



Curriculum Vitae

Surname:	INDRAYANI
First Name:	EMMY
Date of Birth:	August 29th, 1971
Academic Qualification:	Master in Communication Science, Magister Management in Accounting Information System and Doctoral in Marketing Science
Venia Legendi (qualification to teach):	Consumer Behavior Science
Further Qualifications:	

At the Higher Education Institution since:	1994
Level of Employment:	1994-1998 at Gunadarma University as junior lecturer, since 1998 at Gunadarma University as a full-time lecturer
Teaching Focus:	Consumer Behavior
Interdisciplinary Aspects:	Consumer Behavior, Marketing, Strategic Management, Accounting
Activities in the Areas:	
- Further Education	
- Research	Conducting research on Media Behavior Readers
- Consultancy	Guiding students in conducting their research projects and Bachelor's thesis
How are personal research activities reflected in teaching activities?	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 classrooms. They are required to create a learning environment that is conducive, encouraging and also well-controlled as expected.

Work experience:	
- General	Higher Education Staff and Lecturer (1994 – now)
- Activities as an Expert:	<p>Collaborating with Institutions, BUMN and Associations, including:</p> <ul style="list-style-type: none"> • Employment Social Security Administering Agency (BPJS-TK), in the fields of Education, Research and organizing activities. • BKCU Kalimantan, in the field of education and research • Association of Indonesian Insurance Management Experts (AAMAI) in various activities, education and holding international seminars. • Became a member of the E-service survey implementer for the Ministry of Administrative and Bureaucratic Reform in 2019.

<p>Publications:</p>	<ol style="list-style-type: none"> 1. Indrayani, Emmy. (2016). The Loyalty Antecedents of Internet Service Provider Users: The Case in Indonesia. World Journal of Management Vol. 7. No.1. March 2016 Issue. Pp. 27 – 43, WBI Australia ISSN: 1836-070X (print) and ISSN: 1838-3726(Online). https://zantworldpress.com/product-single/?poId=2289&pageId=2281 2. Indrayani, Emmy. (2017). Personal Tax Compliance on Reporting Annual Tax Return: The Influence of Process, Service, Sanctions and Awareness. International Conference on Social, Humanities and Government Science (ICSHGS 2017), Palembang Indonesia, 26-28 Januari 2017. https://scholar.google.com/citations?view_op=view_citation&hl=id&user=G6oXctQAAAAJ&citation_for_view=G6oXctQAAAAJ:0EnyYjriUFMC 3. Indrayani, Emmy. (2018). The Direct And Indirect Effect of ERP System Implementation on Firm Performance Through The Organizational Capabilities as A Mediator (3rd author) - International Journal of Engineering and Advanced Technology (IJEAT) Vol-8 Issue-5C, May 2019 ISSN: 2249-8958. https://www.ijeat.org/wp-content/uploads/papers/v8i5C/E10840585C19.pdf 4. Indrayani, Emmy. (2018). Utilizing Intellectual Capital on Company Performance Improvement (A Case Study in Hospitality, Restaurant and Tourism Sub Sector Companies Listed In Idx) (2nd author). Economy and Sociology, International Journal Number 2nd, 2018 ISSN: 1857-4130. https://ideas.repec.org/a/nos/ycriat/343.html 5. Indrayani, Emmy. (2019). The Effect of Cognitive Processing, Affection And Activation on User Engagement: Case of Online News Reader Behavior in Indonesia (1st author) - 5th World Conference on Media and Mass Communication (MEDCOM 2019) - 05th – 07th April 2019, Kuala Lumpur, Malaysia. 6. Indrayani, Emmy. (2020).The Role Of Internal And External Factors On Audit Quality. Jurnal Manajemen dan Keuangan, 2020, vol. 9 no. 1, pp. 73-87. https://www.ejurnalunsam.id/index.php/jmk/article/view/2481 7. Indrayani, Emmy. (2020).The impact of banking network services through profitability on Indonesia banking companies, Economie și Sociologie, 2020, vol. 2 pp. 10-15. https://ibn.idsi.md/en/vizualizare_articol/118697 8. Indrayani, Emmy. (2020). Fraud triangle analyses in detecting fraudulent financial statement using fraud score model, Jurnal Ilmiah Ekonomi Bisnis, vol. 25 no. 1 pp. 29-44, 2020. https://ejournal.gunadarma.ac.id/index.php/ekbis/article/view/2240 9. Indrayani, Emmy. (2021).The Effect of Consumer Perception on Attitudes and Its Impact on Online Purchase Intention. Proceeding UGEFIC 2021. http://ugefic.gunadarma.ac.id/2021/download/ 10. Indrayani, Emmy. (2021)Indonesia, A New Emerging Country and Its Relationship with Italy. Proceeding UGEFIC 2021. http://ugefic.gunadarma.ac.id/2021/download/ 11. Indrayani, Emmy (2022). Net Benefits of Using Zahir Accounting Software in The User's Perspective, Jurnal Riset Akuntansi Kontemporer, 2022, Vol. 14 No. 1 pp. 7-15. https://www.journal.unpas.ac.id/index.php/jrak/article/view/4428
<p>Memberships:</p>	<p>Ikatan Akuntan Indonesia (IAI)</p>



	Ikatan Sarjana Ekonomi Indonesia (ISEI)
International experience in:	
- Corporate Management	
- Academic Activities	<ul style="list-style-type: none"> • Special Lectures on ‘How to build brand loyalty of new technological product and services’ at Deen Dayal Upadhyaya College (University of Delhi); Asia Pacific Institute of Management, New Delhi; Army Institute of Management and Technology, Noida (2015) • External PhD thesis examiner Annamalai University Chennai, India • General Lecture on e-government reformation at Program Studi Ilmu Pemerintahan Program Pascasarjana Universitas Tamansiswa Palembang, 06-07 November 2015 • General Lecture at Program Studi Manajemen Fakultas Ekonomi UNP PGRI Kediri, 25 April 2018
- Personal Background/ Experience	<ol style="list-style-type: none"> 1. Presenting a paper in 3rd International Conference on CSR & Sustainable Development 2015, Dubai UEA 2. Presenting paper in 2nd International Conference on Big Data and Analytics for Business 2016, 17th-18th March, New Delhi, India 3. Presenting paper in 5th World Conference on Media and Mass Communication (MEDCOM 2019) - 05th – 07th April 2019, Kuala Lumpur, Malaysia 4. Pursuing Professional Accountant Courses and Certification in Gadjah Mada University and IAI
Other:	