

## Ir. Achmad Manshur Ali Suyanto, M.BA., D.BA



IR. AMA Suyanto, M.BA., D.BA, is a lecturer and researcher of Telkom University (Tel-U) since 2006. Born in Demak, January 20, 1959, his attention is focused on Marketing Management, Service Marketing on Telecommunication Industry, Customer Relationship Management, Customer Behaviour, Strategic Management, and Logistics Management.

First, he took undergraduate program from Institut Teknologi Sepuluh November Surabaya (1984), then continued to Telkom Bandung Institute of Management (1991) and his doctoral studies came from Southern Cross University in Australia (2000).

He occupied a number of positions at Tel-U among others the Director of Planning and Academic Development - Telkom Institute of Management (2010 - 2011), Head of Academic Affairs of TELKOM STISI, and is now he is the Vice Rector III (Admission and International Office (since 2013) of Tel-U.

in addition to the activities on campus, being a lector, AMA Suyanto is actively conducting various studies that revolve around political marketing, performing community service through training and empowerment. He also becomes scientific speaker both in Indonesia and abroad, and writes both scientific and popular papers. ♦

### RESEARCH FIELD

- Marketing Management, Services Marketing on Telecommunication Industry, Customer Relationship Management, Customer Behaviour, Strategic Management & Logistic Management

## RESEARCH ACTIVITY

- Model Marketing Activities Political Decision Making Voters Starter in Local Elections at Regency/City Year 2015 Based on Government Regulation No. 1 of 2014 (2016)
- Actualization Social Organization, Community, and the National Education Law, Politics and Development of National Character (2016)
- Against Student Intake Influence Quality Process Quality Universities in Indonesia (2016)
- Strengthening the Largest Citizenship in the Global Era (Case Study on the Business Community of Home (BDR) Bandung) (2015)
- Analysis of Marketing Activities Political Decision-Making Selector (2014)
- Competency mapping and Interests Lecturer in Environmental YPT (2013)
- Integrative Collaborative Active Learning Method (2012-2013).
- Green Marketing on Property Industry at Bandung Raya (2012).
- Analysis Feasibility of YPT Business on Retail Sector (2011).
- Marketing Research on Flexi Business (2011)

## PUBLICATION

- Analysis Factors of Using Internet Banking in Indonesia - Management and Organizational studies (2016)
- Political Management toward Cosmopolitan Democracy - The 1<sup>st</sup> UPI Global Conference on Business, Management and Entrepreneurship (2016)
- The Influence of Lifestyles and Consumers Attitudes on Product Purchasing Decision Via Online Shopping in Indonesia – EJBM (2015)
- *Aktualisasi Manajemen Organisasi Masyarakat Dalam Meningkatkan Pembangunan Karakter Bangsa - Asosiasi PPKn* (Actualization Management Society Organizations in Enhancing National Character Development - association PPKn) (2015)
- Entrepreneurial Marketing Case Study on Young Entrepreneurs Community of Cimahi Small and Medium Enterprise - Tropical Tourism Outlook Conference (2015)
- Marketing Analysis of Political Positioning in Legislative Election - Management and Organizational Studies Journal (2015)
- The Role Actualization of Society and National Organization in Law and Politic Education – UPIICSE (2015)
- Analysis of Political Marketing on Legislative Election - Actual Problems Economic Journals (2015)
- Green Marketing Influence to the Company “X” Consumer Behaviour and Branding Image. - Asian Society Management and Marketing Research, Burj Al Arab Dubai (2013).
- *Penggunaan Atribut Blog dan Situs Jejaring Sosial Berpengaruh Terhadap Munculnya Wirausaha Online*. (Use of Attributes Blog and Social Networking Sites Influential against Entrepreneurial Emergence Online) - APPM, Lombok (2013).
- Mapping Interest of Lecture in Higher Education. ISSN 2354-6611 - ISCLO, Bandung (2013).
- Competence Development through Pedagogy, Knowledge Personality, and Social. Study at Private University. - Internasional Conference Proceedings ACEI, Okinawa Japan (2013).
- The Impact of Event Sponsorship and TV ADS Event of Brand Image to Cross Mobile. - GTAR, Bandung (2014).
- The Impact of External and Internal Factors in the Selection of Banking To The Customer Saving Decisions 2012 Years in Bandung - ACEI, Phuket (2014).
- Analysis of Political Marketing on Legislative Election - ETAR, Bali. (2015).
- Entrepreneurial Marketing: A Case Study of A Young Entrepreneurs Community of Small To Medium Sized Enterprises - Tropical Tourism Outlook Conference, Lombok (2015).
- The Role Actualization of Society and National Organization in Law and Politic Education - UPIICSE, Bandung (2015).
- Political Management Toward Cosmopolitan Democracy - ICoDA- Internasional, UNAIR Surabaya (2015).

## RESEARCH ACTIVITY

- Enhancing Enduring Indonesian and Malaysian SMEs Performance through a Context-Specific HR Architectures (2016)
- Research Development of Video Promotion Using QR Code Technology for Interactive Media Promotion of Micro, Small and Medium Bandung (2016)
- Research Development of Video Promotion Using Technology QR Code for Interactive Media Promotion of Micro, Small and Medium Bandung (2015)
- Analysis of Organizational Learning implementation Trainees Business Development Management in 2014 at the Central Office PT. Pos Indonesia Bandung (2015).
- Effect of Personal Factors, Organization, and Technology in the Knowledge Sharing Using CIM Employees at PT. Jakarta Outer Ring Road (PT. JLJ) (2015).
- Analysis of Factors Affecting E-Learning (2015).
- Effect of Enabling Factors to Knowledge Sharing (2015).
- Analysis of the Readiness of Employees on the Implementation of Knowledge Management in PT. Mineral Indonesia (2015).
- The Influence of the ESOP Employee Satisfaction and Commitment PT. Telkom (2015).
- Extrinsic and Intrinsic Motivation Influence on Performance of Knowledge Sharing Through PT. Indonesia Power (2014).
- The Effect of Technology, Individual and Organization of the Knowledge Sharing in PT. Krakatau Steel (2014).
- Health and Safety at Work Influence on the Productivity of Employees (2014).
- Interaction Analysis College of Business in the Business World with Competence Development of Human Resources Evaluated Using the Concept of Triple Helix (2012).
- The Motivation to Share Knowledge of the Employees in Telecommunication Service Providers in Indonesia (2011).

## PUBLICATION

- Health and Safety Management Influence on the Employees Productivity - Actual Problem of Economics Scopus Indexed (2016).
- Knowledge Sharing and 2016 It's Enabling Factors' Implementation - Pertanika Journal of Social Science and Humanities (2016).
- Influence of Employee Stock Option Program and Job Satisfaction on Employee Commitment - Pertanika Journal of Social Science and Humanities (2016)
- The analysis of Learning Organization Implementation on the Participants of Business Development Management Training 2014 in Head Office of PT. Pos Indonesia Bandung - Advance in Social Science, Education and Humanities Research (2016).
- The Influence of Personal Factors, Organizational Factors, and Technological Factors in the Use of CIM Toward Employees Knowledge Sharing in PT. Jalan Tol Lingkar Luar Jakarta (PT. JLJ) - Advance in Social Science, Education and Humanities Research (2016).
- A Study on the Critical Success Factors in E-Learning - Advance in Social Science, Education and Humanities Research (2016).
- Measuring Employee Readiness for Knowledge Management in PT. Mineral Indonesia - Pertanika Journal of Social Science and Humanities (2016).
- A Study on the Critical Success Factors in E-Learning PT. Telkom Indonesia - International Seminar and Conference on Learning Organization (2015)
- Influence of Employee Stock Option Program and Job Satisfaction on Employee Commitment (A Case Study of Telephone Company in Indonesia) - International Conference on Organizational Performance Excellence (ICOPE) 2015
- Knowledge Sharing and Its Enabling Factors Implementation - International Conference on Performance Excellent (2015)
- The Analysis of Learning Organization Implementation on The Participants of Business Development Management Training 2014 in PT. Pos Indonesia Bandung Head Office - International Seminar and Conference on Learning Organization (2015)
- The Influence of Personal Factors, Organizational Factors, and Technological Factors in The Use of CIM Toward Employees Knowledge Sharing in PT. Jalan Tol Lingkar Luar Jakarta (PT. JLJ) - International Seminar and Conference on Learning Organization (2015)
- The Analysis of Learning Organization Implementation on the Participants of Business Development Management Training 2014 - International Seminar and Conference on Learning Organization (2015)

## Dr. Ade Irma Susanty

- Extrinsic and Intrinsic Motivation Influence Employee's Performance through Knowledge Sharing - Proceeding Emerging Trends Academics Research (2014).
- Health and Safety Management Influence on the Employees' Productivity - Emerging Trend of Academics Research, Bali Indonesia (2014).
- *Analisis Interaksi Perguruan Tinggi dengan Dunia Bisnis Dalam Usaha Pembangunan Kompetensi Sumber Daya Manusia Ditinjau dengan Menggunakan Konsep Triple Helix* (Interaction Analysis College of Business in The Business World With Competence Development of Human Resources Evaluated Using the concept of Triple Helix) - Seminar dan Call for Paper Asosiasi Ilmu Administrasi Bisnis Indonesia (AIABI)
- *Analisis Interaksi Perguruan Tinggi dengan Dunia Bisnis Dalam Usaha Pembangunan Kompetensi Sumber Daya Manusia Ditinjau dengan Menggunakan Konsep Triple Helix* (Interaction Analysis College of Business in The Business World With Competence Development of Human Resources Evaluated Using the concept of Triple Helix)- Kongres Nasional AIABI, Bandung
- The Motivation to Share Knowledge of the Employees in Telecommunication Service Providers in Indonesia - International Conference of Economics Development and Research, Singapore (2011).

### ACHIEVEMENT

- The Second Best Article - Committee of International Seminar and Conference on Learning Organization (2015)

### RESEARCH FIELD

- Knowledge Management, Human Resource Management.



**ADE** was born in Bandung, October 28, 1966. She has expertise covering Human Resource Management, Organizational Behavior, Organizational Development, and Knowledge Management.

At first she studied at Padjadjaran University in Social Welfare program studies (1990). After that, Ade continued her studies at STMB Bandung (management studies, 1999) and her doctoral programs was achieved from Multimedia University Malaysia (2014) in the field of knowledge management studies.

in Tel-U, she has been lecturing Human Resource Management, Organizational Behavior, Knowledge Management, and Corporate Development. She also served as the Head of MBTI Study Program (IMT, 2012-2013), the Head of the Department of Communication and Management (Tel-U, 2013), VP Strategic Planning (YPT, 2014), and Vice Dean FKB (Tel-U, 2014). ♦



**Dr. Ir. H. Agus Achmad Suhendra, MT**



**RESEARCH FIELD**

- Strategic Management, Strategic Organizational Change Management, Strategic Marketing and Strategic Human Resource.

**AGUS** was born in Bandung, 6 August 1967. He is a lecturer at Tel-U since 1992 with research interest covering Strategic Management, Strategic Organizational Change Management, Strategic Marketing and Strategic Human Resource.

He studied industrial engineering from Bandung Institute of Technology (ITB, undergraduate, 1991) and industrial engineering and management from ITB (graduate program, 1995). Meanwhile, his doctoral degree was taken from Padjadjaran University (2014) in the field of business management. Besides, he got a diploma in the field of Telecommunication Management from The Cable & Wireless College, UK (1996).

At Tel-U Agus teaches marketing management, strategic management, telecommunication business, and organizational behavior. Along the times, around Telkom Foundation, among others, he was appointed as the Head of Industrial Engineering (IT Telkom, 2006-2008), the Dean of Industrial Engineering Faculty (IT Telkom, 2008-2010), and as the Dean of Creative Industries Faculty (Tel-U, since 2013).

Being worked with full dedication, Agus was awarded as the best lecturer of STT Telkom (1994) and Satya Lencana Wirakarya (2014) from President of the Republic of Indonesia. ♦

## PUBLICATION

- Strategic Solution for Reducing Resistance to Change and Increasing Organizational Commitment of Academicians on Private University Mergers in Indonesia - Journal of Research on Humanities and Social Sciences, Vol. 4 No. 15, 2014 – 2014
- Implication of Resistance to Change on Organizational Commitment Determined by Trust, Perceived Benefit of Change and Organizational Justice –The 1<sup>st</sup> International Conference for Interdisciplinary Studies, Youngsan University, South Korea, (22-23 September 2014)
- Identification of Resistance to Change in University Merger Process - GARCOMBS 2012, Universitas Padjadjaran, (22-24 November 2012)
- Role of Customer Understanding in Technological Innovation of Product - Industrial Engineering Conference on Telecommunication (INDECT) 2010, IT Telkom, (3-4 June 2010)
- Identification of the Key Success Factors of Cooperative Education Program: Based on 15 Year Experiences in Indonesia -

International Engineering Education Conference 2009, Saudi Council of Engineer and Federation of Engineering Institutions of Islamic Countries (FEIIC), Madinah, Saudi Arabia, (16-18 Mei 2009)

- Identification and Management of Strategic Forces in ICT Manufacturing Technology Change - The Third European Conference on Management of Technology& Innovation (EUROMOT), Ceram Business School, Nice Sophia Antipolis, France, (September 17-19, 2008)
- Identification of the Strategic Forces Against Change in Manufacturing Technology Development Process - The 17th International Conference on Management of Technology (IAMOT), The British University in Dubai, (6-10 April 2008)

## ACHIEVEMENT

- Satya Lencana Wira Karya – President of Republik Indonesia (2014)

## RESEARCH ACTIVITY

- Effect of Work-Life Balance on Organizational Citizenship Behaviour (Organization Citizenship Behaviour) with Variable Mediator Job Satisfaction and Organizational Commitment on Employee Hospitality in Singapore (2016)
- Public Perception Study Program Bandung against the Machine To Machine (2016)
- Effect of Work Family Conflict (Work and Family Interfere Family Work) and Job Satisfaction Commitment to Employees at Hotel XYZ (2015)
- Leadership Style, Physical Environment Employment and Employee Performance on the Corporate Media in Singapore (2016)
- The Mediating Role of Organizational Commitment in the Relationship between Job Satisfaction and Organizational Citizenship Behaviour (A Study of Employees in State-Owned Banking) (2016)
- Work-Life Interface and Organizational Citizenship Behaviour in Hotel Industry (2016)
- The Analysis of Employees Motivation and Engagement, and Their Impact on Job Performance: A Study of Nurses oat Advent Hospital (2016)
- The Effect of the Leadership Towards Employee Performance in the Human Resources Department at the PLN West Java and Banten Distribution Office (2015)
- The Impact of SNSs Usage on Social Capital and Knowledge Sharing in Organization (2015)
- The Effect of the New Logo and Brand Image towards the Customer Loyalty of Starbuck, Jakarta (2015)
- Job Satisfaction, Organizational Commitment, and Organizational Citizenship Behaviour, How to Maintain Organization's Performance through Human Resources Management (2015)
- New Value Co-Creation of Zocha SME Using the DART Model (2015)
- Service Quality of Indonesia's Cellular Communication Providers and The Impact on Customer Loyalty an Analysis of the College Students Using Prepaid Services in Bandung (2015)
- Analysis of "Drama Theory" in the Bankruptcy Scenario of the Biggest Indonesia Cellular Telecommunication Business (2014)
- Mapping of Tablet PC Based on Consumer Perception (Case Study of Bandung Electronic Centre Visitors) (2014)
- The Effect of the Work-Family Conflict and Employee's Job Satisfaction towards the Organization Commitment (2014)
- Compensation Effect against Employee Motivation in the Department of Human Resources Office of PLN Distribution West Java and Banten. (2014)
- The Effect of the Service Quality towards the Student Loyalty at the School of Business and Economic, TELKOM University Bandung. (2014)
- The Effect of the Service Quality towards The Student Loyalty at the Advent University, Bandung (2014)
- Positioning and Brand Marketing Strategy by Strengthening the Faculty of Economics and Business Telkom University (2014)

