

**LEMBAR**  
**HASIL PENILAIAN SEJAWAT ATAU *PEER REVIEW***  
**KARYA ILMIAH; JURNAL ILMIAH**

Judul Jurnal Ilmiah (artikel) : Gender dalam pemasaran perbankan ✓  
 Jumlah Penulis : 1 (satu) ✓  
 Penulis Jurnal Ilmiah : Lerbin R. Aritonang R. ✓  
 Identitas Jurnal Ilmiah : a. Nama Jurnal : Jurnal Kuangan & Perbankan ✓  
 b. Nomor ISBN : 1410-8623 ✓  
 c. Edisi, Volume, bulan, tahun: 6 No.1 Juni 2004 ✓  
 d. Penerbit : STIE Perbanas ✓  
 e. Jumlah halaman : 8 ✓ (9)  
 f. Alamat Website Jurnal: <http://www.perbanasinstitute.ac.id/jurnal/index.php/jkp/article/view/34>

Kategori publikasi Karya Ilmiah : ☐ Jurnal Ilmiah Internasional Bereputasi  
 (beri ✓ pada kategori yang tepat) ☐ Jurnal Ilmiah Internasional  
☐ Jurnal Ilmiah Nasional Terakreditasi  
☒ Jurnal Ilmiah Nasional Tidak Terakreditasi ✓

Hasil penilaian *Peer Review*:

| KOMPONEN YANG DILINAI                                             | Nilai Maksimum Buku (20) |                          |                                     | Nilai Akhir yang diperoleh |
|-------------------------------------------------------------------|--------------------------|--------------------------|-------------------------------------|----------------------------|
|                                                                   | Inter-nasional           | Nasional Terakreditasi   | Nasional Tidak Terakreditasi        |                            |
|                                                                   | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |                            |
| a. Kelengkapan unsur isi jurnal (10%)                             |                          |                          |                                     | 1                          |
| b. Ruang lingkup dan kedalaman pembahasan (30%)                   |                          |                          |                                     | 4                          |
| c. Kecukupan dan kemutakhiran data/informasi dan metodologi (30%) |                          |                          |                                     | 4                          |
| d. Kelengkapan unsur dan kualitas penerbit (30%)                  |                          |                          |                                     | 4                          |
| <b>Total = (100%)</b>                                             |                          |                          |                                     | 13                         |
| <b>Kontribusi Penulis (100%)</b>                                  |                          |                          |                                     | 13 ✓                       |

| Catatan Penilaian Artikel oleh <i>Reviewer</i> :   |           |
|----------------------------------------------------|-----------|
| 1. Tentang kelengkapan dan kesesuaian unsur:       | Cukup     |
| 2. Tentang ruang lingkup dan kedalaman pembahasan: | Cukup     |
| 3. Kecukupan dan kemutakhiran data dan metodologi: | Sedang    |
| 4. Kelengkapan unsur kualitas Penerbit:            | Cukup     |
| 5. Indikasi plagiasi:                              | Tidak ada |
| 6. Kesesuaian bidang ilmu:                         | Cukup     |

Jakarta, Oktober 2018  
 Reviewer 2

Prof. Nizam Jim Wiryawan, Ph.D  
 NIK: 10103041  
 Unit Kerja: Universitas Bunda Mulia, Jakarta



**SURAT PENUGASAN**

Nomor: 969-D/3097/FE-UNTAR/XI/2018

Dekan Fakultas Ekonomi Universitas Tarumanagara dengan ini menugaskan kepada:

Nama : Prof. Nizam Jim Wiryawan, Ph.D  
NIK : 10103041  
Jabatan Fungsional Dosen : Guru Besar  
Status : Dosen Tidak Tetap Universitas Tarumanagara  
Unit Kerja : FE- Universitas Tarumanagara

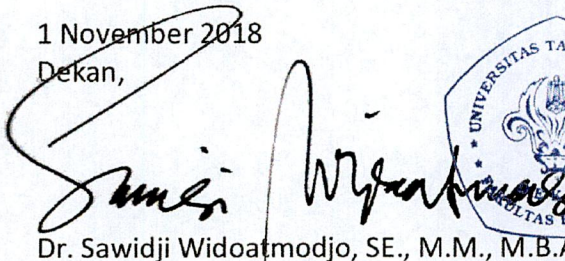
Untuk melaksanakan tugas sebagai Peer Reviewer dalam menilai Karya Ilmiah Saudara Dr. Lerbin Robert Aritonang, S.E., S.Psi., M.M. Dosen Tetap Jurusan Akuntansi Fakultas Ekonomi Universitas Tarumanagara.

Hasil penilaian harap disampaikan kepada Sub Bagian Personalia dengan melampirkan CK, SK Mendiknas tentang Pengangkatan Jabatan Fungsional Dosen terakhir dan Ijazah terakhir, untuk kelengkapan administrasi Saudara sebagai Peer Reviewer.

Demikian kami sampaikan, atas perhatiannya di ucapkan terimakasih.

1 November 2018

Dekan,



Dr. Sawidji Widodoatmodjo, SE., M.M., M.B.A.

Tembusan:

1. Wakil Dekan
2. KAJUR Akuntansi
3. Kaprodi S1 Akuntansi
4. Kabag TU
5. Kasubbag Keuangan
6. Kasubbag Personalia

Catatan:

1. Untuk kenaikan JFD dari Tenaga Pengajar sampai dengan Lektor harus melampirkan CV dan SK JFD yang terakhir Peer Reviewer.
2. Sedangkan untuk kenaikan JFD dari Lektor sampai dengan Guru Besar harus melampirkan CV, JFD dan Ijazah terakhir Peer Reviewer.







- Yearbook, IMD, Lausanne, Swiss - 1995 – Now
9. Aceh Reconstruction Program Expert Team, SECID (South East Consortium for International Development, based in the USA) and USAID. (2006)
  10. Senior Management positions in MNCs (USA, Europe) - 1968 - 1981 in Jakarta & Hong Kong (Bristol-Myers/Mead Johnson; S.C. Johnson & Son; Johnson & Johnson; Baygon; Brink-Molijn BV), and Indonesia (AQUA)
  11. Chief, Magister Management (MM) Program, Universitas Bunda Mulia & Chief Editor of "Journal of Business and Applied Management" (2007-2012)
  12. Chief Editor/Ketua Penyunting "Jurnal MANAJEMEN" F.E UNTAR (2013-2017)
  13. Registered Business Consultant, ASIAN DEVELOPMENT BANK (ADB) - MANILA -- Current.
  14. Komisaris PT Rajawali Indonesia Group (2013-2014)
  15. Business Professors at AACSB Schools. (Currently)
  16. Anggota Senat Universitas PANCASILA (SK Ketua Yayasan Pendidikan dan Pembina UNIVERSITAS PANCASILA No 269/YPS/X/2018 Tgl 24 Oktober 2018)
  17. Anggota Senat Sekolah Pascasarjana Universitas PANCASILA (SK Ketua Yayasan Pendidikan dan Pembina UNIVERSITAS PANCASILA No 272/YPS/X/2018 Tgl 24 Oktober 2018)

### **POSITION IN THE GOVERNMENT**

1. Konsultan Ahli Menteri Pemuda dan Olahraga RI - 1996/1997  
(Expert Consultant to the Minister of Youth & Sport Affairs)

### **POSITION IN ORGANIZATION**

1. Konsultan "Lentera Kasih (Love Lantern)" (LSM/NGO)
2. Presidium SKP-HAM (LSM/NGO)
3. Penasehat Akademis "Yayasan Caraka Nusantara" (education)

