



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:	Agung
First Name:	Utama
Date of Birth:	October 14 th , 1974
Academic Qualification:	Master
Venia Legendi (qualification to teach):	Pedagogic Qualification: Educator Certificate no. 11100103800381 Scientific Qualification: 1. Marketing 2. Digital Marketing 3. Consumer Behavior
Further Qualifications:	

At the Higher Education Institution since:	December 1, 2008
Level of Employment:	Associate Profesor
Teaching Focus:	1. Marketing 2. Business Research Method
Interdisciplinary Aspects:	Academic Reading and Writing
Activities in the Areas:	
- Further Education	Master in Business Management
- Research	Consumer Behavior
- Consultancy	Marketing Strategy
How are personal research activities reflected in teaching activities?	I read a lot of journals, textbooks and other materials as a source of reading and reference for teaching courses in the Study Program of Management. My teaching focus is on reading sources related to my research area. Therefore, the teaching that I do has a lot to do with relevant and material journals that I teach in class.

Work experience:	
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- General	Lecturer, Supervisor, Researcher, Head of Study Program, Head of Management Department.
- Activities as an Expert:	Training and Education, editorial board member for journals.
Publications:	Scopus
Memberships:	Ikatan Sarjana Ekonomi Indonesia (ISEI) Forum Manajemen Indonesia (FMI) Indonesia Marketing Association (IMA)
International experience in:	
- Corporate Management	
- Academic Activities	International Journal Reviewer Join Research/Publication - Sunway College-Malaysia
- Personal Background/ Experience	Graduated Program from Business Management of Universitas Gaadjah Mada Studying at Doctoral Program of Economic Faculty of Universitas Sebelas Maret
Other:	-