

Contoh CV

Curriculum Vitae

Surname:	Kurniawati
First Name:	Masmira
Date of Birth:	25-03-1975
Academic Qualification:	Doctoral Degree
Venia Legendi (qualification to teach):	Management Marketing Management Brand Management Entrepreneurship
Further Qualifications:	NA

At the Higher Education Institution since:	2000
Level of Employment:	Senior Lecturer
Teaching Focus:	Marketing Management
Interdisciplinary Aspects:	Small Medium Enterprise Entrepreneurship
Activities in the Areas:	
- Further Education	<ul style="list-style-type: none"> - Certified of Entrepreneur Supervisor, 2021. - Certification for Basic NLP, 2021.
- Research	Marketing, Consumer Behavior, Integrated Marketing Communication, Services Marketing
- Consultancy	Matter related with: <ol style="list-style-type: none"> 1. Consumer Behavior on Digital 2. Integrated Marketing Communication 3. Services Marketing
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, 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.

	<p>Research:</p> <ol style="list-style-type: none"> 1. Exploration of pilgrimage tourism in Indonesia (2019), Handriana, P Yulianti, M Kurniawati, Journal of Islamic Marketing 2. Purchase behavior of millennial female generation on Halal cosmetic products (2020), T Handriana, P Yulianti, M Kurniawati, NA Arina, RA Aisyah, MGA Aryani, Journal of Islamic Marketing 3. Effect of Destination Image and Subjective Norm toward Intention to Visit the World Best Halal Tourism Destination of Lombok Island in Indonesia (2020), SA Ramadhani, M Kurniawati, JH Nata, KnE Social Sciences, 83–95-83–95 4. Customer Predictive Analytics Using Artificial Intelligence (2020), S ZULAIKHA, H MOHAMED, M KURNIAWATI, S RUSGIANTO, The Singapore Economic Review, 1-12 5. Factors Influencing Intention to Use SPayLater in Indonesia (2021), R Orientani, M Kurniawati, JURNAL MANAJEMEN BISNIS 8 (2), 285-294 6. Female's Purchase Behavior On Skin Whitening Products (2021), T Handriana, M Kurniawati, I Usman, P Yulianti, R Setiawan, Review of International Geographical Education Online 11 (4), 567-578 7. Priorities of Education Quality Service with Higher Education for Sustainable Development (HESD) Dimensions, (2021), M Kurniawati, F Wurjaningrum, Z Naimah, Review of International Geographical Education Online 11 (4), 305-311. 8. Pengaruh Attitude Homophily, Social Attractiveness, Self-Disclosure, Endorser Credibility, dan Parasocial Interaction terhadap Purchase Intention (2021), F Kharisma, M Kurniawati, Jurnal Ilmu Manajemen 9 (1), 10-18 9. CONSUMER LOYALTY ON GREEN PRODUCT BASED ON COMMITMENT-TRUST THEORY, (2021), T Handriana, M Kurniawati, I Usman, PalArch's Journal of Archaeology of Egypt/Egyptology 18 (4), 6810-6823
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<p>Work experience:</p> <p>- General</p> <p>- Activities as an Expert:</p>	<p>Lecturer</p> <p>Consultant</p> <p>Researcher</p>
	<p>Legal expert on</p> <ol style="list-style-type: none"> 1. Marketing Management 2. Consumer Behaviour
<p>Publications:</p>	<ol style="list-style-type: none"> 1. Exploration of pilgrimage tourism in Indonesia (2019), Handriana, P Yulianti, M Kurniawati, Journal of Islamic Marketing 2. Purchase behavior of millennial female generation on Halal cosmetic products (2020), T Handriana, P Yulianti, M Kurniawati, NA Arina, RA Aisyah, MGA Aryani, Journal of Islamic Marketing 3. Effect of Destination Image and Subjective Norm toward Intention to Visit the World Best Halal Tourism

	<p>Destination of Lombok Island in Indonesia (2020), SA Ramadhani, M Kurniawati, JH Nata, KnE Social Sciences, 83–95-83–95</p> <p>4. Customer Predictive Analytics Using Artificial Intelligence (2020), S ZULAIKHA, H MOHAMED, M KURNIAWATI, S RUSGIANTO, The Singapore Economic Review, 1-12</p> <p>5. Factors Influencing Intention to Use SPayLater in Indonesia (2021), R Orientani, M Kurniawati, JURNAL MANAJEMEN BISNIS 8 (2), 285-294</p> <p>6. Female's Purchase Behavior On Skin Whitening Products (2021), T Handriana, M Kurniawati, I Usman, P Yulianti, R Setiawan, Review of International Geographical Education Online 11 (4), 567-578</p> <p>7. Priorities of Education Quality Service with Higher Education for Sustainable Development (HESD) Dimensions, (2021), M Kurniawati, F Wurjaningrum, Z Naimah, Review of International Geographical Education Online 11 (4), 305-311.</p> <p>8. Pengaruh Attitude Homophily, Social Attractiveness, Self-Disclosure, Endorser Credibility, dan Parasocial Interaction terhadap Purchase Intention (2021), F Kharisma, M Kurniawati, Jurnal Ilmu Manajemen 9 (1), 10-18</p> <p>9. CONSUMER LOYALTY ON GREEN PRODUCT BASED ON COMMITMENT-TRUST THEORY, (2021), T Handriana, M Kurniawati, I Usman, PalArch's Journal</p>
Memberships:	<ul style="list-style-type: none"> - Forum Manajemen Indonesia (FMI) - Vice Chief Of Alliances of Indonesian Master in Management Program/Aliansi Program Magister Manajemen Indonesia (APMMI)
International experience in:	
- Corporate Management	NA
- Academic Activities	<ol style="list-style-type: none"> 1. International Seminar presenter/speaker 2. Guest Lecturing.
- Personal Background/Experience	<p>Personal Data</p> <p>Name : Dr. Masmira Kurniawati</p>

	<p>Sex : Female</p> <p>Place/date of birth : Surabaya/25 March 1975</p> <p>email at masmira_k@yahoo.com</p> <p>Education</p> <ol style="list-style-type: none"> 1. Bachelor, 1997, Faculty of Economic, Airlangga University. 2. Master Degree, 2000, Postgraduate Program, Airlangga University. 3. Doctoral Degree, 2012, Postgraduate Program, Gadjah Mada University. <p>Awards</p> <p>-</p> <p>Work Experiences</p> <p><u>Academic</u></p> <ol style="list-style-type: none"> 1. Lecturer of Airlangga University, Surabaya, since 2001. 2. Head of Undergraduate of Management FEB Airlangga University, 2016-2020. 3. Head of MM Airlangga University, 2020-now
Other:	Having 1 Intellectual Property Rights for Book