## PUBLICATION

- Job Satisfaction, Organizational Commitment, and Organizational Citizenship Behavior How To Maintain Organizations Performance Through Human Resources Management - Jurnal Siasat Bisnis Universitas Islam Indonesia. (2016)
- Study of Entrepreneurship Programs in Bandung Based on Ridwan Kamil Twitter Account (@ridwankamil) - IOSR-JBM. (2016)
- The Mediating Role of Organizational Commitment in the Relationship between Job Satisfaction and Organizational Citizenship Behaviour - Annual Spain Business Research Conference. (2016)
- The Indirect Effect of Work-Life Balance on Organizational Commitment Through Mediation of Job Satisfaction at A State-Owned Banking in Bandung Area - 3rd International Conference on Global Trends in Academic Research. (2016)
- *Gaya Kepemimpinan, Lingkungan Fisik Pekerja, dan Kinerja Karyawan pada Perusahaan Media di Bandung* (Leadership Style, Physical Environment Employment and Employee Performance on the Corporate Media in Bandung) - Global Networking: Build Up Business Competitiveness. (2016)
- The effect of the Leadership towards Employee Performance in the Human Resources Department at the PLN West Java and Banten Distribution Office - International Journal of Basic and Applied Sciences. (2015)
- The Effect of the New Logo and Brand Image Towards the Customer Loyalty of Starbuck, Jakarta - International Conference on Global Trends in Academic Research. (2015)
- *Konflik Kerja Keluarga pada Pengemudi Travel Antar Kota PT. XYZ, Bandung* (Work Family Conflict on Motorists Traveling intercity PT. XYZ, Bandung) -

## Dr. Arif Partono Prasetyo, MM

Jurnal Studi Manajemen Bisnis. (2015)

- *Pengaruh Kompensasi Terhadap Motivasi Karyawan di Departemen SDM PLN Kantor Distribusi Jawa Barat dan Banten* (Compensation Effect Against Employee Motivation in the Human Resources Department Office PLN Distribution West Java and Banten) - Jurnal Manajemen Indonesia. (2015)
- *Positioning dan Strategi Pemasaran berdasarkan Penguatan Merek Fakultas Ekonomi dan Bisnis Universitas Telkom, Bandung* (Positioning and Marketing Strategy by strengthening brands Faculty of Economics and Business, Telkom University, Bandung) - Seminar Nasional APMMI III dan Call for Paper. (2015)
- *The Effect of the Students Perception on Service Quality to Their Loyalty at the Advent University, Bandung – ISCLO.* (2015)
- *The Effect of the Service Quality Towards The Student Loyalty at the School of Business & Economic, TELKOM University, Bandung - 1<sup>st</sup> International Conference for Interdisciplinary Studies (ICIS).* (2015)
- *New Value Co-Creation of Zocha SME Using The DART Model - The 7th Indonesia International Conference on Innovation, Entrepreneurship, and Small Business (IICIES 2015)*
- *The Impact of SNSs Usage on Social Capital and Knowledge Sharing in Organization - The 1st UPI International Conference on Sociology Education (UPI ICSE 2015)*

### INTELLECTUAL PROPERTY

- Book “*Pengantar Manajemen Pengetahuan*” (2015)
- Book “*Pengantar Sumber daya Manusia*” (2016)

### RESEARCH FIELD

- Human Resources, Organization, Retail Economic and Business.



BORN in Surakarta, May 19, 1967, Arif teaches strategic management, organizational behavior, telecommunication business, TIK literacy, and entrepreneurship.

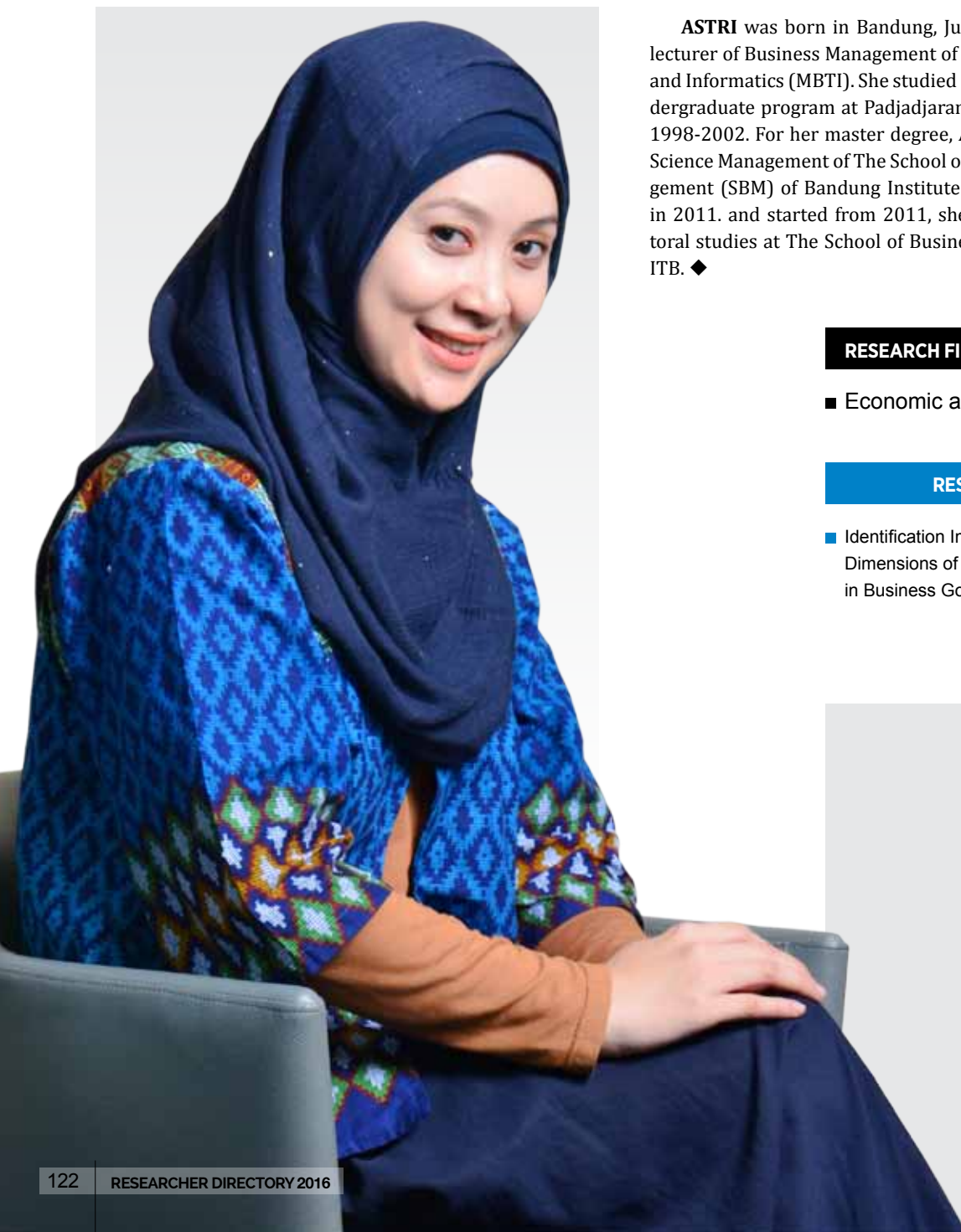
Between 1986-1991, Arif studied socio-politics at Parahyangan University, Bandung. Then between 1993-1994, he took managerial master at Padjadjaran University especially in the field of management. and his doctoral degree was taken at Indonesia University of Education (UPI) in the field of management science.

in addition to his scientific activities, now he is in the process of finishing his both books, namely

*Pengantar Manajemen Pengetahuan* (2015) and *Pengantar Sumberdaya Manusia* (2016). ♦



## Dr. Astri Ghina, S.Si., MSM



**ASTRI** was born in Bandung, July 24, 1980. She is a lecturer of Business Management of Telecommunications and Informatics (MBTI). She studied chemistry for her undergraduate program at Padjadjaran University between 1998-2002. For her master degree, Astri graduated from Science Management of The School of Business and Management (SBM) of Bandung Institute of Technology (ITB) in 2011. and started from 2011, she continued her doctoral studies at The School of Business and Management ITB. ♦

### RESEARCH FIELD

- Economic and Business.

### RESEARCH ACTIVITY

- Identification Implementation of Four Dimensions of Innovation By Joe Tid in Business Go-Jek (2016)

## PUBLICATION

- Relevance of Graduates Competencies toward the Effectiveness of Entrepreneurship Education Within A University Context: Case Study of SBM ITB – Indonesia - Smart Collaboration for Business in Technology and Information Industry (SCBTII) 2016.
- *Strategi Pengembangan untuk Keberlangsungan Usaha dengan Pendekatan Timmons Model (Studi Pada Sentra Industri Rajutan Binong Jati* (Development Strategy for Business Sustainability Using Timmons Model's Approach (Study in Binong Jati KNIT Industry Center) (2015) (Development Strategy for Business Continuity With Timmons Model Approach (Studies in Industrial Knitted Binong Jati) Development Strategy for Business Sustainability Using Timmons Model's Approach (Study in Binong Jati KNIT Industry Center) (2015))
- Building A Systematic Framework for Entrepreneurship Education (2015)
- A Systematic Framework for Entrepreneurship Education within a University Context (2014)
- Effectiveness of Entrepreneurship Education in Higher Education Institutions (2014)
- *Corporate Entrepreneurship di Sektor Pelayanan Publik (Studi Kasus: Badan Pelayanan Perizinan Terpadu Kota dan Kabupaten Bandung)* (Corporate Entrepreneurship in the Public Service Sector (Case Study: Integrated Licensing Service Agency and the city of Bandung Regency) - Jurnal Manajemen Teknologi (2011)
- Transgenerational Entrepreneurial Attitudes in Bandung Family Business - Indonesia International Conference on Innovation, Entrepreneurship (2011)
- Corporate Entrepreneurship at Public Service Sector: Measurement and the Influence toward Government Performance (Case Study of BPPT at Bandung City and Regency) - Indonesia International Conference on Innovation, Entrepreneurship (2011)
- "Fostering Innovation Within Public Sector: Antecedents and Consequences of Public Sector Innovation" - Jurnal Pembangunan dan Kebijakan Publik (2010)
- "Building Product Value toward Competitive Advantage (A Case Study of Tasikmalaya Embroidery)" - Indonesia International Conference on Innovation, Entrepreneurship (2010)
- *Kajian Karakteristik Kewirausahaan dan Keunggulan Bersaing Studi Kasus Pada Sentra Industri Rajut Binong Jati* (Study on Characteristics of Entrepreneurship and Competitive Advantage Case Study in Binong Jati Knit Industry Center) -Telkom University
- Analisis Penerapan Social Bricolage Di Social Enterprise Analysis of Social Bricolage Implementation At Social Enterprise (Bricolage Social Application Analysis in Social Enterprise Implementation Analysis of Social Bricolage At Social Enterprise)
- *Analisis Model Bisnis Usaha Mikro, Kecil, dan Menengah (UMKM) Di Bidang Sepatu dengan Menggunakan Pendekatan Business Model Canvas Studi Kasus: UMKM "GZL" dan UMKM "ASJ" Di Kota Bandung Pada Tahun 2014* (Business Model Analysis of Micro, Small and Medium Enterprises (SMEs) in the Field Shoe With Approach Using Business Model Canvas Case Study: SMEs' GZL "and SMEs" ASJ "in the city of Bandung in 2014)

## RESEARCH ACTIVITY

- Upgrades Student Creative Thinking through Competency Based Learning Strategies Classroom Courses Writing Advertising (2016)
- Impact of Organizational Technological Change on Communication Climate (2015)
- Use of New Media in Bandung City Government Performance Improvement; REPORT Program Impact Study on the Performance of Government of Bandung (2015)
- Communication Factors Influencing Academicians' Innovative Working Behavior and Its Impact on Their Career Advancement (2015)
- Level of Use Media REPORT by the Society in the Public Service in Bandung (2015)

## PUBLICATION

- Communication Factors Influencing Academicians' Innovative Working Behavior and Its Impact on Their Career Advancement – LISKI (2016)
- Communication Factors Influencing Academicians' Innovative Working Behavior and Its Impact on Their Career Advancement – ICOTIC, Tel-U Bandung (2015)
- *Strategi Sosialisasi dan Pendekatan Komunikasi Diskominfo dalam Pengelolaan Program Lapor di Kota Bandung* (Socialization Strategy and Approach Communications Diskominfo in Program Management Report on Bandung) - Conference on Communication and New Media Studies (COMNEWS) (2015)
- *Penggunaan New Media dalam Peningkatan Kinerja Pemerintah Kota Bandung; Studi dampak program LAPOR terhadap Kinerja Pemerintah Kota Bandung* (Use of New Media in Bandung City Government Performance Improvement; REPORT program impact study on the Performance of Government of Bandung)– COMMNEWS, UMN Tangerang (2015)

## INTELLECTUAL PROPERTY

- Book "Impact of Organizational Technological Change on Communication Climate" - Lambert Academic Publishing (2011)

## Dr. Ayub Ilfandy Imran, B.Sc., M.Sc

**AYUB**, born in Bukittinggi, April 20, 1983, graduated from Faculty of Human Sciences, Department of Communication, International Islamic University Malaysia (IIUM) in 2006. Between 2007 and 2010, he continued his master program at the same department and university. And started from 2011, again Ayub took his doctoral studies from the same department and university.

Prior to joining Telkom University, once he worked as an assistant lecturer in IIUM (2008-2010), an English teacher (2009), a research assistant in IIUM (2010-2013), and a temporary lecturer of IIUM since 2010. ♦

### RESEARCH FIELD

- Organizational Communication





## Dr. Brady Rikumahu

### PUBLICATION

- *Contagion dan Volatility Spillover di Pasar Valuta Asing Amerika Serikat dan China sebagai akibat Devaluasi Yuan Tahun 2015* (Contagion And Volatility Spillover in the Foreign Exchange Market Health Consulting, Legal And as a result of devaluation of the Chinese Yuan in 2015) (2015)
- *Penerapan Manajemen Risiko terhadap Perwujudan Good Corporate Governance pada Perusahaan Asuransi* (Application of Risk Management to the Embodiment of Good Corporate Governance in Insurance Companies) - Trikonomika Journal (2015)
- *Pemodelan Distribusi Tingkat Imbal Hasil Indeks Harga di Tujuh Bursa Asia (2012)* (Modeling Distribution Yield Level Seven Stock Price Index in Asia (2012))
- *Pengaruh Kinerja Keuangan Terhadap Imbal Hasil Saham Perusahaan Tahun 2003-2007* (2007) (Effect of Financial Performance Against Yield Stocks Companies Years 2003-2007 (2007))
- *Formulasi Strategi PT Sangihe Natural Ocean Resort dalam Memanfaatkan Potensi Alam Pulau Poa di Kabupaten Sangihe Sulawesi Utara* (2006) (Strategy Formulation PT Sangihe Natural Ocean Resort in Harnessing the Potential of Natural Poa Island in North Sulawesi Sangihe (2006))
- *Analisis Pengaruh Modal Kerja Terhadap Profitabilitas (Studi Kasus Pada PT. Pos Indonesia (Persero) Bandung)* (2004) (Working Capital Analysis Influence To Profitability (Case Study at PT. Pos Indonesia (Persero) Bandung) (2004))
- *Pengaruh Fraksi Harga Saham Baru Terhadap Likuiditas* (Effect of New Stock Price Faction against Liquidity)
- *Analisis Return Option dengan Menggunakan Bull Call Spread Strategy* (Studi Pada PT. Unilever Indonesia Tbk Periode 2009-2013) (Analysis Return Option Using Bull Call Spread Strategy (Study on PT. Unilever Indonesia Tbk Period 2009-2013)

**BORN** in Cilacap, 15 October 1965, Brady Rikumahu took Bachelor Degree of Management at University of Indonesia. His Master of Business Administration taken at Internasional University of Japan and he was a student of doctoral degree in Management science University of Indonesia. ♦

### RESEARCH FIELD

- Finance, Derivative Market, Valuation, Investment



## Dr. Dadan Rahadian

**DR. Dadan Rahadian** has expertise in the field of financial management with an educational background of master and doctoral in finance and banking, supported by professional working experiences in bank and securities company and teaching experience in the same field for 15 years at Tel-U.

