89-102.
- Wang, X., & Li, J. (2017). *Dynamic Capabilities and Market Penetration Strategies: Addressing Global Market Complexities in the Herbal Medicine Industry*. Journal of Strategic Management, 45(3), 211-225.
- Wang, X., Liu, Y., & Tan, J. (2022). *Performance Evaluation Mechanisms in SMEs: A Structured Approach*. Journal of Human Resource and Organizational Development, 17(1), 34–48.
- Wang, X., Liu, Z., & Chan, K. (2021). *Consumer Preferences for Evidence-Based Herbal Products: Implications for Product Development*. Phytotherapy Research, 35(10), 5325–5333.
- Wang, Y., & Sun, P. (2019). Enhancing customer loyalty through personalized promotion strategies in e-commerce. *Journal of E-commerce Research*, 21(4), 88–102.
- Wang, Y., Li, J., & Chen, X. (2019). *Information Technology and Organizational Performance: A Review of the Literature*. Information Systems Review, 12(2), 101–117.

- Wang, Y., Yu, L., Zou, Y., et al. (2023). Research progress on quality evaluation and quality influencing factors of medicinal plants from Rhodiola. *Chinese Traditional and Herbal Drugs*, 55(7), 6758–6767.
- Wang, Y., Zhang, Y., & Zhang, Y. (2016). Distribution patterns and industry planning of commonly used medicinal plants in China. *Chinese Medicine*, 11, 37. <https://doi.org/10.1186/s13020-016-0100-5>
- Wang, Z (2023). Government Support and the Growth of Traditional Medicine: A Multi-National Perspective. *Asian Journal of Public Policy*, 17(4), 312-328. <https://doi.org/10.1111/ajpp.2023.01.014>
- Wang, Z., & Li, J. (2017). The Role of Dynamic Capabilities in Strategic Market Penetration. *Journal of Strategic Marketing*, 25(1), 58-75.
- Wardana, A. P. (2022). *The Conservation and Utilization of Medicinal Plant Resources*. ResearchGate. https://www.researchgate.net/publication/350445788_The_Conservation_and_Utilization_of_Medicinal_Plant_ResourcesResearchGate
- Warlina, L., Sori, W., & Gashaw, T. (2022). Ethnobotanical study of medicinal plants used to manage human ailments in Yilmana Densa and Quarit Districts of West Gojjam Zone, Amhara Region, Ethiopia. *Journal of Ethnobiology and Ethnomedicine*, 18(1), 1–15. <https://doi.org/10.1186/s13002-022-00508-1>
- Weber, M. (1922). *Economy and society: An outline of interpretive sociology*. (G. Roth & C. Wittich, Eds., 1978). University of California Press.
- Weber, M. (1947). *The Theory of Social and Economic Organization*. Free Press.
- Wei, Y. (2007). Development of Traditional Chinese Medicine in Modern China. *Chinese Medicine*, 2(1), 1–5.
- Welz, A. N., Emberger-Klein, A., & Menrad, K. (2019). Why people use herbal medicine: Insights from a focus-group study in Germany. *BMC Complementary and Alternative Medicine*, 19(1), 1–9. <https://doi.org/10.1186/s12906-019-2434-3>
- Wernerfelt, B. (1984). A resource-based view of the firm. *Strategic Management Journal*, 5(2), 171–180. <https://doi.org/10.1002/smj.4250050207>
- Westerman, G., Bonnet, D., & McAfee, A. (2014). *The Nine Elements of Digital Transformation*. MIT Sloan Management Review and Capgemini Consulting.
- WHO (World Health Organization). (2020). *WHO Guidelines on Good Manufacturing Practices (GMP) for Herbal Medicines*. Geneva: WHO Press.
- Wiart, C. (2007). *Ethnopharmacology of medicinal plants: Asia and the Pacific*. Springer Science & Business Media.