### **PARTICIPATION IN INTERNATIONAL TRAINING**

1. Marketing Management, Manila, Philippine – Mead Johnson & Bristol Myers. - 1972
2. Training & Working Program in Marketing, Hong Kong – SC Johnson & Son Inc. 1974
3. Scholarship from the French Foreign Ministry + FNEGE to attend the Continuing Education Department Program (CEDEP) at INSEAD, Fontainebleau, France. 1977

### **ARTICLES/PUBLICATIONS IN SCIENTIFIC JOURNALS (ALONE & WITH OTHER AUTHORS)**



(1 – 25 : All research publications' credit points (KUM) have been used up for Professorship's credit points process in 2007 by the Ministry of National Education, Directorate General for Higher Education (DIKNAS/DIKTI). Started anew as of June 2007 for this Section)

26).” Reposisi” dan “Revitalisasi” Kebijakan Makro Pasar Tidak Terbuka Bebas sebagai Strategi Menopang Daya Saing Pebisnis Indonesia di tengah Arus Globalisasi”

Orasi Pengukuhan Guru Besar sebagai Gurubesar Tetap Universitas Bunda Mulia pada tanggal 14 Juni 2008 (SK Mendiknas RI No 64087/4.5/KP 2007)

27) ”Perlunya Reposisi dan Revitalisasi Kebijakan Pasar Bebas Neo-Liberalis dalam Era Kebangkitan Nasional Indonesia: Diskursus untuk Memajukan Pebisnis Nasional Domestik Republik Indonesia”

In “Journal of Business & Applied Management” Vol 1/1/August 2008, 1-36.

ISSN 1979-9543.

28) “The Relationship Between Demand and the the Marketing and Promotion Plan (A Case Study of Hotel XYZ)”

In “Jurnal Manajemen Bisnis KOMPETENSI” Vol 3 (2) January 2009, 63-82.

ISSN 1978-6123

29) “Pengaruh Kualitas Produk, Harga Produk dan Kualitas Pelayanan terhadap Keputusan Pembelian Konsumen: Studi Kasus Shihlin Taiwan Street Snacks Pluit Junction”

In “Journal of Business & Applied Management”, Vol 4 (1) February 2011, 66-88.

ISSN 1979-9543

30).”Pengaruh Persepsi Konsumen, ISO 22000, & Sertifikasi Jaminan Halal Terhadap Keputusan Pembelian Kembali Mi Instan XXX Di Jakarta”

In “Journal of Business & Applied Management” Vol 4 (2) August 2011, 1-36.

## **SEMINAR IN INDONESIA (AS SPEAKER, PANELIST OR MODERATOR)**

(1 – 34, same as above)

35) Speaker & Trainer on ‘MANAGEMENT IN THE GLOBALIZATION ERA’

August 28 2008

Organizer: ANCOL TERANG/ATP GROUP

36) Speaker & Trainer with same topic & same organization.

October 16 2008.

37) Moderator, Seminar on Entrepreneurship & Innovation.

Speaker: As Prof Yanto Chandra, University of Amsterdam

Organizer: University of Bunda Mulia.

12/09/2009

38) Moderator, Seminar on Automotive Industry in Indonesia

Speaker: Mr Jody Jodjana, COO PT Astra International.

Organizer: Pascasarjana UKRIDA

5/03/2010

39) Trainer of Pesemaian Indonesia (Leadership Programs)

Organizer: P.T Fortune Indonesia/Brain Connection

5/5/2010



- 40) Moderator, Seminar on Financing Strategy for Small Business 6/8/2010  
Organizer: Pascasarjana & FE UKRIDA
- 41) Speaker, SIMBIZ 2011 "Developing Entrepreneurship Within You" 15/1/2011  
Organizer: Students Committee BiNus International Program
- 42) Speaker, on "Management in the Globalization Era" 28/6/2011  
Organizer: Magister Manajemen University of Pancasila
- 43) Speaker: "Sosialisasi Pancasila, Undang-Undang Dasar Negara  
Republik Indonesia Tahun 1945, Negara Kesatuan Republik Indonesia dan  
Bhinneka Tunggal Ika".  
26/7/2013  
Organizer: Majelis Permusyawaratan Rakyat Republik Indonesia (MPR-RI)
- 44) Moderator: Studium Generale/Kuliah Umum by Prof David Holloway from  
Murdoch University, Perth, WA. 27/7/2013  
Organizer: Postgraduate Program and Faculty of Economics, UKRIDA
- 45) Presenter in UKRIDA NATIONAL CONFERENCE 2015: "Branding Indonesia:  
Issues and Challenges Facing the ASEAN ECONOMIC COMMUNITY (AEC)"  
Organized by The Faculty of Economic Christian University of Krida Wacana  
(UKRIDA) in Belitung September 3-5  
2015
- 46) Panelist, Book Launching "New Business Model in Digital Age" by Dr Sawidji  
Widoatmodjo, Dean of FE UNTAR. Organized by The University of  
Tarumanagara in Jakarta. May 2  
2016
- 47) Trainer of Kapal Api Global on Export Programs. May 20 2018
- 48) Online public lectures on USD-Rp exchange rates (Facebook, LinkedIn,  
and YouTube ([www.millenialexecutiveeducation@gmail.com](http://www.millenialexecutiveeducation@gmail.com)))

## **INTERNATIONAL SEMINAR AS SPEAKER/PRESENTER/MODERATOR**

(1 – 9: same as above)

10) Moderator & Reviewer, International Symposium/Seminar on Corporate Social Responsibility "Global Economic Challenge, Opportunity and Recovery"  
Organizers: Faculty of Economics Tarumanagara University; De Monfort University, UK & Yildiz Teknik Universitesi, Istanbul, Turkey.  
Jakarta, December 3-4 2009

## **OVERSEAS SEMINAR AS PARTICIPANT**

(1 – 2: same as above)

3. International Papers Reviewer of AIB 2007 Conference

## **DOCTORATE PROGRAM (Ph.D/DBA/DR in Indonesia & Australia)**



A. Teaching assignments.

- a) University of Pancasila (Doktor Ilmu Ekonomi/Doktor Manajemen Bisnis):
  - Seminar Pemasaran International (International Marketing)
  - Seminar Pemasaran Lanjutan (Marketing)
 (Teaching assignments for both as Gurubesar Luar Biasa)
- b) University of Bina Nusantara (BiNus) (Doctor in Business Management)
  - Innovation, Knowledge Management & IT
  - Business Research & Dissertation Writing.
  - Philosophy of Business
 (Team teaching assignment for Knowledge Management, Bus Research & Dissertation Writing and Philosophy of Business as Gurubesar Luar Biasa)

B. Thesis Supervisory Experience:

- a) Principal Thesis Supervisor/Ketua Tim Promotor (University of Pancasila)
  - (1) DR Sri Rahayu (**graduated July 2010**). Lecturer of UMP in Palembang.
  - (2) DR Derriawan (**graduated** August 27 2015) Lecturer of Univ of Pancasila
  - (3) DR Zulkarnain. (**graduated** May 30 2016) VP Matahari Dept Store Group
  - (4) DR Hery Ardi Andrat (**graduated September 2013**). (Businessman)
  - (5) DR Rahayu (**graduated** August 25 2015). Lecturer, Universitas Prof Dr Moestopo (Beragama)
  - (6) DR Harimurti Wulandjani. (**graduated** March 7 2015) Lecturer University of Pancasila
  - (7) DR Pradiono S Suriadi (**graduated March 2014**) Lecturer of University of Pancasila
  - (8) DR Supriadi Thalib (**graduated** September 14 2015) Lecturer University of Pancasila
  - (9) DR Nazwirman (**graduated** August 25 2015) Lecturer MM Program Universitas YARSI
  - (10) DR Selamat Riyadi (**graduated** May 16 2016) Lecturer PERBANAS
  - (11) DR Rushadi (**graduated** May 23 2016) Lecturer PERBANAS
  - (12) DR Dewi Trini (**graduated** September 20 2017) Director of Marketing RS Family.
  - (13) DR Adek Lie (**graduated** February 28 2018). IT Manager at Bank Artha Graha)
  - Other Doctorate Candidates (ongoing)
- b) Principal Thesis Supervisor/Ketua Tim Promotor (DRM BiNus University)
  - DR Jeffry Marcelinus (graduated April 9 2016) Lecturer BiNus University
- c) Principal Thesis Supervisor (**University of Canberra, Australia**)
  - (1) DR Grace Siswanto (PhD) Lecturer, National University of Singapore
  - (2) DR Qiang Fu (DBA). Deputy Director of Singapore Polytechnic Institute**Graduated** September 2018
- b) Thesis Co-Supervisor/Anggota Tim Promotor:



- Dr Bambang (**graduated September 2013**). Director of a State-Owned Enterprise (BUMN) in Lampung

c) As Examiner (Oponen ahli)

- DR Aria Wirayuda. May 23 2008. DMB Program UNPAD
- DR Asal. December 7 2013. University of Pancasila
- DR Hans Harischandra Tanuraharjo. October 2015. DMB Program UNPAD
- DR Rudy Aryanto May 12 2016. DRM BiNus University

(\*Doctorate candidates are those already passing dissertation proposal stage)

### ARTICLES IN MASS MEDIA

1. "Monopoli Terigu Harus Dilepas"  
Warta Ekonomi, No 52/TH IV, P.21
2. "Ekspatriat : Soal Gaji dan Kemampuan"  
Warta Ekonomi, No 21/TH V, P.67
3. "Menaklukkan" Pasar Bebas"  
Harian REPUBLIKA, March 5 2003, p.5
4. "Washington Consensus dan Model Pembangunan Alternatif"  
Harian Media Indonesia, May 28 2009, p.22

### TEXT-BOOKS AND OTHER PUBLICATIONS

1. "Etika Bisnis Dalam Era Globalisasi" (text-book – ISBN 979-24-6300-3)  
(with Suparman Ibrahim Abdullah)  
Publisher: Lembaga LDII – Yogyakarta
2. "Implikasi Kesepakatan Indonesia Pada Forum Kerjasama Ekonomi Luar Negeri"  
(ISBN979-95717-4-X)  
(with Suparman Ibrahim Abdullah & Thea Herawati R)  
Publisher: Badan Kemitraan Universitas Indonesia - Depok
3. "Analisis Pasar Modal" (ISBN 979-95717-6-6)  
(with Suparman Ibrahim Abdullah)  
Publisher: Badan Kemitraan Ventura Universitas Indonesia – Depok
4. "Penelitian Penyusunan Perencanaan dan Pengembangan Bidang Ekonomi Ketenaga-Kerjaan" (ISBN 979-95717-7-4)  
(with Suparman Ibrahim Abdullah & Thea Herawati R)  
Publisher: Badan Kemitraan Ventura Universitas Indonesia, Depok & BAPPENAS
5. "Penelitian Restrukturisasi Perbankan" (ISBN 979-95717-8-2)  
(with Suparman Ibrahim Abdullah & Thea Herawati R)  
Publisher: Badan Kemitraan Universitas Indonesia, Depok & BAPPENAS
6. "Etika Bisnis & Good Corporate Governance" (ISBN 978-979-98647-9-6)  
(With Prof John Pieris)  
Publisher: Pelangi Cendekia, Kebayoran Baru, Jakarta.
7. "Bahan Pemikiran Kebijakan Ekonomi Indonesia di Era Reformasi"  
In "Undang-Undang Dasar 2002 Hasil Amandemen UUD 1945 Menghancurkan



Bangsa“ 176-184  
 Publisher: Yayasan Kepada Bangsaaku.

### **OTHER WRITINGS**

1. Marketing Management (Handbook for students & internal use only)
2. International Marketing Management (Same as above)
3. International Business (Same as above)
4. Consumer Behaviour (Same as above)
5. Pengantar Pemasaran Stratejik jilid 1 (same as above)
6. International Marketing for Emerging Market (same as above)
7. Pemasaran Stratejik Produk Agroindustri seri pertama (same as above)
8. Pemasaran Stratejik Produk Agroindustri seri kedua (same as above)
9. Pemasaran Stratejik Produk Agroindustri seri ketiga (same as above)
10. Distribution Management (same as above)

### **CERTIFIED PROFESSIONAL MEMBERSHIP (PAST & PRESENT)**

1. Associate Member, Australian Marketing Institute, Sydney, Australia
2. Fellow, British Institute of Marketing, Moorhall, UK
3. Fellow, British Institute of Management, Moorhall, UK
4. Member, American Marketing Association, Chicago, USA
5. Executive Council, American Institute of Management, Boston, USA
6. Member, American Management Association, New York, USA
7. Member, Academy of International Business, University of Michigan, MI, USA
8. Member, Association of Japanese Business Studies, MO, USA

### **CERTIFICATE OF COMMENDATION (PENGHARGAAN):**

1. Sekretariat Negara/Sekretariat WANTIMPRES No B-49/Set.DPP/Ro.Da-In/05/2009 dated May 7 2009.
2. Best Thesis Advisor/Supervisor for Master Thesis, London School of Public Relations (LSPR), Postgraduate Program, 6<sup>th</sup> Lecturers' Convention, February 12 2013; and Runner up Best Expertise Lecturer.
3. Majelis Permusyawaratan Rakyat RI/MPR-RI (The People's Consultative Assembly of the Republic of Indonesia)  
 July 30 2013
4. Best Paper Award. UNC2015 organized by UKRIDA in conjunction with the Indonesian Ministry of Tourism, The Belitung Regency, The Belitung Timur Regency and The Financial Planning Standards Board Indonesia. In Belitung, 3-4 September 2015  
 Research Paper titled: "Branding Indonesia: Issues and Challenges Facing the ASEAN ECONOMIC COMMUNITY (AEC). (With Mr Haridass Nagalingam)

### **ACADEMIC RANK:**



(1) LEKTOR

As per April 1 2003

DIKTI Approval Letter No 990/D4/C/2003

Dated March 31 2003

KOPERTIS WILAYAH III No 0266/003/1.1/KP/SK-NPNS/2003

Dated May 26 2003

(2) GURU BESAR/PROFESSOR

(A) As per December 1 2007

S.K Menteri Pendidikan Nasional (Decree of the Minister of National Education) R.I No 64087/A4.5/KP/2007

Dated November 30 2007

(Professors in Indonesia are appointees of the Minister of National Education).

(B) Adjunct Professor, Faculty of Business, Government and Law

**University of Canberra, ACT, Australia**

As per June 28 2012 till August 31 2018

**ADDRESS & OTHER DETAILS**

Home address:

Jalan Pulo Mas II B No 1

Villa Sari Mas

Jakarta 13210 – INDONESIA

Cell Phone/HP: 0816 – 484 – 3691

E-mail : [jimwiry@cbn.net.id](mailto:jimwiry@cbn.net.id)

Jakarta February 2019.

Prof Nizam Wiryawan (Jim) Ph.D (University of South Australia, Adelaide)

Prof, International Business/International Marketing.