He graduated from Bachelor Degree in Civil Engineering at Faculty of Engineering University of Indonesia (1994), Master Degree in Finance and Banking at Faculty of Economics & Business University of Indonesia (1999), and Doctoral Degree in Finance and Banking at Faculty of Economics & Business University of Indonesia (2015).

After graduating from Bachelor Degree, once he worked as Site Engineer at PT Wijaya Karya (1994-1996), Credit Analyst at Danamon Bank (1996-1998), Equity Analyst at Danamon Securities (1998-2000), and Financial and Investment Freelance Advisor at PT Kereta Samudera Pratama (2008-2010). Then he worked as Secretary of Research Department, Master of Management Program and Training Department at Tel-U (2004-2008).

Being the Head of Master of Management Program at School of Economics & Business of Telkom University since 2014, Dadan has many professional certifications related to Financial Planner and Investment Market and Banking Analyst both came from Indonesia and abroad. ♦



### RESEARCH FIELD

- Finance & Banking.

### PUBLICATION

- *Analisis Pengukuran Kinerja Investasi PT. Taspen (Persero) dengan Menggunakan Metode Economic Value Added* (Investment Performance Measurement Analysis PT. TASPEN (Persero) with Method Using Economic Value Added) – Management Journal (2015)
- *Memfaatkan Gejolak Kurs Dolar, Analisis Pergerakan Saham*

### RESEARCH ACTIVITY

- *Faktor yang Mempengaruhi Perilaku dalam Manajemen Keuangan* (Factors Affecting Behavior in Financial Management) (2016)

- Pencatatan Ganda, Studi Kasus Saham Telkom (2013)* (Utilizing the dollar exchange rate volatility, Dual Recording Stocks Movement Analysis, Case Studies Stocks Telkom (2013))
- *Analisis pergerakan saham pencatatan ganda studi kasus: saham Telkom* (Analysis of double counting stock movement case study: telecom stocks)

## PUBLICATION

- *Sistem Komunikasi Indonesia* (Indonesian Communication Systems) – LISKI (2014)
- *Manajemen Media dan Profesionalisme Wartawan* (*Pengejawantahan Profesionalisme Wartawan Dalam Perspektif Sistem Manajemen Media Komunikasi*) (Media Management and Professionalism Journalists (Journalist Professionalism embodiment in the Perspective of Communication Media Management System) Indonesia Media Research Awards & Summit (IMRAS) 1 (2014)
- *Manajemen Krisis Partai Politik Dalam Perspektif Sistem Manajemen Komunikasi- Komunikasi Politik: Menuju Demokrasi Indonesia Lebih Baik* (Political Parties in Crisis Management Perspective Management System communication- Political Communication: Towards a Better Democracy Indonesia (2014)
- *Manajemen Media dan Profesionalisme Wartawan: Prosiding Indonesia Media Research Awards & Summit* (Media Management and Professionalism Reporter: Proceedings of Indonesia Media Research Awards & Summit) 2014 - Serikat Perusahaan Pers (SPS) Pusat (2014)
- *Bagaimana Implementasi UU No. 32 Tahun 2004 Memberdayakan Masyarakat untuk Mendukung Program-program Pemerintah?: Prosiding Komunikasi untuk Membangun Masyarakat Daerah Desember 2014* (How the implementation of Law No. 32 of 2004 Empowering Communities to Support Government Programs?: Proceedings Communications To Build Local Communities in December 2014) - Political Communication Institute dan Pusat Studi Komunikasi dan Bisnis (2014)
- *Manajemen Krisis Partai Politik dalam Perspektif Sistem Manajemen Komunikasi* (Political Parties in Crisis Management Perspective Management Communication Systems) – Proceeding ASPIKOM 2014
- *Komunikasi dan Pemberdayaan Masyarakat* (*Bagaimana Implementasi UU No.32 Tahun 2004 Memberdayakan Masyarakat untuk Mendukung Program-program Pemerintah*) (Communication and Community Empowerment (How the Implementation of Law 32 of 2004 Empowers the Community to Support the Government Program) - Konferensi nasional komunikasi (2013)
- *Manajemen Krisis Partai Politik dalam Perspektif Sistem Manajemen Komunikasi: (Political Parties in Crisis Management Perspective Management System communication- Political Communication: Towards a Better Democracy Indonesia (2014)*
- Perspective Management System Communications) Proceeding ASPIKOM-Universitas Mercu Buana, PR dan Marketing Politik Tahun 2013
- *Komunikasi Militer dan Ketahanan Nasional* (Military Communications and National Security) – ASPIKOM (2012)
- *Pesan Komunikasi Pendidikan di Media Televisi* (Message Communication Education in Media Television) - MAKNA Journal (2012)
- *Pengaruh Iklan Modern Smartfren "I Hate Slow" di Media Televisi Terhadap Brand Awareness* (Survei Terhadap Pengunjung di Galeri Smartfren BEC, Bandung) (Ad Impact Modern Smartfren "I Hate Slow" in Television Toward Brand Awareness (Against Visitor Survey in Smartfren Gallery BEC, Bandung)
- *Pengaruh Media "Kliping Berita Perkeretaapian" Sebagai Media Internal Terhadap Sikap Karyawan Pada PT Kereta Api Indoneisa (PERSERO) Kantor Pusat Bandung* (Effect of Media "Clippings Railways" for Internal Media Attitudes Toward Employees Indoneisa PT Kereta Api (Persero) Bandung Head Office)
- *Pengaruh Event Sponsorship Djarum Badminton Terhadap Keputusan Pembelian Konsumen Rokok Djarum Super di Kecamatan Sukasari Kota Bandung Tahun 2011* (Djarum

## Dr. Dewi Kurniasih Soedarsono, MSi

Badminton Event Sponsorship  
Influence Consumer Buying Decision  
Against Cigarettes Djarum Super in  
District Sukasari Bandung in 2011)

- *Etika dan Penggunaan Media Baru* (Ethics and the Use of New Media) – ASPIKOM (2011)
- *Memahami Kegiatan Manajemen Komunikasi di Perusahaan* (Understanding of Management Communication Activities on Organization) – KOMUNIKA Journal (2010)
- *Membangun Komunikasi* (Self Building Communication) – Komunika Journal (2008)

### RESEARCH ACTIVITY

- Utilization of Online Media for Disclosure of Information Education in Bandung (2015)
- Filming Food Safety Policy Using Visual Problem Appraisal (VPA) A Comparative Study between Indonesia and Netherlands (2015)

### INTELLECTUAL PROPERTY

- Book “*Manajemen Komunikasi*” (2009)



### RESEARCH FIELD

- Public Relations, Mass Communication/Broadcast Radio Communication Management

**BORN** in Cimahi, November 24, 1959, Dewi has expertise are Public Relations, Mass Communication/Broadcast Radio and Communication Management. This is supported by the history of her education, all of from communication science of Padjadjaran University, respectively undergraduate (1985), graduate (1999) and post-graduate (2006).

Prior to working at Tel-U, Dewi had lectured in the department of public relations in STIKOM Interstudi (2002-2004). Since 2010, she began lecturing in science communication at Telkom Foundation, namely at IMT (2010-2011), and FKB Tel-U since 2012.

in addition to being a speaker and author of numerous papers, Dewi once wrote a textbook in the field of communication management entitled *Sistem Manajemen Komunikasi* (2009). ♦



## Ir. Dodie Tricahyono, MM., Ph.D



**IR.** Dodie Tricahyono, MM., Ph. D is a lecturer and researcher of Telkom University (Tel-U) since 1995 (STMB/IM Telkom). Born in March 8, 1967, he has the competence in the field of Strategic management, Innovative Corporate Culture, Platform Strategy & Business Model, and Operation & Service Management.

After completing his undergraduate program of Planology Engineering, Bandung Institute of Technology (1992), he had worked as a Junior Consultant at Telkom Project 4 - PT Konetel Sarana Guna, Bandung (1993-1994). and being a lecturer, Dodie took the Master of Management (MM), FEB of Telkom University, Indonesia (1995).

Fluent in English, Malay and Sundanese, Dodie had held several structural position in Tel-U including the head of undergraduate program of Business Management of Telecommunications and Information Technology (MBTI), Director Secretary of PPM and Manager of Student Affairs.

The dean of the Faculty of Economics and Business (FEB), Telkom University, Bandung, since 2014, Dodie completed his doctoral studies from School of Management, University of Science, Malaysia(2014) and acted as an active reviewer in a number of international journals as well as the active speaker in many conferences. ♦

### RESEARCH FIELD

- Strategic Management, Innovative Corporate Culture, Platform Strategy & Business Model, and Operation & Service Management

## RESEARCH ACTIVITY

- Toward A Framework for ICT-Based Entrepreneurs Development: Case Study of Business Incubator in Indonesia-Netherland (2015)
- Business Process Design Supply Chain Management for Small and Medium Business Center Sablon Using Model SCOR (Supply Chain Operations Reference) (2015)
- Quantitative Method for Business (2014)
- The Impact of Action-cantered Team Leadership on Project Performance (An Empirical Study in Software Development Teams) (2013)
- Learning at Work (LaW) as Tool for Implementing Business Strategy (Case study at OS Telkomsel Unit West Java Area PT Telekomunikasi Indonesia, Tbk.) (2013)
- Measurement of User Satisfaction Trans Metro Bandung Corridor 1 Year 2013 (2013)

## EXPERTISE EXPERIENCE

- Measurement Public Satisfaction Index for Revenue License Bureau of West Java province, Bandung (2016).
- Writing cases Telkom USA: International Expansion PT. Telkom Indonesia, Tbk. Telkom Corporate University, Bandung (2016).
- Preparation of Long-Term Plan 2015-2020 Health Foundation Telkom, Bandung (2015).
- Tracer Study alumni of Telkom Institute of Management, Bandung (2013).
- Filling materials for Telkom Knowledge Management (Champion), Bandung (2006-2007).

## PUBLICATION

- Measuring Organizational Performance of Small Medium Enterprise (SME) Printing Industry (Bandung, Yogyakarta, and Bali) using SCOR level 1 Opportunity Gap - seminar ISCLO 2015
- Mapping Supply Chain Management Business Process Model at Small Medium Enterprises Printing Industry in Indonesia Using Supply Chain Operation References Variable (Bandung, Yogyakarta, and Bali) - The 6th SCBTII International Seminar and Conference (2015)
- The Influence of Brand Awareness and Perceived Quality To The Purchase Decision (Case Study in Cipaganti Travel –Bandung) - ETAR 2015
- Individual Learning and Creative Performance in Indonesian Radio Broadcasting Industry: the Role of Knowledge Collaboration and Team Member Exchange - The 1<sup>st</sup> ISCLO International Conference (2013)
- The Impact of Action-Cantered Team Leadership on Project Performance (An Empirical Study in Software Development Teams) - The 1<sup>st</sup> ISCLO

International Conference (2013)

- Learning at Work (LaW) as Tool for Implementing Business Strategy (Case study at OS Telkomsel Unit West Java Area PT. Telekomunikasi Indonesia, Tbk.) - The 1<sup>st</sup> ISCLO International Conference (2013)
- Individual Learning and Creative Performance in Indonesian Radio Broadcasting Industry: the Role of Knowledge Collaboration and Team Member Exchange - Journal ISCLO (2013)
- *Teknik Penaksiran Proyek untuk Peremajaan Kota: Kasus Kawasan Selatan Stasiun KA Bandung* (Assessment Techniques for Urban Revitalization Project: The Case of South Region Bandung railway station). Perencanaan Wilayah dan Kota Journal (2011).
- *The new economy, manajemen, organisasi dan kepemimpinan* (The New Economy, Management, Organization and Leadership)- Jurnal Manajemen Indonesia (2001).
- Mobile Content Industry Development in Indonesia - Jurnal Manajemen Indonesia, (2009)

## ACHIEVEMENT

- The 1<sup>st</sup> Best Paper in International Seminar & Conference on Learning Organization (ISCLO) 2013

## Dr. Farida Titik Kristanti, SE., Msi



**FARIDA** was born in Yogyakarta, January 7, 1968. She graduated from Gajah Mada University in the field of management (1986-1991). Her managerial studies was continued in master degree of Padjadjaran University (2004-2006). From the later university, she also studied management for her doctoral degree.

Prior to joining Telkom University, Farida once to be a lecturer for Atma Jaya University, Yogyakarta (1992-1997), Poltek LPKIA Bandung (2001-2011), Poltek Praktisi Bandung (2010-2012), Achmad Yani University, Bandung (2011-2013). Since 2008, she teaches at IM Telkom, Bandung. ♦

### RESEARCH FIELD

■ Economic and Business.

## RESEARCH ACTIVITY

- Capital Structure and Performance on Indonesian Small Business Owned By Women and Men (2016)
- Family Business Survival (2015)
- Ratio Analysis CAMEL (S) to Predict the Bankruptcy of the Banking Industry Go Public 2008-2012 (2013)
- The Effect of Profitability and Investment Opportunity Set on Ash Dividend with Liquidities Moderate Variables (Studied at Kompas 100 that Listed on JSX in 2008-2012 period) (2013)
- Influence of Macroeconomic Variables to the Jakarta Islamic Index (2013)
- Analysis of Financial Distress Prediction Difference by Using the Model Altman Z-Score and Springate in the Mining Sector Listed on the Indonesian Stock Exchange (2013)
- Influence Anomaly Accrual Rate of the Abnormal Stock Return (Empirical Studies on Issuers LQ 45 of 2009) (2013)
- Do proportion of Women on Board and firm size affect to the firm performance? (2012)
- The simultaneously influence of the market risk, investment opportunities and institutional ownership on dividend policy in Indonesia (2011)

## PUBLICATION

- Does Corporate Governance Affect the Financial Distress of Indonesian Company? A Survival Analysis Using Cox Hazard Model with Time Dependent Covariates. (2016)
- The Determinant of Financial Distress on Indonesian Family Firm. (2016)
- The Test of Gender Diversity and Financial Structure To The Cost of Financial Distress: Evidence From Indonesian Family Business - Global Trend in Academic Research. (2015)
- The Survival Analysis of Financial Distress Company: Empirical Studies in Indonesia - Asia Pacific Conference on Accounting and Finance (APCAF) 2015
- Do CEO Quality and Corruption Have Impact on Financial Distress Empirical Study in Property Companies in Indonesia - Global Advance Research Conference on Management and Business Study (GARCOMBS) . (2015)
- The Determinant of Financial Distress on Indonesian Family Firm - 3<sup>rd</sup> Global Conference on Business and Social Science. (2015)
- The Determinant of Financial Distress on Indonesian Family Firm - Elsevier Procedia Journal. (2015)



## Dr. Gadang Ramantoko



**DR.** Gadang Ramantoko is a lecturer and researcher of Tel-U since 2005. Born in Cimahi, September 9, 1954, his competence is in the field of Telecommunications Convergence.

After completing his S1 Physic Engineering, Bandung Institute of Technology (ITB) in 1992, Gadang continued his studies to the University of Franche-Comte, France, in the field of Optoelectronic (1989). in 1992, he succeeded to achieve doctoral degree in optical communications from the same university, with mention "tres honorable".

in educational environments, once he had served as the head of the IM Telkom undergraduate program (2007-2009), Dean of the Faculty of Business and Management, Vice Chancellor for Academic Affairs (IM Telkom), Vice Dean of the Faculty of Economics and Business (Tel-U), and since 2014 he has served as Coordinator of Management Transformation of Tel-U.

