

Curriculum Vitae

Surname:	Kusumasondjaja
First Name:	Sony
Date of Birth:	1 May 1976
Academic Qualification:	Assistant Professor
Venia Legendi (qualification to teach):	Integrated Marketing Communication (2007-2013) Seminar on Current Issues on Marketing (2013-now) e-Marketing (2013-now) Services Marketing (2000-now) Business Marketing (2013-now) Postgraduate (Masters) Financial Aspects of Marketing, (2013-2016) Integrated Marketing Communication (2012-now)
Further Qualifications:	

At the Higher Education Institution since:	March 2000
Level of Employment:	Senior Lecturer
Teaching Focus:	Marketing Management, Services Marketing, Marketing Communication, Social Media Marketing
Interdisciplinary Aspects:	
Activities in the Areas:	
- Further Education	
- Research	The Effect of Acculturation on Citizen toward Australia and Indonesia 2017-2018 Principal Investigator: Prof. Sen Sendjaya (Swinburne University) Sony Kusumasondjaja (Universitas Airlangga), Andre Pekerti (University of Queensland), Denni Arli (University of Minnesota Duluth, USA) Funded by The Australia – Indonesia Center (AIC) Tactical Research Grant (Australia) Urban Poverty, Intellectual Capacity, Cognitive Performance, and Entrepreneurial Orientation 2019-2020 Principal Investigator: Prof. Alexandre Schaefer (Monash University) Sony Kusumasondjaja (Airlangga University), Min Hooi Yong (Sunway University Malaysia), Prof. Louise Phillips (The University of Aberdeen, UK), Fandy Tjiptono (Victoria University of Wellington, New Zealand) Funded by The Newton Fund – Ungku Omar Fund Institutional Links UK-Malaysia Grant
- Consultancy	
How are personal research activities reflected in teaching activities?	

Work experience:	
- General	
- Activities as an Expert:	
Publications:	Publikasi Internasional Septiatio, F., Tjiptono, F., & Kusumasondjaja, S. (2020) "Anger Punishes Compassion Forgives: The Effect of Double Standards on Consumer Emotions" Journal of Retailing and Consumer Services, 53. Kusumasondjaja, S. (2019) "Exploring the Role of Visual Aesthetics and Presentation Modality in Luxury Fashion Brand Communication on Instagram" Journal of Fashion Marketing & Management, 24(1), pp. 15-31. Kusumasondjaja, S., & Tjiptono, F. (2019) "Endorsement and Visual Complexity in Food Advertising on Instagram" Internet Research, 29(3), pp. 176-189. Kusumasondjaja, S. (2018) "The Roles of Message Appeal and Orientation on Social Media Brand



