

CURRICULUM VITAE

1. Identitas Diri

1	Nama Lengkap (dengan gelar)	Prof DR Ratih Hurriyati M.P.CSBA (P)
2	Jabatan Fungsional	Guru Besar/Pembina Utama Muda /IV D
3	Jabatan Struktural	Wakil Direktur Bidang Sumber daya , Keuangan dan Umum
4	NIP/NIK	
5	NIDN	
6	Tempat Tanggal Lahir	
7	Alamat Rumah	
8	Nomor Telepon/Faks/HP	
9	Alamat Kantor	Jl Dr Setiabudhi no 229
10	Nomor Telepon/Faks	O22-70802344/022-2010415
11	Alamat e-mail	ratih@upi.edu , r_hurriyati@yahoo.com
12	Lulusan yang Telah Dihasilkan	788 (s1), 244 (s2) , 75 (s3)
13	Mata Kuliah yang Diampu	<p>a) Undergraduate Level</p> <ul style="list-style-type: none"> • Introduction to Business (Pengantar Bisnis) • Organization theory (Teori Organisasi) • Marketing Management (Manajemen Pemasaran) • Operation research (Riset Operasi) • Feasibility Study (Studi kelayakan Perusahaan) • Marketing Research (Riset pemasaran) • Marketing Management Seminar • Economic and Business • Strategy Fintech • Service digital marketing • Consumer behaviour • Service Marketing Management • Business management information system <p>b) Graduate Level (Magister Management Program)</p> <ul style="list-style-type: none"> • Managerial Economics (Ekonomi Manajerial) • Manajemen Pemasaran Jasa • Marketing Research (Penelitian pemasaran) • Marketing Management • Marketing management actual topic seminar • Research Methodology (Metodologi Penelitian) <p>c) Doctor Level (PhD Program)</p> <ul style="list-style-type: none"> • Marketing management advance • Consumer Behaviour Analysis • Marketing Management Research Design Study

2. Riwayat Pendidikan

	S-1	S-2	S3
Sarjana Pendidikan TataNiaga IKIP Bdg	1986-1990		-
Magister Ekonomi Perusahaan UNPAD		1995-1998	
Doktor Bidang Ilmu Ekonomi PascaSarjana UNPAD			1999-2004
Guru Besar Dalam Bidang Pend Manajemen Pemasaran			2014_Now

3. Pengalaman Penelitian Dalam 5 – 10 tahun Terakhir

No	Tahun	Judul Penelitian	Pendanaan	
			Sumber	Jml (Juta Rp)
1	Maret 2008-Des 2008	E Learning Potency by pass On line system to Improving Learning Preocess Quality in Prodi TN UPI	DP2M DIKTI Hibah Pekerti	Rp. 75.000.000
2	Agst 2008-Des 2008	Hybrid Learning Potency by pass E Larning system to Improving Learning Preocess Quality in Prodi TN UPI	DIPA UPI HKPU -UPI	Rp. 15.000.000
3	August2008 - Des 2008	Analysis Of Resources Development Strategy Human And Information Technology Acceptance To Attainment Of College Performance	DIPA UPI Hibah Kompetitif –UPI	Rp. 5.000.000
4	Jan 2008 – Des 2008	Analisis Perilaku Pengguna Teknologi Informasi pada Perguruan Tinggi Berstatus BHMN	DP2M DIKTI Hibah Fundamental	Rp. 40.000.000
4	Jan 2009-Des 2009	Analisis Perilaku Pengguna Teknologi Informasi pada Perguruan Tinggi Berstatus BHMN Studi Penerapan Teknologi Informasi di FPIPS-Universitas Pendidikan Indonesia	DP2M DIKTI Hibah Fundamental Tahun ke 2	Rp. 36.000.000
5	April 2009-nov 2009	Model Strategi Pemasaran Usaha Kecil Berbasis Web 2.0 Sebagai Upaya Dalam Meningkatkan Daya Saing Industri Kecil	DP2M DIKTI Hibah Stranas	Rp. 91.000.000
6	Feb 2009-Des 2009	Ensiklopedia Digital Untuk Manajemen Keuangan (Sumpelemen dari pengetahuan dan praktek bisnis 2008)	DP2M DIKTI Hibah Pekerti	Rp. 75.000.000
7	April 2009-nov2009	Integrasi Aspek Pedagogi dan Teknologi dalam Hybrid- Learning Studi Kasus: Pengembangan Hybrid Learning Pada Prodi Pendidikan Manajemen Bisnis	DP2M DIKTI Hibah Pekerti Tahun ke 2	Rp. 65.000.000
8	April 2009-Desember 2009	Bank proposal penelitian bermutu	DIPA UPI Hibah Penugasan	Rp. 40.000.000
10	April 2010-Nov2010	Evaluasi dan Implementasi bank proposal penelitian bermutu	DIPA UPI Hibah Penugasan tahun 2	Rp. 125.000.000
11	April 2011-Nov2011	Pengaruh Model Penerimaan Teknologi Informasi Dan <i>Knowledge Management</i> Terhadap Budaya Mutu Pada Lembaga Penelitian Dan Pengabdian Masyarakat Universitas Pendidikan Indonesia (Penerapan Acceptence Model & Knowledge Management Organisasi Pendidikan)	DIPA UPI Hibah Penugasan tahun 3	Rp. 40 .000.000
12	April 2012-Des2012	Perencanaan dan pemanfaatan Asets Kota bandung	Kerjasama FPEB UPI- BAPEDA	Rp 250.000.000

			KOTA BANDUNG	
13	April 2012-Des2012	Optimalisasi Kinerja Koperasi di kota Bandung	Kerjasama FPEB UPI-BAPEDA KOTA BANDUNG	Rp.125.000.000
14	Mei 2012-nov 2012	Meningkatkan Daya Saing Program Studi Magister Manajemen Bisnis Melalui <i>Blue Ocean-University Strategy</i>	Hibah Bidang keilmuan SPs UPI	Rp. 25.000.000
15	April 2012-Nov2012	Rancang Bangun Model Link and match pada Pembelajaran dan pengujian keahlian Produktif berbasis Standar Kompetensi Nasional di SMK se JAWA Barat	Hibah Stranas tahun 1 DP2M Dikti	Rp. 98.000.000
16	April 2013-Nov2013	Model Aplikasi Blue Ocean University Strategy pada PT BHMN-PK BLU	Hibah Fundamental DP2M Dikti	Rp.40.000.000
17	April 2013-Nov2013	Model Inkubator Bisnis Berbasis Teknologi Web 2.0 Sebagai Upaya Peningkatkan Proses Pembelajaran Pengembangan Model Pembelajaran Pada Prodi Pend Manajemen Bisnis Fakultas Pendidikan Ekonomi Dan Bisnis Upi	Hibah Inovasi pembelajaran Pengembangan dosen dan kapasitas institusi UPI	Rp. 55.000.000
18	April 2013-Nov2013	Model Penciptaan Nilai dan Pelayanan yang Unggul terhadap Citra Perguruan Tinggi serta Dampaknya Terhadap Daya Saing UPI menuju Research Based Teaching University	Hibah Bidang keilmuan SPs UPI	Rp. 25.000.000
19	April 2013-Des 2013	Model Perencanaan, Implementasi, Dan Evaluasi Program Istitusi Untuk Optimalisasi Kinerja Organisasi Berdasarkan <i>Good University Governance (GUG)</i>	Hibah Penugasan UPI	Rp.125.000.000
20	Mei 2013-Nov 2013	Kajian Perencanaan kepariwisataan daerah Kota Bandung	Research Survey Kerjasama LPPM UPI-BAPEDA Kota Bandung	Rp. 198.000.000
21	Mei 2013-Nov 2013	Kajian Perencanaan Pengembangan Pasar Tradisional Tematik Kota Bandung	Research Survey Kerjasama LPPM UPI-BAPEDA Kota Bandung	Rp. 198.000.000
22	Mei 2013-Nov 2013	Kajian Perencanaan Ketenaga Kerjaan Kota bandung	Research Survey Kerjasama LPPM UPI-BAPEDA Kota Bandung	Rp.198.000.000
24	April 2014-Nov 2014	Model Aplikasi Blue Ocean University Strategy pada PT BHMN-PK BLU	Hibah Fundamental DP2M Dikti tahun ke 2	Rp .52.000.000

25	Maret 2014 Sept 2014	Pencacahan data PKL Kota Bandung Pada 5 Titik Kawasan Kota Bandung	Research Survey Kerjasama LPPM UPI- BAPEDA Kota Bandung	Rp.298.000.000
26	Juni 2014 Nov 2014	Kajian Penatakelolaan PKL pada 5 titik di kawasan Kota Bandung	Research Survey Kerjasama LPPM UPI- BAPEDA Kota Bandung	Rp 158.000.000
27	Maret 2014 Okt 2014	Kajian Pemasaran Event di kota Bandung	Research Survey Kerjasama LPPM UPI- BAPEDA Kota Bandung	128.000.000
28	Feb 2015 – Oktober 2015	Analisis <i>Quality Function Deployment</i> Melalui adopsi Model ServQual dan Kano dalam Meningkatkan Daya Saing UPI sebagai Research Based Teaching University	Hibah Fundamental DP2M Dikti tahun ke 1	Rp. 57.000.000
29	Mei 2015- Nov 2015	Analisis Kajian Profil PKL di Kota Bandung	Research Survey Kerjasama LPPM UPI- BAPEDA Kota Bandung	Rp. 650.000.000
30	Mei 2015- Nov 2015	Sistem data base PKL di Kota Bandung dalam meningkatkan daya saing kota menuju MEA 2015	Research Survey Kerjasama LPPM UPI- BAPEDA Kota Bandung	Rp. 185.000.000
31	Feb 2016 Oktober 2016	Analisis <i>Quality Function Deployment</i> Melalui adopsi Model ServQual dan Kano dalam Meningkatkan Daya Saing UPI sebagai Research Based Teaching University	Hibah Fundamental DP2M Dikti tahun ke 2	Rp. 60.000.000
33	Feb 2016 Nov 2016	Pengembangan Ekonomi Kreatif Berbasis Kearifan Lokal Masyarakat Kampung Adat Cireundeu Melalui Optimalisasi Diversifikasi Produk Olahan Makanan Berbahan Dasar Rasi (Beras_Singkong)	Hibah MP3EI Penelitian Prioritas Nasional Masterplan Percepatan Dan Perluasan Pembangunan Ekonomi Indonesia 2011 2015 (Penprinas MP3EI 2011- 2015)thn ke 1	Rp.210.000.000
32	Feb 2017 Oktober 2017	Analisis <i>Quality Function Deployment</i> Melalui adopsi Model ServQual dan Kano dalam Meningkatkan Daya Saing UPI sebagai Research Based Teaching University	Hibah Fundamental DP2M Dikti tahun ke 3	Rp. 105.000.000