The man with full experiences in education, Gadang often wrote papers in scientific journals published both domestically and abroad. He also acts as a speaker on various occasions as well as being a reviewer for scientific journals. ♦

## RESEARCH FIELD

### ■ Telecommunications Convergence

## RESEARCH ACTIVITY

- Information Sharing Model in Supporting Implementation of E-Government Services among Government Agencies in Malaysia and Indonesia (2016)
- Instant Messaging Application Usage Analysis by Using the Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) (2014)
- Adoption of Technology (2012)
- Telecommunications Industry Structure (2011)

## PUBLICATION

- Factors Affecting Purchase Intention of Consumers To Smartphone Samsung Galaxy Post Use of Previous Smartphone - 2<sup>nd</sup> International Conferences on Transformation in Communication. (2016)
- Analytics As A Service: Framework To Assess Whether There Is Any Winning Value Proposition – ISCLO. (2015)
- Early Adoption Characteristic of Consumer Behavior Intention to Use Home Digital Services in Indonesia – ISCLO. (2015)
- The Journey from Porter, to Brandenburg, to McGrath : (Telecommunication) Business View on Regulation - Forum Konvergen Indonesia (2015)
- Dynamic Behavior of Business Model – Telkom University (2015)
- Study on the Reluctance of Organization Toward IPv6 Adoption in Indonesia Using Bajnath's Model - Advanced Science Letters (2014)
- Adopting Online Course into Higher Education Curriculum - Advanced Science Letters (2014)
- Factors Contributing to Project Delay; Case Studies of Wired Broadband Network Development Projects in Telkom, Indonesia - Q Journal, Volume 2013 Issue 1 (2013)
- Implementations of M-Learning in Higher Education in Indonesia - 3<sup>rd</sup> ICTOM (2013)
- Infrastructure Sharing in Indonesia – ITU (2013)
- *Studi Penelitian Nilai Kontribusi Industri Manufaktur Telekomunikasi dalam Perekonomian Indonesia dengan Menggunakan Pendekatan Industrial Value Chain* (Research Study Manufacturing Industry Value Contributions Telecommunications in Indonesian Economy by Using Industrial Value Chain Approach) – Jurnal Manajemen Indonesia (2012)
- *Studi Partisipasi Mahasiswa IM Telkom dalam Trial Website Idea Sharing Telkom R&D Center* (Studies Students IM Telkom Participation in Trial Website Idea Sharing Telkom R & D Center) – Jurnal Manajemen Indonesia (2011)

## RESEARCH ACTIVITY

- Analysis of Product Knowledge and Blackberry Smartphone Purchase Decision on Student Telkom University (2015)
- Bandung Electronic Center: Consumer Attitude toward Smartphone and Tablet PC (2015)
- Credit Banking contribution to the National Economic Growth Year 2000-2013 (2014)
- Cultural Transformation Matches for Companies PT. X in Facing Demands Company Business (2013)

## PUBLICATION

- *Analisis Pengetahuan Produk dan Keputusan Pembelian Smartphone Blackberry pada Mahasiswa Universitas* (Analysis of Product Knowledge and Blackberry Smartphone Purchase Decision on University Students) – PROMARK. (2016)
- Bandung Electronic Center: Consumer Attitude toward Smart-Phone and Tablet PC - Atlantis Press. (2016)
- *Gaya Kepemimpinan, Lingkungan Fisik Pekerjaan, dan Kinerja Karyawan Pada Perusahaan Media di Bandung* (Leadership Style, Physical Environment Employment, and Performance Employees Media Company in Bandung) - Global Networking: Build Up Business Competitiveness. (2016)
- Change and Innovation Effect for Purchasing Decision (Case studies: Eigerindo Multi Product Bandung) - The 2<sup>nd</sup> International Conference on Business Management ICBM 2016
- Contribution of Credit for Indonesia National Economic Growth from 2000 until 2013 - Global Trend in Academic Research GTAR-2015 (20-21 April, 2015)
- Which is More Important? Halal Label or Product Quality – ISCLO. (2015)
- Bandung Electronic Center: Consumer Attitude toward Smartphone and Tablet PC - The 3rd International Seminar and Conference on Learning Organization. (2015)
- *Strategi Pengembangan Profil Kapabilitas Manajemen Perusahaan dalam Menghadapi Turbulensi Lingkungan Bisnis yang Sedang Berlangsung Saat Ini di Salah Satu Divisi PT. X* (Profile Capability Development Strategy Management Companies in Facing Turbulence Business Environment Ongoing Current at a Division PT. X)- Universitas Pendidikan Indonesia (2014)

## Dr. Ir. Harrie Lutfie., SE., MM

**BORN** in July 17, 1957, Harrie Lutfie teaches Service Marketing Practice, Organizational Behavior, Introduction to Business Management, Consumer Behavior, Operations Management, and Business Management.

His undergraduate degree was taken from Pasundan University (1986) and Putra Perdana Indonesia College of Economics (2015). He continued his studies at Bandung School of Management (STMB) for his master degree and at Persada Indonesia University for his doctoral degree (2015). ♦

### RESEARCH FIELD

- Services marketing Practice, Organizational Behaviour, Consumer Behaviour, Operations Management, Business Management





**Prof. Dr. Hiro Tugiman, Ak., QIA., CRMP.**



**HIRO** Tugiman is a professor of the Telkom University, member of Qualified Internal Auditor Certification Board (DS-QIA), and the administrator of Education Foundation of Internal Audit (YPIA). Born in Klaten, January 11, 1943, he passed S1 Accounting from Gadjah Mada University (1970) and S3 from Padjadjaran University (2000).

The father of three sons and seven grandchildren, Hiro had worked at the Supreme Audit Agency (BPKP, 1964-1971), PT. Telkom (Accounting, Internal Audit, and Education, 1971-1999), and the Chairman of Telkom Education Foundation (1991-1995).

Nominated as one of "2000 Educator of the Year Award" from The Institute of Internal Auditors, Florida, United States, He has written dozens of books, including *Pengenalan Internal Auditing*, *Komite Audit*, *Pengantar Audit Sistem Informasi*, and *Prinsip-prinsip Akuntansi Telkom*.

Now, he still teaches in a number of university including Padjadjaran University, Widyatama University, Gunadharma University, IBIL, Sanata Dharma University (Yogyakarta), and Muhammadiyah University of North Sumatra (UMSU). ♦

## RESEARCH FIELD

- Accounting & Finance

## INTELLECTUAL PROPERTY

- Book "*Pengenalan Internal Auditing*"
- Book "*Pandangan Baru Internal Auditing*".
- Book "*Standar Profesional Audit Internal*".
- Book "*Komite Audit*".
- Book "*Pengantar Audit Sistem Informasi*".
- Book "*Pengenalan US GAAP*"
- Book "*Peranan Usaha Kecil dan Koperasi Dalam Memanfaatkan Laba yang Ditahan BUMN*".
- Book "*Akuntansi untuk Badan Usaha Koperasi*".
- Book "*Prinsip-prinsip Akuntansi Telkom*".
- Book "*101 Pernik Kehidupan*".
- Book "*Budaya Jawa dan Mundurnya Presiden Soeharto*".
- Book "*Etika Rambu-Rambu Kehidupan*".
- Book "*Menyongsong Nafas Terakhir dengan Senyum*".

## RESEARCH ACTIVITY

- Public Perception Study Bandung Programme for Machine To Machine (2016)
- Stakeholder Analysis in Case Bushfire Prone in Provincial Forest Fire in Sumatra and Kalimantan, Indonesia (2016)
- Research Development of Video Promotion Using Technology QR Code for Interactive Media Promotion of Micro, Small and Medium Bandung. (2015)

## INTELLECTUAL PROPERTY

- Book "*Loyalitas Pelanggan Seluler di Indonesia*" (2013)
- Book "*Studi Masalah Saham Operator Telekomunikasi di Indonesia*" (2010)

## ACHIEVEMENT

- Satyalancana Wira Karya – President of Indonesian Republic (2009)
- Employees with Outstanding Achievements– Ministry of Tourism, Postal & Telecommunication (1998)
- National Best Lecturer – Department of Culture & Education (1993)
- Best Lecturer West Java & Banten (1993)

## PUBLICATION

- Actor Identification that Affects Ridwan Kamil's Work Program for Smart City Using Social Network Analysis - IOSR Journal of Business and Management. (2016)
- Bandung Electronic Center: Consumer Attitude toward Smart-phone and Tablet PC - Atlantis Press. (2016)
- Identification of Customer Values in Telecommunication Service Industry a Case of Postpaid Cellular Customers in Indonesia - 2015 3<sup>rd</sup> International Conference on Information and Communication Technology (IColCT)
- New Value Co-Creation of Zocha SME Using The DART Model - The 7<sup>th</sup> Indonesia International Conference on Innovation, Entrepreneurship, and Small Business (IICIES 2015)
- Analysis of Dilemma in A Conflict By Using Drama Theory Approach (Case Study on Conflict of Indosat Frequency Abuse By IM2 Year 2011-2013) - The 6<sup>th</sup> Seminar & Conference on Business & Technology in ICT Industry (SCBTII 2015)
- Competitive Strategy of Creative Content Application in the ASEAN Economic Community: Case Study of Software Development in Indonesia - The 2015 International Conference on Organizational Performance Excellence (iCOPE) / International Journal of Business and Society (IJBS)
- Conflict Resolution Using Graph Model for Conflict Resolution: Case Study Majalaya Textile Industries Waste Pollution - ISCLO. (2015)
- Wrong Way, Wrong Decision Making, How Come? - The 3<sup>rd</sup> International Seminar and Conference on Learning Organization. (2015)
- Bandung Electronic Center: Consumer Attitude toward Smartphone and Tablet PC - The 3<sup>rd</sup> International Seminar and Conference on Learning Organization. (2015)
- Developing New Market Entry for ABOFARM SMEs (Small and Medium Enterprises) in Indonesia (2014)
- Quality Improvement of Hair Mask Product Using Quality Method at Home Industry in Bandung (2014)
- Constructing a Collaborative Active Learning on Integrated Business Experience: Experimental Study of Telkom Economics Business School Program at Telkom University (2014)
- *Karakteristik Individu, Kinerja Bauran Pemasaran dan Kinerja Manajemen Kerelasiaan Pelanggan Terhadap Nilai Pelanggan Serta Implikasinya Pada Pangsa Pelanggan dan Loyalitas Pelanggan* (Individual Characteristics, Performance Marketing Mix and Customer Relationship Management Performance Against Customer Value and Its Implication on Share Customer and Customer Loyalty) (2013)

## Dr. Ir. Husni Amani, MM., MSc

**HUSNI** Amani was born in 5 March 1956. He has research interest covering service marketing, customer loyalty, customer Relationship Management, strategic management, and logistical management.

He graduated from ITB (undergraduate in industrial engineering, 1980), Anglia Polytechnic University, UK (graduate in Telecommunications Systems Management, 1995), Institut Manajemen Prasetya Mulya (graduate in business management, 1991), and Padjadjaran University (postgraduate in economics, especially business management, 2013).

Prior to joining Tel-U, Husni was the lecturer at Bandung Institute of Technology-ITB (industrial engineering, 1981-1986). in 1983 he began working for Perumtel/PT Telkom and since 1991 he joined the higher education institution around Telkom Education Foundation. Here, he was appointed, among others, as the Head of STT Telkom (2006-2007), Rector of IT Telkom (2008-2010), Rector of IM Telkom (2010-2013), the Dean of Economics and Business, Tel-U (2013-2014), and now as the Coordinator of Transformational Management of Tel-U (since 2014). ♦

### RESEARCH FIELD

- Marketing, Customer Relationship Management, Loyalty, Strategic Management, Operation Management.





## RESEARCH ACTIVITY

- Enhancing Enduring Indonesian and Malaysian SMES<sup>TM</sup> Performance Through A Context-Specific HR Architectures. (2016)
- Institutional Empowerment Model UMK in SOEs in West Java: Studies in Telekomunikasi Indonesia, Tbk. (2014)
- Institutional Capacity Building on MSEs – SOEs Partnership Program in Indonesia: A Case Study on Partnership Program at PT. Telekomunikasi Indonesia, Tbk. (2014)
- The Role of Micro and Small Enterprises Institutional on West Java Labor Absorption, Gross Regional Domestic Product, and Economic Growth Rate. (2014)
- Institutional Empowerment Model Micro and Small Enterprises (MSEs) at Unit PT. Telekomunikasi CDC Telkom Indonesia, Tbk. (2014)
- The Effect of Transformational Leadership on The Employee Performance of Telkom Vision at West Java Regional office.(2014)
- Creative Generation's Organization Structure (a General Study for Future Organization Preparation) (2014)
- How University Actively Involved in Developing Small Business: A Case Study of Collaboration between Institut Manajemen Telkom with PNPB Bandung District. (2012)
- The Effect of Customer Satisfaction and Brand Image on Customer Loyalty at the Topaz Galeria Hotel in Bandung. (2012)

## PUBLICATION

- Analisis Struktur Organisasi Universitas Telkom (Telkom University Organizational Structure Analysis)- Jurnal Terapan Manajemen dan Bisnis. (2016)
- The Effect of Transformational Leadership Style on the Lecturers Performance at University: Study at Business Administration Program Telkom University – IJSR. (2016)
- The Institutional Capacity Building on MSEs - SOEs Partnership Program in Indonesia: A Case Study on Partnership Program at PT. Telekomunikasi Indonesia, Tbk. - International Journal of Science & Research (IJSR) . (2016)
- Institutional Capacity Building on MSEs -SOEs Partnership Program in Indonesia: A Case Study on Partnership Program at PT. Telekomunikasi Indonesia, Tbk. - International Journal of Science and Research (2014)
- The Role of Micro and Small Enterprises Institutional on West Java Labor Absorption, Gross Regional Domestic Product, and Economic Growth Rate. - E-journal Mimbar: Social & Development Journal (2014)
- *Model Pemberdayaan kelembagaan Usaha Mikro dan Kecil (UMK) pada Unit Telkom CDC PT.. Telekomunikasi Indonesia, Tbk.* (Institutional Empowerment Model Micro and Small Enterprises (MSEs) at Unit PT. Telkom CDC. Telekomunikasi Indonesia, Tbk.) - Sosiohumaniora, LPPM Universitas Padjadjaran (2014)
- Creative Generation's Organization Structure (a General Study for Future Organization Preparation). - (SCBTII 2014).
- The Effect of Transformational Leadership on the Employee Performance of Telkom Vision at West Java regional Office –Emerging Trends in Academics Research (2014)

## Dr. Ida Nurnida, MM

**BORN** in Ciamis, March 27, 1963, Ida Nurnida teaches Organization Theory, Organizational Behavior, Business Philosophy, and Introduction to Business Administration at Telkom University. Finishing her bachelor degree in Administration at Padjadjaran University (1987), Ida continued her studies in management at IM Telkom (master, 2008) and Business Administration at Padjadjaran University (doctor, 2015). Frequently she conducted many scientific researches defrayed by herself. ♦

### RESEARCH FIELD

- Organizational Behaviour, Business Philosophy, Organizational Theory



## Dr. Imanuddin Hasbi, ST., MM.



**IMANUDDIN** Hasbi, was born in Bandung, August 29, 1969. The subjects he teaches are consumer behavior, selling management, retail management, marketing management, and competitive intelligence. He studied Industrial and Management Engineering at Pasundan University (Undergraduate, 1995), management at Bandung Management College (master degree, 1998), and Educational Administration/Management at Indonesia University of Education (doctoral degree, 2016). ♦

### RESEARCH FIELD

- Consumer Behavior, Selling Management, Retail Management, Marketing Management, and Competitive Intelligence

#### RESEARCH ACTIVITY

- Factors Analysis of the Electoral College (2012)

#### INTELLECTUAL PROPERTY

- Book “*Manajemen Pemasaran*” (2011)
- Book “*Manajemen Sumber Daya Manusia*” (2012)

#### EXPERTISE EXPERIENCE

- Initiator Formation of Association of Indonesian Business Administration (AIABI) and the Curriculum department of Business Administration (2008-now)

#### PUBLICATION

- *Kepemimpinan dan Manajemen Strategi Perguruan Tinggi di Indonesia* (Leadership and Strategic Management Universities in Indonesia) - Study Management / Administration / Education(2014)
- *Strategi CRM di Perguruan Tinggi* (CRM strategies in Higher Education)- Business Journal (2014)
- *Triple Helix untuk Membangun Bangsa Indonesia* (Triple Helix to Build Nation Indonesia)- 3<sup>rd</sup> AIABI Congress (2012)
- Marketing Management in Higher Education - ICEMAL ke 6 (2016)



