

REFERENCES

- Acar, O. A., Tarakci, M., & van Knippenberg, D. (2018). Creativity and innovation under constraints: a cross-disciplinary integrative review. *Journal of Management*, 45(1), 96–121. <https://doi.org/10.1177/0149206318805832>
- Ahmad, N., Billoo, M., & Lakhan, A. (2012). Effect of product packaging in consumer buying decision. *Journal of Business Strategies*, 6(2), 1–10. https://www.researchgate.net/publication/262291170_Effect_of_Product_Packaging_in_Consumer_Buying_Decision
- Ajayi, V. O. (2017, September). *Primary sources of data and secondary sources of data*. ResearchGate; [www.researchgate.net](https://www.researchgate.net/publication/320010397_Primary_Sources_of_Data_and_Secondary_Sources_of_Data). https://www.researchgate.net/publication/320010397_Primary_Sources_of_Data_and_Secondary_Sources_of_Data
- Akyildiz, S. T. (2021). An overview of qualitative research and focus group discussion. *International Journal of Academic Research in Education*, 7(1), 1–15. <https://doi.org/10.17985/ijare.866762>
- Aramouni, F., & Deschenes, K. (2018). *Methods for developing new food products : an instructional guide*. Destech Publications, Inc.
- Arens, W. F., & Weigold, M. F. (2021). *Contemporary advertising and integrated marketing communications*. McGraw-Hill Education.
- AURI. (2018). *Driving innovation in agriculture: pricing and go-to-market guide for food products* 2. Agricultural Utilization Research Institute. https://www.auri.org/wp-content/uploads/2020/04/AURI_AnnualReport_2019.pdf
- Barot, H. (2015). Entrepreneurship - a key to success. *The International Journal of Business and Management*, 3(1), 163–165. https://www.researchgate.net/publication/328687981_Entrepreneurship_-A_Key_to_Success
- Berk, Z. (2018). Dehydration. *Food Process Engineering and Technology*, 513–566. <https://doi.org/10.1016/b978-0-12-812018-7.00022-1>
- Bhardwaj, P. (2019). Types of sampling in research. *Journal of the Practice of Cardiovascular Sciences*, 5(3), 157–163. https://doi.org/10.4103/jpcs.jpcs_62_19
- Bhuiyan, N. (2011). A framework for successful new product development. *Journal of Industrial Engineering and Management*, 4(4). <https://doi.org/10.3926/jiem.334>
- Bindu, J., Ravisankhar, C. S., & Gopal, T. K. S. (2012). Packaging of retort-processed seafood, meat and poultry. *Advances in Meat, Poultry and Seafood Packaging*, 333–362. <https://doi.org/10.1533/9780857095718.3.331>

Booz, Allen, & Hamilton. (1982). *New products management for the 1980s*. Booz, Allen & Hamilton Inc.

Boslaugh, S. (2007). Secondary Data Sources for Public Health. In *Practical Guides to Biostatistics and Epidemiology*. Cambridge University Press.
<https://doi.org/10.1017/cbo9780511618802>

Campbell, S. (2016). Perspectives: Method and methodology in nursing research. *Journal of Research in Nursing*, 21(8), 656–659. <https://doi.org/10.1177/1744987116679583>

Carter, N., Brush, C., Greene, P., Gatewood, E., & Hart, M. (2003). Women entrepreneurs who break through to equity financing: The influence of human, social and financial capital. *Venture Capital*, 5(1), 1–28. <https://doi.org/10.1080/1369106032000082586>

Carvalho, N. B., Costa, T. de M. T. da, Ferreira, M. A. M., Simiqueli, A. A., & Minim, V. P. R. (2014). Consumer attitude regarding products containing probiotics. *Ciência Rural*, 44(7), 1319–1326. <https://doi.org/10.1590/0103-8478cr20131178>

Casey, M. A., & Krueger, R. A. (1994). Focus group interviewing. *Measurement of Food Preferences*, 77–96. https://doi.org/10.1007/978-1-4615-2171-6_4

Cedergren, S., Wall, A., & Norström, C. (2010). Evaluation of performance in a product development context. *Business Horizons*, 53(4), 359–369. <https://doi.org/10.1016/j.bushor.2010.03.001>

Chandan, R. C., Kilara, A., & Wiley, J. (2013). *Manufacturing yogurt and fermented milks*. John Wiley & Sons.