33	Feb 2017 Nov 2017	Pengembangan Ekonomi Kreatif Berbasis Kearifan Lokal Masyarakat Kampung Adat Cireundeu Melalui Optimalisasi Diversifikasi Produk Olahan Makanan Berbahan Dasar Rasi (Beras_Singkong)	Hibah MP3EI Penelitian Prioritas Nasional Masterplan Percepatan Dan Perluasan Pembangunan Ekonomi Indonesia 2011-2015 (Penprinas MP3EI 2011-2015)thn ke 2	Rp.210.000.000
34	Juni 2017- agustus 2017	Grand Design penata kelolaan PKL Kota Bandung	Research Survey Kerjasama LPPM UPI-Bapelitbang Kota Bandung	Rp.150.000.000
35	Agustus 2017- oktober 2017	Analisis Co Creation dalam me bentuk Identitas Kota bandung sebagai Destinasi Wisata Kota Kreatif	Research Survey Kerjasama LPPM UPI-Bapelitbang Kota Bandung	Rp.143.000.000
37	Maret 2018 Nov 2018	Business Incubator Model With Technology Based To Enhance The Quality Of Learning Process Development of Learning Model Indonesia - Malaysia	Hibah Penelitian Kerjasama Internasional SPs-UPI	Rp.150.000.000
38	Maret 2018 Nov 2018	Membangun Wirausaha berbasis web 2.0 melalui model Creativepreneur 2.0	Hibah PKM berbasis bidang Ilmu	Rp.37.500.000
39	Maret 2018 Nov 2018	Pengembangan Ekonomi Kreatif Berbasis Kearifan Lokal Masyarakat Kampung Adat Cireundeu Melalui Optimalisasi Diversifikasi Produk Olahan Makanan Berbahan Dasar Rasi (Beras_Singkong)	Penelitian Prioritas Nasional Masterplan Percepatan Dan Perluasan Pembangunan Ekonomi Indonesia 2011 – 2015 (Penprinas Mp3ei 2011-2015)	Rp. 150.000.000
40	Juli 2018 Nov 2018	Model Bisnis Kanvas 4.0 Sebagai Upaya Peningkatkan Proses Pembelajaran (Pengembangan Model Pembelajaran Kewirausahaan, Pengantar Bisnis Pada Prodi Pend Manajemen Bisnis Fakultas Pendidikan Ekonomi Dan Bisnis Upi)	Hibah Inovasi pembelajaran	Rp.50.000.000

42	Juni 2018 Agustus 2018	Kajian Analisis Faktor-Faktor Perkembangan Umkm Di Kota Bdg	Research Survey Kerjasama LPPM UPI- Bapelitbang Kota Bandung	Rp.78.000.000
43	Juni 2018 Agustus 2018	Kajian Pembinaan dan Penataan PKL melalui Strategi Rezonansi PKL Di kota Bandung	Research Survey Kerjasama LPPM UPI- Dinas KUKM Kota Ban	Rp.75.000.000
44	Juni 2018- Nov 2018	Business Incubator Model With Technology Based To Enhance The Quality Of Learning Process Learning Development Model Indonesia – Malaysia	Hibah Internasional	Rp.150.000.000
45	Maret 2019 Nov 2019	Pengembangan Ekonomi Kreatif Berbasis Kearifan Lokal Masyarakat Kampung Adat Cireundeu Melalui Optimalisasi Diversifikasi Produk Olahan Makanan Berbahan Dasar (Beras_Singkong) tahun ke 3	Hibah MP3EI	Rp.150.000.000
46	Maret 2019 Nov 2019	Model Co Creation Dalam Meningkatkan Daya Saing Universitas Pada Perguruan Tinggi Negeri Berbadan Hukum	Hibah SPs Lintas Bidang Ilmu	Rp. 75.000.000
47	Maret 2020 Nov 2020	Big Data Predictive Analytic for Customers Impulsive Buying Behavior using Machine Learning Technique Development Model Indonesia - Thailand	Hibah Kerjasama Int	Rp.100.000.000
48	Maret 2020 Nov 2020	Model Strategis Loyalitas Nasabah Berbasis Elektronik Dalam Meningkatkan Kinerja Penyelenggara Laku Pandai Di Indonesia	Hibah Lintas Bidang ilmu	Rp.75.000.000
49	Maret 2021- Nov 2021	Business Design Model For Smes With Mobile Application Platform Development Model Indonesia–Malaysia-Germany	Joint research International	Rp. 100.000.000
50	Maret 2021- Nov 2021	Customer Happiness Dalam Membangun Sustainability Social Relationship Melalui Online Customer Experience Pada Layanan Online Marketplace Di Indonesia	Hibah PDD Kemdikbud – Ristek	Rp.60.000.000
51	Maret 2021- Nov 2021	Model electronic word of mouth dalam penciptaan e-purchase decision pada market place di indonesia (survei perilaku pada masa covid-19)	Hibah PDD Kemdikbud – Ristek	Rp.59.570.000

52	Maret 2021- Nov 2021	Model City Image, Novelty Attribute Destination, Nostalgic Emotion dalam Menciptakan Memorable Tourist Experience dan Tourist Engagement pada Destinasi Wisata Alam Air Panas di Jawa Barat	Hibah PDD Kemdikbud – Ristek	Rp.54.500.000
53	Maret 2021- Nov 2021	Model Penciptaan Nilai Citra Destinasi Pariwisata Melalui Emosi Dan Keterlibatan Survey Pada Spa Dan Wisata Kesehatan Di Jawa Barat	Hibah PDD Kemdikbud – Ristek	Rp.50.830.000
54	Maret 2022- November 2022	Triple Layered Business Model Canvas Sebagai Strategi Peningkatan Kinerja Bisnis Umkm Di Jawa Barat	Hibah Penguatan GB	Rp. 40.000.000
55	April 2022- November 2022	Strategic Model For Increasing Lecturer Performance Through Organizational Citizenship Behavior (Case Study Of The Indonesian-Malaysian Educational University)	Joint research International	Rp.100.000.000
56	April 2022- November 2022	Strategi peningkatan Kinerja pemasaran UMKM berbasis Entrepreneurial Orientation dan Entrepreneurial Marketing	Hibah PDD Kemdikbud – Ristek	Rp.50.000.000
57	April 2022- November 2022	Peran Elemen Konten, Emosi, Dan Perilaku Engagement Konsumen Di Sosial Media Untuk Ketahanan Bisnis Menghadapi Covid-19	Hibah PDD Kemdikbud – Ristek	Rp 46.000.000

4. Pengalaman Pengabdian Kepada Masyarakat dalam 5-10 tahun terakhir

No	Tahun	Judul Pengabdian Kepada Masyarakat	Pendanaan	
			Sumber	Jumlah (Juta Rp)
1	2008	Pelatihan Kewirausahaan UMKMK Tangguh Yang berbasis Pada Potensi Sumber Daya Ekonomi Jawa Barat bandung	DINAS KOPERASI JAWA BARAT	Rp.20.000.000
2	2009	Pelatihan kewirausahaan Bagi Para pemuda putus sekolah di daerah Dago bengkok bandung	DPL-UM	Rp.15.000.000
3	2010	Pelatihan Metode Penelitian dalam Rangka meningkatkan Profesionalisme Guru Bagi Guru Guru SMA dan SMK di Kabupaten Bandung 29 September 2010	DPL – UM	Rp.15.000.000
4	2011	Pelatihan Lesson study bagi Guru Guru SMK se kabupaten Bandung , 9 April 2011	DPL – UM	Rp.15.000.000
5	2012	Workshop dan Seminar pelatihan Bagi Guru Kepala sekolah sekab Bandung , Kota bandung dan Kota Cimahi 23 mei 2013 “Implemntasi Pendidikan	DPL-UM	Rp 15.000.000

