

Curriculum Vitae

Surname:	Hartini
First Name:	Sri
Date of Birth:	25-10-1965
Academic Qualification:	Associate Professor
Venia Legendi (qualification to teach):	Consumer Behavior Marketing Strategy Research Method
Further Qualifications:	NA

At the Higher Education Institution since:	1992
Level of Employment:	Associate Professor
Teaching Focus:	Consumer Behavior, Research Method, Marketing Strategy
Interdisciplinary Aspects:	
Activities in the Areas:	
- Further Education	
- Research	Green Marketing, Online marketing
- Consultancy	Matter related with Performance Management, Marketing Strategy
How are personal research activities reflected in teaching activities?	<p>Personal research activities reflected in my teaching activities as explains as follow:</p> <ol style="list-style-type: none"> 1. All of my research topic directly related with subject that I teach in Bachelor, Master, and Doctoral programme 2. Case studies on my research become one of the topic discussion in class 3. Topic of my research enriches the material given in class

Work experience:	
- General	Lecturer
- Activities as an Expert:	Marketing Research Marketing strategy
Publications:	<p>International Journal</p> <ul style="list-style-type: none"> • Sustainable Clothing Disposal Behavior: Factor influencing consumer intention toward clothing donation (2021) <i>Fibres and Textiles</i>. pp 7-15 • Revisiting the online shopper's behavior in Indonesia: The role of trust and perceived benefit, <i>International Journal of Industrial Engineering and Management</i> (2020) pp 226-236 • Funny Moments of Friendship Lead to Medicine Brand Recall Recommendation (Evidence in Indonesian Humor),(2020) <i>Systematic Reviews in Pharmacy</i> 1298-1308 • Effectivity of Sales Promotion Tools on Marketplace,(2020) <i>Solid State</i>