Chen, J., & Yin, X. (2019). Connotation and types of innovation. *The Routledge Companion to Innovation Management*, 26–54. <https://doi.org/10.4324/9781315276670-3>

Chen, M., Sun, Q., Giovannucci, E., Mozaffarian, D., Manson, J. E., Willett, W. C., & Hu, F. B. (2014). Dairy consumption and risk of type 2 diabetes: 3 cohorts of US adults and an updated meta-analysis. *BMC Medicine*, 12(1). <https://doi.org/10.1186/s12916-014-0215-1>

Collange, V. (2008). The impact of brand name substitution on product evaluation and purchase intention. *Recherche et Applications En Marketing (English Edition)*, 23(2), 1–18. <https://doi.org/10.1177/205157070802300201>

Colpaart, A. M. (2016, December 31). *Exploring personal, business, and community barriers and opportunities for food entrepreneurs*. Mountainscholar.org. <https://hdl.handle.net/10217/184045>

Cooper, H. M. (1998). *Synthesizing research* (3rd ed.). SAGE.

Costa, A. I. A., & Jongen, W. M. F. (2006). New insights into consumer-led food product development. *Trends in Food Science & Technology*, 17(8), 457–465. <https://doi.org/10.1016/j.tifs.2006.02.003>

- Creswell, J. W. (2014). *Research design: qualitative, quantitative, and mixed methods approaches* (4th ed.). Sage Publications Ltd.
- Cui, A. S., & Wu, F. (2016). The impact of customer involvement on new product development: contingent and substitutive effects. *Journal of Product Innovation Management*, 34(1), 60–80. <https://doi.org/gfw277>
- Cusumano, G. (2019). *The launch of a new product: from the npd models to the luxury world with the ferrari s.p.a. business case*. <http://dspace.unive.it/bitstream/handle/10579/15356/989665-1229443.pdf?sequence=2>
- D'Este, P., Iammarino, S., Savona, M., & von Tunzelmann, N. (2012). What hampers innovation? Revealed barriers versus deterring barriers. *Research Policy*, 41(2), 482–488. <https://doi.org/10.1016/j.respol.2011.09.008>
- Dahiya, S., Panghal, A., Sindhu, S., & Siwach, P. (2021). Organic food women entrepreneurs-TISM approach for challenges. *Journal of Enterprising Communities: People and Places in the Global Economy*, 15(1), 114–136. <https://doi.org/10.1108/jec-04-2020-0068>
- Diandra, D. and Azmy, A. (2020). Understanding definition of entrepreneurship. *Journal of Management Accounting and Economics*, 7(5), 235–241.
- Dana Lynn Driscoll. (2011). *Introduction to primary research: observations, surveys, and interviews*. <https://wac.colostate.edu/books/writingspaces2/driscoll--introduction-to-primary-research.pdf>
- Drucker, P. F. (1985). *Innovation and entrepreneurship: practice and principles*. London Routledge.
- Earle, R., Earle, M., & Anderson, A. (2001). *Food product development*. Woodhead Publishing Limited.
- Ebrahim, N. A. (2016, April 21). Introduction to the “Research Tools” for Research Methodology course. *Effective Use of Research & Publication Tools and Resources*. Effective Use of Research & Publication Tools and Resources, Kuala Lumpur. <https://doi.org/10.6084/m9.figshare.3187673.v1>
- Egan, B. (2013). Chapter 6 – standardized recipes. Unizin.org; Pressbooks. <https://psu.pb.unizin.org/hmd329/chapter/chapter-6-standardized-recipes/>
- Eiríksdóttir, H., & Thorarensen, G. (2012). *Turning customer feedback into a product improvement resource a case study at a medium sized mechanical company*. <https://publications.lib.chalmers.se/records/fulltext/158956.pdf>
- Ernst & Young Global Client Consulting. (1999). *Efficient product introductions : the development of value-creating relationships*. [s.l.] : ECR Europe. <https://www.econbiz.de/Record/efficient-product-introductions-the-development-of-value-creating-relationships/10004817957>