		Berakaracter melalui Pembelajaran PAILKEM		
6	2012	Membentuk Pewirausahaan Baru melalui Pelatihan Kewirausahaan dan Magang bagi Mahasiswa Universitas Pendidikan Indonesia 2012	DPL-UM	Rp.15.000.000
7	2013	Workshop dan Pelatihan EduPreneur dan IT Qan aula Mesjid Al muthmainah Jl Surapati Bandung 25 Juli 2013	DPL-UM	Rp.15.000.000
8	2014	Model pembinaan kewirausahaan mahasiswa upi berbasis business edupreneur melalui building character dan entrepreneurial marketing	LPPM-UPI HIBAH PENGABDIAN MASYARAKAT	Rp.50.000.000
9	2015	Model Pembinaan Kewirausahaan Mahasiswa Upi Melalui Inkubator Bisnis Berbasis Teknologi Web 2.0 (Technological Inkubator Based Learning/Tibl)	LPPM-UPI HIBAH PENGABDIAN MASYARAKAT	Rp.50.000.000
10	2016	Membangun Wirausaha Kreatif Berbasis web 2.0 “creativepreneur 2.0	LPPM-UPI HIBAH PENGABDIAN MASYARAKAT	Rp.40.000.000
11	Mei 2017 – November 2017	Pemanfaatan Web 2.0 Dalam Meningkatkan Daya Saing Umkm Di Kota Bandung	Research Suvey Hibah PKM Berbasis Hasil penelitian UPI	Rp.30.000.000
12	Maret 2018 Nov 2018	Membangun Wirausaha berbasis web 2.0 melalui model Creativepreneur 2.0	Hibah PKM berbasis bidang Ilmu	Rp.37.500.000
13	Juli 2018 Nov 2018	Workshop Pengukuran Kinerja Pembangunan SKPDMenggunakan Mdg Scorecard	PKM Berbasis Kepakaran Bidang Ilmu	Rp.30.000.000
14	Juli 2019- Nov 2019	Peningkatan Capacity Building Usaha Mikro oleh Mahasiswa berbasis Creativepreneur	Hibah PKM-SPs	Rp.40.000.000
15	Juli 2020- Nov 2020	Pelatihan Co Creation Kepuasan Layanan Perkotaan Dalam Menciptakan Kesejahteraan Dan Kepuasan Terhadap Kota	Hibah PKM-SPs	Rp.25.000.000
16	20nov 2022	Digital Marketing For SMES (Omah Kecebong Yogyakarta & IKM Sleman,	Hibah PKM – Prod pendidikan Bisnis	Rp.50.000.000
17	11-12 Desember 2021	Peningkatan Mutu Pendidikan dan Kewirausahaan di Era Digital Untuk Sat Perubahan Hebat (Desa Nanggerang Cil Kabupaten Bandung Barat,	Hibah PKM – Prod pendidikan Bisnis	Rp.50.000.000

18	April 2022- november 2022	Implementasi Pelatihan <i>Talent Scouting Academy</i> Dalam Menumbuhkan Kewirausahaan Guru Ppg (Pelatihan Tsa - Master Card Academy Bagi Guru Ppg Bdp Di Jawa Barat)	Hibah PKM-SPs	Rp.40.000.000
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5. Pengalaman Penyampaian Makalah Secara Oral Pada Pertemuan /Seminar Ilmiah

No	Nama Pertemuan Ilmiah/Seminar	Judul Artikel Ilmiah	Waktu dan Tempat
1	Training Entrepreneurship for Middle and Small Enterprise Based on Economic Resources West Java, Bandung	Marketing Influence To Middle Small Industry for Competitive Ability, (Presenter)	Bandung – Jawa Barat Indonesia 20 februari 2008,
2	3 rd International Education Conference UPSI – UPI Quality In Education , Tanjung Enim Malaysia . 25-26 November 2008 at Universiti Pendidikan Sultan Idris, Tanjong Malim, Perak- Malaysia	Hybrid Learning Model Development For Learning Quality Improvement In Business Management Education Program , Economic And Busines Department, Indonesian University Of Education,	Universiti Pendidikan Sultan Idris, Tanjong Malim, Perak- Malaysia 25-26 November 2008
3	International Workshop Quality Management In Field Of Academic And Vocational Education And Contuining Education TU Dresden – UPI - DAAD, Bdg	Creating Customer Value, Satisfaction and Loyalty at BHMN University , Presenter	UPI-Bandung Indonesia March 16-20, 2009
4	International conference Patterns in Rearing and Nurturing Childresn For The Advancement of The Globalization Technology Era ,	Project Based learning As the Innovative Study approach In Improves Pattern Of Child Education	JICA – UPI Bandung Indonesia 31 Oktober 2009
6	Joint Conference Business Management Department ,Economic education and business Faculty –UPI and .Faculty Of Education Hongkong Institute of Education ,	The Synergy of Pedagogical and Technological Aspects in Hybrid-Learning The Development Hybrid-Learning at Business Management Department	Hongkong Institute Of Education - Hongkong 4-9 Agustus 2010
7	International Education Conference UPSI – UPI Quality In Education , Bandung	Analysis of Information Technology User Behavior at Higher Education Institution holding BHMN status (A Study of Information Technology at FPEB - Universitas Pendidikan	JICA – UPI Bandung Indonesia 8-10 November 2010

		Indonesia)	
8	Seminar Nasional Manajemen Indonesia (FMI),	Model Strategi Pemasaran Usaha Kecil Berbasis Web 2.0 Sebagai Upaya Dalam Meningkatkan Daya Saing Industri Kecil	UNAIR Surabaya 2-3 Nov 2010
9	International Seminars “comparative Study on Hospitality and Culture Development in China and Indonesia	The Synergy of Pedagogical and Technological Aspects in Hybrid-Learning (The Development Hybrid-Learning at Business Management Master Program).	Historical Culture and Tourism College Guangxi Normal University 12 October 2010
10	3 rd National Conference Indonesian Management Forum	Meningkatkan Daya Saing Universitas Melalui Pengembangan Blue Ocean-University Strategy	Savoy Homann Bandung 9-10 November 2011
11	International Seminar Entrepreneurship and Business	Entrepreneurship and Innovation For Global Competitiveness issues and Chalanges	23 April 2012 University Malaysia Kelantan Kelantan – Malaysia
12	Seminar Nasional Dan Call For PaperForum Manajemen Indonesia 4 (FMI4), (presenter)	Model Analisis Kinerja <i>Brand Positioning</i> “Clothing East Hood” Terhadap Keputusan Pembelian Produk kreatif (Survei pada pengunjung Arena <i>Experience</i> di kota Bandung)”. Terhadap Keputusan Pembelian Produk kreatif (Survei pada pengunjung Arena <i>Experience</i> di kota Bandung)”. Terhadap Keputusan Pembelian Produk kreatif (Survei pada pengunjung Arena <i>Experience</i> di kota Bandung)”.	UII Yogyakarta 13-14 Nov 2012
13	Joint Conference “Producing Qualified Golden Generation Through Science and Education for (presenter)	BuildBusiness and Management Education To commemorate the Year 2035	All 26-28 November UNESCO Paris
14	Seminar Nasional APMMI I Tren dan Inovasi dalam Pendidikan Manajemen dan Bisnis (presenter)	Implementation of Technology Acceptance Model And Knowledge Management In Education Organization	ITS Surabaya 10-11desember 2012
15	Jurnal penelitian Pendidikan – LPPM UPI , Desember 2012 (ISSN 1412-565X)	Rancang Bangun Model Link and match pada Pembelajaran dan pengujian keahlian Produktif berbasis Standar Kompetensi Nasional di SMK se JAWA Barat,	Desember 2012
16	International Journal of Science and Research Volume 2 Issue 2 February 2013 Edition(ISSN ONLINE 2319-7034)	Implementation of integrated marketing communications model on the internet service providers (Customer survey speedy telkom Indonesia)	2 February 2013

	Lptk Negeri Se Indonesia 2015	<i>Pendidikan terhadap Ekuitas Merek Berbasis Pelanggan Perguruan Tinggi di Jawa Barat Bandung</i>	
25	The 1st UPI International Conference on Sociology Education UPI-ICSE	The Effect of National Identity, Cosmopolitanism and Ethnocentrism on Purchase Behavior of domestics and foreign products,	FPIPS-UPI Bandung <i>12 Oktober 2015</i>
26	International Conference on Innovation in Engineering and Vocational Education	Model Guidance Student Entrepreneurship Through Technology-Based Business Incubator Web 2.0 (Technological Incubator Based Learning / TIBL)	FPTK-UPI Bandung <i>14 November 2015</i>
27	International Conference on Innovation in Engineering and Vocational Education	Enhancement of Kumar Sentiment analysis Alogarithm with Additional of target Variabel	FPTK-UPI Bandung <i>14 November 2015</i>
28	the 2 nd International Conference for Interdisciplinary Studies (ICIS)	<i>QFD</i> Analysis of Quality Function Deployment, Through the adoption of the Model ServQual and Kano, in Improving competitiveness UPI as a research-based teaching university	Yongsan University, Busan, South Korea, November 16-17, 2015
29	Seminar Nasional Dan Call For Paper Forum Manajemen Indonesia 7	Penatakelolaan PKL di Kota Bandung	Jakarta 10-12 Nov 2015
30	International Conference of EGOSE 2015 (Electronic Governance and Open Society): Challenges in Euroasia,	Analysis of Smart City Technology Initiatives for City Manager to Improve City Services and Quality of Life Based on ISO 37120	Saint Petersburg, Russia, November 24-25, 2015
31	Actual Economy: Local solution for Global Challanges (ACE 2016)	Customer Based brand Equity in Indonesia GeoTourism ((A survey at Indonesia Geotourism Destination),	Bangkok Thailand 21-22 Januari 2016
32	The 1st UPI Global Conference on Business , Management and Entrepreneurship GC-BME	Creating Students Loyalty Model in Private Higher Education (ISBN 978-94-6252-268-8)	Bandung 8 Agustus 2016
33	The 1st UPI Global Conference on Business , Management and Entrepreneurship GC-BME	User Behaviour Analysis of Information Technology in Higher Education	Bandung 8 Agustus 2016