University of South Australia



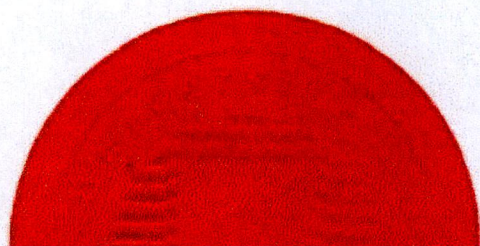
This is to certify that

Nizam Jim Wiryawan

has completed the requirements of the award

Doctor of Philosophy

and the award was conferred on 26 February 2002



*DJ Wiryawan*





## Transcript of Academic Record

Name : NIZAM JIM WIRYAWAN

Id No : 9412249G

Born : November 9, 1942

Date Issued: February 19, 2002

Registry  
North Terrace  
Adelaide SA 5000Telephone  
(08) 8302 6611Transcript Service  
(08) 8302 2505Facsimile  
(08) 8302 2191

1994

-----

Program: IPBU Doctor of Philosophy

| Semester 2:                             | Points | Result |
|-----------------------------------------|--------|--------|
| 06313 PhD Business and Management PT S1 | 9.00   | ****   |
| 06314 PhD Business and Management PT S2 | 9.00   | ****   |

1995

-----

Program: OPBU Doctor of Philosophy

| Semester 1:                             | Points | Result |
|-----------------------------------------|--------|--------|
| 06313 PhD Business and Management PT S1 | 9.00   | ****   |
| Semester 2:                             | Points | Result |
| 06314 PhD Business and Management PT S2 | 9.00   | ****   |

1996

-----

Program: OPBU Doctor of Philosophy

| Semester 1:                             | Points | Result |
|-----------------------------------------|--------|--------|
| 06313 PhD Business and Management PT S1 | 9.00   | ****   |
| Semester 2:                             | Points | Result |
| 06314 PhD Business and Management PT S2 | 9.00   | ****   |

1997

-----

Program: OPBU Doctor of Philosophy

| Semester 1:                             | Points | Result |
|-----------------------------------------|--------|--------|
| 06313 PhD Business and Management PT S1 | 9.00   | ****   |
| Semester 2:                             | Points | Result |
| 06314 PhD Business and Management PT S2 | 9.00   | ****   |

1998

-----

Program: OPBU Doctor of Philosophy

Leave of Absence from 31/10/1997 to 30/10/1998





## Transcript of Academic Record

Name : WIRYAWAN NIZAM JIM  
Id No : 9412249G  
Born : November 9, 1942

Registry  
North Terrace  
Adelaide SA 5000

Telephone  
(08) 8302 6611

Transcript Service  
(08) 8302 2505

Facsimile  
(08) 8302 2191

Date Issued: February 19, 2002

--- Continued from previous page ---

Program: OPBU Doctor of Philosophy

| Semester 1:                             | Points Result |
|-----------------------------------------|---------------|
| 06313 PhD Business and Management PT S1 | 9.00 Ongoing  |
| Semester 2:                             |               |
| 06314 PhD Business and Management PT S2 | 9.00 Ongoing  |

2000

Program: OPBU Doctor of Philosophy

| Semester 1:                             | Points Result |
|-----------------------------------------|---------------|
| 06313 PhD Business and Management PT S1 | 9.00 Ongoing  |
| Semester 2:                             |               |
| 06314 PhD Business and Management PT S2 | 9.00 ****     |

2001

Program: OPBU Doctor of Philosophy

| Semester 1:                             | Points Result |
|-----------------------------------------|---------------|
| 06313 PhD Business and Management PT S1 | 9.00 ****     |

**Eligible for the award of:**

**Doctor of Philosophy  
to be conferred on May 15, 2002**

\*\*\*\*\* END OF TRANSCRIPT \*\*\*\*\*



**KEPUTUSAN**  
**MENTERI PENDIDIKAN NASIONAL**  
**REPUBLIK INDONESIA**  
**NOMOR : 840/Kep.Dikti/IJLN/2002**  
**TENTANG**  
**PENETAPAN HASIL PENILAIAN IJAZAH PENDIDIKAN TINGGI**  
**LUAR NEGERI DEPARTEMEN PENDIDIKAN NASIONAL**  
**MENTERI PENDIDIKAN NASIONAL**

Memperhatikan : Hasil Penelitian Panitia Tetap Penilaian Ijazah Pendidikan Tinggi Luar Negeri  
Departemen Pendidikan Nasional :

Nomor : 840/2002

Kode : 67/IV-2002/D/AUS

Tanggal : 8 Juli 2002

tentang penilaian ijazah : **Doctor of Philosophy in Business and Management**

Sdr. **NIZAM JIM WIRYAWAN**

- Menimbang : Bahwa dalam rangka pengesahan ijazah lulusan luar negeri perlu menetapkan  
Penilaian Ijazah tersebut diatas
- Mengingat : 1. Undang-undang Nomor 2 Tahun 1989  
2. Peraturan Pemerintah Republik Indonesia  
a. Nomor 3 Tahun 1980 ; b. Nomor 60 Tahun 1999 ; c. Nomor 61 Tahun 1999,  
3. Keputusan Presiden Republik Indonesia  
a. Nomor 85/M Tahun 1999  
b. Nomor 177 Tahun 2000, sebagaimana telah diubah terakhir dengan  
Keputusan Presiden Nomor 82 Tahun 2001  
c. Nomor 228/M Tahun 2001  
4. Keputusan Menteri Pendidikan dan Kebudayaan Nomor 264/U/1999  
5. Keputusan Menteri Pendidikan Nasional  
a. Nomor 219/P/2000, d. Nomor 176/O/2001;  
b. Nomor 232/U/2000; e. Nomor 178/U/2001;  
c. Nomor 107/U/2001;

**MEMUTUSKAN**

- Menetapkan  
Pertama : Mengesahkan ijazah yang tercantum dalam ruang IV dan V, yang dimiliki oleh yang  
namanya tersebut dalam ruang III mengandung adanya pengetahuan keilmuan bagi  
pemilikinya yang sederajat/setara dengan ijazah perguruan tinggi negeri tersebut pada  
ruang VI dalam daftar lampiran surat keputusan ini ;
- Kedua : Pengesahan termaksud pada diktum "Pertama" terutama berlaku dalam rangka  
Pengangkatan dan penyesuaian kepangkatan sebagai Pegawai Negeri Sipil;
- Ketiga : Gelar yang dapat dibenarkan untuk digunakan ialah gelar yang diberikan oleh lembaga  
Pendidikan Tinggi yang bersangkutan,
- Keempat : Keputusan ini mulai berlaku pada tanggal yang ditetapkan,
- Kelima : Segala sesuatu akan ditinjau kembali jika terdapat kesalahan dalam penetapan ini.

Salinan Keputusan ini disampaikan :

1. Pimpinan Instansi ybs.
2. Kepala BKN

Ditetapkan di Jakarta

Pada Tanggal : 16 Juli 2002

A.n. Menteri Pendidikan Nasional



Lampiran : Surat Keputusan Menteri Pendidikan Nasional  
 Nomor : 840/Kep.Dikti/IJLN/2002  
 Tanggal : 16 Juli 2002

| Nomor            | Nama Pemilik                                                              | Tanggal dan Jenis Ijazah                                                       | Nama dan Tempat Pendidikan                           | Dinilai s<br>Dengan Ij<br>Neger    |
|------------------|---------------------------------------------------------------------------|--------------------------------------------------------------------------------|------------------------------------------------------|------------------------------------|
| Kode             |                                                                           |                                                                                |                                                      |                                    |
| II               | III                                                                       | IV                                                                             | V                                                    | VI                                 |
| 67/IV-2002/D/AUS | <b>NIZAM JIM WIRYAWAN</b><br><br>Lahir :<br>9 November 1942<br>di Jakarta | Doctor of Philosophy in<br>Business and Management<br><br><br>26 Februari 2002 | University of South<br>Astralia<br><br><br>Australia | <b>DOKT<br/>           (STRATA</b> |

A.n. Menteri Pendidikan Nasional  
 Direktur Pembinaan Akademik dan  
 Kemahasiswaan