- Flora, J. L. (1998). Social capital and communities of place1. *Rural Sociology*, 63(4), 481–506. <https://doi.org/10.1111/j.1549-0831.1998.tb00689.x>
- Food and Agriculture Organization of the United Nations. (1947). Food and Agriculture Organization of the United Nations: Dried fruit. *International Organization*, 1(02), 350.
- Frishammar, J., Söderholm, P., Bäckström, K., Hellsmark, H., & Ylinenpää, H. (2014). The role of pilot and demonstration plants in technological development: synthesis and directions for future research. *Technology Analysis & Strategic Management*, 27(1), 1–18. <https://doi.org/10.1080/09537325.2014.943715>
- Fuchs, C., & Schreier, M. (2010). Customer empowerment in new product development. *Journal of Product Innovation Management*, 28(1), 17–32. <https://doi.org/10.1111/j.1540-5885.2010.00778.x>
- Fuller, G. W. (2011). *New food product development* (3rd ed.). CRC Press. <https://doi.org/10.1201/b10521>
- Gentlemen Marketing Agency. (2022). *The yogurt market in China - update 2020 - marketing China*. Gentlemen Marketing Agency. <https://marketingtchina.com/yogurt-health-supplement-for-chinese/>
- GlobeNewswire News Room. (2022, September 21). *Dairy snacks market to hit US\$ 380 Bn by 2032, with flavored milk snacks and yogurt leading from the forefront | Future Market Insights, Inc.* Globe Newswire. <https://www.globenewswire.com/en/news-release/2022/09/01/2508569/0/en/Dairy-Snacks-Market-to-Hit-US-380-Bn-by-2032-With-Flavored-Milk-Snacks-and-Yogurt-Leading-from-the-Forefront-Future-Market-Insights-Inc.html>.
- Govindarajan, V. (2010, August 3). *Innovation is not creativity*. Harvard Business Review. <https://hbr.org/2010/08/innovation-is-not-creativity>.
- Grönlund, J., Sjödin, D. R., & Frishammar, J. (2010). Open innovation and the stage-gate process: a revised model for new product development. *California Management Review*, 52(3), 106–131. <https://doi.org/10.1525/cmr.2010.52.3.106>
- Grunert, K. G., Larsen, H. H., Madsen, T. K., & Baadsgaard, A. (2012). Market orientation in food and agriculture. *European Review of Agricultural Economics*, 24(1), 150–151. <https://doi.org/10.1093/erae/24.1.150>
- Guiné, R. P. F., Florença, S. G., Barroca, M. J., & Anjos, O. (2020). The link between the consumer and the innovations in food product development. *Foods*, 9(9), 1317. <https://doi.org/10.3390/foods9091317>
- Hammami, R. (2012). Health-promoting characteristics of probiotics: current trends and emergent functional food applications. *Food Microbiology*. https://www.mdpi.com/journal/foods/special_issues/3W61CHW6FO
- Harris, R. (1988). *Introduction to creative thinking*. VirtualSalt. https://faculty.ksu.edu.sa/sites/default/files/introduction_to_creative_thinking_-robert_harris_0_1.pdf