34	The 1st UPI Global Conference on Business , Management and Entrepreneurship GC-BME	Entrepreneur Skills on Business Performance of Small and Medium Enterprise	Bandung 8 Agustus 2016
35	The 1st UPI Global Conference on Business , Management and Entrepreneurship GC-BME	Increase Brand Value of Higher Education Institution	Bandung 8 Agustus 2016
36	The 1st UPI Global Conference on Business , Management and Entrepreneurship GC-BME	Rebranding and Purchase Intention on King Thai Tea	Bandung 8 Agustus 2016
37	The 3 rd International Hospitality and Tourism Conf and The 2 nd Int seminar on tourism	Preferences to visit green destination in Indonesia From a stake holder Prespective	Bandung oktober 2016
38	Seminar Nasional Dan Call For Paper Forum Manajemen Indonesia 7	Volatilitas harga Saham (pengujian model Garsch Terhadap harga saham LQ 45)	Palu 10-12 November 2016
39	4th UPI International Conference on Technical and Vocational Education and Training UPI-ICTVET	Analysis of Quality Function Deployment through the Adoption of the Model ServQual and Kano in Improving UPI Competitiveness as a Research-Based Teaching University	Bandung 15-16 November 2016
40	Annual Applied Science and Engineering Conference (AASEC).	Improving the Competitiveness of UPI as a Research-Based Teaching University	November 18 2016 Bandung Indonesia
41	The 2nd Global Conference on Business, Management and Entrepreneurship	Analysis of the effect of location adn Products Completeness on Consumer Buying decesion in Pajak USU Medan	9 august 2017 Surabaya Indonesia
42	The 2nd Global Conference on Business, Management and Entrepreneurship	The effect of Price and product Completeness to the consumer Purchases Decision at Online Shop at Medan Indonesia	9 august 2017 Surabaya Indonesia
43	The 2nd Global Conference on Business, Management and Entrepreneurship	Integrated Marketing Communication performance on Purchaeses Decision	9 august 2017 Surabaya Indonesia
44	The 2nd Global Conference on Business, Management and Entrepreneurship	, Sharia Marketing Analysis on Cistomer Loyalty and Its impact on barand Image	9 august 2017 Surabaya Indonesia
45	The 2 nd Internationl Conference on	The influence of Simplicity to cellular corporate service	24 – 25 August 2017 Bandung Indonesia

	organizational Performance Exelence	quality for performance Excellence in Jakarta and West Java Provinces	
46	The 2 nd International Conference on organizational Performance Exelence	The analysis of Interactivity to cellular corporate service quality for performance Excellence in GSM Customer Jakarta and West Java Provinces	24 – 25 August 2017 Bandung Indonesia
47	The 2 nd International Conference on organizational Performance Exelence	Adoption students entrepreneurs Behaviour in using Social Media as a Business Media base on UTAUT Mode	24 – 25 August 2017 Bandung Indonesia
48	The 2 nd International Conference on organizational Performance Exelence	Analysis of QFD through adoption servqual model and Kano to improve competitiveness UPI as a research based teaching University	24 – 25 August 2017 Bandung Indonesia
49	The 2 nd International Conference on organizational Performance Exelence	Analysis of Website design and Quality of information user satisfactionwith the service website;	24 – 25 August 2017 Bandung Indonesia
50	The 38th International Conference Information Systems Architecture and Technology	Design of EA Development Guideline for Small Enterprises Based on TOGAF 9.1	17-19 September 2017 Peroba Polandia
51	The 2 Nd Asia Education Symphosium	Analysis of the Effect of Integrated Marketing Communications towards Corporate Image and Its Impact on Service Reuse Intention at ITPC Busan	6-7 November 2017 Lombok
52	The 7TH <i>International Conference on eBusiness and eGovernment</i> " (ICEBEG	The Impact of Service Encounter on Switching Behavior: Case Study in Indonesian Online Transportation Service Users	23-24 November 2017 Ankara Turki
53	The 3rd Global Conference on Business, Management and Entrepreneurship	The Moderating Effect Of Market Sensing Capability On Relationship Between Entrepreneurial Marketing And Marketing Performance (Study On Smes Food And Beverage In West Java	8 Agustus 2018 Bandung – Indonesia
54	The 3rd Global Conference on Business, Management and Entrepreneurship	When The Ecofeminists Decide Product To Use; A Simple Analysis On Cloth Diapers (Clodi) Use	8 Agustus 2018 Bandung – Indonesia

55	The 3rd Global Conference on Business, Management and Entrepreneurship	The Implication Of Social Media Marketing In Modern Marketing Communication	8 Agustus 2018 Bandung – Indonesia
56	The 3rd Global Conference on Business, Management and Entrepreneurship	Whether Service Differentiation Can Add Competitive Advantage To Enhance Consumer Satisfaction: Internet Services At Indihom	8 Agustus 2018 Bandung – Indonesia
57	The 3rd Global Conference on Business, Management and Entrepreneurship	Model Of Customer Relationship Management (Crm) In Banking	8 Agustus 2018 Bandung – Indonesia
58	The 3rd Global Conference on Business, Management and Entrepreneurship	Consumers Purchase Intention Towards Halal Detergent In Jakarta	8 Agustus 2018 Bandung – Indonesia
59	The 3rd Global Conference on Business, Management and Entrepreneurship	Person-Organization Value Fit And Employee Attitude: A Study Of Blue Collar Employee	8 Agustus 2018 Bandung – Indonesia
60	The 3rd Global Conference on Business, Management and Entrepreneurship	Strengthening Brand Equity Of Sukabumi Traditional Culinary To Become A National Class Brand: Study Case Of Moci Product As Sukabumi Unique Culinar	8 Agustus 2018 Bandung – Indonesia
61	The 3rd Global Conference on Business, Management and Entrepreneurship	The Role Of Brand Equity On The Decision In Choosing A University For New Middle Class Students	8 Agustus 2018 Bandung – Indonesia
62	The 3rd Global Conference on Business, Management and Entrepreneurship	Dynamic Marketing Capabilities And Company Performance: Marketing Regression Analysis On SMES In Indonesia	8 Agustus 2018 Bandung – Indonesia
63	The 3rd Global Conference on Business, Management and Entrepreneurship	Factors Influencing Consumers Online Purchase Intention: A Study Among University Students In Indonesia	8 Agustus 2018 Bandung – Indonesia
64	The 3rd Global Conference on Business, Management and Entrepreneurship	Quality Of Halal Tourism Destination : An Emphirical Survey To Moslem Foreign Tourist In Bandung	8 Agustus 2018 Bandung – Indonesia
65	The 3rd Global Conference on Business, Management and Entrepreneurship	How The Internet Impacting On Current Tourism Marketing Theory And Practice	8 Agustus 2018 Bandung – Indonesia
66	The 4 th Global Conference on Business, Management and Entrepreneurship	The Consumer's shopping behavior model on Sephora Omnichannel	8 Agustus 2019 Bandung – Indonesia
67	The 4 th Global Conference on Business, Management and Entrepreneurship	Purchasing Decision Analysis Of Wuling Confero (Survey At Wuling Suci Branch Office Bandung)	8 Agustus 2019 Bandung – Indonesia

68	The 4 th Global Conference on Business, Management and Entrepreneurship	Emotional Preferences towards E-Learning Based on Analytic Hierarchy Process and Kansei for Decision Making	8 Agustus 2019 Bandung – Indonesia
69	The 4 th Global Conference on Business, Management and Entrepreneurship	Satisfaction and Revisit Intention of Tourists in Bandung	8 Agustus 2019 Bandung – Indonesia
90	The 4 th Global Conference on Business, Management and Entrepreneurship	Online Shopping Usage Behavior Analysis	8 Agustus 2019 Bandung – Indonesia
91	The 4 th Global Conference on Business, Management and Entrepreneurship	The Influence of Perceived Service Quality and Perceived Price on Students' Satisfaction and Recommendation	8 Agustus 2019 Bandung – Indonesia
92	The 4 th Global Conference on Business, Management and Entrepreneurship	Effect of viral marketing on changes in consumer behavior and decision in smartphone use	8 Agustus 2019 Bandung – Indonesia
93	The 4 th Global Conference on Business, Management and Entrepreneurship	Customer Based Brand Equity (CBBE) in Logistics Courier Company in Indonesia	8 Agustus 2019 Bandung – Indonesia
94	The 4 th Global Conference on Business, Management and Entrepreneurship	DO BRAND IMAGE AND BRAND AWARENESS EXIST BRAND LOYALTY?	8 Agustus 2019 Bandung – Indonesia
95	The 4 th Global Conference on Business, Management and Entrepreneurship	Halal Tourism: Service Differentiation Challenges	8 Agustus 2019 Bandung – Indonesia
96	The 4 th Global Conference on Business, Management and Entrepreneurship	Technology Capability and Marketing Strategy: case studies of component industry clusters in Bandung City	8 Agustus 2019 Bandung – Indonesia
97	The 4 th Global Conference on Business, Management and Entrepreneurship	The Effect Of Service Quality And Promotional Pricing On Consumers Decision To Apply Mortgage Loan	8 Agustus 2019 Bandung – Indonesia
98	The 4 th Global Conference on Business, Management and Entrepreneurship	School Fees as a Determinant in Choosing a University: A Study at Politeknik Pos in Indonesia	8 Agustus 2019 Bandung – Indonesia
99	The 4 th Global Conference on Business, Management and Entrepreneurship	Analysis of Commission Reduction Effects to the Travel Agent's Sales in The Domestic Market	8 Agustus 2019 Bandung – Indonesia
100	The 4 th Global Conference on Business, Management and Entrepreneurship	Relationship Marketing for B2B Indihome Consumer Loyalty	8 Agustus 2019 Bandung – Indonesia
101	The 4 th Global Conference on Business, Management and Entrepreneurship	Go-Jek, Indonesia Future Transportation : Impact of Customer Equity and Affective Commitment towards Purchasing Decision	8 Agustus 2019 Bandung – Indonesia