## RESEARCH ACTIVITY

- Using Social Network Data Analytics for Market Segmentation (2016)
- Measuring Instant Messenger Application Adoption by Using Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) (A Comparative Study between Indonesia and Malaysia Customers) (2015)
- Instant Messaging Application Usage Analysis by Using the Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) (2014)

## PUBLICATION

- Predicting Prospective Users Intention Adoption Toward TV Streaming - Journal of Information and Communication Technology (JICT) . (2016)
- An Instant Messenger Application Adoption Model (An Indonesian Perspective) - Journal of Information and Communication Technology (JICT). (2016)
- Predicting Smart Metering Acceptance by Residential Consumers: an Indonesian Perspective - The 4<sup>th</sup> International Conference on Information Communication Technology. (2016)
- Digital Advertising Media Adoption in Consumer Goods Industry (An Indonesian Perspective) - The 4<sup>th</sup> International Conference on Information Communication Technology. (2016)
- Factors Influencing Internet Banking Acceptance (A Case Study of ABC Internet Banking in Bandung Indonesia) - ICTMBE2015. (2016)

- Online Collaboration Adoption Measurement : a Case Study in Indonesia ABC Telco Company - International Conference on Material Engineering and Application. (2016)
- Predicting Behavior Intention To Adopt Teleconsultation Technology (A Perspective from The Implementation of UDoctor at Telkom Indonesia) - 8<sup>th</sup> Widyatama International Seminar on Sustainability (WISS). (2016)
- External and Internal Factors of Mobile Games Adoption in Indonesia - 8<sup>th</sup> Widyatama International Seminar on Sustainability (WISS) . (2016)
- A Modified Unified Theory of Acceptance and Use of Technology for 3G Mobile Multimedia Services in Indonesia - Smart Collaborations for Businesses in Technology and Information Industries (SCBTII) 2016
- Examining Factors Influencing Webinar Adoption Using UTAUT Model (Case Study at Distance Learning Program, ABC University Indonesia) - Asia Pacific Wireless and Mobile Conference 2016
- Instant Messenger Application Adoption Measurement: a Malaysians Perspective - International Conference on Material Engineering and Application. (2016)
- Predicting Instant Messenger Application Adoption Using A Unified Theory of Acceptance and Use of Technology 2 - Proceedings of the 5<sup>th</sup> International Conference on Computing and Informatics, ICOCI 2015
- The Use of Modified Theory of Acceptance and Use of Technology 2 To Predict Prospective Users - International Conference on Computing and Informatics (ICOCI 2015)
- Factors Affecting e-Commerce Adoption by Micro, Small and Medium-sized Enterprises in Indonesia - International Conferences on e-Commerce and Digital Marketing (EC) 2015
- The Use of Modified Unified Theory of Acceptance and Use of Technology to Predict the Behavioural Intention toward Website (A Case Study in ABC University in Indonesia) - Applied Mechanics and Materials. (2015)
- Measurement for Analyzing Instant Messenger Application Adoption Using a Unified Theory of Acceptance and Use of Technology 2 - International Business Management. (2015)
- Factors Influence Internet Banking Acceptance (A Case Study of ABC Internet Banking in Bandung Indonesia) - 4<sup>th</sup> International Conference on Technology Management Business and Entrepreneur. (2015)
- A Proposed Model for Measuring Instant Messenger Applications Adoption Among Indonesians and Malaysians - International Conference on Technology Management Business and Entrepreneurship Mediteranian Journal of Social science. (2015)
- Pro-Social Behavior Analysis through Online Social Marketing with Three-Dimensional Credibility Model - 3<sup>rd</sup> International Seminar & Conference on Learning Organization. (2015)

## Indrawati, MM., Ph.D.

### RESEARCH FIELD

- Technology Adoption, Marketing Management.

### INTELLECTUAL PROPERTY

- Copyright : Book "*Soal Jawab Penelitian Pemasaran*" – Indrawati - ISBN 978-979-99057-7-2. Bandung: Institut Manajemen Telkom (2008)
- Copyright : Book "*Competitive Intelligence (CI) Pengertian, Konsep, Proses dan Implementasi*" - Indrawati & Yudi Pramudiana - ISBN 978-979-99057-5-8. Bandung: Institut Manajemen Telkom (2008)
- Copyright : Book "*Profil Operator Jasa Telekomunikasi di Indonesia.2008*" - Indrawati & Yudi Pramudiana - ISBN 978-979-99057-6-5. Bandung : Institut Manajemen Telkom (2008)

### ACHIEVEMENT

- Second Best Paper 1<sup>st</sup> International Seminar & Conference on Learning Organization (ISCLO) - Telkom Corporate University and Telkom University (2013)
- The Best Presentation - The International Conference on Global Trends in Academic Research (GTAR 2014)
- Eight Best Speakers on the 4<sup>th</sup> International Conference on E-Commerce with Focus on Developing Countries (ECDC) 2009.



**INDRAWATI**, Ph.D. is a lecturer at Tel-U since 2004. Born in Garut, March 29, 1966, she had studied English at Teachers' Training College Bandung (IKIP, UPI, 1990), Management at Padjadjaran University (master degree, 2004), and the Graduate School of Management at Multimedia University, Malaysia (doctoral degree, 2013).

Since 2004, Indrawati began teaching at the Department of Business Management of Telecommunications and Information Technology Telkom Institute of Management (IM Telkom) and Management Program

at Tel-U. Since 2014, she was appointed as Assistant Director of the Graduate Program at the Tel-U.

Her various scientific papers were published in scientific journals. and since 1995, hundreds of her popular writings was published in magazines and newspapers. As the first author, Indrawati, among others, wrote books entitled *Bahasa Ilmiah untuk Perguruan Tinggi* (2004), *Competitive Intelligence (CI) Pengertian, Konsep, Proses, dan Implementasi* (2008), and *Profil Operator Jasa Telekomunikasi di Indonesia* (2008). ♦

## Dr. Jafar Sembiring, M.Ed.M



**JAFAR** Sembiring is the Dean of the Faculty of Economics and Business, Tel-U, since 2014. He was born in Tanah Karo, North Sumatra, January 1953. His education ranged from the Indonesia University of Education (English Department, 1980) Hawthorn Institute of Education, Melbourne, Australia (Diploma of Education, 1986), The Flinders University, Adelaide, Australia (Master of Educational Management, 1990), and the University of Indonesia (Ph.D., 2005).

Before actively in Tel-U, Jafar had teaches and managed an English Course (1979), and teaches at the Polytechnic Education Development Centre, Bandung (1983-1995). in 1991, he began teaching at Telkom Institute of Management (IM Telkom). Prior to his appointment as the dean, Jafar, among others, had served as a Vice Chancellor for Academic Affairs, IM Telkom and the Head of Management Master Program, Tel-U.

in addition to teaching activities, Jafar usually provides consulting and training services, and lectures at various institutions and companies. and as a education practitioner, he also conducts research which covering employee satisfaction, corporate culture, leadership, and others. His scientific writings was published in magazines and journals. ♦

### RESEARCH FIELD

- Employee Satisfaction, Corporate Culture, Leadership

## RESEARCH ACTIVITY

- Employee Satisfaction: PT. Telekomunikasi Indonesia, Tbk
- Top Management Competency Model for PT. Telekomunikasi Indonesia, Tbk
- Corporate Culture: PT. Telkomsel
- Corporate Culture: PT. Bank Niaga
- Employee Satisfaction: Yakes Telkom
- *Kepemimpinan Transformatif*: Putri Gunung
- Organizational Learning: Putri Gunung
- Communication and Negotiation Officer The Accounts: PT. Telekomunikasi Indonesia, Tbk
- Corporate Culture: PT. Martina Berto
- Transformational Leadership: East Java Regional Division V - PT. Telekomunikasi Indonesia, Tbk
- Organizational Learning: East Java Regional Division V - PT. Telekomunikasi Indonesia, Tbk
- Cultural Student High School Students in Bandung
- Communication Effectiveness: PT. Telekomunikasi Indonesia, Tbk
- Employee Opinion Survey: PT. Telekomunikasi Indonesia International
- Employee Engagement: PT. Telekomunikasi Indonesia, Tbk
- Organizational Commitment: PT. Telekomunikasi Indonesia, Tbk

## PUBLICATION

- *Perencanaan dan Pengembangan Karir Dalam Organisasi* (Planning and Career Development in Organizations). - Jurnal Manajemen Indonesia. ISSN 1411-7835. Vol.1. No.2. Mei 2001.
- *Belajar Sebagai Bagian Budaya Kerja* (Learning as Part of Work Culture). - Jurnal Manajemen Indonesia. ISSN 1411-7835. Vol.1. No.1. Januari 2001.
- *Budaya Pembelajaran dalam Organisasi* (Culture Learning in Organizations). - Jurnal Manajemen Indonesia. ISSN 1411-7835. Vol.1. No.2. Oktober 2001.
- *Paradigma Baru Pemanfaatan Hasil Survei Kepuasan Kerja* (New Paradigm Utilization Job Satisfaction Survey Results). - Jurnal Manajemen Indonesia. ISSN 1411-7835. Vol.2. No.3. Januari 2002.
- *Kemampuan Melakukan Negosiasi* (Conducting Negotiations capability). - Jurnal Manajemen Indonesia. ISSN 1411-7835. Vol.3. No.3. Oktober 2003.
- *Manajemen Perubahan: Rangkuman Teori dan Aplikasi* (Change Management: Theory and Application Summary). - Inspire Magazine. PT. Telekomunikasi Indonesia, Tbk. 2009
- *Budaya Organisasi* (Organizational Culture) - Inspire Magazine. PT. Telekomunikasi Indonesia, Tbk. 2009
- *Budaya Organisasi dan Konflik* (Organizational Culture and Conflict): -. Jurnal Manajemen Indonesia. 2009.



## Dr. Lucy Pujasari Supratman



**LUCY**, born in Bandung, November 17, 1984. She studied English literature for her undergraduate program at Pasundan University (2002-2006), and her master and doctoral degree was taken from communication science at Padjadjaran University.

Once she teaches English for foreign speaker (BIPA) between 2006 and 2008. Then Lucy served as an English lecturer in Pasundan University (2006-2010) and a TOEFL instructor for Language Center of Telkom University (2013). Since 2010, she began lecturing at IM-Telkom. ♦

### RESEARCH FIELD

- Interpersonal Communication, Self Concept, Self Disclosure, Family Communication, Family Managerial Communication Pattern.

### RESEARCH ACTIVITY

- Case Study on Health Communication on Interpersonal Relationship Therapist and Patient in ATFG Arcamanik Alternative Medicine Center, Bandung, Indonesia (2016)
- The Role of Cyber Public Relations in West Java Provincial Government in Symbolization Image Branding (2016)
- The role of the Broadcasting Commission of West Java Regional Synergy With Telkom University in Socialization of Media Literacy (2016)
- Communication patterns Teachers and Student in SLB Cicendo (2016)
- Catalyst Application Learning Methods Course in Psychology of Communication (2015)

### INTELLECTUAL PROPERTY

- Copyright : Book "Psychology of Communication", IDReg "C00201603835", 2016
- Book "*Psikologi Netizen Dalam Media Pemasaran dan Politik*" (2015)
- Book "*Renungan Hidup*" (2012)

### ACHIEVEMENT

- The Best Presenter – GTAR (2015)
- The Best Paper Research – ICOTIC (2015)
- The Best Paper Research – ETAR (2014)
- The Best Presenter – ETAR (2014)

## PUBLICATION

- *Studi Kasus Tentang Komunikasi Kesehatan pada Hubungan Interpersonal Therapist dan Pasien di Pusat Pengobatan Alternatif ATFG Arcamanik, Bandung-Indonesia* (Case Study on Health Communication on Interpersonal Relationship Therapist and Patient in ATFG Arcamanik Alternative Medicine Center, Bandung, Indonesia)- Liski Journal 2016
- *A Case Study of Classroom Seating Arrangement To Promote Students Communication and Interactivity in Telkom University* - International Journal of Humanities, Arts and Social Sciences 2016
- *A Cyber Politics: The Transformation of Marketing Politics in The Cyber Age* - ISCLO 2016
- *Representasi Kearifan Lokal Sunda pada Program Berita Daerah Kalawarta di Lembaga Penyiaran Publik TVRI Jawa Barat* (Representation of Local Wisdom Sunda on Program Regional News bulletin on Public Broadcasting TVRI West Java) – Observasi The Journal of BPPKI Bandung 2016
- *Kajian Etnografi Komunikasi pada Gaya Berekomunikasi Komunitas Hansamo Modern Dance Boys di Kota Bandung* (Ethnographic Study of Communication Communicate in Style Modern Dance Community Hansamo Boys in Bandung) - Journal of Communication Studies 2016
- *A Changing Paradigm of Social Interaction in Divorce Family To The Interpersonal Communication Between Teenagers and Their Single Parents* - International Conference on Communication and Media 2016 I-COME 2016
- *A Case Study of Classroom Seating Arrangement To Promote Students Communication Interactivity in Telkom University* - Global Trends in Academic Research International Seminar 2015
- *Gaya Komunikasi Antarpribadi Pekerja Sosial di Pusat Pelayanan Terpadu Pemberdayaan Perempuan dan Anak Jawa Barat (Studi Kasus pada Para Korban Kekerasan Dalam Rumah Tangga* (Interpersonal Communication Style Social Worker in Integrated Services Center for Women and Children in West Java (A Case Study of Victims of Domestic Violence)- Jurnal Vidya Duta IHDN Bali 2015
- *Konstruksi Makna Penonton Remaja Tentang Penayangan Adegan Kekerasan Fisik pada Sinetron Ganteng-Ganteng Serigala Episode 281 Tahun 2015* (Meaning construction Spectator Serving Teens About Physical Violence Scene in “Ganteng-Ganteng Serigala” TV Series on the 281<sup>th</sup> episod in Year 2015) – Observation Journal Ministry of Communication & Informatics 2015
- *Studi Kasus Tentang Komunikasi Kesehatan pada Hubungan Interpersonal Therapist dan Pasien di Pusat Pengobatan Alternatif ATFG Arcamanik, Bandung-Indonesia* (Case Study on Health Communication on Interpersonal Relationship Therapist and Patient in ATFG Arcamanik Alternative Medicine Center, Bandung, Indonesia)- Prosiding Simposium Nasional Komunikasi Kesehatan 2015 Fikom Unpad
- *A Descriptive Case Study To The Meaning of Soft News Value in Metro Pagi News Program for Metro TV Jakarta Executive Producer* - International Conference of Transformation in Communication (ICoTiC) 2015
- *A Case Study of Classroom Seating Arrangement To Promote Students Communication Interactivity in Telkom University* - International Journal of Humanities, Arts and Social Sciences 2015
- *Konsep Diri Remaja dari Keluarga Bercerai* (Self Concept of Adolescent Divorce Family) - Jurnal Penelitian Komunikasi terakreditasi LIPI 2015
- *Peran Humas Maya Pemprov Jabar dalam Branding Image PON - PEPARNAS 2016 Melalui Semiotika Komunikasi Pada Situs [www.pon-peparnas2016jabar.go.id](http://www.pon-peparnas2016jabar.go.id)* (The Role of the Provincial Government Cyber Public Relations in Branding Image PON-Peparnas 2016 Through Communication Semiotics on Site [www.pon-peparnas2016jabar.go.id](http://www.pon-peparnas2016jabar.go.id)) - Jurnal Observasi Kominfo 2015

## Dr. Majidah, SE., Msi



**MAJIDAH** has expertise includes Governance, Research Method, Cost Accounting and Management Accounting. She graduated from the Department of Accounting, Islamic University of Indonesia, Yogyakarta (1988), Department of Accounting Studies, University of Padjadjaran, Bandung (both master and doctoral degree, 2000, 2004), plus a variety of training and non-formal education.