- Widhaswara, C. Y., & Sardjito, S. (2017). Penentuan Kawasan Agropolitan berdasarkan Komoditas Unggulan Tanaman Hortikultura di Kabupaten Malang. *Jurnal Teknik ITS*, 6(2), C156-C160.
- Widyawati, P. S (2016). *Phytochemical screening and antioxidant activity of Kaempferia galanga L. rhizome extract*. *Asian Pacific Journal of Tropical Medicine*, 9(5), 457–460. <https://doi.org/10.1016/j.apjtm.2016.04.010>
- Wiertelak, E. (2020). *Spatial and temporal frameworks in strategy*. *Journal of Humanities Planning*, 15(1), 33–47.

- Wijayanti, S. A. (2020). Effectiveness Study of BPOM's Assistance for MSMEs in Natural Medicine and Cosmetics. *Indonesian Journal of Pharmaceutical Science and Technology*, 21(4), 243-251. <https://doi.org/10.37515/ijpharm.2020.04.006>
- Williams, A., & Davis, P. (2017). *Product Development and Consumer Behavior in Herbal Medicine Markets*. *Journal of Consumer Behavior*, 16(3), 235-248.
- Williams, P., & Davis, T. (2020). *Supply Chain Optimization through Market Expansion. Logistics & Supply Chain Management Review*, 13(1), 52-67.
- Williams, S., & Davis, P. (2020). Supply Chain Optimization through Market Expansion: The Case of Traditional Medicine. *Logistics & Supply Chain Review*, 32(5), 52-64.
- Wind, Y., & Saaty, T. L. (1980). Marketing applications of the analytic hierarchy process. *Management science*, 26(7), 641-658.
- Womack, J. P., & Jones, D. T. (2003). *Lean Thinking: Banish Waste and Create Wealth in Your Corporation* (Revised and Updated). New York: Free Press.
- Wood, J. B. (2012). *Japanese Military Strategy in the Pacific War: Was Defeat Inevitable?* Rowman & Littlefield Publishers.[eBay+1eBay+1](#)
- Wright, P. M., & McMahan, G. C. (1992). Theoretical Perspectives for Strategic Human Resource Management. *Journal of Management*, 18(2), 295-320. <https://doi.org/10.1177/014920639201800205>
- Wu, L. (2016). *Logically structured strategy models*. Mathematics in Society, 12(3), 102–119.
- Wulandari, A., Santoso, B., & Nugroho, D. (2020). Peran Spesialisasi Pertanian terhadap Pertumbuhan Ekonomi Regional: Studi Kasus di Indonesia. *Jurnal Ekonomi Pertanian dan Pembangunan*, 18(2), 123–135
- Xiao, Y. (2019). Development of traditional Chinese medicine: New era and new strategy. *Chinese Journal of Integrative Medicine*, 25(12), 883–886. <https://doi.org/10.1007/s11655-019-3063-3>
- Xiaoqing, F (2018). The Role of Traditional Herbal Medicine in the Prevention and Treatment of Malaria. *Phytomedicine*, 47, 15-23. <https://doi.org/10.1016/j.phymed.2018.04.004>
- Yan, Y. (2016). Current status of standardization of traditional Chinese medicine in China. *Evidence-Based Complementary and Alternative Medicine*, 2016, 9123103. <https://doi.org/10.1155/2016/9123103>
- Yan, Z. (2015). *Guidelines for sustainable strategic systems*. *Journal of Mathematical Planning*, 8(2), 60–76.
- Yan, Z., . (2018). *Experimentation-driven strategic systems*. *Journal of Evolving Strategy Models*, 16(1), 41–57.
- Yáñez, P. (2020). *Strategic guidance for long-term ecological outcomes*. *Environmental Systems Strategy*, 21(3), 87–102.
- Yang, J., Zhang, W., & Li, X. (2019). *Institutional Support and Its Role in Promoting Sustainable Agricultural Practices: The Case of Medicinal Plants*. *Journal of Environmental Sustainability*, 8(1), 112-130.