102	The 4 th Global Conference on Business, Management and Entrepreneurship	The Power of eWOM for Online Bussines	8 Agustus 2019 Bandung – Indonesia
	The 4 th Global Conference on Business, Management and Entrepreneurship	Effect Atmosphere On Visiting Decisions At Monpera (Monumen Perjuangan Rakyat	
103	The 4 th Global Conference on Business, Management and Entrepreneurship	The Investigation of Brand Preference towards The Purchase Intention for Female Consumer through E-Commerce	8 Agustus 2019 Bandung – Indonesia
104	The 4 th Global Conference on Business, Management and Entrepreneurship	Consumer-Brand Relationship (CBR) of Courier Service Users: The Role of Brand Experience as Antecedents of CBR	8 Agustus 2019 Bandung – Indonesia
105	The 4 th Global Conference on Business, Management and Entrepreneurship	A Study on the Influencing Factors of Chinese Family Businesss Succession from the Perspective of Re-creation	8 Agustus 2019 Bandung – Indonesia
106	The 4 th Global Conference on Business, Management and Entrepreneurship	Rapid Changes: Strategic Flexibility in Higher Education	8 Agustus 2019 Bandung – Indonesia
107	Seminar dan Call for papers Manajemen dan Pendidikan Bisnis	Strategi Diferensiasi Program Studi Pendidikan Bisnis Di Era Society 5.0	5 September 2019 Malang – JATIM
108	International Conference on accounting Business and Enterpreneurship	Challenges of Industrial Revolution 4.0 on Business and Finance	26 September 2019 Cirebon Jabar Indonesia
109	Seminar dan kongres APSIBI	Pendidikan Ekonomi di Era Revolusi Industri 4.0 & Society 5.0	11-13 Oktober 2019 Banjarmasin – Kalimantan Selatan
110	The 3 rd Hospitality & Tourism Conference 2019	E-wom in Creating Purchase Decisions on Online Hotel Reservation	30 Okt-1 Nov 2019 Melaka-Malaysia
111	International Conference on Softwere and E Business	Improving The Univerity Competitiveness Through The Development Of Co Creation Strategy	09-11 th DECEMBER 2019 Tokyo Japan
112	The 5 th Global Conference on Business, Management and Entrepreneurship	Analysis Of E-Servqual Effect, System Quality, And Information Quality Towards Customer Satisfaction On Bukalapak With The Mediating Perceived Value	8 Agustus 2020 Bandung – Indonesia

113	The 5 th Global Conference on Business, Management and Entrepreneurship	the effect of relationship marketing dimensions on satisfaction (Case Of ASN In Pemda KBB)	8 Agustus 2020 Bandung – Indonesia
114	The 5 th Global Conference on Business, Management and Entrepreneurship	Perceived Usefulness, Perceived Ease Of Use And Social Influence : Intention To Use E-Wallet	8 Agustus 2020 Bandung – Indonesia
115	The 5 th Global Conference on Business, Management and Entrepreneurship	Self-Service Technology Behavioral Intention By Indonesian Air Passengers	8 Agustus 2020 Bandung – Indonesia
116	The 5 th Global Conference on Business, Management and Entrepreneurship	The Influence Of Social Media Marketing On Brand Trust Of Indonesian Frozen Food Products In Covid-19 Era	8 Agustus 2020 Bandung – Indonesia
117	The 5 th Global Conference on Business, Management and Entrepreneurship	The Effects Of Subjective Norm On The Interest To Use Of The Online Shopping Customers In Jakarta	8 Agustus 2020 Bandung – Indonesia
118	The 5 th Global Conference on Business, Management and Entrepreneurship	The Effect Of Content Quality And Perceived Enjoyment To Subscribe Intention In Channel Youtube Raditya Dika	8 Agustus 2020 Bandung – Indonesia
119	The 5 th Global Conference on Business, Management and Entrepreneurship	Indonesian Customer Attitude Of Green Hotels	8 Agustus 2020 Bandung – Indonesia
120	The 5 th Global Conference on Business, Management and Entrepreneurship	Comparative Analysis Debt To Equity Ratio And Price To Book Value In State-Owned Enterprises And Private Companies (Literature Study On Construction And Building Sub Sector Emitents)	8 Agustus 2020 Bandung – Indonesia
121	The 5 th Global Conference on Business, Management and Entrepreneurship	The Influence Of Discount Towards Repurchase Intention On Local Customers CV. Risman Wijaya Keramik	8 Agustus 2020 Bandung – Indonesia
122	The 5 th Global Conference on Business, Management and Entrepreneurship	The Effect Of Brand Identification And Sense Of Community On Brand Loves (A Survey Of Kaskus Trading Forum Users In Bandung)	8 Agustus 2020 Bandung – Indonesia
123	The 5 th Global Conference on Business, Management and Entrepreneurship	Value-Driven Strategy Models In Improving Higher Education Institutions' Performance	8 Agustus 2020 Bandung – Indonesia
124	The 5 th Global Conference on Business, Management and Entrepreneurship	The Study Of E - Loyalty On Virtual Hotel Operator	8 Agustus 2020 Bandung – Indonesia

125	The 5 th Global Conference on Business, Management and Entrepreneurship	The Effect Of In-Store Stimuli Towards The Customers Impulsive Buying Behavior At Toserba Yogya Majalengka	8 Agustus 2020 Bandung – Indonesia
126	The 5 th Global Conference on Business, Management and Entrepreneurship	Student Acceptance Of E-Learning System During Covid-19 Pandemic	8 Agustus 2020 Bandung – Indonesia
127	The 5 th Global Conference on Business, Management and Entrepreneurship	The Effect Of Trust In Mediating Between The Influence Of Website Quality On E WOM Intentions	8 Agustus 2020 Bandung – Indonesia
128	The 5 th Global Conference on Business, Management and Entrepreneurship	The Influence Of Social Media Network Marketing And Brand Awareness Of Consumer Intent	8 Agustus 2020 Bandung – Indonesia
129	The 5 th Global Conference on Business, Management and Entrepreneurship	E-Promotion In The Decision To Purchase Customers Kopi Kenanga	8 Agustus 2020 Bandung – Indonesia
130	The 5 th Global Conference on Business, Management and Entrepreneurship	Reef Business In Covid 19 Pandemic Era; Consumer Buying Interest Perspective	8 Agustus 2020 Bandung – Indonesia
131	The 5 th Global Conference on Business, Management and Entrepreneurship	Fintech And Bank Collaboratin In Indonesia :Opportunities Or Challenges	8 Agustus 2020 Bandung – Indonesia
132	The 5 th Global Conference on Business, Management and Entrepreneurship	Relationship Marketing, Customer Satisfaction, And Customer Loyalty: Theoretical Review	8 Agustus 2020 Bandung – Indonesia
133	The 5 th Global Conference on Business, Management and Entrepreneurship	The Role Of The Internet Of Things (Iot) In Business And Marketing Areas: A Literature Review Using The Bibliometric Analysis Approac	8 Agustus 2020 Bandung – Indonesia
134	The 5 th Global Conference on Business, Management and Entrepreneurship	Development Of The Xiaomi Smartphone Marketing Model Through Application Of Blue Ocean Shift	8 Agustus 2020 Bandung – Indonesia
135	The 5 th Global Conference on Business, Management and Entrepreneurship	Analysis Of Brand Awareness Measurement In Amil Zakat Institution Nu Care-Lazisnu Bandung	8 Agustus 2020 Bandung – Indonesia
136	The 5 th Global Conference on Business, Management and Entrepreneurship	Fashion Blog's Influence On Fashion Brand CBBE	8 Agustus 2020 Bandung – Indonesia
137	The 5 th Global Conference on Business, Management and Entrepreneurship	Factors Affected The Decline Of Indonesia Coffee Competitiveness In Export Market During 2009-2018	8 Agustus 2020 Bandung – Indonesia

138	The 5 th Global Conference on Business, Management and Entrepreneurship	The Competition Of Beverage Products In Global Market Share	8 Agustus 2020 Bandung – Indonesia
139	The 5 th Global Conference on Business, Management and Entrepreneurship	Determination Of User Satisfaction In BNI Mobile Banking Services Using The Information Systems Success Model (ISSM) Perspective	8 Agustus 2020 Bandung – Indonesia
140	The 5 th Global Conference on Business, Management and Entrepreneurship	Factors That Affect The Election Of Higher Education (Holistic Marketing Point Of View))	8 Agustus 2020 Bandung – Indonesia
141	The 5 th Global Conference on Business, Management and Entrepreneurship	Happiness For Bandung City Residents, Empirical Study Of Urban Service Satisfaction In Creating Well Being And Satisfaction Of The City	8 Agustus 2020 Bandung – Indonesia
142	The 5 th Global Conference on Business, Management and Entrepreneurship	Analysis Of Information Technology User Behavior Model By Creative Economy-Based Entrepreneurs (A Study Of Information Technology Application In Creative Industry In Bandung)	8 Agustus 2020 Bandung – Indonesia
143	The 6 th Global Conference on Business, Management and Entrepreneurship	E-Promotion in The “Kopi Kenangan” Customers’ Purchase Decisions	18 Agustus 2021 Bandung – Indonesia
144	The 6 th Global Conference on Business, Management and Entrepreneurship	Self-service Technology Behavioral Intention: Indonesian Air Passengers	18 Agustus 2021 Bandung – Indonesia
145	The 6 th Global Conference on Business, Management and Entrepreneurship	Comparative Analysis Debt to Equity Ratio and Price to Book Value in State-Owned Enterprises and Private Companies	18 Agustus 2021 Bandung – Indonesia
146	The 6 th Global Conference on Business, Management and Entrepreneurship	Customer Relationship Management in Business-to-Business Marketing: The Impact on Corporate Performance	18 Agustus 2021 Bandung – Indonesia
147	The 6 th Global Conference on Business, Management and Entrepreneurship	Omnichannel Customer Experience: A Literature Review	18 Agustus 2021 Bandung – Indonesia
148	The 6 th Global Conference on Business, Management and Entrepreneurship	The Effect Of Endorser’s Credibility And Advertising Creativity On Attitude Towards Brands Through Advertising Effectiveness	18 Agustus 2021 Bandung – Indonesia

