



## Curriculum Vitae

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| <b>Surname:</b>                                | Sawitri  |
| <b>First Name:</b>                             | Peni   |
| <b>Date of Birth:</b>                          | March 28, 1967   |
| <b>Academic Qualification:</b>                 | Doctor of Economic, Magister in Communication              |
| <b>Venia Legendi (qualification to teach):</b> | Teaching Crisis Management and Psychological Communication |
| <b>Further Qualifications:</b>                 | Research in Marketing and Communication                    |

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| <b>At the Higher Education Institution since:</b>                             | 1991  |
| <b>Level of Employment:</b>   | 1991-until now at Gunadarma University as a full-time lecturer  |
| <b>Teaching Focus:</b>  | Management and Organization Communication; Management Crisis  |
| <b>Interdisciplinary Aspects:</b>   | Methodology Research and Statistics, Banking Fund Management, Integrated Management Communication   |
| <b>Activities in the Areas:</b>   |   |
| - <b>Further Education</b>  | Economics   |
| - <b>Research</b>   | Conducting research on the impacts of Communication Marketing Management in Indonesia, the quality of a popular classroom assessment instrument in Indonesia.   |
| - <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 classrooms. They are required to create a learning environment that is conducive, encouraging and also well-controlled as expected. |

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| <b>Work experience:</b>           |  |
| - <b>General</b>                  | Assessor of the National Accreditation Board for Higher Education  |
| - <b>Activities as an Expert:</b> | Carrying out the assessment process for study programs and universities in the context of accreditation; Teaching and researching marketing and banking  |
| <b>Publications:</b>              | <ol style="list-style-type: none"> <li>1. Feasibility Study of Modified Genteng (Tile Roof) Press Machine International Proceedings of Economics Development and Research : Innovation, Management and Service, Vol 14 September 2011</li> </ol> |

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|  | <ol style="list-style-type: none"> <li>2. Feasibility Study of Modified Press Machine For Production Genteng Efficiency in Small Enterprise, <i>International Journal of Social Science and Humanity</i> No.4, Volume 1, November 2011, pp 304-307, ISSN:2010-3646</li> <li>3. The Influence of Corporate Social Responsibility Towards Customer Company Identification, Loyalty and Advocacy In Product, Proceeding Corporate Social Responsibility &amp; Sustainable Development, 2013.</li> <li>4. The Effect of Corporate Governance as Liability Company on The Performance, <i>International Book : Corporate Social Responsibility Business &amp; Societal Perspective</i>, 2014.</li> <li>5. Analysis Of Factors That Influence The Use Of Social Media By Small And Medium Enterprises, <i>IEEE-SEM</i>, Volume 7, Issue 11, November-2019.</li> <li>6. The Effect Of Application Of Good Corporate Governance On Earnings Management In Property, Real Estate And Construction Of Building Companies In Indonesia Stock Exchange, <i>International Journal of Economics, Commerce and Management</i> Vol VII Issue 7, July 2019.</li> <li>7. Effect of Brand Equity of Indonesian TV News Channel on Intention to Re-Watch: Mediating Effects of Social Interaction and Attitude, Proceeding the 5<sup>th</sup> World Conference on Media and Mass Communication, 2019.</li> <li>8. The Effect of Transformational Leadership And Work Dicipline on The Work Achievement of Teachers of SMAN 18 Kabupaten Tangerang , <i>Dinasti of International Journal of Education Management and Social Science</i>, Vol 3 Issue 6, August 2022</li> </ol> <p>BOOKS : 1. Bank dan Lembaga Keuangan Lain, ISBN : 978-979-1223-60-<br/>2. Statistika Untuk Riset Pemasaran , ISBN : 978-602-9438-22-2</p> |
| <b>Memberships:</b>                      | Ikatan Sarjana Ekonomi Indonesia   |
| <b>International experience in:</b>      |  |
| - <b>Corporate Management</b>            |  |
| - <b>Academic Activities</b>             |  |
| - <b>Personal Background/ Experience</b> | <ol style="list-style-type: none"> <li>1. Presenting paper in : International Conference IV Joint Research Gunadarma and Plekanov University, 2014 in Uzbekistan</li> <li>2. Presenting paper in : International Conference Economic Development and Research: Innovation, <i>Management and Service</i>, 2011 in Singapore.</li> <li>3. Presenting Paper in : the International Conference on InteliSys 2016 in Bandung Indonesia.</li> <li>4. Presenting Paper in : ABEIC 2019, 25 - 27 April 2019, Kangwon National University (KNU), South Korea</li> </ol>  |
| <b>Other:</b>                            |  |