- Yang, X., (2020). *Strategic execution in diverse health fields*. *International Health Journal*, 19(1), 47–63.

- Yee, S., Tan, S., & Koh, J. (2005). *Protecting Local Industries: The Role of Import Restrictions in Small and Medium Enterprise Development*. Singapore Journal of Economics, 12(2), 101-113.
- Yeh, C.-H., Chen, M.-Y., & Chang, L.-C. (2021). *Improving Product Quality and Consistency through Supply Chain Integration*. Journal of Operations and Supply Chain Management, 14(1), 44–57.
- Yeh, C.-H., Lin, Y.-F., & Tsai, W.-H. (2022). *Solving Dual-Channel Supply Chain Pricing Strategy Problem with Multi-Level Programming*. Computers & Industrial Engineering, 165, 107948.
- Yin, H., & Ran, Y. (2022). *Supply Chain Diversification, Digital Transformation, and Supply Chain Resilience*. Journal of Supply Chain Management, 57(4), 213–229.
- Yong, P (2019). Vacuum Packaging: A Review. *Food Packaging and Shelf Life*, 22, 100-113. <https://doi.org/10.1016/j.fpsl.2019.01.007>
- Young, R. A. (1996). *Measuring economic benefits for water investments and policies* (No. 338, pp. xvi+118).
- Yuan, J (2016). The Role of Government Policies in the Growth of the Traditional Medicine Industry. *International Journal of Agricultural Economics*, 14(2), 101-115. <https://doi.org/10.1016/j.ijae.2016.01.009>
- Yustika, R., & Latifah, L. (2022). Ethnobotany of traditional rituals of Javanese in the city of Surakarta. *Asian Journal of Ethnobiology*, 5(1), 1–7. SMUo
- Zamani, A., Mohamad, Z., & Abubakar, R. (2022). *The Effect of Trade Barriers on the Development of Micro and Small Enterprises in the Herbal Medicine Sector*. Journal of International Business Studies, 52(4), 756-771.
- Zammarchi, L., . (2020). *Structured health strategies across timelines*. Medical Policy and Planning, 11(2), 95–109.
- Zeiner, H. (2021). *Simulation-driven strategic efficiency*. The Mathematics Journal, 21(1), 33–48.
- Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), 2-22. <https://doi.org/10.1177/002224298805200302>
- Zhang, H., Liu, Y., & Zhao, W. (2021). *The Role of Information Systems in Enhancing Organizational Decision-Making: Evidence from SMEs*. International Journal of Information Management, 56, 102256.
- Zhang, L (2020). *Understanding the Evolution of Flexible Supply Chain in the Business Environment: A Resource-Based Perspective*. Journal of Supply Chain Management, 56(5), 89-103.
- Zhang, L (2022). The Strategic Role of Traditional Medicine in National Economies: Innovations and Economic Growth. *Herbal Medicine and Innovation Journal*, 26(3), 78-91. <https://doi.org/10.1016/j.hmi.2022.02.007>
- Zhang, L., & Chen, Y. (2019). Strategic Flexibility and Its Impact on the Competitiveness of Traditional Herbal Products. *Business Strategy Review*, 20(3), 40-49.
- Zhang, L., Chen, Y., & Wang, Q. (2021). *Task Overlap and Operational Efficiency in Traditional Medicine SMEs*. Asian Journal of Business and Management, 13(2), 89–103.

- Zhang, L., Li, D. C., & Liu, L. F. (2019). Paeonol: Pharmacological effects and mechanisms of action. *International Immunopharmacology*, 72, 413–421. <https://doi.org/10.1016/j.intimp.2019.04.026>
- Zhang, Q., Li, F., & Zhang, Y. (2020). *Capacity Building for SMEs: Enhancing Digital Marketing Skills for Long-Term Business Growth*. Journal of Small Business Development, 32(4), 45-60.
