



## Curriculum Vitae

<b>Surname:</b>	Nuryanto
<b>First Name:</b>	Guyub
<b>Date of Birth:</b>	November 07, 1975
<b>Academic Qualification:</b>	Doctor in Economy, Master in Economy, Bachelor in Economy
<b>Venia Legendi (qualification to teach):</b>	Investment Management, Cooperative economics, Legal Aspects in Economics, Consumer behavior, Introduction to Management
<b>Further Qualifications:</b>	

<b>At the Higher Education Institution since:</b>	1994
<b>Level of Employment:</b>	Since at 1994 Staff Deputy Senior Rektor
<b>Teaching Focus:</b>	
<b>Interdisciplinary Aspects:</b>	Investment Management, Consumer behavior
<b>Activities in the Areas:</b>	
- Further Education	
- Research	Consumer Behavior. Marketing
- Consultancy	Guiding students in conducting their research projects for Bachelor's thesis.
<b>How are personal research activities reflected in teaching activities?</b>	

<b>Work experience:</b>	
- General	
- Activities as an Expert:	
<b>Publications:</b>	<ol style="list-style-type: none"> <li>1. <b>Guyub Nuryanto (2023)</b> Effect of Return On Asset, Debt to Equity Ratio and Book Value Per Share on the Share Price of Telecommunications sector companies contained in LQ45 with Price to Book Value as an Intervening Variable (2016-2021 Period)</li> <li>2. <b>Guyub Nuryanto (2022)</b> Pengaruh Citra merek, dan Kepercayaan konsumen, Terhadap Keputusan Pembelian Busana muslim Elzatta Melalui Minat Beli Sebagai Variabel Intervening”</li> <li>3. <b>Guyub Nuryanto (2021)</b> Pengaruh dari promosi dan kepuasan pelanggan terhadap penggunaan financial technology (Fintech)</li> <li>4. <b>Guyub Nuryanto (2020)</b> Pengaruh Persepsi Manfaat, Persepsi Kemudahan dan Citra Merek Terhadap Minat Penggunaan Komik Berbasis Digital Line Webtoon melalui Norma Subyektif sebagai mediasi pada Mahasiswa Universitas Gunadarma Kalimalang</li> <li>5. <b>Guyub Nuryanto (2019)</b> Pengaruh Citra Merek, Harga dan Kualitas Layanan Terhadap Keputusan Pembelian Dengan</li> </ol>



	Niat Beli Sebagai Variabel Intervening Pada Pengguna Situs BLIBLI.COM
<b>Memberships:</b>	
<b>International experience in:</b>	
- <b>Corporate Management</b>	
- <b>Academic Activities</b>	
- <b>Personal Background/ Experience</b>	
<b>Other:</b>	