

Curriculum Vitae

Surname:	Amelia Aisyah
First Name:	Ratri
Date of Birth:	24 Juli 1989
Academic Qualification:	Master
Venia Legendi (qualification to teach):	Marketing Management, Business Communication, Business Ethics and CSR
Further Qualifications:	NA

At the Higher Education Institution since:	2016
Level of Employment:	Junior Lecturer
Teaching Focus:	Marketing Management, Business Ethics and CSR
Interdisciplinary Aspects:	Statistics for Business, Digital Marketing
Activities in the Areas:	
- Further Education	Participated in the Certified of Neuro Linguistic Program for Managerial Function (2021)
- Research	Consumer Behavior, Digital Marketing
- Consultancy	NA
How are personal research activities reflected in teaching activities?	Personal research activities are reflected in teaching activities: 1. My research gives contribution in the material that I given to students

	Research 1. The Effect of Relational Capital on Performance: Knowledge Sharing as a mediation variable in Supplier and Buyer Relations 2. Examining leadership style and advertising evaluation on employees' customer focus 3. The effect of differentiation strategy to competitive advantage 4. Influence of Technology Acceptance Model on Students Attitude Toward Online Shopping 5. Quality Evaluation of Electronic Services on Train Passengers in Surabaya 6. The Impact of design of contents on the acceptance of students in higher education using e-learning
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Work experience:	
- General	Lecturer
- Activities as an Expert:	NA
Publications:	1. The Effect of Relational Capital on Performance: Knowledge Sharing as a mediation variable in Supplier and Buyer Relations (2019 - International Journal of Logistics Systems and Management (Scopus Q2)) 2. Examining leadership style and advertising evaluation on employees' customer focus (The 2nd Global Conference on Business, Management and Entrepreneurship (GCBME) 2017) 3. The effect of differentiation strategy to competitive advantage (The 3rd Global Conference on Business, Management and Entrepreneurship (GCBME) 2018) 4. Influence of Technology Acceptance Model on Students Attitude Toward Online Shopping (Airlangga International Conference on Economics and Business (AICEB) 2018) 5. Quality Evaluation of Electronic Services on Train Passengers in Surabaya (The 3rd International Conference on Family Business and Entrepreneurship (ICFBE) 2019) 6. The Impact of design of contents on the acceptance of students in higher education using e-learning (The 3rd International Seminar of Contemporary Research

	on Business and Management (ISCRBM) 2019)
Memberships:	- Member of Indonesia Management Forum (FMI)
International experience in:	
- Corporate Management	NA
- Academic Activities	NA
- Personal Background/ Experience	Personal Data: Name : Ratri Amelia Aisyah, SM., M.SM Sex : Female Place/ Date of Birth : Surabaya, 24 Juli 1989 Email : ratri.aisyah@feb.unair.ac.id Awards: E-learning Grant Universitas Airlangga (2017 – PIPS UNAIR)
Other:	NA