

Jurnal Manajemen Bisnis dan Kewirausahaan

Copyright Transfer Agreement

Jurnal Manajemen Bisnis dan Kewirausahaan require a formal written transfer of copyright from the author(s) for each article published. We therefore ask you to read the terms of this agreement, sign in the space provided, and return the complete form to us at supplementary files. Your cooperation is essential and appreciated. Any delay will result in a delay in publication.

Article entitled : **Determinan *Perceived Value* Dan Dampaknya Pada *Brand Switching* Pada Konsumen Produk Kosmetik Make Over**

Corresponding author : Ellena Nurfazria Handayani

To be published in : Jurnal Manajemen Bisnis dan Kewirausahaan

COPYRIGHT TRANSFER

I hereby assign to Jurnal Manajemen Bisnis dan Kewirausahaan all rights under copyright that may exist in and to the manuscript identified above and any supplemental tables, illustrations or other information submitted therewith (the “article”), including any associated written or multimedia components or other enhancements accompanying the article submitted to Jurnal Manajemen Bisnis dan Kewirausahaan in all forms and media (whether now known or hereafter developed), throughout the world, in all languages, for the full term of copyright and all extensions and renewals thereof, effective when and if the article is accepted for publication.

GENERAL TERMS

- € The undersigned represents that he/she has the power and authority to make and execute this assignment;
- € If the article was prepared jointly with other authors, you have informed the co-author(s) of the terms of this copyright transfer and that you are signing on their behalf as their agent, and represent that you are authorized to do so;
- € The undersigned agrees to indemnify and hold harmless the Jurnal Manajemen Bisnis dan Kewirausahaan from any damage or expense that may arise in the event of a breach of any of the warranties set forth above;
- € The article you have submitted to the journal for review is original, has been written by the stated authors and has not been published elsewhere;
- € The article is not currently being considered for publication by any other journal and will not be submitted for such review while under review by the journal;
- € The article contains no libelous or other unlawful statements and does not contain any plagiarism substance or any materials that violate any personal or proprietary rights of any other person or entity;
- € You have obtained written permission from copyright owners for any excerpts from copyrighted works that are included and have credited the sources in your article;
- € In the event the above article is not accepted and published or is withdrawn by the author(s) before acceptance, the foregoing copyright transfer shall become null and void and all materials embodying the article submitted will be destroyed immediately.

Corresponding author’s signature:

Name: Ellena Nurfazria Handayani



Date: February, 25 2022

Data Protection: By submitting this form, you are consenting that the personal information provided herein may be used by Jurnal Manajemen Bisnis dan Kewirausahaan and its affiliated companies worldwide to contact you concerning the publishing of your article.

RETAINED RIGHTS/TERMS AND CONDITIONS OF PUBLICATION

1. As an author, you (or your employer or institution) may do the following:

- € make copies (print or electronic) of the article for your own personal use, including for your own classroom teaching use;
- € make copies and distribute such copies (including through e-mail) of the article to research colleagues, for the personal use by such colleagues (but not commercially or systematically, e.g. via an e-mail list or list server);
- € present the article at a meeting or conference and to distribute copies of the article to the delegates attending such meeting;
- € for your employer, if the article is a ‘work for hire’, made within the scope of your employment, your employer may use all or part of the information in the article for other intra-company use (e.g. training);
- € retain patent and trademark rights and rights to any process, procedure, or article of manufacture described in the article;
- € include the article in full or in part in a thesis or dissertation (provided that this is not to published commercially);
- € use the article or any part thereof in a printed compilation of your works, such as collected writings or lecture notes (subsequent to publication of the article in the journal); and prepare other derivative works, to extend the article into book-length form, or to otherwise re-use portions or excerpts in other works, with full acknowledgement of its original publication in the journal;
- € may reproduce or authorize others to reproduce the article, material extracted from the article, or derivative works for the author’s personal use or for company use, provided that the source and the copyright notice are indicated, the copies are not used in any way that implies Jurnal Manajemen Bisnis dan Kewirausahaan endorsement of a product or service of any employer, and the copies themselves are not offered for sale.

All copies, print or electronic, or other use of the paper or article must include the appropriate bibliographic citation for the article’s publication in the journal.