- Hartono, H. (2013). The impact of leadership, creativity, and innovation on competitive advantage: proposing a comprehensive framework for a better Indonesia. *Binus Business Review*, 4(2), 756. <https://doi.org/10.21512/bbr.v4i2.1391>
- Hauser, J. R., Urban, G. L., & Weinberg, B. D. (1993). How consumers allocate their time when searching for information. *Journal of Marketing Research*, 30(4), 452. <https://doi.org/10.2307/3172690>
- Healthy snacks market size, share / Industry growth [2020-2027]*. (2020, August). Fortune Business Insights. <https://www.fortunebusinessinsights.com/industry-reports/healthy-snacks-market-101454>
- Helyer, R. (2015). Learning through reflection: the critical role of reflection in work-based learning (WBL). *Journal of Work-Applied Management*, 7(1), 15–27. <https://doi.org/10.1108/jwam-10-2015-003>
- Hess, J. M., Jonnalagadda, S. S., & Slavin, J. L. (2016). What is a snack, why do we snack, and how can we choose better snacks? a review of the definitions of snacking, motivations to snack, contributions to dietary intake, and recommendations for improvement. *Advances in Nutrition*, 7(3), 466–475. <https://doi.org/10.3945/an.115.009571>
- Hewson, C. M. (2006). Primary research. ResearchGate. https://www.researchgate.net/publication/43127437_Primary_Research
- Hilal, H. M. H., Husin, W. N. I. W., & Zayed, T. M. (2013). Barriers to creativity among students of selected universities in Malaysia. *International Journal of Microwave Science and Technology*, 3(6).
- Hisrich, R. D. (1986). *Entrepreneurship, intrapreneurship, and venture capital*. Free Press.
- Holt, B. (2016). *Vegetable oil : properties, uses, and benefits*. Nova Publishers.
- Horn, E. J., Edwards, K., & Terry, S. F. (2011). Engaging research participants and building trust. *Genetic Testing and Molecular Biomarkers*, 15(12), 839–840. <https://doi.org/10.1089/gtmb.2011.1526>
- Ikhsan, L. N., Chin, K.-Y., & Ahmad, F. (2022). Methods of the dehydration process and its effect on the physicochemical properties of stingless bee honey: a review. *Molecules*, 27(21), 7243. <https://doi.org/10.3390/molecules27217243>
- Jaeger, S. R., Rossiter, K. L., Wismer, W. V., & Harker, F. R. (2003). Consumer-driven product development in the kiwifruit industry. *Food Quality and Preference*, 14(3), 187–198. [https://doi.org/10.1016/s0950-3293\(02\)00053-8](https://doi.org/10.1016/s0950-3293(02)00053-8)
- Jansen, D., & Warren, K. (2020, June 15). *What is research methodology?* Grad Coach. <https://gradcoach.com/what-is-research-methodology/>
- Kasriel-Alexander, D. (2017) *Daphne Kasriel-Alexander top 10 global consumer trends for 2017*.

- Kirkpatrick, K. (n.d.). *Defining pilot plant objectives and understanding their implications*. MATRIC - Contract R&D services in chemistry and advanced software systems. <https://www.matricinnovates.com/matric-matters-blog/defining-pilot-plant-objectives-understanding-implications/#:~:text=Examples%20include%20scale%20up%2C%20technical>.
- Kleinschmidt, E., & Cooper, R. G. (1991). The impact of product innovativeness on performance. *Journal of Product Innovation Management*, 8(4), 240–251. [https://doi.org/10.1016/0737-6782\(91\)90046-2](https://doi.org/10.1016/0737-6782(91)90046-2)
- Knudson, W., Wysocki, A., Champagne, J., & Peterson, H. C. (2004). Entrepreneurship and innovation in the agri-food system. *American Journal of Agricultural Economics*, 86(5), 1330–1336. <https://doi.org/10.1111/j.0002-9092.2004.00685.x>
- KPMG China. (2011). *On the move in China*. KMG China. <https://assets.kpmg.com/content/dam/kpmg/pdf/2011/12/Transport-Logistics-in-China-20112.pdf>
- Kuckertz, A., & Berger, E. S. C. (2017). Entrepreneurship: entrepreneurial individuals and entrepreneurial teams. *Entrepreneurship and Innovation Management*, 112–124. Yasar University European Union Research Center.
- Lambert, M. (2012). *Beginner's guide to doing your education research project*. Sage.
- Lee, K. S., Kassab, Y. W., Taha, N. A., & Zainal, Z. A. (2021). A systematic review of pharmaceutical price mark-up practice and its implementation. *Exploratory Research in Clinical and Social Pharmacy*, 2, 100020. <https://doi.org/10.1016/j.rcsop.2021.100020>
- Leedy, P. D., Jeanne Ellis Ormrod, & Laura Ruth Johnson. (2016). *Practical research : planning and design*. Pearson India Education Services.
- Ltd, F. M. I. G. and C. P. (2022, September 1). *Dairy snacks market to hit US\$ 380 bn by 2032, with flavored milk snacks and yogurt leading from the forefront | future market insights, inc.* GlobeNewswire News Room. <https://www.globenewswire.com/en/news-release/2022/09/01/2508569/0/en/Dairy-Snacks-Market-to-Hit-US-380-Bn-by-2032-With-Flavored-Milk-Snacks-and-Yogurt-Leading-from-the-Forefront-Future-Market-Insights-Inc.html>
- Luke, B., Verreyne, M.-L., & Kearins, K. (2007). Measuring the benefits of entrepreneurship at different levels of analysis. *Journal of Management & Organization*, 13(4), 312–330. <https://doi.org/10.1017/s1833367200003576>
- Macrotrends.net. (2022). *Beijing, China metro area population 1950-2020*. Macrotrends.net. <https://www.macrotrends.net/cities/20464/beijing/population#:~:text=The%20current%20metro%20area%20population>
- Marinho, E. da S., González, M. O. A., Galvão, M. S., Araújo, A. C. C. de, Rosa, M. S. C., & Pereira, J. R. (2016). Relationship between creativity and product innovation: A literature review. *Product Management & Development*, 14(1), 32–37. <https://doi.org/10.4322/pmd.2016.007>