*[Handwritten signature]*

Prof. Dr. Ir. Suprodjo Pusposutardjo,  
 NIP. 190 257 144





KEPUTUSAN MENTERI PENDIDIKAN NASIONAL  
REPUBLIK INDONESIA

NOMOR 64087/A4.5/KP/2007

MENTERI PENDIDIKAN NASIONAL

- Menimbang : bahwa yang namanya tersebut pada diktum keputusan ini, memenuhi syarat dan dipandang cakap untuk diangkat dalam jabatan fungsional dosen sebagai Guru Besar;
- Mengingat : 1. Undang-Undang Nomor 8 Tahun 1974 jo Undang-Undang Nomor 43 Tahun 1999;  
2. Peraturan Pemerintah Nomor 60 Tahun 1999;  
3. Peraturan Pemerintah Nomor 99 Tahun 2000 jo Nomor 12 Tahun 2002;  
4. Keputusan Presiden Nomor 187/M Tahun 2004;  
5. Keputusan Menkowsbangpan Nomor 38/Kep/Mk.Waspan/8/1999;  
6. Keputusan Bersama Menteri Pendidikan dan Kebudayaan dan Kepala Badan Kepegawaian Negara Nomor 61409/MPK/KP/1999 dan Nomor 181 Tahun 1999;  
7. Peraturan Menteri Pendidikan Nasional Nomor 39 Tahun 2006;
- Memperhatikan : Surat usul Koordinator Koordinasi Perguruan Tinggi Swasta Wilayah III Nomor 459/O03/1.1/KP/2007 tanggal 23 Oktober 2007

MEMUTUSKAN

- Menetapkan,  
Pertama : Terhitung mulai tanggal 1 Desember 2007 mengangkat,

Nama : Dr. Nizam Jim Wiryawan, SH.,MM  
NIP/Karpeg : -  
Pangkat : -  
Jumlah angka kredit : 1.007,50 kum  
Unit kerja : Fakultas Ekonomi Universitas Bunda Mulia di Jakarta,

dalam jabatan fungsional dosen sebagai Guru Besar dalam bidang ilmu/mata kuliah International Business / International Marketing

- Kedua : Apabila terdapat kekeliruan dalam keputusan ini, akan diadakan perbaikan.

Keputusan ini diberikan kepada yang berkepentingan untuk diketahui dan dilaksanakan.

Keputusan :  
Ketua Tim Penilai Pusat Jabatan Fungsional Dosen di Jakarta;  
Koordinator Kopertis Wilayah III di Jakarta;  
Rektor Universitas Bunda Mulia di Jakarta;

Ditetapkan di Jakarta  
Pada tanggal 30 November 2007

Menteri Pendidikan Nasional







DEPARTEMEN PENDIDIKAN NASIONAL  
PENETAPAN ANGKA KREDIT JABATAN FUNGSIONAL DOSEN

Nomor 64086/A4.5/KP/2007

Masa Penilaian Tanggal : 1 April 2003 sampai dengan 30 November 2007

| I                                                          |         | KETERANGAN PERORANGAN                                                                                                                                                                      |        |           |        |
|------------------------------------------------------------|---------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-----------|--------|
| 1. Nama                                                    |         | Dr. Nizam Jim Wiryawan, SH.,MM                                                                                                                                                             |        |           |        |
| 2. NIP/Karpeg                                              |         | -                                                                                                                                                                                          |        |           |        |
| 3. Tempat, tanggal lahir                                   |         | Jakarta, 9 November 1942                                                                                                                                                                   |        |           |        |
| 4. Jenis kelamin                                           |         | Laki-laki                                                                                                                                                                                  |        |           |        |
| 5. Pendidikan tertinggi                                    |         | Doktor (S3) Tahun 2002                                                                                                                                                                     |        |           |        |
| 6. Pangkat, tmt                                            |         | -                                                                                                                                                                                          |        |           |        |
| 7. Jabatan fungsional, tmt                                 |         | Lektor (256,50 kum), 1 April 2003                                                                                                                                                          |        |           |        |
| 8. Fakultas/jurusan/departemen                             |         | Ekonomi / -                                                                                                                                                                                |        |           |        |
| 9. Masa kerja golongan ruang                               | a. lama | - tahun - bulan                                                                                                                                                                            |        |           |        |
|                                                            | b. baru | - tahun - bulan                                                                                                                                                                            |        |           |        |
| 10. Unit kerja                                             |         | Universitas Bunda Mulia di Jakarta                                                                                                                                                         |        |           |        |
| II                                                         |         | PENETAPAN ANGKA KREDIT                                                                                                                                                                     |        |           |        |
|                                                            |         | Lama                                                                                                                                                                                       | Baru   | Jumlah    |        |
| 1. Unsur Utama                                             |         |                                                                                                                                                                                            |        | Digunakan | Lebih  |
| a. Memperoleh dan melaksanakan Pendidikan dan Pengajaran   |         | 125                                                                                                                                                                                        | 295,50 | 380,02    | 40,48  |
| b. Melaksanakan Penelitian                                 |         | 50                                                                                                                                                                                         | 453    | 385,98    | 117,02 |
| c. Melaksanakan Pengabdian pada Masyarakat                 |         | 5                                                                                                                                                                                          | 15     | 20        | -      |
| Jumlah                                                     |         | 180                                                                                                                                                                                        | 763,50 | 786       | 157,50 |
| 2. Unsur Penunjang                                         |         |                                                                                                                                                                                            |        |           |        |
| Melaksanakan kegiatan penunjang Tridharma Perguruan Tinggi |         | 20                                                                                                                                                                                         | 44     | 64        | -      |
| Jumlah                                                     |         | 20                                                                                                                                                                                         | 44     | 64        | -      |
| Jumlah (unsur utama dan unsur penunjang)                   |         | 200                                                                                                                                                                                        | 807,50 | 850       | 157,50 |
| III                                                        |         | Dapat diangkat (melalui loncat jabatan) dalam jabatan Guru Besar (terhitung mulai tanggal 1 Desember 2007) dalam bidang ilmu/mata kuliah International Business / International Marketing. |        |           |        |

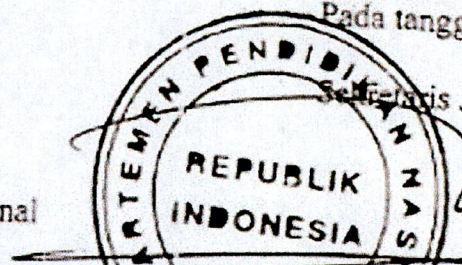
Yth. Sdr. Dr. Nizam Jim Wiryawan, SH.,MM  
Universitas Bur da Mulia  
Jakarta

Ditetapkan di Jakarta  
Pada tanggal 30 November 2007

Sekretaris Jenderal

Tembusan :

1. Sekretaris Tim Penilai Pusat Jabatan Fungsional Dosen di Jakarta;
2. Koordinator K...





**LEMBAR**  
**HASIL PENILAIAN SEJAWAT ATAU *PEER REVIEW***  
**KARYA ILMIAH; JURNAL ILMIAH**

Judul Jurnal Ilmiah (artikel) : Gender dalam pemasaran perbankan  
 Jumlah Penulis : 1 (satu)  
 Penulis Jurnal Ilmiah : Lerbin R. Aritonang R.  
 Identitas Jurnal Ilmiah : a. Nama Jurnal : Jurnal Keuangan & Perbankan  
 b. Nomor ISBN : 1410-8623  
 c. Edisi, Volume, : 6 No.1 Juni 2004  
 bulan, tahun  
 d. Penerbit : STIE Perbanas  
 e. Jumlah halaman : 8  
 f. Alamat *Website* Jurnal:  
<http://www.perbanasinstitute.ac.id/jurnal/index.php/jkp/article/view/34>

