



Curriculum Vitae

Surname:	Dananjaya
First Name:	Irwandaru
Date of Birth:	September 19, 1973
Academic Qualification:	Doctor in Economic Science, Master in Management, Master in Communication Science, Bachelor in Economic
Venia Legendi (qualification to teach):	Consumer Behavior, Integreated Marketing Communication, Business communication, Introduction to Development economics, Indonesian economy, Marketing Basic, Human Resource Management, Enterpreunership, SMEs Marketing
Further Qualifications:	Lecturer Certification as a Professional Teacher, Certification of Assessor Competent in the area of workplace Assessment

At the Higher Education Institution since:	2000
Level of Employment:	Since 2000-present he has been a permanent lecturer in the Accounting Study Program
Teaching Focus:	Consumer Behavior, Integreated Marketing Communication
Interdisciplinary Aspects:	Business communication, , Human Resource Management, Enterpreunership, SMEs Marketing
Activities in the Areas:	
- Further Education	
- Research	Mass Communication, Marketing Communication
- Consultancy	Guiding students in conducting their research projects for Bachelor's thesis.
How are personal research activities reflected in teaching activities?	Integrasi hasil penelitian saya merupakan implementasi dari pemahaman pada konsep-konsep konunikasi masa, komunikasi pemasaran yang digunakan oleh perusahaan dan masyarakat yang merupakan bagian dari sikap perilaku konsumen.

Work experience:	
- General	Menjadi dosen tetap dari tahun 2001 pada fakultas ekonomi, program studi akuntansi dan menjadi staff sekretariat rektor
- Activities as an Expert:	
Publications:	<ol style="list-style-type: none"> 1. Irwandaru Dananjaya, Adoption of Psychographic Model IN DETERMINING n Actors That Influence Insurance Interest and Perception. <i>Proceeding of The ICMF 2011</i>, 2. Irwandaru Dananjaya, <i>Analysis of Factors Associated with Decisions in Purchasing Wayang Motif Leather Craft (chisel decoration) By Foreign Tourist</i> 3. <i>(Case research at Central Industrial Village of Bantul regency Yogyakarta)</i> 4. Irwandaru , Perceptions of Small and Medium Enterprises Operators Towards The Importance of Insurance: (A Case Study in The District of Bantul Yogyakarta), <i>Proceeding of The GMC 2010</i> 5. Irwandaru Dananjaya, Kajian Pembatasan subsidi BBM Terhadap dampak RAPBN Tahun 2011 dan Kemungkinan Diperlukannya energi alternatif Sebagai Pengganti Bahan Bakan Minyak 6. Irwandaru dananjaya, adi Kuswanto , Influence of External Factors on the



	<p>Performance through the Network of Small and Medium Enterprises ISSN 2222-1905 (Paper) ISSN 2222-2839 Vol.7, No.27, 2015</p> <p>7. Irwanda Dananjaya, Edy Prihantoro, Keterbukaan Informasi Publik Pemerintah Indonesia dan Perubahan Persepsi Masyarakat dalam Mencegah Penularan Covid-19 pada Himbauan 5M, ISSN: 2541-0849 e-ISSN: 2548-1398 Vol. 7, No. 6, Juni 2022</p>
Memberships:	
International experience in:	
- Corporate Management	
- Academic Activities	
- Personal Background/ Experience	
Other:	