INDONESIAN EDUCATION UNIVERSITY
FACULTY OF ECONOMIC AND BUSINESS EDUCATION
BUSINESS EDUCATION STUDY PROGRAM
Jln. Dr. Setiabudhi No. 299 Bandung 40154 Tel. (022) 70767904 Fax. (022) 2005090
Email: be@upi.edu Website: http://pendidikanbisnis.upi.edu/

CURRICULUM VITAE

I. IDENTITY

Name : Yusuf Murtadlo Hidayat
NIP : 920171219820921101
Rank / Class : III B
Agency : Indonesian education university
Place / Date of Birth : Bandung, September 21, 1982
Address : Jl. Sukaati Permai II No. 11 Bandung
Telephone : 081546888444

II. EDUCATION

No.	University	City/ Country	Year Graduated	Department / Study Program
1	S1: Padjadjaran University	Bandung / Indonesia	2005	Statistics
2	S2: Padjadjaran University	Bandung / Indonesia	2014	Applied Statistics

III. JOB EXPERIENCES

a. Marketing Communication, PT Indosat, Tbk. (Persero), years 2005 - 2010
b. Account Officer, PT Bank Rakyat Indonesia, Tbk (Persero), 2010 - 2016
c. Lecturer at UPI FPEB Business Education Study Program, 2017 - present

IV. RESEARCH EXPERIENCE

Name Project	Giver Fund	Title Research	Position (Chairman/ Member)	Big Fund	Year
Bangdos UPI	Dipa UPI 2018	MODEL OF INTENTION IN ENTREPRENEURING BEHAVIOR AND PSYCHOLOGICAL APPROACH	Member	50,000,000	2018
Bangdos UPI	UPI Dipa 2018	META ANALYSIS OF PURCHASE DECISIONS AS A FORM OF A CUSTOMER RESPONSE BRAND	Member	20,000,000	2018

V. SCIENTIFIC PUBLICATIONS

No.	What is the name Author	Title Writing	Name Seminar / Journal	City	Month, Year
1	Amir Machmud & Yusuf Murtadlo Hidayat	Charateristics of Islamic entrepreneurship and The Business Success of SMEs in Indonesia	Journal of Entrepreneurship Education	Vol 23, Issue 2	2020
2	Yusuf Murtadlo Hidayat & Amir Machmud	Improve Islamic financial literacy and optimize the Islamic economy thorugh financial technology: INPES Apps	Strategic. Journal of Business Management Education	Vol 19, No 2	2019

Bandung, June 1, 2020



Yusuf Murtadlo Hidayat, S.Si., M.Stat.