Kategori publikasi Karya Ilmiah : ☐ Jurnal Ilmiah Internasional Bereputasi  
 (beri  $\checkmark$  pada kategori yang tepat) ☐ Jurnal Ilmiah Internasional  
☐ Jurnal Ilmiah Nasional Terakreditasi  
☒ Jurnal Ilmiah Nasional Tidak Terakreditasi

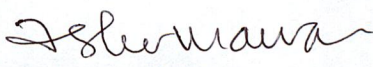
Hasil penilaian *Peer Review*:

| KOMPONEN YANG DINILAI                                             | Nilai Maksimum Buku (20) |                          |                                     | Nilai Akhir yang diperoleh |
|-------------------------------------------------------------------|--------------------------|--------------------------|-------------------------------------|----------------------------|
|                                                                   | Inter-nasional           | Nasional Terakreditasi   | Nasional Tidak Terakreditasi        |                            |
|                                                                   | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |                            |
| a. Kelengkapan unsur isi jurnal (10%)                             |                          |                          | 6                                   | 0,6                        |
| b. Ruang lingkup dan kedalaman pembahasan (30%)                   |                          |                          | 18                                  | 5,4                        |
| c. Kecukupan dan kemutakhiran data/informasi dan metodologi (30%) |                          |                          | 18                                  | 5,4                        |
| d. Kelengkapan unsur dan kualitas penerbit (30%)                  |                          |                          | 18                                  | 5,4                        |
| <b>Total = (100%)</b>                                             |                          |                          | 60                                  | 16,8                       |
| <b>Kontribusi Penulis (100%)</b>                                  |                          |                          | 60                                  | 16,8                       |

Catatan Penilaian Artikel oleh *Reviewer*:

1. Tentang kelengkapan dan kesesuaian unsur: cukup
2. Tentang ruang lingkup dan kedalaman pembahasan: cukup
3. Kecukupan dan kemutakhiran data dan metodologi: cukup
4. Kelengkapan unsur kualitas Penerbit: baik
5. Indikasi plagiasi: tidak ada
6. Kesesuaian bidang ilmu: sesuai

Jakarta, Agustus 2018  
 Reviewer 1

  
 Prof. Dr. Asep Hermawan  
 NIDN: 0317085801  
 Unit Kerja: Universitas Trisakti, Jakarta



**SURAT PENUGASAN**

Nomor : 193-D/694/FE-UNTAR/II/2019

Dekan Fakultas Ekonomi Universitas Tarumanagara dengan ini menugaskan kepada :

Nama : Prof. Dr. Asep Hermawan  
NIK/NIDN : 0317085801  
Jabatan Fungsional Dosen : Guru Besar  
Status : Dosen Tetap Universitas Trisakti  
Unit Kerja : Universitas Trisakti, Jakarta

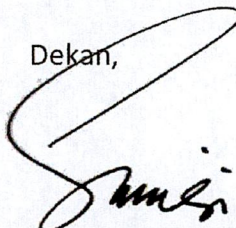
Untuk melaksanakan tugas sebagai *Peer Reviewer* dalam menilai Karya Ilmiah Saudara Dr. Lerbin R. Aritonang, SE., S.Psi., M.M, Dosen Tetap Jurusan Manajemen Fakultas Ekonomi Universitas Tarumanagara.

Hasil penilaian harap disampaikan kepada Sub Bagian Personalia dengan melampirkan CK, SK Mendiknas tentang Pengangkatan Jabatan Fungsional Dosen terakhir dan Ijazah terakhir, untuk kelengkapan administrasi Saudara sebagai *Peer Reviewer*.

Demikian kami sampaikan, atas perhatiannya di ucapkan terimakasih.

28 Februari 2019

Dekan,



Dr. Sawidji Widoatmodjo, SE., MM., MBA

Tembusan :

1. Wakil Dekan
2. Kajur Akuntansi
3. Kaprodi S1 Manajemen
4. Kabag TU
5. Kasubbag Keuangan
6. Kasubbag Personalia

Catatan :

1. Untuk kenaikan JFD dari Tenaga Pengajar sampai dengan Lektor harus melampirkan CV dan SK JFD yang terakhir *Peer Reviewer*.
2. Sedangkan untuk kenaikan JFD dari Lektor sampai dengan Guru Besar harus melampirkan CV, JFD dan Ijazah terakhir *Peer Reviewer*.



# CURRICULUM VITAE



Asep Hermawan

## Office

Faculty of Economics and Business-Trisakti University  
Graduate School of Management-Magister Management Department  
Doctoral Program in Economics  
Hendriawan Sie Building 5<sup>th</sup> FL.  
Ph: 62-215663232 ext.8309  
Jl.Kyai Tapa Grogol Jakarta 11440  
Mobile: 08161321855  
Email: [caal.eduorg@gmail.com](mailto:caal.eduorg@gmail.com)  
[azep17@gmail.com](mailto:azep17@gmail.com)

## SKILLS

- Research, Training and Consulting in Service Marketing

## EDUCATION

- **Doctor of Business Administration-Majoring in Marketing**  
Wayne Huizenga School of Business and Entrepreneurship, Nova South eastern University, Ft. Lauderdale, FL, USA (2001).  
PhD candidate, majoring in Marketing Universiti Malaya, KL,Malaysia (not Completed)
- **Master of Agricultural Development, Majoring in Marketing**, Rijksuniversiteit Gent, Belgium (1989)
- **Bachelor of Economics, Management Dept, Majoring in Marketing**, Padjadjaran University Bandung (1982)



## CURRENT EMPLOYMENT

- **Professor of Marketing** Faculty of Economics, Graduate School of Management, Doctorate Program in Economics: Service Management-Trisakti University (1991-present).
  - **Director of CAAL International Education Organizer, Training and Consulting**
  - **Vice Director of International Relations**-Graduate School of Management-Trisakti University
  - **Faculty Member of Doctorate Program in Economics**  
*Subject: Journal Reading & Managing Customer Value.*
  - **Faculty Member of Magister Design, Trisakti University** (*Subject: Marketing Strategy for arts and design 2010-until now*)
  - **Faculty Member of International Class Program, Faculty of Economics, Trisakti University** 1994-2014
  - **Guest Lecturer of Executive MBA Program, KhonKaen University,** ( Bangkok, Thailand 2013 (Subject: International Business).
  - **Editorial Board of Economic Review, Scientific Journal of the University of Economics in Bratislava, Slovakia** 2014 until now.
- Editorial board of journal of organizational Behavior Research/[http://odad.org/en/editorial board](http://odad.org/en/editorial-board) Turkey, 2017 until now.
- **Guest lecturer of Faculty of Commerce, University of Economics in Bratislava, Slovakia** 2017  
Within the Framework of Erasmus Grant Teaching Mobility.
  - **Erasmus Grant LEAR (Legal Representative for Trisakti University) ,2015/ Collaboration between UEBA-USAKTI.**
  - **Participant of Erasmus Mobility, a collaboration between Trisakti University and University of Social science, Warsaw- Poland (12- 23 September 2018).**
  - **Presenter of International Conference On Intercultural Management, Jaggiellonian University, Krakow, Poland, 21-22 September 2018.**
  - **External Examiner at Faculty of Business Management, Universiti Teknologi Mara, Selangor, Malaysia, 2018 until now.**



