

## Curriculum Vitae

<b>Surname:</b>	Mardhiyah
<b>First Name:</b>	Dien
<b>Date of Birth:</b>	18 Nov 1972
<b>Academic Qualification:</b>	Assistance professor
<b>Venia Legendi (qualification to teach):</b>	Marketing Management, Consumer Behavior, Service Marketing, Introduction to Business, Research methodology, & Statistic for business
<b>Further Qualifications:</b>	NA

<b>At the Higher Education Institution since:</b>	1999
<b>Level of Employment:</b>	Assistance Professor
<b>Teaching Focus:</b>	Marketing Management, Consumer Behavior, Service Marketing, Introduction to Business, Research methodology, & Statistic for business
<b>Interdisciplinary Aspects:</b>	
<b>Activities in the Areas:</b>	
- <b>Further Education</b>	<ol style="list-style-type: none"> <li>1. Attending short course at Auckland University &amp; Technology, New Zealand (2007).</li> <li>2. Participated in Certified of Marketing Analyst (2018)</li> <li>3. Attending Digital Media Workshop (2019)</li> <li>4. Following the Certified of Publons Peer Reviewer (2020)</li> <li>5. Attending Applied Good Clinical Practice (GCP)</li> <li>6. Participated in the Certified of Neuro Linguistic Program for Managerial Function (2021)</li> </ol>
- <b>Research</b>	Digital Marketing, Marketing Ethics, Halal Products, Relationship Marketing
- <b>Consultancy</b>	Business & marketing research consultant
<b>How are personal research activities reflected in the teaching activities?</b>	<ol style="list-style-type: none"> <li>1. All of my research topic directly related with subject that I teach in Bachelor and Master</li> <li>2. Case studies on my research become one of the topic discussions in class</li> <li>3. Topic of my research enriches the material given in class.</li> </ol>

<b>Work experience:</b>	
- <b>General</b>	Lecturer
- <b>Activities as an Expert:</b>	<ol style="list-style-type: none"> <li>1. Business consultant</li> <li>2. Business trainer</li> <li>3. Consultant in Branding</li> <li>4. Consultant in Marketing Research</li> </ol>
<b>Publications:</b>	<ol style="list-style-type: none"> <li>1. A Conceptual Framework for Relationship Between Symbolic Risk Consumption with Electronic WOM. 2020. Opcion, Ano 36, Especial No. 26</li> <li>2. An Integrated Model of the Adoption of Information Technology in Travel Service. International Journal of Innovation, Creativity and Change. 2020. Vol. 9, Issue 10 (Scopus Indexed)</li> <li>3. Effect of country of origin image, product knowledge, brand familiarity to purchase intention Korean cosmetics with information seeking as a mediator variable: Indonesian women's perspective, 2019, Dermatology Report, Vol 11 9S1 (Scopus Indexed)</li> <li>4. Increasing Electronic Word-of Mouth Activities through Self Congruity and Tourist Values, 2019, International Journal of Innovation, Creativity and Change. Volume 9, Issue 10 (Scopus Indexed)</li> <li>5. Dynamic Capability of Private Universities: The Role of Middle Managers, 2019, International Journal of Recent Technology and Engineering (IJRTE), Volume-8 Issue-4</li> <li>6. The Effect of Product Related Atributes, Store Related Attributes and Discount Perception on Customer Statisfaction and Retail Patronage at Store 3 Second in Jember City, 2019, International Journal of Innovative Science and Research Technology, Volume 4, Issue 7</li> </ol>
<b>Memberships:</b>	<ul style="list-style-type: none"> <li>- Member of Indonesian Economics Bachelor Association (ISEI)</li> <li>- Member of Indonesia Management Forum (FMI)</li> <li>- Member of Indonesia Marketing Academy (IMARC)</li> <li>- Member of Medical Research Ethic Committee in RS. Dr. Soetomo Surabaya</li> </ul>
<b>International experience in:</b>	
- <b>Corporate Management</b>	NA
- <b>Academic Activities</b>	<ol style="list-style-type: none"> <li>1. Presenter in International Conferences</li> <li>2. Reviewer in Reputable International Journals</li> <li>3. Presenter and moderator in International Seminar Management Series</li> </ol>
- <b>Personal Background/ Experience</b>	<p><b>Personal Data</b></p> <p>Name : Dr. Dien Mardhiyah, SE., MSi.</p>

Sex : Female  
Scopus ID : 55806358100  
Email : dienmardhiyah@feb.unair.ac.id

**Education**

1. Bachelor, 1997, Faculty of Economics and Business, Airlangga University.
2. Master Degree, 2005, Postgraduate Program, Gadjah Mada University.
3. Doctoral Degree, 2015, Postgraduate Program, , Gadjah Mada University.

**Awards**

-

**Work Experiences**

Academic

1. Head of Study Program in Management Department (2020 – Present)
2. Secretary Task Force Team for World Class University Ranking for Universitas Airlangga (Sep 2016 – Dec 2020)
3. Team of Planning and Development Board for Airlangga University (Sep 2015- Dec 2020)

**Other:**

NA