ACKNOWLEDGEMENT

I would like to express my greatest appreciation to the work, attention, and efforts given by the lecturers, especially DR. RMD Soetisna, MBA, and DR. Singgih Riphat, MA. as my advisors, and also to the President, the Dean, and all staffs of IEU University. It is our hope that IEU students can use the knowledge as a foundation to further career development in the future.

I also would like to thank the management and staffs of MNCX where I did the case study, because without the opportunity given, I would have never finished this thesis.

And finally, I would like to thank my family for the steadfastness in giving the support for me during the study, thesis writing, and in everyday's life.