- Martins, F. S., Cunha, J. A. C. da, & Serra, F. A. R. (2018). Secondary data in research – uses and opportunities. *Revista Ibero-Americana de Estratégia*, 17(04), 01–04. <https://doi.org/10.5585/ijsm.v17i4.2723>
- Mattila-Sandholm, T., & Saarela, M. (2003). *Functional dairy products*. Crc Press ; Cambridge.
- Mazla, M. I. S. B., Jabor, M. K. B., Tufail, K., Yakim, A. F. N., & Zainal, H. (2019). The roles of creativity and innovation in entrepreneurship. *Advances in Social Science, Education and Humanities Research*, 470, 213–217. <https://doi.org/10.2991/assehr.k.200921.035>
- McPherson, G., & Welch, G. (2012). *The Oxford handbook of music education. Volume II*. Oxford University Press.
- Mo, Z., Li, Y.-F., & Fan, P. (2015). Effect of online reviews on consumer purchase behavior. *Journal of Service Science and Management*, 08(03), 419–424. <https://doi.org/10.4236/jssm.2015.83043>
- Musumali, B. (2019). An Analysis why customers are so important and how marketers go about in understanding their decisions. *Business and Marketing Research Journal*, 23(23), 230–246. https://www.researchgate.net/publication/342898572_An_Analysis_why_customers_are_so_important_and_how_marketers_go_about_in_understanding_their_decisions
- Nasiopoulos, D. K., Sakas, D. P., Vlachos, D. S., & Mavrogianni, A. (2015). Simulation of generation of new ideas for new product development and IT services. *AIP Conference Proceedings*. <https://doi.org/10.1063/1.4907818>
- Neo, P. (2020, March 17). *Fight COVID-19 with dairy? China industry associations issue consumption guidelines to “build immune resistance.”* Foodnavigator-Asia.com. <https://www.foodnavigator-asia.com/Article/2020/03/17/Fight-COVID-19-with-dairy-China-industry-associations-issue-consumption-guidelines-to-build-immune-resistance>
- Neo, P. (2022, May 15). *China dairy growth: Rising consumer income and increased functional product innovation yields large leap.* Foodnavigator-Asia.com. <https://www.foodnavigator-asia.com/Article/2022/05/16/rising-china-consumer-income-and-increased-functional-product-innovation-yields-large-dairy-leap>
- Nyumba, T., Wilson, K., Derrick, C. J., & Mukherjee, N. (2018). The use of focus group discussion methodology: insights from two decades of application in conservation. *Methods in Ecology and Evolution*, 9(1), 20–32. <https://besjournals.onlinelibrary.wiley.com/doi/full/10.1111/2041-210X.12860>
- OECD. (2018). *Oslo manual : guidelines for collecting, reporting and using data on innovation.* Oecd Publishing, Cop.
- Office, F. S. (2020). *Foreign population.* Bundesamt Für Statistik. <https://www.bfs.admin.ch/bfs/en/home/statistics/population/migration-integration/foreign.html>

Pellegrino, G. (2017). Barriers to innovation in young and mature firms. *Journal of Evolutionary Economics*, 28(1), 181–206. <https://doi.org/10.1007/s00191-017-0538-0>

Pellegrino, G., & Savona, M. (2017). No money, no honey? Financial versus knowledge and demand constraints on innovation. *Research Policy*, 46(2), 510–521. <https://doi.org/10.1016/j.respol.2017.01.001>

Pomsanam, P., K. Napompech, & S. Suwanmaneepong. (2014). factors driving thai consumers' intention to purchase organic foods. *Asian Journal of Scientific Research*, 7(4), 434–446. <https://doi.org/10.3923/ajsr.2014.434.446>