Prior to joining the Telkom University, Majidah served as Assistant Dean 2 (Financial Administration and Personnel), Economics Faculty,

Pekalongan University (1991-1995); Assistant Dean 1 (Academic Affairs), Economics Faculty, Pekalongan University (1996-1997); and the Acting Director of Muhammadiyah Accounting Academy, Pekalongan (1997-1998). From 2008 to 2013, she served as Chairman of the Accounting Studies Program at the IM Telkom.

Additionally, Majidah has experience as assessors of the National Competency Test for Teachers and Students of SMK Accounting Department, External Testers in the Doctoral Program of Governance & CSR field,

and work experience in Ilya Aviantian and Fellow Public Accountants. Since 2014, Majidah who do a lot of research and scientific publications, has been appointed as the Manager of BPP, Tel-U. ♦

### RESEARCH FIELD

- Governance, Research Method, Cost Accounting, Management Accounting

## RESEARCH ACTIVITY

- Retention Audited: Factors Auditor and audited - 2016
- Quality of earnings: Corporate Governance and Intellectual Capital (Studies on Public Companies That Included in the Corporate Governance Perception Index) - 2015
- Understanding of Information

## PUBLICATION

- The Effect of Corporate Governance Mechanism and Audit Quality on Information Asymmetry, Study on Property and Real Estate Industry is Listed in the Indonesian Stock Exchange in 2009-2011 - International conference on Governance in Trisakti University (2014)
- *Faktor-Faktor yang Mempengaruhi Tingkat Underpriced, Studi Pada Perusahaan Yang Melakukan IPO di Bursa Efek Indonesia Periode 2005-2009* (Factors that Affect underpriced, Study At Company Conducting an IPO on the Indonesia Stock Exchange Period 2005-2009)- Siasat Bisnis Journal (2012)
- *Analisis Diterminan Audit Delay* (Diterminan Analysis Audit Delay)- National Seminar on Accounting & Business (SNAB 2012)
- Institutional Ownership, Corporate Social Responsibility Disclosure and Going Concern: Causality and Discriminant Analysis, A Study on Jakarta Islamic Index Companies At Indonesian Capital Market - 2<sup>nd</sup> University Business Industry Linkage (2012)
- Supporting Corporate Governance

Technology as a moderating Relationship With Time Budget Pressure Behavior *Dampaknya pada* Disfunctional Auditor and Audit Quality, Study on the Public Accountant Auditor in Java are registered at the Financial Services Authority, 2013 (2013)

Mechanism and Corporate Social Responsibility Disclosure To Firm Value With Going Concern As Intervening Variable, A Study in Public Companies That Are Included At Jakarta Islamic Index in Indonesia Stock Exchange - International Conference Business & Banking 2012

- The Effect of Corporate Governance Mechanism and Audit Quality on Information Asymmetry, Study on Property and Real Estate Industry is Listed in the Indonesian Stock Exchange in 2009-2011 - 2<sup>nd</sup> University Business Industry Linkage (2012)
- Empirical Study of Factors Affecting The Audit Delay in Telecommunication Companies Listed in Indonesian Capital Market - 23<sup>rd</sup> Asian-Pacific Conference on International Accounting Issues (2011)
- *Pengaruh Kinerja Keuangan Terhadap Nilai Perusahaan dengan Good Corporate Governance dan Corporate Social Responsibility Sebagai Variabel Pemoderasi, Studi Empiris pada Perusahaan Yang Terdaftar di Indeks Kompas-100*

## EXPERTISE EXPERIENCE

- Assessors National Competency Test Teacher and Student SMK Accounting Department (2005-2008)

- dan Corporate Governance Perception Index* (Effect of Financial Performance Against Carrying Companies With Good Corporate Governance and Corporate Social Responsibility As moderating variables, Empirical Study At Company Listed on the Kompas-100 Index and Corporate Governance Perception Index - National Seminar Universitas Islam Indonesia- Yogyakarta (2011)
- *Faktor-Faktor yang Mempengaruhi Tingkat Underpriced, Studi Pada Perusahaan yang Melakukan IPO di Bursa Efek Indonesia Periode 2005-2009* (Factors that Affect underpriced, Study At Company Conducting an IPO on the Indonesia Stock Exchange Period 2005-2009) – National Seminar Universitas Islam Indonesia (2011)
- *Peran Etika Bisnis dalam Penegakkan Governance Principles* (Role of Business Ethics in Governance Enforcement principles)- Tekun The Journal (2010)
- *Pengaruh CSR Disclosure Terhadap Nilai Perusahaan* (Influence of CSR Disclosure on Corporate Value)- PROMARK (2010)

- The Influence of Customer Relationship Management, Customer Satisfaction and Customer Loyalty Towards Cross-Buying Astinet's Customer - Proceeding Smart Collaboration for Business in Technology and Information Industry (SCBTII) (2016)
- The Impact of Brand Equity on Brand Preference and Purchase Intention of Indihome Product - Proceeding Smart Collaboration for Business in Technology and Information Industry (SCBTII) (2016)
- The Impact of Website Quality on Information Quality, Value and Loyalty Intentions on E-Commerce Website - Proceeding Smart Collaboration for Business in Technology and Information Industry (SCBTII) (2016)
- Analysis on Voucher Wifi Via SMS Adoption By Mobile Phone Subscriber in Indonesia Utilising Modified Model of Utaut2 - International Conference on Science, Technology and Management (ICSTM). 2015
- Analysis of IPTV Adoption in Indonesia Using Modified Unified Theory of Acceptance and Use of Technology 2 Model - The IRES-18<sup>th</sup> International Conference on Science, Technology and Management (ICSTM) 2015
- *Strategi Merebut Pasar Potensial* (Strategy Seize Potential Market)- Entrepreneur Day 2015 (2015)
- Business Model for WiFi Infrastructure Provider - Proceeding 3<sup>rd</sup> International Seminar & Conference on Learning Organization (ISCLO), Atlantis press
- Early Adoption Characteristic Of Consumer Behavior Intention to Use Home Digital Services in Indonesia - Proceeding 3<sup>rd</sup> International Seminar & Conference on Learning Organization (ISCLO), Atlantis Press 2015
- Product Differentiation and Marketing Communication's Impact on Positioning and Customer Equity - Enrichment Management Scientific Journal
- *Pengaruh Bauran Pemasaran (Marketing Mix) terhadap Brand Positioning Bandoengsche Melk Centrale untuk Produk Susu pasteurisasi serta dampaknya terhadap keputusan pembelian konsumen business to business* (Influence of Marketing Mix to the Brand Positioning Bandoengsche Melk Centrale for Pasteurized Milk Products and Their Impact on Consumer Purchasing Decisions Business to Business - Jurnal Manajemen Indonesia
- Factors analysis of eServqual in Internet Banking) - Proceeding pada International Conference on Education, Psychology and Society (2013)
- *Perceptual Mapping Atribut Produk dan Harga pada Layanan Data Unlimited Telkomsel Flash, Indosat Internet, Axis Pro, dan Tri (3) di Kota Bandung* (Perceptual Mapping Product Attributes and Price on Unlimited Data Services Flash Telkomsel, Indosat Internet, Axis Pro, and Tri (3) in Bandung) - APMMI II Seminar (2012)
- *Analisis Faktor yang mempengaruhi Penerimaan Pelanggan Telkomsel Terhadap Teknologi Mobile Marketing Menggunakan Pendekatan Technology Acceptance Model (TAM) (Studi Kasus pada Mahasiswa Perguruan Tinggi di Kota Bandung Tahun 2011)* (Analysis of Factors Affecting Telkomsel Customer Acceptance of Mobile Technology Marketing Approach Using Technology Acceptance Model (TAM) (Case Study on College Students in Bandung in 2011) - APMMI II Seminar (2012)
- *Peta Perkembangan Tekanan Penduduk Terhadap Areal Sawah di Jawa Barat pada Periode 1980-2010 Sebagai Masukan untuk Kebijakan Pengembangan Wilayah* (Map developments Population Pressure on Paddy Fields in West Java in the Period 1980-2010 as an Input to the Policy of regional Development) - Proceeding West Java Development Seminar (2012)
- *Pengaruh Kualitas Pelayanan terhadap Kepuasan Pelanggan dan dampaknya terhadap Loyalitas Pelanggan (Kasus Pelanggan Internet di Kota Cimahi tahun 2011)* (Effect of Service Quality on Customer Satisfaction and its Impact on Customer Loyalty (Customer Case Internet in Cimahi in 2011)) – Proceeding West Java Development Seminar (2012)
- Perception Mapping Magister Management in Bandung - Proceeding on International Research Symposium in Service Marketing (2011)
- The Factor Analysis of Marketing Mix Blackberry Internet Service (BIS) - Proceeding International Seminar on Business and Management (2011)



#### RESEARCH ACTIVITY

- Measuring Instant Messenger Application Adoption by using Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) (A Comparative Study between Indonesia and Malaysia Customers (2016)
- Using Social Network Data Analytics for Market Segmentation (2016)
- Measuring Instant Messenger Application Adoption by using Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) (A Comparative Study between Indonesia and Malaysia Customers (2015)

#### INTELLECTUAL PROPERTY

- Copyright: Book "Marketing Plan" (2015)

#### ACHIEVEMENT

- Best Lecturer – School of Economic & Business Telkom University (2014)

#### RESEARCH FIELD

- Marketing, Management Information Systems, Telecommunication Business, Business Management, Business Strategy

**MAYA** Ariyanti is a lecturer at the Faculty of Economics and Business, Tel-U. Born in Bandung, April 16<sup>th</sup>, 1973, Maya graduated from Management Undergraduate program of Parahyangan University, Bandung (1991-1996), the Management Graduate of Padjadjaran University (1997-1999), and Postgraduate Business Management of Padjadjaran University (2004-2009). Her attention was focused on Marketing, Management Information Systems,

Telecommunication Business, Business Management, and Business Strategy.

Prior to joining the Tel-U since 2008, Maya had been a lecturer at Widyatama University, Bandung, between 1999-2008. In Tel-U, she has served as a Member of the formation of the International Program of IM Telkom, the Head of Management Graduate Program of IM Telkom, Vice Dean of the Faculty of Economics and Business, and since 2014 she was

appointed as Chairman of Expertise Group of Marketing and Consumer Studies.

Her scientific publications widely spread in scientific journals as well as dozens of books and teaching module, which is written either alone or with colleagues. The book of her own, among others, are *Pengantar Manajemen Pemasaran untuk Akuntansi Diploma III* (2004) dan *Sistem Informasi Manajemen pada Perusahaan Digital* (2006). ♦

## Dr. Maya Ariyanti, SE., MM.



## Dr. Nina Kurnia Hikmawati, MM

**BORN** in Bandung, March 4, 1969, Nina is Vice Coordinator of Transformational Management of Tel-U. She graduated from Accounting Department of Economics Faculty (undergraduate, Bandung Islamic University, 1992). Then she continued her studies to graduate program of IM Telkom (2011) and graduated doctoral program from Padjadjaran University.

Prior to joining Telkom, Nina once had worked, among others, as the Head of Accounting Department of PT Kharisma Printex, Textiles Company (1992-1993),  
B u s i n e s s

Representative of Business Application Unit of PT. Nusantara Systems International (1993-1999) and PT Asuransi Jiwa Tugu Mandiri (2004-2007).

She worked for Telkom since 2007. At first, Nina served as the Manager of Marketing and Cooperation of Telkom Polytechnic (2007-2012), then as the Head of SMBB Telkom Foundation (2012-2013), Vice President Business Performance & Evaluation Telkom Foundation (2013-2014), Advisory Board Secretary of Telkom Foundation (2013-2015), Vice President Endowment of Telkom Foundation (2014-2015), and Vice President Fund Rising & Collaboration Telkom Foundation (2015-2016). ♦

### RESEARCH FIELD

#### ■ Marketing & Management

### PUBLICATION

- Influence of Marketing Relations and Marketing Mix on Customer Trust on Mobile Service Operators in Indonesia - International Journal of Economics, Commerce and Management United Kingdom (2015).



## RESEARCH FIELD

- Accounting & Financial Management

## RESEARCH ACTIVITY

- Analysis Garment Company Delisting Seen From Aspects of Bankruptcy Prediction, Conformity With Categorization Income Statement and Auditor Opinion (2016)
- Analysis of Potential Bankruptcy Vendor Telecommunications Company Financial Ratios Based Troubled With Altman method, Springate dan Zmijewski (2016)
- Effect of Bankruptcy Prediction by Using a Model Against Ohlson Score Stock Return (Study on Textile and Garment Company Listed in

## PUBLICATION

- An Analysis of Telecommunication Vendor Company Bankruptcy Potency Based on The Problematic Financial Ratio With Altman, Springate and Zmijewski Methods - International Journal of Organization Innovation 2016
- The Analysis of Delisting Decision of Garment Companies Observed From The Aspect of Bankruptcy Prediction, Compatibility With Income Statement and Auditor Opinion - International Journal of Organizational Innovation 2016
- An Analysis of Telecommunication Vendor Company Bankruptcy Potency

## Dr. Norita, SE., M.Si., Ak

**NORITA** is a lecturer at Telkom University (since September 2012). The woman born in Bukittinggi, West Sumatra, May 22, 1961, has expertise in accounting and financial management.

Education that pertaining to her expertise is accounting. At first Norita studied at the Department of Accounting, Andalas University (1986). After gaining her undergraduate education, she continued her graduate and postgraduate studies at Padjadjaran University, in 1993 and 2003, respectively. ♦

- Indonesia Stock Exchange from 2010 to 2014) (2015)
- Identify the Factors That Contribute To Year 2009-2012 Capital Structure (Case Study on Foreign Exchange Banks in Indonesia) (2014)
- Analysis and Prediction of Potential Bankruptcy By Using Multiple Discriminant Analysis and Double Moving Average At PT. Bakrie Telecom, Tbk Year 2013 (2014)
- Comparative Analysis of the Intrinsic Value of shares with Estimated Price Stocks and Stock Market Prices for

Decision "Sell, Buy and Hold" on Telecommunications Sector First Quarter Year 2013 (2013)

- Comparative Analysis Company Conditions Using Value Z "Score on Determination of the Telecommunications Sector and Trends" Gray Zone "for the Year 2013 (2013)
- Intellectual Capital: Concepts, Models and Applications (Studies in Banking Sector Listed in Indonesia Stock Exchange Period 2007-2010) (2012)

Based on The Problematic Financial Ratio With Altman, Springate and Zmijewski Methods - International Conference in Organizational Innovation 2015

- The Effect of Bankruptcy Prediction Using Ohlson Score Model Towards Stock Returns (Study in Textile and Garment Company in IDX for Year 2010 – 2014 – IJSR (2015)
- Identification of Factors That Contribute To Capital Structure Year 2009-2012 (Case Study in Foreign Exchange Banks in Indonesia) – GTAR (2014)
- Analysis and Forecasting of

Bankruptcy Potential Using Multiple Discriminant Analysis and Double Moving Average on PT. Bakrie Telecom, Tbk Year 2013 – ICOI (2014)

- Comparative Analysis on Stock Intrinsic Value with Estimation of Stock Value and Stock Market Value for Decision Making "Buy, Sell, or Hold" in Telecommunication Sector at Quarter I of 2013 – ISCLO (2013)
- Comparative Analysis on Corporate Condition Using Z"-Score Value on Telecommunication Sector and "Gray" Zone Trend Determination for The Year 2013 – ICOI (2013)

## Dr. Palti MT Sitorus, MM.



**PALTI** Marulitua Sitorus was born in Sidikalang, North Sumatra, June 27, 1970. He is a employee of Telkom Education Foundation (YPT) with interest research on Operation on Telecommunications, Financial on Telecommunication, Corporate Governance, and Financial Modelling.

His undergraduate education came from Padjdjaran University (Statistics, 1995). Then he continued his graduate program to the same university (management studies, 1998). and in 2014, he graduated doctoral program from Bogor Agricultural University in business management.

Being a lecturer at STMB Telkom since 1999, he has served as Director of Academic Planner of STMB Telkom, Dean of the Graduate School of IM Telkom, Responsible Akreditasi entire study program of IM Telkom. Since 2013, Palti believed served as Director LPPM, Telkom University.