2. Requests from third parties

Although authors are permitted to re-use all or portions of the article in other works, this does not include granting third-party requests for reprinting, republishing, or other types of re-use. Requests for all uses not included above, including the authorization of third parties to reproduce or otherwise use all or part of the article (including figures and tables), should be referred to Jurnal Manajemen Bisnis dan Kewirausahaan by going to our website at <https://journal.untar.ac.id/index.php/jmbk/index>.

3. Author Online Use

- € Personal Servers. Authors and/or their employers shall have the right to post the accepted version of articles pre-print version of the article, or revised personal version of the final text of the article (to reflect changes made in the peer review and editing process) on their own personal servers or the servers of their institutions or employers without permission from Jurnal Manajemen Bisnis dan Kewirausahaan, provided that the posted version includes a prominently displayed Jurnal Manajemen Bisnis dan Kewirausahaan copyright notice and, when published, a full citation to the

- original publication, including a link to the article abstract in the journal homepage. Authors shall not post the final, published versions of their papers;
- € Classroom or Internal Training Use. An author is expressly permitted to post any portion of the accepted version of his/her own articles on the author's personal web site or the servers of the author's institution or company in connection with the author's teaching, training, or work responsibilities, provided that the appropriate copyright, credit, and reuse notices appear prominently with posted material. Examples of permitted uses are lecture materials, course packs, e-reserves, conference presentations, or in-house training courses;
 - € Electronic Preprints. Before submitting an article to Jurnal Manajemen Bisnis dan Kewirausahaan, authors frequently post their manuscripts to their own web site, their employer's site, or to another server that invites constructive comment from colleagues. Upon submission of an article to Jurnal Manajemen Bisnis dan Kewirausahaan, an author is required to transfer copyright in the article to Jurnal Manajemen Bisnis dan Kewirausahaan, and the author must update any previously posted version of the article with a prominently displayed Jurnal Manajemen Bisnis dan Kewirausahaan copyright notice. Upon publication of an article by the Jurnal Manajemen Bisnis dan Kewirausahaan, the author must replace any previously posted electronic versions of the articles with either (1) the full citation to the work with a Digital Object Identifier (DOI) or link to the article abstract in Jurnal Manajemen Bisnis dan Kewirausahaan homepage, or (2) the accepted version only (not the final, published version), including the Jurnal Manajemen Bisnis dan Kewirausahaan copyright notice and full citation, with a link to the final, published article in journal homepage.

4. Articles in Press (AiP) service

Jurnal Manajemen Bisnis dan Kewirausahaan may choose to publish an abstract or portions of the paper before we publish it in the journal. Please contact our Production department immediately if you do not want us to make any such prior publication for any reason, including disclosure of a patentable invention.

5. Author/Employer Rights

If you are employed and prepared the article on a subject within the scope of your employment, the copyright in the article belongs to your employer as a work-for-hire. In that case, Jurnal Manajemen Bisnis dan Kewirausahaan assumes that when you sign this Form, you are authorized to do so by your employer and that your employer has consented to the transfer of copyright, to the representation and warranty of publication rights, and to all other terms and conditions of this Form. If such authorization and consent has not been given to you, an authorized representative of your employer should sign this Form as the Author.

6. Jurnal Manajemen Bisnis dan Kewirausahaan Copyright Ownership

It is the formal policy of Jurnal Manajemen Bisnis dan Kewirausahaan to own the copyrights to all copyrightable material in its technical publications and to the individual contributions contained therein, in order to protect the interests of the Jurnal Manajemen Bisnis dan Kewirausahaan, its authors and their employers, and, at the same time, to facilitate the appropriate re-use of this material by others. Jurnal Manajemen Bisnis dan Kewirausahaan distributes its technical publications throughout the world and does so by various means such as hard copy, microfiche, microfilm, and electronic media. It also abstracts and may translate its publications, and articles contained therein, for inclusion in various compendiums, collective works, databases and similar publications.

THIS FORM MUST ACCOMPANY THE SUBMISSION OF THE AUTHOR'S MANUSCRIPT.

Questions about the submission of the form or manuscript should be sent to Jurnal Manajemen Bisnis dan Kewirausahaan Secretariat.

Jurnal Manajemen Bisnis dan Kewirausahaan

E-ISSN 2598-0289

<https://journal.untar.ac.id/index.php/jmbk/index>

Program Studi Magister Manajemen

Universitas Tarumanagara

Kampus 1 Jl. Letjen S. Parman No.1

Jakarta 11440

021-5655806

(jmbkmm@untar.ac.id)