

Curriculum Vitae

Surname:	Murtiasih
First Name:	Sri
Date of Birth:	10 October 1968
Academic Qualification:	Doctoral in Economics Science, Master in Corporate Communication, Bachelor in Management
Venia Legendi (qualification to teach):	Integrated Marketing Communication
Further Qualifications:	Lecturer Certification as a Professional Teacher

At the Higher Education Institution since:	1992
Level of Employment:	Since 1993 at Gunadarma University as a full-time lecturer
Teaching Focus:	Integrated Marketing Communications, Event Managemet, Marketing, Economics
Interdisciplinary Aspects:	
Activities in the Areas:	
- Further Education	
- Research	
- Consultancy	Guiding students in conducting their research projects for Bachelor's thesis.
How are personal research activities reflected in teaching activities?	

Work experience:	
- General	Since 1993 at Gunadarma University as a full-time lecturer
- Activities as an Expert:	
	The Effect of Marketing Communication on Brand Equity with Brand Image, Brand Trust, and Brand Loyalty as the Intervening Variables
Memberships:	
International experience in:	
- Corporate Management	
- Academic Activities	
- Personal	



Background/ Experience	
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Other:	
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