## **DISSERTATION**

## THE ANTECENDENTS AND CONSEQUENCES OF PERSONAL BRAND ORIENTATION & BRAND ORCHESTRATION IN INDONESIA SOCIAL MEDIA COMMERCE

Submitted to obtain the degree of Doktor Manajemen at Universitas Pelita Harapan with authority of Rector Universitas Pelita Harapan Defended on Thursday, March 17<sup>th</sup>, 2022 at Universitas Pelita Harapan

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STUDY PROGRAM OF MANAGEMENT DOCTORAL PROGRAM
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JAKARTA
2022