	<p>Communication Effectiveness: An Evidence from Indonesia” Asia Pacific Journal of Marketing and Logistics, 30(4), pp. 1135-1158 Kusumasondjaja, S., Shanka, T, & Marchegiani, C. (2012) “Credibility of Online Reviews and Initial Trust: The Role of Reviewer’s Identity and Review Valence” Journal of Vacation Marketing, 20(2), pp. 185-195.</p> <p>International (under review) Kusumasondjaja, S. “Social Media Motivations and Advertising Avoidance: Comparison of Facebook, Twitter, YouTube, and Instagram” Journal of Business Research. Kusumasondjaja, S.. “Fashion for Status or Value Conformity? The Role of Religiosity on Conspicuous Consumption on Instagram” Journal of Islamic Marketing Scahefer, A., Kusumasondjaja, S., Tjiptono, F., Goto, N., Lim, X.L., Shee, D., Herachwati, N., Wai-Ching, P., & Mushtaq, F. “Intellectual Activity Mediates the Relationship between Adult Poverty and Cognitive Performance in a Developing Country” Nature Human Behaviour.</p> <p>National Rahmahani, H. & Kusumasondjaja, S. (2020) “Gift-Giving Behaviour among Millennials: The Use of Photo Elicitation Interview to Gain Consumer Insights.” ASEAN Marketing Journal, 12(1), hal. 53-59 Kusumasondjaja, S. (2018) “Comparing the Effectiveness of Information Framing Strategy on Utilitarian and Hedonic Food Product Packaging.” Jurnal Manajemen dan Agribisnis, 15(1), hal. 44-52 Kusumasondjaja, S. (2017) “Commitment to Online Community and Continuance Intention: Issue Involvement, Interactivity, and Social Interaction.” Jurnal Bisnis dan Manajemen, 18(2), hal. 90-103 Kusumasondjaja, S. (2016) “Consumer Responses on Mobile Advergemes: The Roles of Intrusiveness and Irritation.” Jurnal Manajemen Teknologi, 15(3), hal. 206-223. Kusumasondjaja, S. (2015) “Pengaruh Daya Tarik dan Keterpercayaan Endorser Selebriti pada Iklan Wisata Korea terhadap Sikap Konsumen dan Niat Berkunjung.” Transaksi, Desember, hal. Kusumasondjaja, S. (2015) “Information Quality, Homophily, and Risk Propensity: Consumer Responses to Online Hotel Reviews” Ventura Journal of Economics, Business, and Accountancy, 18(2) Kusumasondjaja, S. (2014) “Efektivitas Social Media Advertising: Peran Brand Familiarity dan Kongruensi Endorser.” Jurnal Manajemen dan Kewirausahaan, April, hal. Kusumasondjaja, S. & Ashari, S. (2014) “Pengaruh Kesadaran Nilai, Integritas, Gratifikasi Personal, dan Penghindaran Risiko terhadap Sikap dan Perilaku pada Produk Lagu Bajakan”. Jurnal Manajemen dan Bisnis Indonesia, Februari, hal. Kusumasondjaja, S. & Karami, N. (2013) “Investigasi atas Perilaku Konsumen Musik Indonesia dalam Menggunakan Produk Musik Bajakan”. Jurnal Manajemen Teori dan Terapan, Oktober, hal.</p>
Memberships:	<ul style="list-style-type: none"> - Member of Indonesian Economics Bachelor Association (ISEI) - Member of Indonesia Management Forum (FMI)
International experience in: <ul style="list-style-type: none"> - Corporate Management - Academic Activities - Personal Background/ Experience 	<p>Personal Data: Name: Sony Kusumasondjaja, SE., M.Com., Ph.D Sex: Male Place/ Date Of Birth: Surabaya, 1 May 1976 Email s.kusumasondjaja@feb.unair.ac.id</p> <p>Awards Best Paper Award, Luxury Brand Mystique Conference, 2018, Singapore (hosted by Curtin University & Singapore University of Social Sciences)</p>



FIBAA

Best Paper Award, Gadjah Mada International Conference on Economics and Business, 2016, Yogyakarta, Indonesia (hosted by Universitas Gadjah Mada)
Best Paper Award, National Conference on Applied Sciences, Engineering, Business, and Information Technology (ASCNITech), 2016, Padang, Indonesia (hosted by Politeknik Negeri Padang)
Best Paper Award, Conference on Management and Behavioral Studies, 2015, Jakarta, Indonesia (hosted by Universitas Tarumanagara)
Best Paper Award, International Conference on Organizational Innovation, 2015, Yogyakarta, Indonesia (hosted by Universitas Airlangga)
Best Paper Award, Australia New Zealand Marketing Academy Conference (ANZMAC), 2011, Perth, Australia (hosted by: Edith Cowan University)
Best Paper Award, International Conference on Social Media and Tourism, 2011, Verona, Italy (hosted by: Virginia Polytechnic Institute, USA)

Educations

-Curtin University, Perth, Australia Doctor of Philosophy, Marketing December 2008 – January 2012
-University of New South Wales Sydney, Australia Master of Commerce, Marketing March – December 2004
-Universitas Airlangga Surabaya, Indonesia Bachelor of Arts in Management, Finance (major) 1994-1999

Work Experiences

-Department of Management, Faculty of Economics and Business Universitas Airlangga 2000-present Senior Lecturer
-International Office & Partnerships, Universitas Airlangga 2013-2015 Expert Staf on Academic Mobility
-Technological & Professional Skill Development Program ADB Loan No 1792-INO 2005-2007 Project Manager

Other:	<p>Tutor for SMEs SMEs under PT Siam Cement Group Indonesia, (2013-now)</p> <p>Ad Hoc Journal Reviewer International Journal of Consumer Studies (Q2, 2018-2021) Asia Pacific Journal of Marketing and Logistics (Q2, 2018-2021) Journal of Computer-Mediated Communication (Q1, 2018) Journal of Islamic Marketing (Q2, 2020-2021) Internet Research (Q1, 2019-2020) Marketing Intelligence & Planning (Q2, 2019-2021) Journal of Fashion Marketing & Management (Q1, 2020-2021)</p> <p>Conference Reviewer International Conference on Organizational Innovation (2012 dan 2013) Forum Manajemen Indonesia (2013-2019) Australia New Zealand Marketing Academy Conference (2011-2019)</p> <p>Editorial Advisory Board Asia Pacific Journal of Marketing and Logistics (Q2; Sept 2019 – now) Jurnal Manajemen & Kewirausahaan, Petra University (SINTA-2; 2015 – now)</p>
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