	<p><i>Technology</i> pp 2287-2299</p> <ul style="list-style-type: none">• Purchase Intention Elderly in a Pandemic Covid 19 Situation based on analysis CBBE (2020) <i>European Journal of Molecular & Clinical Medicine</i> pp 709-721• Improving relationship Quality : a relational model of internal Marketing and Commitment to customer- service in Higher education (2020), <i>Humanities & Social Sciences Reviews</i> pp 55-68• People equity model as an effort to increase employees' intention to stay (2020), <i>Journal of Public Health Research</i> pp 199-204• Trust and Social Influence as an Extension of Technology Acceptance Model in Using an Applications-Based Wallets Digital (2020) <i>Test Engineering and management</i> pp 4818-4828• The Effect of Service Quality and Satisfaction on Loyalty of College Library Users in Indonesia (2020) <i>Library Philosophy and Practice</i>,• Mobile advergame: Analysis of flow, attitudes and competitor trait as the moderating variable (2020), <i>International Journal of Mobile Learning and Organization</i>• A conceptual framework for the relationships between symbolic risk consumption with electronic word of mouth (2020) <i>Opcion</i>• An integrated Model of the adoption of Information Technology in Travel service (2020) <i>International Journal of Innovation creativity and change</i>• Authenticity as a corporate Social responsibility platform for building customer loyalty (2020) <i>Cogent Business and Management</i>• The determinant of E wom : Popularity Destination, value and Conspicuous Tendency regarding adventure Tourism,(2020) <i>International Journal of Innovation creativity and change</i>• The effect of Symbolic risk consumption on E- wom with emotional values and epistemic value as modiating variables in adventure tourism,2020 <i>Talent development and Excellence</i>• The role of Religiosity and social influence on perceive business ethics and its impact on the purchase of creative industrial product (2020) <i>International Journal Espacios</i>• The Role of Supply chain management on consumer service innovativeness and consumer attitude (2020) <i>International Journal of Supply chain</i>• Dynamic capability of Private Universities: The role of Middle manager (2019) <i>International Journal of recent technology and Engineering</i>• Increasing Electronic Word of Mouth Activities through self congruity and Tourist values,(2019) <i>International Journal of Innovation creativity and change</i>• Innovation as a mediator of knowledge combination capability and firms performance (2019) <i>International Journal of Innovation creativity and change</i>• The relationship of self-congruity and attitude towards luxury brand,(2019) <i>Opcion</i>• Children and advergame: The role of presence, flow and persuasion knowledge.(2018) <i>International Journal of Electronic Business</i>• Batik Creative Industry, Innovations and Competitiveness to encounter global market (2018) <i>Journal of Business and Finance in Emerging Market</i>• Marketing Ethics Creative Industry in Indonesia: Exploration Study (2018) <i>Archives of Business Research</i>• Relationships Business Ethics Index, Consumer Sentiment and
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	<p>Consumer Confident Index of Y Generation In Indonesia (2017) <i>International Journal of Applied Business research</i></p> <ul style="list-style-type: none"> • The impact of Service quality and product quality towards customer loyalty through emotional and Fungtional values in Traditional markets in Pontianak Indonesia (2015) <i>Europian Journal of Business and management</i> • The Influence of Functional Destinations Image and Psychological Destinations Image Toward the Behavioral Intentions on Ecotourism of Foreing Tourists in Lombok (2015) <i>International Review of Management and Business Research</i> <p>National Journal</p> <ul style="list-style-type: none"> • The Role of Religiosity and Spirituality on Impulsive Buying (2021), Al-Uqud: Journal of Islamic Economics, pp 119-150 • Anak-anak dan Advergame: Pengaruh Pengalaman Flow dan Persuasion Knowledge pada Sikap dan Niat Pembelian, (2020) Matrix : Journal manajemen ,strategi bisnis dan Kewirausahaan • Consumer Innovativeness dan Consumer Attitude dengan self Congruity sebagai variable mediasi pada konsumen Green skincare (2020), Balance : Economic, Business, Management and Accounting Journal • Determinan Loyalitas Wisatawan pada wisata bahari, (2020) Ekuitas • Narrative Online advertising as external variable in the Development of the technology acceptance model of gopay for millennials (2020) Journal of Accounting and Strategic Finance • Pemetaan Wisatawan domestik pada destinasi Wisata di Provinsi Jawa timur (2020) Journal manajerial • Pengembangan Theory of Plnned Behavior pada keputusan pembelian Green product (2020) Journal Riset Manajemen dan Bisnis • Source credibility Beauty Vlogger Parasocial Relationships dan Customer Equity viewer Youtube (2020) Journal Manajemen dan Kearifan Lokal Indonesia • The effect of perceived value by the tourists toward electronic word of mouth activity : the moderating role of Conspicuous tendency (2020), Journal Siasat Bisnis • Virtual Reality : Aplikasi teknologi untuk Kunjungan Wisatawan, 2020, Journal Business and Banking • Pengaruh Theory of Planned Behavior terhadap Green Purchase Intention Konsumen pria pada produk green skincare (2019), Journal Arthavidya • Penggunaan Emotional appeals pada niat berdonasi (guilt appeals vs sadness appeals) sudut pandang Theory of Planned Behavior, (2019) Journal ekonomi Modernisasi • Perilaku Sharing konten online: faktor Motivasi individual dan pengaruh Moderasi Faktor situasional, (2019) Journal Manajemen dan Pemasaran Jasa • Understanding consumer intention to use go pay: development and testing of Technology acceptance models for consumers, (2019) EKSIS vol 14 • Business ethics index for creative industry in Indonesia (2018)
Memberships:	ADI, FMI
International experience in:	
- Corporate	NA



FIBAA

Management	
Academic Activities	<ol style="list-style-type: none">1 Reviewer International Journal of Reserach and Innovation in Social Science2.International Conference Economic Business and Social Sciences 2017, Langkawi Malaysia2.JBFEM Award and Symposium, 2018,Singapura3.International Webinar Managing Life in Covid-19 Era Faculty of Human Ecology, Universiti Putra Malaysia
Personal Background/ Experience	<p>Personal Data</p> <p>Name : Dr.Sri hartini,SE.,MSi</p> <p>Sex : Female</p> <p>Place/Date of Birth :Cepu,25 Oct 1965</p> <p>Email :sri-hartini@feb.unair.ac.id</p> <p>Education</p> <ol style="list-style-type: none">1.Bachelor,1989, Faculty of Economic,Diponegoro University2.Master Degree,2000,Postgraduate Program Airlangga University3.Doctoral Degree,2008, Postgraduate Program,Airlangga University
Other:	NA