Palti, a member of Association of Investment Market and Banking Analyst since 2014 and several other professional associations, is used to conduct research and publish the study results in many scientific journals. ♦

### RESEARCH FIELD

- Operation on Telecommunications, Financial on Telecommunication, Corporate Governance, and Financial Modelling

## RESEARCH ACTIVITY

- Capital Structure Analysis on Telecommunications Company to Use Big Data in Indonesia (2016)
- Determining Risk Factors in Supply Chain for UMKM Business Center in Bandung 2016)
- Capacity Planning and Site Selection Cell tower in CAPEX Efficiency by Using Optimization Methods (Studies in Telecommunications Operator Indonesia West Java) (2016)
- Capital Structure and Corporate Investment Decision on Telekomunikasi Indonesia (2014)
- Optimal Capital Structure at Company Telekomunikasi Indonesia (2013)
- Pattern Sharing Facility on Asset Utilization of Telecommunications in Indonesia (2011)
- Optimization of Capital on the establishment of BTS Telekomunikasi Indonesia (2010)
- Quality measurement approach Willingness to Pay in PT. Telkom (2007)

## PUBLICATION

- *Struktur Modal dan Keputusan Investasi pada Perusahaan Telekomunikasi Indonesia* (Capital Structure and Corporate Investment Decision on Telekomunikasi Indonesia) - Jurnal Keuangan dan Perbankan, 2014
- Analysis of Capital Structure in Corporate Telecommunications Operators in Indonesia - International Journal of Economics and Management Engineering, 2014
- *Struktur Modal Optimal Pada Perusahaan Telekomunikasi Indonesia* (Optimal Capital Structure at Company Telekomunikasi Indonesia) - Jurnal Keuangan dan Perbankan, 2013
- Telco's Roadmap in Indonesia (Quality and SCM) - Institut Manajemen Telkom, 2010
- *Pengukuran Kualitas dengan Pendekatan Willingness to Pay di PT. Telkom* (Quality measurement approach Willingness to Pay in PT. Telkom) - Institut Manajemen Telkom, 2009
- *Identifikasi Kepuasan Pelanggan terhadap Kinerja Manajemen proyek berdasarkan 9 Knowledge Area di PT. INTI (Persero) Bandung* (Identification of Customer Satisfaction on the Performance Management project based on the 9 Knowledge Areas of PT. INTI (Persero) Bandung) - Institut Manajemen Telkom, 2008
- *Analisis Perilaku Penerapan Kualitas Layanan Perusahaan Telekomunikasi* (Behavioral analysis of the Implementation of Quality of Service Telecommunications Company) - Institut Manajemen Telkom, 2007
- Studying the Dynamics of Gender in ICT Sector in The ASEAN Countries - Mastel Indonesia, 2006
- *Corporate Governance Sebagai Bagian dari Bangsa dan Perusahaan* (Corporate Governance as Part of the Nation and Company)– Jurnal Manajemen Indonesia, STMB, 2003



## Dr. Posma, ST., SE., M.Si., MSEE.

**BORN** in Jakarta, January 30, 1974, Posma teaches Telecommunications Regulation, Innovation and Entrepreneurship, Project Management, Introduction to Economics, and Development Concept of Science and Technology (KPST).

He studied civil engineering (project management) at Bandung Institute of Technology (ITB) for his undergraduate program (1997). Both his master and doctoral degree was taken from University of Indonesia, from the different department, namely management science (2003) and economics (2012). ♦



### RESEARCH FIELD

- Telecommunication Regulation, Innovation & Entrepreneurship, Project Management

### PUBLICATION

- The Relations of Defense Budget with Investment in Indonesia Case - Advances in Economics and Business Issues Research International Conference (AEBIRIC 2016)
- The Traditional Threat and Its Impact to National Consumption in Indonesia - International Journal of Advance and Applied Science (IJAAS) (2016)
- The Relations of Defence Budget with Investment : Evidence from Indonesia - International Journal of Economics and Financial Issues (2016)
- *Tingkat Militarisasi Negara-Negara ASEAN Berdasarkan Natural Balance of Power Militarization Level of ASEAN* (The level of militarization of ASEAN Countries Based on the Natural Balance of Power Militarization Level of ASEAN) - Business and Technology Seminar (SEMBISTEK) 2014
- Indonesian Traditional Threat Level of Its Influence on the National Defense Budget Policy - The 3<sup>rd</sup> ASEAN Consortium on Department of Economics Conference (ACDEC) 2014
- Indonesian Traditional Threat Level of Its Strategic Environment - 1<sup>st</sup> PIKSI International Conference on Knowledge and Sciences 2014
- *Telaah Normatif Terhadap Tindakan-Tindakan yang Perlu Diambil Indonesia dalam Pasar Bebas/ Tunggal MEA*. Dengan Pendekatan Ekonomi Normatif Menggunakan ASEAN Community Blueprint/ *Deklarasi MEA* (Normative study on Measures to be Taken Indonesia in Free Market / Single MEA. With Normative Approach using the ASEAN Economic Community Blueprint / Declaration MEA) - Journal of Economic, Scientific Analysis of Economics, Management, Finance and Accounting (2013)
- *Guns vs Butter: Pertahanan Nasional atau Kesejahteraan Sosial* (Guns vs. Butter: National Defence or Social Welfare) - Universitas Kristen Indonesia 59<sup>th</sup> Anniversay (2012)

### EXPERTISE EXPERIENCE

- Resource Maritime Working Group - Working Group Transition Home (2015)

## Dr. Putu Nina Madiawati, ST., MT., MM

**PUTU** was born in Tanjung Piang, February 9, 1980. She teaches business statistics, management operations, supply chain management, quantitative method, and business mathematics.

Putu studied industrial engineering and management at Jenderal Achmad Yani University (UNJANI) for her undergraduate program (2003), industrial engineering and management at Pasundan University (master degree, 2005), management at STIE Pasundan (master degree, 2014), and management at Pasundan University (doctoral degree, 2016). ♦

### RESEARCH FIELD

- Statistic, Management, Marketing.



### RESEARCH ACTIVITY

- Celebrity and Halal Certificates Factors Influence on Customers' Buying Interest (2016)
- Quality Service Satisfaction X University New Student Business Administration Forces 2012 (2015)
- Effect of Competence and Motivation Nurses on Job Satisfaction and Performance Nurses Its Implication in Preparing ASEAN Economic Community (AEC) 2015 (2015)
- Effect of Service Quality Education and Risk Perception Student Satisfaction and Its Implication in Dealing AEC Citra University (2015)
- Effect of Training on Employee Performance at Electrical State Owned Company in Bandung (2014)
- Effect of Service Quality Customer Satisfaction Impact on Consumer Loyalty in Mc DONALD'S Branch Cibubur, Jakarta (2014)
- Analysis of Consumer Preferences for the Product Snacks Micro in Bandung Year 2013 (2013)
- Implementation of E-Commerce for SMEs Bandung and Surrounding Facing the ASEAN Economic Community 2015 (2013)
- Supply Chain Approach at Rumah Makan Simpang Raya in Bandung (2012)
- Entrepreneurial Orientation (EO) and Their Attention on Business Among High School Students: A Study at Bale Endah Senior High School (2012)

### PUBLICATION

- Celebrity and Halal Certificates Factors Influence on Customers Buying Interest - Actual Problems of Economics 2016
- *Pengaruh Kompetensi dan Motivasi Perawat Terhadap Kepuasan Kerja Serta Implikasinya Terhadap Kinerja Perawat dalam Mempersiapkan ASEAN Economic Community (AEC) 2015* (Effect of Competence and Motivation Nurses on Job Satisfaction and Performance Nurses its Implication in Preparing ASEAN Economic Community (AEC) in 2015) - Proceeding National Seminar & Call for Paper, Management Forum Indonesia (FMI) (2015)
- *Pengaruh Kualitas Pelayanan Jasa Pendidikan dan Persepsi Resiko Terhadap Kepuasan Mahasiswa Serta Implikasinya Terhadap Citra Universitas Dalam Menghadapi AEC* (Effect of Service Quality and Perceived Risk Education Student Satisfaction and Its Implication Imagery University in Facing AEC) - Proceeding National Seminar & Call for Paper, Management Forum Indonesia (FMI) (2015)
- Effect of Training on Employee Performance at Electrical State Owned Company in Bandung - International Conference on ETAR (2014)
- *Analisis Preferensi Konsumen Terhadap Produk Makanan Ringan Usaha Mikro di Bandung Tahun 2013* (Analysis of Consumer Preferences for the Micro Product Snacks in Bandung in 2013) - Proceeding Seminar Nasional & Call for Paper, Forum Manajemen Indonesia (FMI) (2013)

## RESEARCH ACTIVITY

- Family Business: An Entrepreneurial Longer-Term Perspective (2016)
- Building an Entrepreneurial Thinking of Women Graduate Students: What Else Beyond Learning and Dreaming?(2016)
- From Work-Integrated Learning to Students' Ecopreneurial Activity: How Far Will Students Go?( 2015)
- A Puzzling Picture of Work-Integrated Learning to Students' Entrepreneurial Skill (2015)
- The Triple Drivers of Ecopreneurial Action for Taking The Recycling Habits To The Next Level: A Case of Bandung City, Indonesia (2015)
- The "Triple-I" Learning Model of Entrepreneurship Education in Indonesia: Where Do We Go From Here? (2015)
- Public Engagement through Ecopreneurship: Moving from 'Recyclable to Marketable' (2015)
- Students' Entrepreneurial Strategy: Connecting Minds? (2014)
- Green " E-Project " : The 4-R Survey of Students' Ecopreneurship (2013)
- A Comparative Study of Snack Products for Potential Development of Culinary Tourism in the City (2012)
- Analysis of Business Startups Students of Fashion-based Social Media (2012)
- Analysis of Business Development of Community-based Bookstore in Bandung (2012)
- Supply and Demand of Education (2011)
- Cultural Development Strategy Research in Higher Education (2011)
- Work Integrated Learning (WIL): A Promising Experiment in Students' Entrepreneurial Activity (2011)
- Online Social Networks and Entrepreneurship: Use of Social Networking Sites Facebook-based Dimensional Marketing in Solving Task Group on Course "Entrepreneurship" on the Telkom Institute of Management Academic Year 2009/2010 (2011)
- Online Social Networks and Entrepreneurship: Use of Social Media in the Promotion Activities Implementation Task "E Project" at the Institute
- Telkom management (Case study: classes C, D, F, Academic Year 2010/2011) (2011)
- Online Social Networks and Entrepreneurship: The Effect of Social Media on Learning Course "Entrepreneurship" Against the Interests of Entrepreneurship Students at Telkom Institute of Management (2011)

## PUBLICATION

- The Role of Quadruple Helix in Creative Tourism around Cihampelas Shopping Street Bandung City, Indonesia: Work in progress or status quo - Arte Polis 6 International Conference Imagining Experiences: Creative Tourism and the Making of Place (2016)
- Graduate Students, Age and Money: Yet another Ecopreneurial Challenges - IJAS International Academic Conference for Education (2016)
- Building An Entrepreneurial Thinking of Women Graduate Students: What Else Beyond Learning and Dreaming? - Asian – American Conference for Academic Disciplines (2016)
- Family Business: An Entrepreneurial Longer-Term Perspective - Binus Business Review (2016)
- Building n Entrepreneurial Thinking of Women Graduate Students: What Else Beyond Learning and Dreaming? - Journal of Teaching and Education (2016)
- The Triple Drivers of Ecopreneurial Action for Taking The Recycling Habits To The Next Level: A Case of Bandung City, Indonesia - International Journal of Multidisciplinary Thought (2015)
- The "Triple-I" Learning Model of Entrepreneurship Education in Indonesia: Where Do We Go From Here? - International Journal of Arts and Sciences (2015)
- Ten Years Later: A Puzzling Picture of Work-Integrated Learning To Students' Entrepreneurial Skills - 19<sup>th</sup> World Conference on Cooperative and Work-Integrated Education (2015)
- From Work-Integrated Learning to Students' Ecopreneurial Activity: How Far Will Students Go? - 19<sup>th</sup> World Conference on Cooperative and Work-Integrated Education (2015)
- The Triple Drivers of Ecopreneurial Action for Taking The Recycling Habits To The Next Level: A Case of Bandung City, Indonesia - Euro – American Conference for Academic Disciplines Conference (2015)
- The "Triple-I" Learning Model of Entrepreneurship Education in Indonesia: Where Do We Go From Here? - Asian – American Conference for Academic Disciplines (2015)
- Public Engagement through Ecopreneurship: Moving From 'Recyclable To Marketable' - Arte-Polis 5 International Conference Reflections on Creativity: Public

Engagement and the Making of Place (2014)

- Students' Entrepreneurial Strategy: Connecting Minds? - Euro – American Conference for Academic Disciplines Conference (2014)
- Public Engagement through Ecopreneurship: Moving from 'Recyclable to Marketable' - Procedia - Social and Behavioral Sciences (2015)
- Students' Entrepreneurial Strategy:

#### ACHIEVEMENT

- Best Lecturer Teaching Field – Telkom University (2016)

#### EXPERTISE EXPERIENCE

- Editorial Board for International Journal of Arts and Sciences (IJAS) - International Journal of Arts and Sciences (IJAS) (2016)
- Moderator International Conference - School of Architecture, Planning and Policy Development
- Bandung Institute of Technology (SAPPK-ITB) (2016)
- Conference Chair - International Journal of Arts and Sciences (IJAS) (2016)
- Conference Chair - International Journal of Arts and Sciences (IJAS) (2015)
- Moderator International Conference - *Sekolah Arsitektur, Perencanaan dan Pengembangan Kebijakan*
- Institut Teknologi Bandung (SAPPK-ITB) (2014)
- Conference Chair - International Journal of Arts and Sciences (IJAS) (2014)
- Conference Chair - International Journal of Arts and Sciences (IJAS) (2013)
- International Review Committee for World Association for Cooperative Education (WACE) - University of Massachusetts Lowell (2011-2013)

## Dr. Ir. Ratna L. Nugroho, MM

**RATNA** is a lecturer of Tel-U. Her domain of expertise is management and educational administration. She graduated in Architect Engineering program at Bandung Institute of Technology (1992). She continued her graduate education at the Asian Institute of Management (AIM), Manila, Philippines (2000), and postgraduate in Administration of Education for Higher Education at Indonesia University of Education, Bandung (2012). ♦

#### RESEARCH FIELD

- Management and Educational Administration



## RESEARCH ACTIVITY

- Implementation of Talent Management Effectiveness Analysis of Telkom University (2016)
- Design of Intellectual Capital Measurement Model for Improving the Competitiveness of SMEs in Indonesia (Case Study 7 Bandung Industrial Center) (2016)
- How To Improve Creative Thought and Innovative Action for Organizational Transformation? (2015)
- The Readiness of Organization to Adapt the Future (2015)
- What Is a Learning Organization University (Learning Organization)?: Case Studies at the University of Telkom-Bandung (2014)
- Influence of Role Manager in Managing Change on Employee Satisfaction in PT. Telekomunikasi Indonesia, Tbk. (2013)
- An Integrated Talent Management System : Challenges for Competitive Advantage (2013)
- Analysis of Managerial Skill for Application Forms Organizational Culture Theory According to Cameron and Quinn in Company X (2012)
- Analysis of Implementation of Quality Education According to Telkom Management Institute Student Perception Year 2012 (2012)
- Intelligence Analysis of Leader in Telecommunication Industry in Indonesia (2012)
- Analysis of Student Readiness Level 1 in Bandung in Determining Career Options (- 2010)

## PUBLICATION

- Managerial Roles in a Dynamic Environment - Advanced Research on Business, Management and Humanities 2016
- An Integrated Talent Management System : Challenges for Competitive Advantage - International Business Management 2015
- Employee Turnover Intentions in Hotel : How To Reduce It? - Advanced Science Letters 2015
- An Integrated Talent Management System: Challenges for Competitive Advantage - International Business Management 2015
- How To Improve Creative Thought and Innovative Action for Organizational Transformation? - The 7th Indonesia International Conference on Innovation, Entrepreneurship, and Small Business (IICIES 2015)
- The Readiness of Organization To Adapt The Future - The Global Advanced Research Conference on Management and Business Studies (GARCOMBS) 2015
- *Analisis Peran Departemen Sumber Daya Manusia Pada Perusahaan X di Bandung* (Analysis of Role of Human Resources Department at Company X in Bandung)- Jurnal Bisnis dan Ekonomi Unisban 2013
- *Analisis Kesiapan Mahasiswa Strata 1 di Kota Bandung dalam Menentukan Pilihan Karir* (Analysis of Student Readiness Level 1 in Bandung in Determining Career Options) - Journal of Management Indonesia, 2010

## INTELLECTUAL PROPERTY

- Model Employee Turnover Intentions Talented - 2016
- Book "*Potensi Daya Saing Wilayah Jawa Barat Selatan*" 2015
- Book "*Manajemen Talenta Terintegrasi*" - Andi Publishing, 2016



## Dr. Ratri Wahyuningtyas, MM

### ACHIEVEMENT

- Research Grant from Ministry of Research & Technology Directorate Higher Education “Intellectual Capital Measurement Model Design and Formulation Strategies for Improving the Competitiveness of SMEs in Indonesia: Case Study 7 Sentra Industrial Bandung” 2016
- Best Paper on the 7<sup>th</sup> Indonesia International Conference on Innovation, Entrepreneurship, and Small Business (IICIES 2015) - Institut Teknologi Bandung, 2015
- Best Paper on International Conference on Global Trends in Academic Research 2014 (GTAR-2014) - Global Illuminator, 2014
- The Best Participant on Certified Talent Management Professional - GML Performance Consulting, Lutan Edukasi, 2013
- The Best Paper on Doctoral Dissertation Proposal Workshop Program Management Science - Universitas Padjajaran, 2013

### RESEARCH FIELD

- Human Resources Management.

