



Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi

UNIVERSITAS NEGERI YOGYAKARTA

FAKULTAS EKONOMI

Jalan Colombo Nomor 1 Yogyakarta 55281

Telp./Fax (0274) 554902 (0274) 586168 Psw 821, 817, 823, 810, 812, 813, 815, 816,

Laman: fe.uny.ac.id E-mail: fe@uny.ac.id

Curriculum Vitae Dosen Prodi S1 Manajemen

Surname:	Wijaya
First Name:	Tony
Date of Birth:	July, 16 th 1979
Academic Qualification:	Dr
Venia Legendi (qualification to teach):	Marketing Research Marketing Management Marketing Management Seminar Research Methodology
Further Qualifications:	

At the Higher Education Institution since:	2006
Level of Employment:	Associate Professor
Teaching Focus:	Marketing research Research Methodology Marketing Management
Interdisciplinary Aspects:	Academic Writing
Activities in the Areas:	
Further Education	Doctor in Marketing Management
Research	Marketing Research
Consultancy	Marketing/Consumer behaviour
How are personal research activities reflected in teaching activities?	All of my research topic directly related with subject that I teach in Bachelor, Master, and Doctoral programme Topic of my research enriches the material given in class. Research: -Model of the Consumer Switching Behavior Related to Healthy Food Products. 2021. Sustainability. 13 (6), ISSN: 2071-1050 -Consumer Trust as the Antecedent of Online Consumer Purchase Decision. 2021. Information (Switzerland). 12, 145.

	-Salesperson ethics behavior as antecedent of Islamic banking customer loyalty. 2021. Journal of Islamic Marketing.ISSN: 1759-0833 Emeraldinsight. -Meta-Analysis of E-Commerce Adoption Barriers for SMEs.2020. Delhi Business Review, Vol 22 No 1, ISSN 2277-7725 -lifestyle confirmatory of Consumer Generation Z. 2020. IJACSA, Vol 11 Issue 10.
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Work experience:	
General	Lecturer, Master and Doctoral Thesis supervisor, Researcher
Activities as an Expert:	International journal reviewer, editorial board member for journals.
Publications:	Scopus Index: 3 https://orcid.org/0000-0002-9666-9766 Scopus ID: 57190290718 WoS: ABC-2269-2020
Memberships:	Members of International Food and Agribusiness Management Association (IFAMA, ID: 59139140) IMA membership (Indonesian Marketing Association)
International experience in:	
Corporate Management	
Academic Activities	-External Reviewer for Journal of Islamic Marketing (Emerald, Scopus & WoS Index) -External Reviewer for Contemporary Management Research (Scopus Index) -Indonesia and Asia Pacific Research reviewer No: 2198-9-QHRM-160907-0419-11-2018). SNI ISO/IEC 17024:2012
Personal Background/ Experience	Doctoral Degree, 2005, Postgraduate Program, Indonesian Islamic University Work Experiences: Academic: Associate Professor, Faculty of Economy, Yogyakarta State University Google scholar: https://scholar.google.co.id/citations?user=O7RpjGYAAAJ&hl=id Corporate Management: Management Trainee Supervisor (MT) Ramayana Department Store (2003) Personal General Affair (PGA) PT Arta Boga Cemerlang (2004)

Other:	-
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