149	The 6 th Global Conference on Business, Management and Entrepreneurship	The Effect Of Electronic Word Of Mouth On E-Purchase Decision At Market Plac	18 Agustus 2021 Bandung – Indonesia
150	The 6 th Global Conference on Business, Management and Entrepreneurship	Tourists Involvement Influence on Behavioral Intention through Tourist Perceived Value on Spa Tourists in West Java	18 Agustus 2021 Bandung – Indonesia
151	The 6 th Global Conference on Business, Management and Entrepreneurship	Analysis of Brand Loyalty Level at a T.O Benhil Rice Store in Tasikmalaya	18 Agustus 2021 Bandung – Indonesia
152	The 6 th Global Conference on Business, Management and Entrepreneurship	Mutual Business Relationship Development Efforts	18 Agustus 2021 Bandung – Indonesia
153	The 6 th Global Conference on Business, Management and Entrepreneurship	The Impact Of Technology Application On Service Marketing	18 Agustus 2021 Bandung – Indonesia
154	The 6 th Global Conference on Business, Management and Entrepreneurship	Work Family Conflict, Workload	18 Agustus 2021 Bandung – Indonesia
155	The 6 th Global Conference on Business, Management and Entrepreneurship	Electronic Word Of Mouth Analysis of Brand Attachment on MSME Products	18 Agustus 2021 Bandung – Indonesia
156	The 6 th Global Conference on Business, Management and Entrepreneurship	The Role of Information Communication And Technology In Supporting E-Marketing Strategy To Improve Marketing Performance Culinary SMEs	18 Agustus 2021 Bandung – Indonesia
157	The 6 th Global Conference on Business, Management and Entrepreneurship	The Effect of Electronic Customer Relationship Management (E-CRM) to Customer Satisfaction	18 Agustus 2021 Bandung – Indonesia
158	The 6 th Global Conference on Business, Management and Entrepreneurship	The Effect of Delivery Service Innovation On Customer Satisfaction	18 Agustus 2021 Bandung – Indonesia
159	The 6 th Global Conference on Business, Management and Entrepreneurship	Analysis of Online Insurance Purchase Decisions for Gen X and Millennial Consumers in Indonesia	18 Agustus 2021 Bandung – Indonesia
160	The 6 th Global Conference on Business, Management and Entrepreneurship	Impact of Covid-19 Pandemic on Consumer Behavior in Tourism Sector	18 Agustus 2021 Bandung – Indonesia
161	The 6 th Global Conference on Business, Management and Entrepreneurship	Repurchase Intention: The Role Of Trust, Perception Of Use, And Satisfaction	18 Agustus 2021 Bandung – Indonesia

162	The 6 th Global Conference on Business, Management and Entrepreneurship	Impact of Brand Experience toward Consumer Engagement	18 Agustus 2021 Bandung – Indonesia
163	The 6 th Global Conference on Business, Management and Entrepreneurship	The Role Of Brand Experience In Willingnes to pay : Online transportation case	18 Agustus 2021 Bandung – Indonesia
164	The 6 th Global Conference on Business, Management and Entrepreneurship	Technology Acceptance Model (TAM) Analysis on User of Digital Statistic Platform	18 Agustus 2021 Bandung – Indonesia
165	The 6 th Global Conference on Business, Management and Entrepreneurship	The Influence Of Electronic Service Quality (M-BANKING) On Customer Satisfaction (Case Study: PT. Bank Negara Indonesia)	18 Agustus 2021 Bandung – Indonesia
166	The 6 th Global Conference on Business, Management and Entrepreneurship	Crafting The Service Environment At McDonald's Restaurant	18 Agustus 2021 Bandung – Indonesia
167	The 6 th Global Conference on Business, Management and Entrepreneurship	Brand Commitment Analysis in improving Electronic Word Of Mouth	18 Agustus 2021 Bandung – Indonesia
168	The 6 th Global Conference on Business, Management and Entrepreneurship	PRICING STRATEGY ANALYSIS PT. Citilink INDONESIA	18 Agustus 2021 Bandung – Indonesia
169	The 6 th Global Conference on Business, Management and Entrepreneurship	CREATING TOURISM EXPERIENCE- ORCHESTRA MODEL APPROACH (Tourism Village Management Perspective)	18 Agustus 2021 Bandung – Indonesia
170	The 6 th Global Conference on Business, Management and Entrepreneurship	CREATING TOURISM EXPERIENCE- ORCHESTRA MODEL APPROACH (Tourism Village Management Perspective)	18 Agustus 2021 Bandung – Indonesia
171	The 6 th Global Conference on Business, Management and Entrepreneurship	Marketing Communication for Fintech – Mobile Payment	18 Agustus 2021 Bandung – Indonesia
172	The 6 th Global Conference on Business, Management and Entrepreneurship	Demand And Production Capacity Of The Cinema Industry During The Covid-19 Pandemic	18 Agustus 2021 Bandung – Indonesia
173	The 6 th Global Conference on Business, Management and Entrepreneurship	Edtech as Cyber Brand : Winning in Service Market	18 Agustus 2021 Bandung – Indonesia
174	The 6 th Global Conference on Business, Management and Entrepreneurship	Online Food Delivery Service: The Role of e-Service Quality and Food Quality on Costumer	18 Agustus 2021 Bandung – Indonesia

		Loyalty	
175	The 6 th Global Conference on Business, Management and Entrepreneurship	Integration of Perceived Usefulness, Ease of Use and Perceived Risk Improving Customer's Usage Intention to Access E-channel during Covid-19: Evidence from Indonesia	18 Agustus 2021 Bandung – Indonesia
176	The 6 th Global Conference on Business, Management and Entrepreneurship	Experiential Marketing Effect Analysis Against Consumer Satisfaction (Tokopedia)	18 Agustus 2021 Bandung – Indonesia
177	The 6 th Global Conference on Business, Management and Entrepreneurship	Millenial Customer Inertia In Indonesia's Online Transportation Services	18 Agustus 2021 Bandung – Indonesia
178	The 6 th Global Conference on Business, Management and Entrepreneurship	The Effect of Post-usage on Customer Loyalty: The Mediating Role of Satisfaction	18 Agustus 2021 Bandung – Indonesia
179	The 6 th Global Conference on Business, Management and Entrepreneurship	The Influence of Complaint Handling and Service Recovery on Customer Satisfaction, Customer Loyalty and Customer Retention	18 Agustus 2021 Bandung – Indonesia

6. Pengalaman Penulisan Jurnal dalam 5-10 Tahun Terakhir

NO	Tahun	Judul	Penerbit	Ket
1	2001	Kompensasi, Integrasi dan pemeliharaan sebagai Faktor penentu kepuasan Stake holder	, Jurnal Startegic, Vol 1 no 1 Februari Penerbit Alphabeta	Jurnal
2	2002	Peningkatan konerja Organisasi Bisnis melalui Business Process Re-engineering,	Jurnal Startegic, Vol 2 no 3 Februari Penerbit Alphabeta	Jurnal
3	2002	Analisis Bauran Pemasaran Jasa Telepon dan Pengaruhnya terhadap Keputusan Pelanggan Resedensial,	Jurnal Startegic, Vol 2 no 4 Agustus Penerbit Alphabeta	Jurnal
4	2003	Penerapan Diferensiasi Pelayanan Jasa Bank terhadap Loyalitas Nasabah,	Jurnal Startegic, Vol 3 no 6 Agustus Penerbit Alphabeta	Jurnal
5	2003	Hubungan antara Lingkungan Individu dan Bauran Pemasaran Jasa dengan Keputusan Penggunaan Kartu Kredit di Kota Bandung,	Jurnal Startegic, Vol 3 no 5 Februari	Jurnal
6	2004	The New Approach to assessing the marketing effectiveness og Indonesian Firms,	Jurnal Startegic, Vol 4 no 7 Februari	Jurnal
7	2004	Commisioner Model For Good Coorporate Governance Effectiveness in Indonesia and Malaysia,	Jurnal Administrasi Bisnis UNPAD Vol 1 no 2 Juli	Jurnal

8	2004	Pengaruh Diferensiasi Pelayanan jasa dan karakteristik Individu terhadap Loyalitas Nasabah Asuransi Jiwa(survey pada nasabah asuransi jiwa di kotaBandung)	Jurnal Administrasi Bisnis UNPAD Nov	Jurnal
9	2005	Pengaruh Bauran promosi terhadap keputusan konsumen untuk menginap di Butik Hotel Geulis Bandung ,	Jurnal Pariwisata Volume 6 no 2 , Juni	Jurnal
10	2009	Analisis Strategi pengembangan Manusia	Jurnal, Mimbar Pendidikan no 1 , Vol XXVIII halaman 45-55	Jurnal
11	2011	Penerapan Model Strategi Pemasaran UMKM sebagai upaya dalam meningkatkan daya saing industry kecil	Jurnal Abmas – LPM-UPI no 11 Oktober	Jurnal
12	2012	Analysis of Information Technology User Behavior Model by creative economy-based entrepreneurs , International journal Of ASEAN entrepreneurship and Business Development	Volume 1 Issue1 april Page 25-36 UKM Malaysia	Jurnal
13	2012	Rancang Bangun Model Link and match pada Pembelajaran dan pengujian keahlian Produktif berbasis Standar Kompetensi Nasional di SMK se JAWA Barat,	Jurnal penelitian Pendidikan – LPPM UPI , Desember ISSN 1412-565X)	Jurnal
14	2013	Implementation of integrated marketing communications model on the internet service providers (Customer survey speedy telkom Indonesia)	International Journal of Science and Research Volume 2 Issue 2 February 2013 Edition(ISSN ON LINE 2319-7034)	Jurnal Indexed Google Scholar
15	2014	The Effect of value creation model and excellent services on the UPI Image and competitiveness toward a research based Teaching University ,	International Journal Of Education Vol 8 no 1 December ISSN 1978-1342 UPI Press	Jurnal
16	2015	Analysis of Place Branding To Enhance Image and Implications Bandung Tourism Destination Decision Visiting ,	Jurnal Sosiohumanika Jurnal Pendidikan Sains Sosial dan Kemanusiaan, Volume 8(1) isu Mei penerbit Minda Masagi	Jurnal Terakreditasi DIKTI
17	2015	Analisis of Co-creation Experience towards a Creative City as a Tourism Destination and its Impact on Revisiting Intention,	Journal of Environmental Management and Tourism, Desember ISSN: 20687729 Indexing Scopus ASERS Publisher	Jurnal Indexed Scopus
18	2015	Analysis of Smart City Technology Initiatives for City Manager to Improve City Services and Quality of Life Based on ISO 37120;	ACM (Association Computer Machinery) digital Library terindeks	Jurnal Indexed Scopus