**RATRI** was born in Semarang, November 19, 1981. he teaches talent management, human resources management, and organizational behavior. Ratri graduated from Chemistry Engineering at Diponegoro University (bachelor, 2004), management at Business Management College (master, 2007), and management at Padjadjaran University (doctoral degree, 2015). Besides involving in many scientific activities, such as research, community development, publishing and delivering scientific papers, Ratri wrote two books namely *Potensi Daya Saing Wilayah Jawa Barat Selatan* (2015) and *Manajemen Talenta Terintegrasi* (2016) and she got a copy right entitled “Model Turnover Intentions Karyawan Bertalenta” (registered number 78312, 2016). ♦



## Dr. Riko Hendrawan., ACP.,CFC., CSCP., QIA

### PUBLICATION

- Test of Speed of Adjustment Towards The Capital Structure in Indonesia Telecommunication Industry - Jurkubank 2016
- Efficiency of Indonesia's Mutual Funds during 2007-2011 by Using Data Envelopment Analysis (DEA) - Jurnal Keuangan dan Perbankan, Universitas Merdeka Malang 2013
- Effect of Capital structure on Banks Performance : A Profit Efficiency Approach Islamic and Conventional Banks Case in Indonesia - International Research Journal of Finance and Economics Issue , Euro Journals Publishing 2012
- Application and Comparison between Merton and GARCH Option Model for Barrier Option in Indonesia Stock Exchange - International Journal of Economics and Finance Studies 2011.
- Analisis Kointegrasi Bursa-Bursa Asia (Cointegration Analysis of Stock-Exchange Asia) - Journal of Finance and Banking, Universitas Merdeka Malang. 2011
- Measuring efficiency as Intermediation Approach Between Conventional and Shari'a Bank in Indonesia, Jurnal Keuangan dan Perbankan, Universitas Merdeka Malang 2010
- Aplikasi Barrier Option di Bursa Efek Indonesia (Application Barrier Option in the Indonesia Stock Exchange) - Journal of Management Indonesia, Institut Manajemen TELKOM. 2010
- Perbandingan Model Opsi Black-Scholes dan Model Opsi GARCH di Bursa Efek Indonesia (Comparison of the Black-Scholes Option Model and Model GARCH option in the Indonesia Stock Exchange) - Journal of Finance and Banking. Penerbit: Universitas Merdeka Malang, 2010
- Aplikasi GARCH untuk Penentuan Premi Harga Kontrak Opsi Saham di Bursa Efek Indonesia (Application GARCH for Determining Stock Option premium price in the Indonesia Stock Exchange) - Journal of Finance and Banking, PERBANAS, 2009
- Pengujian GARCH Option Model untuk Barrier Option di Bursa Efek Indonesia (Testing GARCH Option Barrier Option Model for the Indonesia Stock Exchange)- Journal of Technology Management ITB, 2009
- Test Keakuratan Model Opsi Black-Scholes untuk Penentuan Harga Premi Kontrak Opsi Saham di Bursa Efek Indonesia (Accuracy Test Model Black-Scholes Option Pricing for Premium Stock Option in the Indonesia Stock Exchange) - Journal of Business and Management EKSEKUTIF, 2009



**RIKO** born in Tangerang, April 26, 1975, He achieved doctoral degree in finance from Padjadjaran University (2008). in Tel-U, he lectured Derivative Securities, Valuation and Security Analysis, International Finance, Corporate Finance, Risk Management and Strategic Management.

Prior to joining Tel-U since January 2009, once Riko had worked, among others, in PT. Globalindo Nusantara Mandiri and PT. Adityadasa Cipta Manunggal (Aditya Group). TELKOM Foundation appointed him as Vice President of Portfolio Management since April 2014. and since September 2014 he also worked for PT. Sandhy Putra Makmur, as Chief Executive Officer. in Tel-U itself, Riko was appointed as the Head of Business Services and Consultancy and the Head of Institute of Research and Community Services. His current position is a member of Faculty of Graduate School of Business (since January 2009).

Holding several professional certificates, Riko also becomes a visiting lecturer for several universities and a facilitator for some companies related to Business Plan, Financial Statement Analysis, Investment, Budget and Control, etc. Besides, he is a speaker for a couple of national and international conferences. ♦

### RESEARCH FIELD

Finance

## Dr. Rina Djunita Pasaribu

**BORN** in Bandung, June 14, 1965, Rina Djunita teaches strategic management and Economics Engineering. Rina graduated from Telecommunication Engineering of Bandung Institute of Technology (Bachelor; 1988), Telecommunication Engineering of University of Bradford, United Kingdom (1994), and Business Management-Strategic Management of Padjadjaran University (doctor; 2016). ♦

### RESEARCH FIELD

- Strategic Management, Economics Engineering

### RESEARCH ACTIVITY

- Strategic Supply Chain Model Broadband and Troubleshooting Integrated Scheme for Fixed Broadband Industry (2015-2016)

### PUBLICATION

- The Effect of Customer Demand and Supplier Performance in Competitive Strategy and Business Performance (Case of Fixed Broadband in Indonesia) - International Journal of Science & Technology Research (2016)
- The Model of Customer Demand and Supplier Performance in Competitive Strategy and Business Performance (Case of Fixed Broadband in Indonesia) - 2<sup>nd</sup> International Conference for Interdisciplinary Studies (ICIS). Korea, 2015
- The Effect of Customer Demand and Supplier Performance in Competitive Strategy and Business Performance (Case of Fixed Broadband in Indonesia) - The Global Advanced Research Conference on Management and Business Studies (GARCOMBS). Bali, 2015
- CSR for HR Developing of Telco Ecosystem - 1<sup>st</sup> International Conference for Interdisciplinary Studies (ICIS). Korea, 2014
- Effects of Classes Participants Satisfaction on Certification Pass Rate (Case: TELKOM Certification Program, Implementation Part of 'Invest in People', Corporate's Prime Strategic Initiatives) - The 1<sup>st</sup> International Seminar & Conference on Learning Organization (ISCLO). Bandung, 2013

### ACHIEVEMENT

- Achievement 1000 Certification by Telkom Professional Certification Center - National Professional Certification Board(BNSP) 2014



## Dr. Ir. Syarifuddin, MM



**BORN** in Tanjungkarang, April 3, 1960, Syarifuddin teaches Human Resources Management, Organizational Behavior, and Human Resources Development. Syarifuddin studied Industrial engineering and management at Pasundan University for the undergraduate program (1987), management at North Sumatera University (master degree, 2001), and educational administration at Indonesia University of Education (UPI) Bandung (doctoral degree, 2016). ♦

### RESEARCH FIELD

- Human Capital Management, Organizational Behaviour, Entrepreneurship.

### PUBLICATION

- Communication Strategy as the Tool to Increase Employee Motivation in Creating Innovation - International Conference of Transformation in Communication 2015



## Dr. Teguh Widodo, SE, ST, MM.

**TEGUH** Widodo is the Dean for School of Applied Science at Tel-U. His academic assignments are Project Management, Business Process Engineering, Managerial Economic at Graduate Program, and Management and Organization.

Born in Kebumen, 6 July 1958, Teguh which fully working for PT Telekomunikasi Indonesia, Tbk. succeeded on finishing his education

from Undergraduate on Economic and Development Study, Open University (UT, 1992), Undergraduate on School of Telecommunication Technology (STT Telkom, 1993), Magister Management, concentrated on Management, Universitas Negeri Jember (UNEJ, 2006), and Doctor of Economy concentrated on Management at Diponegoro University (UNDIP, 2012).

His career was begun 1978 when he had worked in the field of Satellite Communication System, Operation and Maintenance Supervisory of Ground Station management. Lapse of times, he reached the Deputy General Manager Telkom of East Java in 2011. Meanwhile, in telecommunication education, once he was appointed as Vice Rector-3 for Partnership, Training, Language and Institution Development Institute of Telkom Technology (IT Telkom) and Vice Dean-2 for Resources of Telkom Engineering School, Tel-U. ♦

### RESEARCH FIELD

- Project Management, Business Process Engineering, Managerial Economic

### RESEARCH ACTIVITY

- Model Development Strategy for Quality Improvement Managing Private Higher Education Diploma Program Through Implementation of Good University Governance (2015)
- Effect of Customer Perceived Quality and Customer Trust to the Customer Switching Cost GSM Service Provider Bandung (2015)
- The Antecedent of Proactive Organizational Inventiveness and its Consequences Toward Sustainable Competitive Advantage.
- The Effect of the Customer's Perceived Quality into Customer Loyalty of Telkom Flexi.
- The Role of Transformative IT Capability on Sustainability Creating Competitive Advantage.
- The Effect of Transformative IT Capability on Organizational Activeness.

### PUBLICATION

- The Effect of Transformative IT Capability on Sustainable Competitive Advantage - ICoICT 2015
- The Role of Transformative It Capability on Increasing Organizational Innovativeness To Sustain Competitive Advantage - International Journal of Research in Commerce, It & Management 2015





## Dr. Ir. Yati Rohayati, MT., CPMA

**BORN** in Tasikmalaya, December 27, 1966, Yati Rohayati is a lecturer at Telkom University since 1992. With research interest covering Marketing Research, Service Quality, Quality Management, ISO 9000, Service Development/Improvement, and Small and Medium Industries, among others, she has been lecturing Marketing Research, Integrated Marketing Communication, Marketing Management and Customer Relationship Management.

She studied industrial engineering in ITB (undergraduate, 1992), engineering and industrial management in ITB (graduate, 2001), and management science (marketing) from Indonesia University (post-graduate, 2002).

Yati was appointed, among others, as the Head of Research and Community Empowerment (IT Telkom, 2007-2008), the Chairman of Money PHKI Team (IT Telkom, 2009-2010), the Head of Interested Group of E-Engineering Management (Tel-U, 2010-2014), and VP Foundation Affairs (Telkom Foundation, since 2014). ♦



### RESEARCH FIELD

- Marketing, Quality Management, Service Quality, Small Medium Enterprises (SMEs).

### RESEARCH ACTIVITY

- Needs Assessment Guidance Program Upgrades SME Marketing Products for SME Business Development in Agricultural Products Processing Association of Horticultural Kab. Bandung (2014)
- Training Needs Analysis Marketing for SME members APHP (2014)
- Assistance Product Development and Design Packaging SME member APHP (2014)
- Preparation of Case Studies Mobile Services for Youth (2014)
- Community Asset Mapping for ICT Empowerment in Bandung Regency (2013-2014)
- Bandung District Community Asset Mapping for ICT Empowerment (2013)
- Speedy Online Customer Satisfaction Survey (2011)
- Online Market Survey Service Groovia (IPTV) (2011)

## PUBLICATION

- Identify Critical Attributes of Product Quality in SME using IPA-Kano Integration Model - Advanced Research in Engineering and Information Technology International Conference / ADVANCED SCIENCE LETTERS (2016)
- Development of the Marketing Training Model for SMEs - Sixth International Conference on Industrial Engineering and Operations Management
- Implementing Enterprise Resource Planning in Sales Information System of SME Abo Farm Indonesia - ITB- IEEE International Conference on ICT for Smart Society (2014)
- *Perumusan Rancangan Komunikasi Pemasaran Usaha Kecil Menengah di Sukamenak.* - BKSTI kerja sama dengan Universitas Andalas (Formulation Design Marketing Communications Small and Medium Enterprises in Sukamenak. - BKSTI Cooperation with the University of Andalas)- Padang (2014)
- *Perumusan dan Pemetaan Aset Komunitas Kecamatan untuk Pemilihan Daerah - Layanan Program Bantuan TIK di Kabupaten Bandung* (Formulation and the District Community Asset Mapping for Local Elections - Service Assistance Program ICT in Bandung). - Kongres dan Seminar BKSTI - Padang (2014)
- *Analisis Prediksi Churn dan Segmentasi Pelanggan Speedy Retail Daerah Operasional Bandung Menggunakan Algoritma Decision Tree dan K-Means* (Analysis Churn Prediction and Customer Segmentation Retail Speedy Bandung Regional Operations Using Decision Tree algorithm and K-Means) - UII – Yogyakarta Seminar Nasional Teknologi Informasi (2013)
- Mapping Community's Asset to Enhance Effectiveness of ICT Program Undip - Semarang (2013)
- *Pemetaan Aset Komunitas Kabupaten Bandung untuk Pemberdayaan TIK: Model Konseptual* (Community Asset Mapping Bandung Regency for ICT Empowerment: A Conceptual Model)- IT Telkom - Bandung (2013)
- *Pemilihan Sasaran Cross Selling Layanan Internet Speedy pada Pelanggan Telepon Rumah Menggunakan Algoritma K-Nearest Neighbor* (Selection of Target Cross Selling Speedy Internet Service At Home Phone Customers Using K-Nearest Neighbor Algorithm)- UII – Yogyakarta Seminar Nasional Teknologi Informasi (2012)
- *Analisis Peningkatan Intensi Kontinuitas Penggunaan E-Learning Di PT Telekomunikasi Indonesia Tbk* (Continuity Intention Analysis Increased Use of E-Learning in PT Telekomunikasi Indonesia Tbk) - Itenas - Bandung (2010)
- *Perbaikan Kualitas Layanan Klik BCA Berdasarkan Kriteria E-Banking SQ* (Quality Repair Service KlikBCA Based Criterion E-Banking SQ)- IT Telkom - Bandung (2010)

## EXPERTISE EXPERIENCE

- Mapping of Micro, Small and Medium Enterprises (SMEs) in Dayeuh Kolot and Sukapura Kab. Bandung (2015)
- Instructor Training Digital Marketing for SMEs APHP Members Kab. Bandung, Cooperation with Dinas Agriculture Forestry Plantation Bandung District Campus Tel-U (2014)
- Instructor Training Marketing for Telkom Property (Batch 3) Telkom Corpu (2014)
- Case Study Constituent Material for Telkom Corpu (2 CASE STUDY) Telkom Corpu (2013)
- Instructor Training ISO 9001 for Telkom PCC (2013)
- Instructor Training ISO 9001 for Telkom PDC (2012)
- Instructor Training ISO 9001 to the Telkom Polytechnic (2011)