## RESEARCH / PUBLICATIONS/SPEAKING ACTIVITIES INTERNATIONAL

- Asep Hermawan, Husna Leila Yusran, Iwan Ekawanto (2018). Exploring the antecedents of museum performance in Indonesia. *Proceedings The 5<sup>th</sup> IBSM International conference*, Hanoi, Vietnam, April 2018.
- Asep Hermawan, Husna Leila Yusran, Asri Nugrahanti. Exploring the antecedents and consequents of student experience in higher education settings. *Journal of Intercultural Management*, 10(1), 2018.
- Asep Hermawan – Husna Leila Yusran – Iwan Ekawanto Antecedents of Green Purchase Behavior in Indonesia. *Proceedings of 2018 the International Joint Conference Central and Eastern Europe in the Changing Business Environment*. University of Economics, Prague, Faculty of International Relations, Department of International Business Faculty of Business Administration, Department of Marketing and University of Economics in Bratislava Faculty of Commerce, Departments of Marketing and International Business. May, 2018.
- Husna Leila Yusran – Asep Hermawan The Effect of Wet Market Attributes on Consumers' Emotion and Retail Patronage Behavior in Indonesia Wet Markets Settings. *Proceedings of 18<sup>th</sup> International Joint Conference Central and Eastern Europe in the Changing Business Environment*. University of Economics, Prague, Faculty of International Relations, Department of International Business Faculty of Business Administration, Department of Marketing and University of Economics in Bratislava, Faculty of Commerce, Departments of Marketing and International Business. May, 2018.
- Husna Leila Yusran, Asep Hermawan. Antecedents and consequents of shopping experience in traditional market. *Proceedings of International Conference on Contemporary issues in Business*, Tokat, Turkey, July 2018.
- The relationship of social environment, relational benefit, customer positive emotion, price and behavioral intentions in Indonesia Traditional wet setting. *Conference Proceedings. The 3<sup>rd</sup> IBSM Conference*. The 4<sup>th</sup>, 2015 IBSM-International conference on Business, Management and Accounting, Bangkok, Thailand, September 2015.
- Husna Leila Yusran and Asep Hermawan (2016). The Influence of Environmental stimuli : an Extended Mehrabian Russel Model in Indonesia Traditional Market. *Conference proceedings*, The 4<sup>th</sup> 2016 IBEA International Conference on Business, Economics and Accounting, Seoul, Republic of Korea.
- Asep Hermawan, Husna Leila Yusran, Harsini Soetomo (2016). Exploring factors influencing green purchase behaviour in Indonesia. *Conference Proceedings*, The 4<sup>th</sup> 2016 IBEA International Conference on Business, Economics and Accounting, Seoul Republic of Korea.
- Asep Hermawan and Husna Leila Yusran (2015). The Effects of Dental Atmospherics on Patient Emotion and Behavioral Intentions (Úpinky dentálnej atmosfériky na pacientove emócie a behaviorálny zámer). *EKONOMICKÉ ROZHĎADY / ECONOMIC REVIEW*, Scientific Journal of the University of Economics in Bratislava, Slovakia, Volume, 44, 1.
- The effect of physical and social environments on customers' emotion and word of mouth recommendations in hotel setting. *Conference Proceedings. The 3<sup>rd</sup> IBSM Conference*, University of Economics in Bratislava, Slovakia, 10-12 September 2014.



- The effect of website physical and social environments on users' emotion and behavioral intentions in university setting .*Conference Proceedings. The 3<sup>rd</sup> IBSM Conference*The 3<sup>rd</sup> IBSM Conference, University of Economics in Bratislava, Slovakia, 10-12 September 2014
- Healthy lifestyle and consumer willingness to pay organic foods. *International conference proceedings: The 2<sup>nd</sup> 2013 IBSM International Conference on Business, Management and Accounting*, Chiang Mai, Thailand 2-4 October 2013.
- Antecedents and consequents of attitudes toward organic foods among Indonesian consumers. *International Conference Proceedings*, The 2013 IBEA International Conference on Business, Economics and Accounting, Holiday Inn Silom, Bangkok-Thailand 2013.
- Identifying service encounter failures in university settings: A Research Agenda.*Conference Proceedings. The 3<sup>rd</sup> IBSM Conference*the 2013 IBEA International Conference on Business, Economics and Accounting, Holiday Inn Silom, Bangkok-Thailand 2013.

#### INTERNATIONAL ACTIVITIES

- Chair of the 5<sup>th</sup> IBSM-International Conference on Business and Management (Forthcoming) on 19-20 April 2018 , Hanoi, Vietnam.
  - Scientific Committee of MERKÚR 2018 - 13th international scientific conference for PhD. students and young scientists. Faculty of Commerce, University of Economics in Bratislava
  - Scientific committee International Conference on Contemporary Issues in Business and Economics, Tokat, Turkey, July 2018.
  - Guest lecturer of Faculty of Commerce, University of Economics in Bratislava, Slovakia 2017
  - Within the Framework of Erasmus Grant Teaching Mobility.
- 
- Chair of the 4th IBEA International Conference , Seoul, Republic of Korea ,14-16 September 2016 .
  - Chair of The 4<sup>th</sup> IBSM International Conference , Bangkok , September 2015.
  - Chair of the 3<sup>rd</sup> IBEA International Conference on Business, Economics and Accounting, Hotel Nikko Saigon, Ho Chi Minh City, Vietnam, 15-17 April 2015
  - Guest Lecturer of International Business, Executive MBA Program, Khon Kaen University, Bangkok, 2013
  - Chair of the 3<sup>rd</sup> IBEA, International Conference on Business, Economics and Accounting, University of Economics Ho Chi Minh City, Vietnam, 15-17 April 2015
  - Chair of the 3<sup>rd</sup> IBSM International Conference on Business and Management ,University of Economics in Bratislava, Slovakia, 10-12 September 2014.
  - Chair of IBSM 2012- International Conference on Business and Management, Holiday Inn, Phuket Thailand, 6-7 Sept 2012.



## **Jury**

- Marketing Award Jury- Marketing Magazine, JW Marriott Hotel, Jakarta 23-24 October 2014
- Marketing Award Jury second session 14 October 2014, Ritz Carlton Hotel Jakarta
- Jury of the 5<sup>th</sup> PPM Business School Business competition, 4 December 2014

## **Research /Publications/Speaking Activities/Reviewer/Jury**

### **National**

- *Keynote speaker* ASEAN 2015 Integration And Implications For Islamic Economics/Business Higher Education Programs IAIN Bengkulu, 2 December 2014.
- *Keynote speaker* on Retailing, faculty of economics Trisakti University, 6 November 2014
- *Keynote speaker* on Peluang dan Tantangan Seni Tradisi dalam Era Ekonomi Kreatif Global, FSRD TRisakti 16-17 December 2014.
- *Keynote speaker* on creating, communicating, delivering customer value PT Tracon, Bogor, 18 December 2014
- The effect of atmospheric, social, design factors and crowding on pleasure feeling and its linkage *on perceived value and behavioral intention in café setting. Proceedings, Semnas, UII, Yogyakarta 4-6 February, 2010.*
- *Antecedents and Consequents of Destination Image, 2011.*
- Speaker on Seminar: Beyond Marketing, Hotel Salak, Bogor, 29 October 2009



# Nova Southeastern University

The Trustees of the University  
on the recommendation of the Faculty confer upon

Asep Hermawan

the degree of

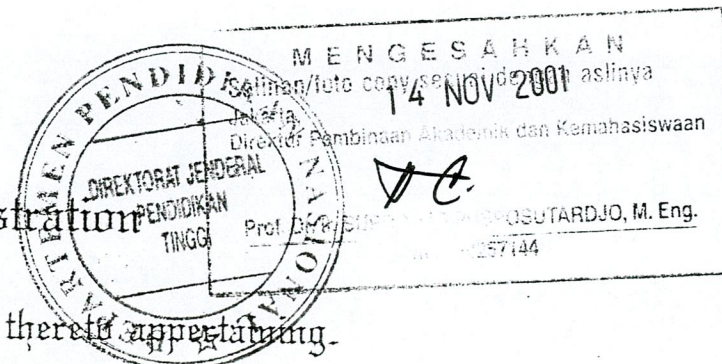
Doctor of Business Administration

with all rights, privileges, and responsibilities thereto appertaining.