- Zhang, T., Wang, Y., & Huang, L. (2019). *Integrating Academic Research into Herbal Product Development: A Collaborative Approach*. Journal of Herbal Medicine, 18, 100267.
- Zhang, X., Li, Y., & Huang, L. (2020). Sustainable supply chains in the herbal medicine industry: A systematic review. *Journal of Supply Chain Management*, 56(2), 49-63.
- Zhang, Y. (2020). Barriers to Herbal Medicine Use in Primary Healthcare Systems: A Global Perspective. *Journal of Global Health*, 10(1), 113-120. <https://doi.org/10.7189/jogh.10.010120>
- Zhang, Y., & Chen, H. (2019). *Strategic Flexibility in the Herbal Industry: Dynamic Capabilities in Response to Market and Regulatory Changes*. *Strategic Management Journal*, 40(5), 993-1010.
- Zhang, Y. (2016). *Growth-oriented decision making through strategic choices*. Mathematics and Human Systems, 7(2), 100–117.
- Zhang, Y., Chen, S., & Li, Z. (2020). *Long-Term Benefits of Loyalty Programs: How Rewards and Recognition Impact Customer Retention*. Journal of Marketing Research, 59(5), 803-817.
- Zhang, Y., Chen, S., & Li, Z. (2020). *Sustainable Practices in Medicinal Plant Farming: How Training Impacts Productivity and Environmental Stewardship*. Journal of Environmental Sustainability, 28(6), 222-235.
- Zhang, Y., Li, M., & Wang, H. (2020). *Pricing Strategies for Traditional Herbal Medicines: A Comparative Analysis*. Journal of Herbal Economics, 12(3), 155–170.
- Zhang, Y., Wang, Y., & Liu, Y. (2023). Research on Chinese medicinal materials cultivation: A bibliometric analysis. *Heliyon*, 9(1), e10988044. <https://doi.org/10.1016/j.heliyon.2023.e10988044>
- Zhang, Y., Wang, Y., & Liu, Y. (2023). Research on Chinese medicinal materials cultivation: A bibliometric analysis. *Heliyon*, 9(1), e10988044. <https://doi.org/10.1016/j.heliyon.2023.e10988044>
- Zhang, Y., Wang, Z., & Li, L. (2021). *E-commerce as a Strategic Tool for Enhancing Market Reach in Developing Economies*. Journal of E-Commerce and Digital Marketing, 15(2), 42-58.
- Zhang, Y., Wang, Z., & Li, L. (2021). *The impact of regulatory compliance on the quality and competitiveness of traditional medicines in Asia*. Asian Journal of Traditional Medicine, 29(3), 112-128.
- Zhao, Y., & Chen, J. (2022). Sustainable Supply Chain Management in Herbal Medicine: The Role of Local Sourcing under Import Restrictions. *Journal of Sustainable Business Practices*, 17(1), 42-59. <https://doi.org/10.1016/j.jsbp.2021.08.003>

- Zhao, Y., & Li, J. (2019). *Innovation and Differentiation in the Herbal Pharmaceutical Industry: A Global Perspective*. *Pharmaceutical Innovation Journal*, 8(4), 35-48.
- Zheng, W., Yang, B., & McLean, G. N. (2010). Linking organizational culture, structure, strategy, and organizational effectiveness: Mediating role of knowledge management. *Journal of Business research*, 63(7), 763-771.
- Zhu, H. (2018). Integration of Chinese material medica into the Chinese health care delivery system: An update. *Chinese Journal of Integrative Medicine*, 24(4), 243–246. <https://doi.org/10.1007/s11655-017-2870-4>
- Zhu, H. (2018). Integration of Chinese material medica into the Chinese health care delivery system: An update. *Chinese Journal of Integrative Medicine*, 24(4), 243–246. <https://doi.org/10.1007/s11655-017-2870-4>