Possa, G., de Castro, M. A., Marchioni, D. M. L., Fisberg, R. M., & Fisberg, M. (2015). Probability and amounts of yogurt intake are differently affected by sociodemographic, economic, and lifestyle factors in adults and the elderly—results from a population-based study. *Nutrition Research*, 35(8), 700–706. <https://doi.org/10.1016/j.nutres.2015.05.020>

Procool. (2018, July 15). *Drinkable yogurt market China | Analysis, Summary and Forecast*. Procool. <https://procoolmfg.com/drinkable-yogurt-market-china>

Qingdao Vistapak Packaging Co., Ltd. (n.d.). [Hot Item] Fsc custom printed corrugated paper bamboo retail product spoon bowl plate dish utensil dishware toy packing packaging gift carton box with hanging hole window. Made-In-China.com. <https://cnvistapak.en.made-in-china.com/product/xvpmGRTOveYX/China-Fsc-Custom-Printed-Corrugated-Paper-Bamboo-Retail-Product-Spoon-Bowl-Plate-Dish-Utensil-Dishware-Toy-Packaging-Gift-Carton-Box-with-Hanging-Hole-Window.html>

Raghunathan, R., Naylor, R. W., & Hoyer, W. D. (2006). The unhealthy = tasty intuition and its effects on taste inferences, enjoyment, and choice of food products. *Journal of Marketing*, 70(4), 170–184. <https://doi.org/10.1509/jmkg.70.4.170>

Raju, N. V., & Harinayana, N. S. (2016, January). Online survey tools: A case study of Google Forms. *ResearchGate*. National Conference on "Scientific, Computational & Information Research Trends in Engineering, GSSS-IETW, Mysore. https://www.researchgate.net/publication/326831738_Online_survey_tools_A_case_study_of_Google_Forms

Reuters. (2021, September 15). China to ramp up recycling, incineration in new plastic pollution push. *Reuters*. <https://www.reuters.com/world/china/china-ramp-up-recycling-incineration-new-plastic-pollution-push-2021-09-15/#:~:text=China%20produces%20more%20than%2060>

Robbins, S. P., & Coulter, M. K. (2012). *Management*. Pearson.

Roopa, S., & Rani, M. (2012). Questionnaire designing for a survey. *The Journal of Indian Orthodontic Society*, 46(4), 273–277. <https://doi.org/10.5005/jp-journals-10021-1104>

Santos, F. M. (2012). A positive theory of social entrepreneurship. *SSRN Electronic Journal*, 111(3), 335–351. <https://doi.org/10.2139/ssrn.1553072>

- Shah, N. (2003). YOGURT | The product and its manufacture. *Encyclopedia of Food Sciences and Nutrition*, 6252–6259. <https://doi.org/10.1016/b0-12-227055-x/01305-5>
- Sloboda, B. W., Yao, V. W., & Mae, F. (2007). The development of the Chinese transportation infrastructure: a case of highway development. *Business and Public Administration Studies*, 2(3), 60. <https://www.bpastudies.org/index.php/bpastudies/article/view/47>
- Sng, B. L., Yip, C., & Han, N.-L. R. (2016). Legal and ethical issues in research. *Indian Journal of Anaesthesia*, 60(9), 684–688. <https://doi.org/10.4103/0019-5049.190627>
- Steenkamp, J. B. E. M., & van Trijp, J. C. M. (1998). Consumer-oriented new product development: principles and practice. *Marketing and Consumer Behaviour*, 37–66.
- Sternberg, R. J. (2014). *Handbook of creativity*. New York Cambridge University Press.
- Stewart, D. W., & Shamdasani, P. N. (1990). *Focus groups : theory and practice*. Sage Publications.
- Sukhov, A., Sihvonen, A., Netz, J., Magnusson, P. R., & Olsson, L. E. (2021). How experts screen ideas: the complex interplay of intuition, analysis, and sensemaking. *Journal of Product Innovation Management*, 38(4). <https://doi.org/10.1111/jpim.12559>
- Sunday, A. A., Omolayo, M. I., Samuel, A. U., Samuel, O. O., Abdulkareem, A., Moses, E. E., & Olamma, U. I. (2021). The role of production planning in enhancing an efficient manufacturing system – an overview. *E3S Web of Conferences*, 309, 01002. <https://doi.org/10.1051/e3sconf/202130901002>
- Taherdoost, H. (2016). Validity and reliability of the research instrument; how to test the validation of a questionnaire/survey in a research. *SSRN Electronic Journal*, 5(3), 28–36. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3205040
- Tashakkori, A., & Teddlie, C. (1999). Mixed methodology: combining qualitative and quantitative approaches. *Contemporary Sociology*, 28(6), 752. <https://doi.org/10.2307/2655606>
- Theofanidis, D., & Fountouki, A. (2018). Limitations and delimitations in the research process. *Perioperative Nursing*, 7(3), 155–162. https://www.spnj.gr/articlefiles/volume7_issue3/pn_sep_73_155_162b.pdf
- Thilmany, D., Conner, D. S., Deller, S. C., Hughes, D. L., Meter, K., Morales, A., Schmit, T. M., Swenson, D. A., Bauman, A., Megan Phillips Goldenberg, Hill, R. J., Jablonski, R., & Tropp, D. (2016). The economics of local food systems: a toolkit to guide community discussions, assessments and choices. *Economic Impact Assessment Toolkit for Local Food Systems*.
- Tohidi, H., & Jabbari, M. M. (2012). The important of innovation and its crucial role in growth, survival and success of organizations. *Procedia Technology*, 1(1), 535–538. <https://doi.org/10.1016/j.protcy.2012.02.116>
- Toubia, O., & Florès, L. (2007). Adaptive idea screening using consumers. *Marketing Science*, 26(3), 342–360. <https://doi.org/10.1287/mksc.1070.0273>

