

## Curriculum Vitae

<b>Surname:</b>	Harmoni
<b>First Name:</b>	Ati
<b>Date of Birth:</b>	August 30, 1966
<b>Academic Qualification:</b>	M.M in magement, M.Si in industrial and organizational psychology, Dr in economics
<b>Venia Legendi (qualification to teach):</b>	Strategic management, organizational behaviour, civic science
<b>Further Qualifications:</b>	

<b>At the Higher Education Institution since:</b>	1992
<b>Level of Employment:</b>	Since 1992 at Gunadarma University as a full-time lecturer
<b>Teaching Focus:</b>	Marketing management, strategic management, consumer behaiour, and organizational behaviour
<b>Interdisciplinary Aspects:</b>	Research Methodology, Consumer Behaviour, Entreupreunership, Strategic Management, Civic science
<b>Activities in the Areas:</b>	
- <b>Further Education</b>	National resilience course by National Resilience Institute of Republic of Indonesia (2015)
- <b>Research</b>	Conducted research on Media Richness Theory and the use of the web as a media for corporate communication, management's need for web based communication, antecedent of entrepreneurship among female ttudents, effectiveness of advertising on social media, social media as a means of CSR communication by companies, and work life balance for employees who work from home
- <b>Consultancy</b>	Guiding students in conducting their research projects and Bachelor's thesis
<b>How are personal research activities reflected in teaching activities?</b>	Teaching and researching are to a significant extent inter-connected. While teaching, I observe, assess, provide feedbacks and evaluate. These steps allow data collection for subsequent analysis to gather evidence-based understanding for making necessary continuous improvement. Based on some research I conducted, clear rules, clear instructions, group works and peer assessments are important features of an effective classroom management I successfully apply in my classes. They are required to create a learning environment that is conducive, encouraging and also well-controlled as expected. I also give students the opportunity to ask questions or have discussions related to the topics discussed. This can provide better understanding and also the courage to express opinions. This is important in order to foster an active student learning system.

<b>Work experience:</b>	
- <b>General</b>	Deputy Dean III for Student Affairs, Faculty of Letters (2001-2003)



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<p><b>Activities as an Expert:</b></p>	<p>Deputy Dean III for Student Affairs, Faculty of Computer Science and Information Technology (2003-2006) Deputy Vice Rector III for Student Affairs at Gunadarma University (2006-present)</p> <p>Delivering trainings and workshops on management, leadership, and organization</p>
<p><b>Publications:</b></p>	<ol style="list-style-type: none"> <li>1. Media Richness Theory and the Use of the Web as a Corporate CSR Communication Media. (2010)</li> <li>2. Exploring the Official Website; How Indonesia Mining Industry Communicates Their CSR Action. (2010)</li> <li>3. Management's Need for Web Based CSR Communication: Application of Media Richness Theory (2011)</li> <li>4. Antecedent of Entrepreneurship among Female Students (Study on Female Students at Gunadarma University) (2012)</li> <li>5. Effectiveness of Ma Ichi Spicy Chips Advertisements on Social Media (2013)</li> <li>6. Types of Information Resources and Feedback Facilities for Corporate Social Responsibility Related Issues on Corporate Websites in Indonesia (2014)</li> <li>7. Social Media as a Means of CSR Communication by LQ45 Companies in Indonesia (2016)</li> <li>8. Needs and Contextual Factors for Web-based CSR Communication in Mining Companies in Indonesia (2018)</li> </ol>
<p><b>Memberships:</b></p>	<p>Assosiasi Dosen Indonesia Ikatan Sarjana Ekonomi Indonesia Ikatan Alumni Lemhannas RI</p>
<p><b>International experience in:</b></p> <p><b>Corporate Management</b></p> <p><b>Academic Activities</b></p> <p><b>Personal Background/ Experience</b></p>	<p>Attended Higher Education Leadership Capacity Development Workshop by SS Knowledge and Gunadarma University (2014)</p> <ol style="list-style-type: none"> <li>1. Attending International Workshop on Global Academic Mobility and Collaboration by Gunadarma University and Rajabath University (2012)</li> <li>2. Presenting a paper in International Conference on Eurasian Economics (EECON) 2012, Almaty, Kazakstan, oktober 2012</li> <li>3. Presenting a paper in International Conference on Eurasian Economics (EECON) 2013, St Petersburg, Russia, oktober 2013</li> <li>4. Presenting a paper in International Conference on Eurasian Economics (EECON) 2014, Skopje, Macedonia, 1-3 juli 2014</li> <li>5. Presenting a paper in Excursion Seminar: CSR Strategies for Sustainability Development, Universitas Gunadarma, 27 Agustus 2014</li> </ol>
<p><b>Other:</b></p>	



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