

Curriculum Vitae

Surname:	Fitdiarini
First Name:	Noorlaily
Date of Birth:	03-01-1970
Academic Qualification:	
Venia Legendi (qualification to teach):	Entrepreneurship Small & Medium Business Management Innovation Management Quantitative Management Finance of Small & Medium Business Business Plan
Further Qualifications:	NA

At the Higher Education Institution since:	1988
Level of Employment:	Assistant Ahli
Teaching Focus:	Entrepreneurship & Finance
Interdisciplinary Aspects:	
Activities in the Areas:	
- Further Education	MSME Companion Certification
- Research	Finance
- Consultancy	Entrepreneurship & SME
How are personal research activities reflected in teaching activities?	Personal research activities reflected in my teaching activities as explains as follow: <ol style="list-style-type: none"> 1. All of my research topic directly related with subject that I teach in Bachelor program 2. Case studies on my research become one of the topic discussions in class 3. Topics of my research & my business enrich the material given in class.

	<p>Research:</p> <ol style="list-style-type: none"> 1. Matrix of Value Creation and Performance of Go Public Companies in BEJ Before, During and After The Economic Crisis, 2005 2. The effect of Store Environmental Factors on Store Selection Criteria and Their impact on The Interest of Young Shoppers to Return to the "Matahari Department Store" Surabaya, 2006 3. Characteristics and Patterns of Relationship Determinants of Child Labor in Indonesia, 2006 4. The Use of The Internet In Supporting The Student's Learning Process at Airlangga University, 2006 5. Impact of Lapindo Mud on Embroidery Industry in Sidoarjo and Bangil, 2007 6. Financial Distress with Logistic Regression Model and Neural Network, 2008 7. The Role of The Founding Family in Creating Financial Performance and Company Market Value in Family Companies, 2014 8. Customer Trust to Do Online Shopping and Its impact on Repurchase Intention, 2015 9. Corporate Diversification and Cash Holding, 2016
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Work experience:	
- General	Lecturer
- Activities as an Expert:	Entrepreneur
Publications:	<ol style="list-style-type: none"> 1. The Role of The Founding Family in Creating Financial Performance and Company Market Value in Family Companies, Journal of Theory and Applied Management Vol 5, 2nd Ed, 2014 2. Customer trust to do online shopping and its impact on repurchase intention, Airlangga Journal of Economics and Business (JEBA), Vol 25, 2015 3. Corporate diversification and cash holding. Journal of Administrative and Business Studies, Vol 1(1), p.21-27, 2016 4. Corporate Governance and Funding Decisions, Journal of Business Management, Vol 17 No 4, 2020 5. Entrepreneurial Intentions of Accounting and Management Students, Journal of Innovation and Application of Science and Technology, Vol 9, No 1, 2021
Memberships:	NA
International experience in:	
- Corporate Management	NA
- Academic Activities	NA
- Personal Background/ Experience	<p>Personal Data</p> <p>Name : Noorlaily Fitdiarini, SE, MBA</p>

	<p>Sex : Female</p> <p>email at : noorlaily-f@feb.unair.ac.id</p> <p>Education</p> <ol style="list-style-type: none"> 1. Bachelor, 19893, Faculty of Economy, Airlangga University. 2. Master Degree, 1998, Master of Business Administration, University of Central Arkansas. <p>Work Experiences</p> <p><u>Academic</u></p> <p>Faculty of Economy, Airlangga University, Surabaya, Indonesia (2001-present)</p>
Other:	Owner & Founder of Annaqqu Boutique (1999-Present)