- Ullman, D. S. (2009). The mechanical design process. *Choice Reviews Online*, 30(01), 30-0323. <https://doi.org/10.5860/choice.30-0323>
- Van Loo, E. J., Diem, M. N. H., Pieniak, Z., & Verbeke, W. (2013). Consumer attitudes, knowledge, and consumption of organic yogurt. *Journal of Dairy Science*, 96(4), 2118–2129. <https://doi.org/10.3168/jds.2012-6262>
- Verdugo, G. A. B. (2018). Innovative self-concept of micro-entrepreneurs: Perception of Barriers and Intention to Invest. *BAR - Brazilian Administration Review*, 15(2). <https://doi.org/10.1590/1807-7692bar2018170085>
- Wagner, C. S., Zhang, L., & Leydesdorff, L. (2022). A discussion of measuring the top-1% most-highly cited publications: quality and impact of Chinese papers. *Scientometrics*, 127(4), 1825–1839. <https://doi.org/10.1007/s11192-022-04291-z>
- Ware, M. (2018, January 11). *Yogurt: Types, health benefits, and risks*. www.medicalnewstoday.com. <https://www.medicalnewstoday.com/articles/295714#nutrition>.
- Weatherwax, J. (n.d.). *Prime Cost Restaurant: Formula and how to calculate*. Home.binwise.com. <https://home.binwise.com/blog/prime-cost-restaurant#toc-prime-cost-formula>
- Wickham, R. (2019). Secondary analysis research. *Journal of the Advanced Practitioner in Oncology*, 10(4), 395–400. <https://doi.org/10.6004/jadpro.2019.10.4.7>
- Williams, C. (2007). Research methods. *Journal of Business & Economics Research (JBER)*, 5(3). <https://doi.org/10.19030/jber.v5i3.2532>
- Wong, L. P. (2008). Focus group discussion: A tool for health and medical research. *Singapore Medical Journal*, 49(3), 256–260. https://www.researchgate.net/publication/5489407_Focus_group_discussion_A_tool_for_health_and_medical_research
- Wong, W. K., Cheung, H. M., & Venuvinod, P. K. (2005). Individual entrepreneurial characteristics and entrepreneurial success potential. *International Journal of Innovation and Technology Management*, 02(03), 277–292. <https://doi.org/10.1142/s0219877005000502>
- Young, N. (2016, October 12). *50 Delightfully examples of chocolate packaging design*. Hongkiat. <https://www.hongkiat.com/blog/chocolate-packaging-designs>
- Zeng, W., & Resnik, D. (2010). Research integrity in China: problems and prospects. *Developing World Bioethics*, 10(3), 164–171. <https://doi.org/10.1111/j.1471-8847.2009.00263.x>