



Curriculum Vitae

Surname:	Nawang Sari
First Name:	Sri
Date of Birth:	October, 20, 1968
Academic Qualification:	Doctor of Economic, Magister in Communication
Venia Legendi (qualification to teach):	Teaching Financial Management and Marketing Communication
Further Qualifications:	Research in Marketing, Financial and Communication

At the Higher Education Institution since:	1997
Level of Employment:	1997-until now at Gunadarma University as a full-time lecturer
Teaching Focus:	Management and Organization Communication; Management Financial
Interdisciplinary Aspects:	Behavior Communication, Financial Management, Integrated Management Communication
Activities in the Areas:	
- Further Education	Economics
- Research	Conducting research on the impacts of Communication Marketing Management in Indonesia, the quality of a popular classroom assessment instrument in Indonesia.
- 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 Activities as an Expert:	Reviewer in the Multidisciplinary Journal SEBATIK STMIK Widya Cipta Dharma, Samarinda
	Teaching and Researching Marketing and Finance
Publications:	1. The Influence Of Trust, Service Quality, And Safety On Purchasing Decisions (Case Study On Tokopedia.com), Indonesian Journal of Management and Business, Vol.4 No.3 June 2017

	<p>2. The influence of service quality, website Quality, Customer Value and Trust on Customer Satisfaction (Case Study on Zalora.co.id), National Seminar on Information and Communication Technology, Prosiding Palembang 18-19 October 2018, ISBN 978-979-3877-43-3</p>
	<p>3. The Influence of Information Technology, Perceived Usefulness, Perceived Convenience, and Service Features on Customer Satisfaction and Their Implications for Re-Interest in Using The Bank BTPN Jenius Application, National seminar on information and communication technology, Prosiding Semarang 25 October 2019, ISBN: 978-623-90175-4-5</p> <p>4. Structural Equation Model for New Online Adoption: Role of Packaging, Entertainment, Localization and Ideologi, The 5th World Conference on Media & Mass Communication, 5-7 April 2019 Kuala Lumpur, Malaysia, ISBN 978-955-3605-29-0</p> <p>5. The Influence E-Service Quality, and Trust on customer satisfaction using BNI mobile banking through bank image as an intervening variable (case study of customers using BNI mobile banking in Depok city, Palembang, 2020, ISBN 1411-1645,</p> <p>6. Analysis Of The Influence Of Technology Advances And E-Commerce Web Service Against The Trust And Loyalty Of Customers, Journal of Theoretical and Applied Information Technology, 15th June 2020. Vol.98. No 11, ISSN: 1992-8645</p> <p>7. Development of Pregnancy Risk Detection Screening Based on Criteria for the Circumstances and Conditions of Pregnant Women Journal Aisyah: Journal of Health Sciences, Volume 6, Issue 3, September 2021, p. 439-446, ISSN 2502-4825 (print), ISSN 2502-9495 (online)</p> <p>8. Design of Mobile Digital Healthcare Application For Pregnant Women Based on Android, Matrik: Jurnal Manajemen, Teknik Informatika, dan Rekayasa Komputer, Vol. 21, No. 2, Maret 2022, pp. 439_450, ISSN: 2476-9843.</p> <p>9. The Influence Of Brand Trust, Product Quality, Price And Social Media Marketing On Interest To Repurchase Wardah Cosmetic Products, Jurnal Ekonomi, Volume 12, No 01, 2022, ISSN: 2301-6280 (print) ISSN: 2721-9879 (online)</p> <p>10. Testing and Analysis User Satisfaction of Salute Bidan Application Using End-User Computing Satisfaction, Journal of System and Management, Vol. 13 (2023) No. 5, pp. 457-469, ISSN 1816-6075 (Print), 1818-0523 (Online)</p> <p>BOOKS : 1. Marketing Research, ISBN : 978-929-1223-60-7 2. Business Communication, ISBN : 978-602-9438-9 3. Independent Detection of Pregnancy Risk Based on Information Systems in Midwifery Services, ISBN: 978-623-315-683-7</p>
<p>Memberships:</p>	<p>1. Ikatan Sarjana Ekonomi Indonesia (ISEI) 2. Aliansi Dosen Perguruan Tinggi Swasta Indonesia (ADPERTISI) 3. FMI (Forum Manajemen Indonesia)</p>



International experience in:	
- Corporate Management	
- Academic Activities	
- Personal Background/ Experience	<ol style="list-style-type: none">1. Presenting paper in : International Conference IV Joint Research Gunadarma and Plekanov University, 2014 in Uzbekistan2. Presenting paper in : Global Management Conference & The 2nd :Internasional Conference on Entrepreneurship and Innovation Relevant to China, 20143. Presenting Paper in : the 4th InternationalCcongress on Interdiscilinary Behavior and Socias Science, 2015 Jakarta, Indonesia

Other:	
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