In Witness Whereof, the seal of the University  
and the signatures of the President and the Dean are hereunto affixed.

Given at Fort Lauderdale, Florida,

January 31, 2001.



President

A handwritten signature in black ink, appearing to read "Ray Zeno".

Dean

A handwritten signature in black ink, appearing to read "Ronald P. Bohlen".





# UNIVERSITAS TRISAKTI

Kampus A Jl. Kyai Tapa No. 1 Jakarta 11440 Telp. 021-5663232, 5605835 (Hunting)

Fax. HUMAS: 5673001, REKTOR: 021-5671356, BPPJM: 021-56959209

Website: <http://www.trisakti.ac.id/>, e-mail. UNIVERSITAS: [usakti@trisakti.ac.id](mailto:usakti@trisakti.ac.id), REKTOR: [rektor@trisakti.ac.id](mailto:rektor@trisakti.ac.id)

FH: 5637014, FE: 5668639, FK: 5655786, FKG: 5655788, FTSP: 5684643, FTI: 5605841, FTKE: 5670496, FALTL: 5602575, FSRD: 5636713, PASCASARJANA: 5674166, DIV ILMU KEUANGAN: 56959210 DIII PERPAJAKAN: 5637748

## KEPUTUSAN REKTOR UNIVERSITAS TRISAKTI Nomor : 0038/USAKTI/SKR/BSDM/DB/I/2012

### REKTOR UNIVERSITAS TRISAKTI

- Membaca** : Surat Dekan Fakultas Ekonomi Universitas Trisakti Nomor 15/KP/5.02/FE/VI/2011 tanggal 14 Juni 2011.
- Menimbang** : a. bahwa Saudara Prof.Dr. Asep Hermawan, SE, MSc. NIK: 1943/USAKTI, Dosen Biasa-A yang dipekerjakan pada Fakultas Ekonomi Universitas Trisakti berdasarkan hasil Penilaian Tim Evaluasi Dosen Universitas Trisakti telah memenuhi syarat dan disetujui untuk diberikan kenaikan Jabatan Fungsional Akademik dari Guru Besar (P) – 850 / Pembina Utama Muda (IV/c) menjadi Guru Besar (P) – 1050 / Pembina Utama (IV/e) terhitung mulai tanggal 1 Nopember 2011.
- b. bahwa oleh karena itu perlu menetapkan kembali Tugas Pokok, Wewenang dan Tanggung Jawab serta Beban Tugas dan Ruang Gaji Dosen Biasa-A tersebut menurut peraturan yang berlaku dengan Keputusan Rektor.
- Mengingat** : 1. Peraturan Pemerintah Republik Indonesia :  
a. Nomor 17 tahun 2010 tentang Pengelolaan dan Penyelenggaraan Pendidikan;  
b. Nomor 66 tahun 2010 tentang Perubahan Atas Peraturan Pemerintah Nomor 17 tahun 2010 tentang Pengelolaan dan Penyelenggaraan Pendidikan.
2. Keputusan Menteri Perguruan Tinggi dan Ilmu Pengetahuan (PTIP) Nomor : 014/dar. Tahun 1965 tanggal 19 Nopember 1965 tentang Pembukaan kembali Universitas Res Publica di Djakarta kini bernaung dibawah nama Universitas Trisakti;
3. Akte Notaris Nurman Rizal, SH Nomor 5 Tahun 2010 tanggal 30 April 2010 tentang Pernyataan Keputusan Rapat Sidang Senat Universitas Trisakti tentang Perubahan Anggaran Dasar Badan Hukum Universitas Trisakti;
4. Keputusan Senat Universitas Trisakti :  
Nomor 004/SKS/Usakti/VIII/2010 tanggal 19 Agustus 2010;
5. Keputusan Rektor Universitas Trisakti :  
Nomor 249/USAKTI/SKR/VI/2002, tanggal 30 Juni 2002 tentang Peraturan Pokok Kepegawaian Universitas Trisakti;
6. Surat Keputusan Rektor Universitas Trisakti :  
a. Nomor 083/USAKTI/SKR/VII/1996 tanggal 17 Juni 1996  
b. Nomor 089/USAKTI/SKR/VI/1996 tanggal 17 Juni 1996  
c. Nomor 062/USAKTI/SKR/ V/1997 tanggal 5 Mei 1997  
d. Nomor 044/USAKTI/SKR/II/1998 tanggal 27 Pebruari 1998  
e. Nomor 315/USAKTI/SKR/X/2000 tanggal 5 Oktober 2000  
f. Nomor 220/USAKTI/SKR/VII/2003 tanggal 2 Juli 2003  
g. Nomor 089/USAKTI/SKR/III/2004 tanggal 26 Maret 2004  
h. Nomor 034/USAKTI/SKR/II/2006 tanggal 23 Pebruari 2006  
i. Nomor 078/USAKTI/SKR/III/2008 tanggal 14 Maret 2008  
j. Nomor 302/USAKTI/SKR/VI/2011 tanggal 1 Juni 2011  
k. Nomor 303/USAKTI/SKR/VI/2011 tanggal 1 Juni 2011  
l. Nomor 305/USAKTI/SKR/VI/2011 tanggal 1 Juni 2011  
m. Nomor 476/USAKTI/SKR/XI/2011 tanggal 16 Nopember 2011  
n. Nomor 477/USAKTI/SKR/XI/2011 tanggal 16 Nopember 2011
7. Surat Keputusan Rektor Universitas Trisakti:  
Nomor: 0910/USAKTI/SKR/BSDM/DB/XI/2008 tanggal 26 Nopember 2008
- Memperhatikan** : 1. Hasil Rapat Tim Evaluasi Dosen Universitas Trisakti tanggal 30 September 2011
2. Pemberian Kenaikan Gaji Pokok Nomor 510/USAKTI/BSDM/DB/XI/2011 tanggal 21 Nopember 2011

### MEMUTUSKAN :

- Menetapkan Pertama** : Terhitung mulai tanggal 1 Nopember 2011 .
- : Kepada yang namanya tersebut dalam lampiran Surat Keputusan ini, diberi kedudukan baru sebagaimana dimaksud dalam baris 6 s/d 14, diberi gaji dan tunjangan yang menjadi haknya sebagaimana ditetapkan dalam baris 15 lampiran itu juga.

Kedua. ....

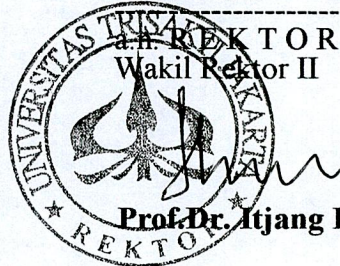
Takwa-Tekun-Terampil, Asah-Asih-Asuh, Satria-Setia-Sportif



**Kedua**

: Segala sesuatu akan ditinjau kembali, jika terdapat kesalahan/kekeliruan dalam Keputusan ini.

Ditetapkan di : Jakarta  
Pada tanggal : 16 Januari 2012



**Prof. Dr. Itjang D. Gunawan, Ak. MBA.**

Tembusan Kepada Yth. :

1. Wakil Rektor I Usakti
2. Dekan FE Usakti
3. Ka. Dapen Usakti
4. Ka. BAKU Usakti
5. Ka. BAA Usakti
6. Ka. BSDM Usakti

Kepada Yth. : Sdr. **Prof. Dr. Asep Hermawan, SE, MSc.**