



Curriculum Vitae

Surname:	SIREGAR
First Name:	TETY ELIDA
Date of Birth:	August 03, 1967
Academic Qualification:	<ul style="list-style-type: none"> • Doctoral in Economics, 2010 • Master's Degree in Magister Management, 1996 • Bachelor's Degree in Agriculture, 1991
Venia Legendi (qualification to teach):	<ul style="list-style-type: none"> • Teaching Certification (Ministry of Research & Education, 1998)
Further Qualifications:	<ul style="list-style-type: none"> • Certificate of Competence Training Methodology. Indonesian Professional Certification Authority (BNSP), 2020.

At the Higher Education Institution since:	1992
Level of Employment:	Since 1992 at Gunadarma University (full-time lecturer)
Teaching Focus:	Statistic, Quantitatif Method
Interdisciplinary Aspects:	Digital Marketing, Consumer Behaviour
Activities in the Areas:	
- Further Education	
- Research	Conducting research on social media marketing, consumer behaviour
- Consultancy	Guiding students in conducting their research projects
How are personal research activities reflected in teaching activities?	<p>My own research pursuits have a significant impact on my efforts to teach in a number of ways. I am able to combine the most recent and pertinent teaching materials because of my research expertise, which keeps me informed about the most recent advancements in the field of education. Additionally, research might bring about fresh ideas, technology, or teaching strategies that improve classroom learning and make it more interesting and efficient. Furthermore, as research frequently entails tackling real-world issues, I can provide them examples of how to apply theoretical ideas in real-world situations. Additionally, I can incorporate research-related tasks or projects into the curriculum to help students learn to think critically and hone their analytical abilities.</p> <p>When I include students in my research initiatives, I can mentor them and provide them valuable hands-on experience while doing it, which opens up mentorship prospects. Additionally, because my research regularly crosses disciplinary borders, I am able to share interdisciplinary ideas with students that broaden their perspectives and inspire them to make connections between other topics. My excitement and commitment to research can encourage students to pursue their own areas of interest in the field. Last but not least, educating</p>

	students in problem-solving techniques gained through research is beneficial in both academic and non-academic contexts. In conclusion, my research activities can improve teaching by incorporating cutting-edge information, creative teaching techniques, and real-world knowledge, which is advantageous to both my students and me.
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Work experience:	
- General	1990-1992: United Overseas Bank Bali (HRD staff) 1992- now : Gunadarma University (Lecturer)
- Activities as an Expert:	Delivering trainings and workshops on academic writing
Publications:	<ol style="list-style-type: none"> 1. TE Siregar, ESM Eko Sri Margianti, A Raharjo. (2023). Gaining Consumer Trust through Quality of Information and Interaction: An Empirical Study on Online Shopping. <i>Economics and Business Quarterly Reviews</i> 6 (1). 2. Awb Raharjo, T Elida. 2023. Testing 13 Variables Toward Buying Decision for the Collaboration of McDonald's Restaurant with BTS (Brand Ambassador) in Indonesia. <i>Journal of Management and Economic Studies</i> 4 (3), 379-388. 3. Tety Elida, Wahyu Rahardjo, Ari Raharjo. (2022). Online Shop Consumer Purchasing Decision: A Study on The Significance of Self-Esteem and Marketing Mix. <i>Jurnal Manajemen Indonesia</i> 21 (2021). 4. A Raharjo, T Elida, D Prajitno. (2021). Studi Kesesuaian Lahan Terhadap Sukun. <i>Jurnal Agribisnis Terpadu</i> 13 (1), 120-133. 5. T Elida, W Rahardjo, A Raharjo, E Sukirman. (2019). Online Shopping: What Factors Determine Consumers To Buy. <i>Management Studies</i> 7 (3), 238-246. 6. T Elida, B Susanti, A Raharjo. (2016). The Correlation Between Gender, Educational Level & Income Rate Level to Taxpayers' Compliance. <i>Interdisciplinary Behavior and Social Sciences:</i>
Memberships:	-
International experience in:	
- Corporate Management	
- Academic Activities	Social Science and Business Research Network (2018-2019) Social Science and Business Research Network (2019-2020)
- Personal Background/ Experience	-
Other:	



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