19	2016	Customer Based brand Equity in Indonesia GeoTourism ((A survey at Indonesia Geotourism Destination): Local solution for Global Challanges (ACE 2016)	Actual Economy Accepted Jan 2016 , Publish 2017	Jurnal Indexed Scopus
20	2016	Destination Personality Analysis On Brand Attractiveness, Brand Awareness, And Their Impacts On Brand Loyalty, Accepted Jan 2016 , Publish Mei 2016	WSEAS Transactions on Business and Economics Januari 2016 Print ISSN: 1109-9526 E-ISSN: 2224-2899 Indexing Scopus , Thomson Reteurs	Jurnal Indexed Scopus
21	2016	Analysis of Quality Function Deployment, Through the adoption of the Model ServQual and Kano, in Improving competitiveness UPI as a research-based teaching university Research,	International Journal of Applied Business and Economic ISSN : 0972- 7302 June 2016 SERIALS PUBLICATIONS PVT. LTD	Jurnal Indexed Scopus
22	2016	Developing Geotourism as a Part Sustainable Development at Cilentuh Sukabumi West Java Indonsia	Jurnal Of Environmental Management and Tourism Volume VII Issue 1(13) Spring 2016 ISSN 2068-7729 , Journal DOI http://dx.doi.org/10.14505/jemt	Jurnal Indexed Scopus
23	2016	Entrepreneurial intentions of tourism vocational high school students in Indonesia and Malaysia	Journal of Technical Education and Training December 2016 issue, Vol 8, no 2.	Jurnal Indexed Scopus
24	2017	Social Capital and Electronic Word-Of-Mouth (eWOM) Effect Toward Online Purchase Intention	Adv. Sci. Lett. 23, 10822–10825 (Nov 2017)	Journal indexed by Scopus
25	2017	Mobile-based augmented reality for learning 3-dimensional spatial Batik-based objects	Journal of Engineering Science and Technology (2017)	Journal <i>indexed by</i> <i>Scopus</i>
26	2018	Foreign tourist's attitude to the elements of the developing of tourism in Medan, Indonesia	Management Science Letters ISSN 1923-9343 (Online) - ISSN 1923-9335 (Print) Quarterly Publication Volume 8 Issue 5 pp. 371- 380 , 2018	Journal <i>indexed by</i> <i>Scopus</i>
27	2018	The impact of word of mouth and university reputation on student decision to study at university	Management Science Letter ISSN 1923-9343	<i>indexed by</i> <i>Scopus</i>

			(Online) - ISSN 1923-9335 (Print) Quarterly Publication Volume 8 Issue 6 pp. 649-658 , 2018	
28	2018	Design of EA Development Guideline for Small Enterprises Based on TOGAF 9.1	, Advances in Intelligent Systems and Computing 657, DOI 10.1007/978-3-319-67223-6_20	<i>idexed by Scopus</i>
29	2018	Analysis of Users' Satisfaction with Website Service of STIE Inaba Bandung	JSSH Journal Of SOCIAL SCIENCES & HUMANITIES ISSN: 0128-7702 26 (T): 181 - 192 (2018)	<i>idexed by Scopus</i>
30	2018	The Influence of Simplicity on Cellular Corporate Service Quality for Performance Excellence in Jakarta and West Java Provinces	JSSH Journal Of SOCIAL SCIENCES & HUMANITIES ISSN: 0128-7702 Vol 26 - maret 2018 Page 1 - 10 (2018)	<i>idexed by Scopus</i>
31	2018	Analysis of Quality Function Deployment to Improve Competitiveness: A Case Study of Universitas Pendidikan Indonesia	JSSH Journal Of SOCIAL SCIENCES & HUMANITIES ISSN: 0128-7702 Vol 26 - maret 2018 Page 87 - 94 (2018)	<i>idexed by Scopus</i>
32	2018	Apprenticeship Model In Entrepreneurship Learning At University	JSSH Journal Of SOCIAL SCIENCES & HUMANITIES ISSN: 0128-7702 Vol 26 April 2018 Page 147 - 160 (2018)	<i>Idexed By Scopus</i>
33	2018	The Influence of Interactivity on Corporate Cellular Service Quality for Performance Excellence in Jakarta and West Java Provinces	JSSH Journal Of SOCIAL SCIENCES & HUMANITIES ISSN: 0128-7702 Vol 26 (2) Juni 1123 - 1132 (2018)	<i>Idexed By Scopus</i>
34	2018	Promoting local culture through digital learning media	Materials Science and Engineering 434(1),012163	<i>Idexed By Scopus</i>
35	2019	The role of supply chain management consumer attitude as intervening between brand images, perceived value and revisiting intention	International Journal of Supply Chain Management Volume 8, Issue 4, August 2019, Pages 901-906	<i>Idexed By Scopus</i>
36	2019	Effect of market orientation on business performance in msmes as mediating by dinamic marketing capabilities	Quality - Access to Success Volume 20, Issue 172, October 2019, Pages 78-83	<i>Idexed By Scopus</i>

37	2019	Empirical assessment of the role of product innovation in dynamic marketing capabilities and company performance	Quality - Access to Success Volume 20, Issue 173, December 2019, Pages 64-67	<i>Indexed By Scopus</i>
38	2019	Strategies to Improve Financial Technology Product Innovation	International Journal of Advanced Science and Technology Vol. 28, No. 18, (2019), pp. 125-144	<i>Indexed By Scopus</i>
39	2019	Strategies of Business Model Establishment for The Financial Technology Industry in Indonesia	International Journal of Advanced Science and Technology Vol. 28, No. 18, (2019), pp. 145-155	<i>Indexed By Scopus</i>
41	2019	Improving University Competitiveness Through Blue Ocean Strategy Based Co Creation Strategy	International Journal of Advanced Science and Technology Vol. 28, No. 18, (2019), pp. 108-124	<i>Indexed By Scopus</i>
41	2019	The Development of Entrepreneurial Skill Through “Creativepreneur 2.0” Model	International Journal of Advanced Science and Technology Vol. 28, No. 18, (2019), pp. 102-107	<i>Indexed By Scopus</i>
42	2020	Exploring the role of trust in mobile-banking use by Indonesian customer using unified theory of acceptance and usage technology	International Journal of Financial Research 11(2), pp. 51-60 H Index 7 , Q4 IF 0.2	<i>Indexed By Scopus</i>
43	2020	Does Online Viral Marketing Contribute to the Tourists’ Intention to Visit a Destination?	International Journal of Advanced Science and Technology Vol. 29, No. 7s, (2020), pp. 299-303	<i>Indexed By Scopus</i>
44	2020	Model of Purchase Impulsive Behavior of Online Consumers: Case in Indonesia	International Journal of Advanced Science and Technology Vol. 29, No. 7s, (2020), pp. 290-298	<i>Indexed By Scopus</i>
45	2020	Human Resource Psychology Perspective on Profession Change as a Solution for Cashless Policy at PT Jasa Marga Purbaleunyi	International Journal of Advanced Science and Technology Vol. 29, No. 7s, (2020), pp. 262-265	<i>Indexed By Scopus</i>
46	2020	The Effect of Electronic Word of Mouth for Online Transportation Grab	International Journal of Advanced Science and Technology Vol. 29, No. 7s, (2020), pp. 266-269	<i>Indexed By Scopus</i>

47	2020	Strategic Model of Electronic-Based Customer Loyalty in Improving the Performance of Branchless Banking in Indonesia	International Journal of Advanced Science and Technology Vol. 29, No. 6, (2020), pp. 3640 - 3652	<i>Indexed By Scopus</i>
48	2020	The Influence of Service Quality and Tariff on the Passenger Share of Indonesian Airlines (Low-Cost Carrier Aviation)	International Journal of Advanced Science and Technology Vol. 29, No. 6, (2020), pp. 3653 - 3658	<i>Indexed By Scopus</i>
49	2020	The Effect of Airline Reputation and Tariff on The Customer Experience in Aviation Services Industry in Indonesia	International Journal of Advanced Science and Technology Vol. 29, No. 6, (2020), pp. 3786 - 3791	<i>Indexed By Scopus</i>
50	2020	Analyzing Purchase Decision Process Online Shopping in Islamic Shari'a Perspective	International Journal of Psychosocial Rehabilitation 24(2), pp. 3396-3400	<i>Indexed By Scopus</i>
51	2020	The Creation Of Tourism Experiences Quality To Increase The Intention Of Tourist Loyalty (Study Of Ciletuh-Palabuhanratu Geopark Visitors, West Java)	International Journal of Psychosocial Rehabilitation 24(2), pp. 6945-6952	<i>Indexed By Scopus</i>
52	2020	Consumers' continuance intention use of mobile banking in jakarta: Extending UTAUT models with trust	Proceedings of 2020 International Conference on Information Management and Technology, ICIMTech 2020, 2020, pp. 50-54, 9211188	<i>Indexed By Scopus</i>
53	2020	Adopting new technology in coffee plantation: The role of knowledge sharing in supply chain management	International Journal of Supply Chain Management, 2020, 9(4), pp. 230-236	<i>Indexed By Scopus</i>
54	2020	The influence of trust, perceived usefulness, and perceived ease upon customers' attitude and intention toward the use of mobile banking in Jakarta	Journal of Theoretical and Applied Information Technology, 2020, 98(17), pp. 3584-3594	<i>Indexed By Scopus</i>
55	2020	The impact of memorable Halal travel experience	Journal of Environmental Management and Tourism, 2020, 11(6), p. 1407-1415	<i>Indexed By Scopus</i>

56	2021	The Relationship Between the Quality of Destination and Tourist Satisfaction: The Role of Destination Attributes	Journal of Asian Finance, Economics and Business 2021 8(4), pp. 929–937 2021, 8(4), pp. 929–937	<i>Indexed By Scopus</i>
57	2021	Research on the influencing factors of chinese family business's succession from the perspective of re-creation	International Journal of Business and Society, 2021, 22(1), pp. 146–160	<i>Indexed By Scopus</i>
58	2021	The Impact Of Technological- Personalenvironmental (Tpe) Factors On Server-Based Electronic Money Users In Indonesia	Journal of Management Information and Decision Sciences d202124(SpecialIssue1) , pp. 1–12	<i>Indexed By Scopus</i>
59	2021	Does nostalgic emotion affect revisit intention covid-19 era?	International Journal of Entrepreneurshipd, 2021, 25(8), 1939-4675-25-8-622	<i>Indexed By Scopus</i>
60	2021	Affecting of Electronic Word of Mouth toward E- Purchase Decision in Marketplace during Covid-19	LINGUISTICA ANTVERPIENSIA, 2021 Issue-1 www.hivt.be ISSN: 0304-2294	<i>Indexed By Scopus</i>
61	2022	The role of social media marketing and brand image on smartphone purchase intention	International Journal of Data and Network Science Volume 6, Issue 1, Pages 185 – 192 ISSN 25618148 (Q2)	<i>Indexed By Scopus</i>
62	2022	Significances Of Marketing Education In Reducing Poverty In Indonesia: Special Review On Quality Of Life	Journal of Eastern European and Central Asian Research, 2022, Volume 9(issue 1), pp. 101–111 ISSN 23288272	<i>Indexed By Scopus</i>
63	2022	The Influence of Applying Green Marketing Mix by Chemical Industries; VOS Viewer Analysis	Moroccan Journal of Chemistry Volume 10, Issue 1, Pages 73 – 90 ISSN2351812X	<i>Indexed By Scopus</i>
64	2022	Confirmatory Factor Analysis: User Behavior M-Commerce Gamification Service in Indonesia	International Journal on Informatics Visualization Open	<i>Indexed By Scopus</i>

			Access Volume 6, Issue 2, Pages 371 – 375 ISSN 25499904	
65	2022	Mobile Application Design For Digital Marketing And Management Of Horticultural Crops	Journal of Engineering Science and Technology, 2022, 17(1), pp. 64–74 ISSN 18234690	<i>Indexed By Scopus</i>
66	2022	The Effect Of Product Knowledge, Perceived Benefits, And Perceptions Of Risk On Indonesian Student Decisions To Use E-Wallets For Warunk Upnormal	<i>Sustainability (Switzerland)</i> Volume 14, Issue 11 ISSN 20711050	<i>Indexed By Scopus</i>

7. Pengalaman Penulisan Buku dalam 5-10 Tahun Terakhir

No	Judul Buku	Tahun	Jumlah Halaman	Penerbit
1	Manajemen Bisnis Berbasis Penelitian	2007	250	Alphabeta, Bandung
2	Bauran Pemasaran dan Loyalitas Konsumen , Fokus pada konsumen kartu kredit perbankan ,Edisi Revisi	2008	300	Alphabeta, Bandung
3	Manajemen Corporate dan Strategi Pemasaran Jasa Pendidikan, Fokus pada Mutu dan Layanan Prim	2008 Editor	550	Alphabeta, Bandung
4	Menciptakan Superior Customer Value Perguruan Tinggi Negeri Melalui Peningkatan Kinerja Bauran Pemasaran Jasa Pendidikan,	2008 Editor	450	Alphabeta, Bandung
5	Ilmu pengetahuan sosial	2009	550	Pusat Perbukuan Departemen Pendidikan Nasional
6	Potret Profesionalisme Guru dalam membangun Karakter bangsa (pengalaman Indonesia Malaysia) BAB ; Menuju Universitas Pelopor dan Unggul melalui Peningkatan Kinerja bauran Pemasaran Jasa pendidikan (Model dalam peningkatan Kulaitas Layanan lembaga Pendidikan Guru)	November 2010	950	UPI Press
,7	Membangun Generasi Emas Indonesia melalui Sharing knowledge(page 232-238)” Buku Membangun Pendidikan nasional masa Depan Untuk	September 2012	Buku 680	UPI Press

	menyongsong Tahun 2035 , kumpulan Tulisan pemikiran Para Ahli pendidikan			
8	Studi Kelayakan Perusahaan	Agustus 2014	250	UPI Press
9	Riset Analisis Perilaku Konsumen	Agustus 2018	450	Alphabeta
10	Metode Statistika Bisnis ,Untuk Bidang Ilmu Manajemen Dengan Aplikasi Program SPSS	Maret 2019	264	Refika Aditama
11	Pendidikan menuju Indonesia Emas	Mei 2020	1364	UPI Press
12	Service marketing In Digital Era	Juli 2021	170	CV. Jendela Hasanah

8. Pengalaman Perolehan HKI dalam 5-10 tahun terakhir

No	Judul Buku	Tahun	Jumlah Halaman	Penerbit
1	Bauran Pemasaran dan Loyalitas Konsumen , Fokus pada konsumen kartu kredit perbankan ,Edisi Revisi	2015	328	Alphabeta
2	PEXINS ;PKL Executive Information system	2016		GIS ; Geographical information system
2	Metode Statistika Bisnis untuk Ilmu Manajemen	2019	60	Rafika
3	Model Blue Ocean University Strategy Sebagai Upaya Peningkatan Daya Saing Perguruan Tinggi	2019		Model
4	Pengaruh Kinerja Bauran Pemasaran Jasa Dan Karakteristik Individu Terhadap Nilai Pelanggan Dan Kesetiaan Serta Dampaknya Terhadap Nilai Transaksi Penggunaan Kartu Kredit (Suatu Survei Pada Bank Di Dki Jakarta Dan Kota Bandung) 2004	2019	725	Disertasi
5	Creativepreneur Berbasis Web 2.0	2019		Softwere Komputer
6	Strategies of Business model establishment for the Fintech industry in Indonesia	2020		Model
7	Application Of Customer Behaviour in using Fintech as business media based on the UTAUT model	2020		Model
8	Strategies to Improve Fintech product Inovation	2020		Model

9. Pengalaman Merumuskan Kebijakan Publik/Rekayasa Sosial lainnya dalam 5 tahun terakhir

No	Judul Buku	Tahun	Jumlah Halaman	Penerbit

10. Penghargaan yang Pernah Diraih dalam 10 tahun terakhir (dari pemerintah, asosiasi atau institusi lainnya)

No	Jenis Penghargaan	Institusi Pemberi Penghargaan	Tahun
1	Satyalencana Karya Satya 10 tahun	Rep Indonesia	2003
2	Peneliti Terbaik Tingkat Fakultas	UPI	2008
3	Peneliti Terbaik Tingkat Universitas	UPI	2009
4	Ketua Prodi Terbaik Peringkat III	UPI	2010
5	Best Paper peringkat ke 1	FMI	2011
6	Australian Award Fellowship	Australian Gov	2014
7	Ketua Prodi Terbaik (1)	UPI	2017
8	Ketua Prodi penilaian AMI TERBAIK (1)	UPI	2018
9	Ketua Prodi penerima penghargaan Int Akreditasi Terbaik (1)	UPI	2020
10	Ketua prodi Berprestasi tingkat S2-S3	UPI	2020

11. Pengalaman Organisasi memimpin Organisasi

1	Service assistant, Overseas Express Bank Bandung 1990-1993
2	Head of Business Management Laboratory in UPI 1993-1995 Head of "STRATEGIC" Journal Committee, Business Management Program in UPI 1995-2008
4	Secretary of Master Program of Business Management in UPI 2005- 2007
5	Head of Study Program of Business Management undergraduate program in UPI 2007-2010
6	Head of Indonesia Economist Association (ISEI) for UPI Branch 2008- Now
7	Head of Education Quality Improvement in UNPAD Alumni Association 2008-1010
8	Head of Management Science Development of Indonesia Economist Association (ISEI) for West Java Division 2008-2012
9	Vice Head of Promotion Value Chain of Bandung City Marketing Forum 2010-2012
10	Head Of Indonesian Management Forum JawaBarat Region 2008- Now
11	Head of Master Program of Business Management in UPI 2011-2014
12	Head of Doctorate Management Science in UPI (doctorate Program) 2012-2014
13	Head Of International cooperation Australian Studies 2015-2018
14	Secretary Comision Cooperation and Comunity at DGB UPI 2016 - Now
15	Head of the research center, creative economy, entrepreneurship and tourism industry 2017
16	Head Of master and Doctorate Program School Of Postgraduate Studies UPI 2017-2021
17	Deputy Director For Resources, Finance & Assets Facilities School Of Postgraduate Studies 2021-now

Semua data yang saya isikan dan tercantum dalam biodata ini adalah benar dan dapat dipertanggungjawabkan secara hukum. Apabila dikemudian hari ternyata dijumpai ketidaksesuaian dalam kenyataan saya sanggup menerima resikoanya.
Demikian biodata ini saya buat dengan sebenarnya

Bandung, 21 September 2022

A handwritten signature in blue ink, appearing to read 'Ratih Hurriyati', is written over a faint, light-colored rectangular stamp or watermark.

Peneliti
(Ratih Hurriyati)