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. PERSONAL IDENTITY



Nama Complete (with degree)	: Dr. H. Raden. Dian Herdiana Utama, M.Si.
Jenis Gender	: Male
Jabatan Functional / Group	: Associate Professor / IV-b
NIP / NIK / Iother dentality	: 196408231993021001
NIDN	: 0023086403
NPWP	: 755754421429000
Forgingt and Date of Birth	: Majalengka, 23 August 1964
E-mail	: dhutama@upi.edu
Nomor Telephone / HP	: 081322051968
Alamat Office	: Jl. Dr. Setiabudhi 229 Bandung 40154
Home address	: Banyu Biru Blok Complex. i no.4 Bandung 40287
Nomor Telephone / Fax	: 022-2001619 / 2001621
Matta Undergraduate lectures	1. Introduction to Business 2. Entrepreneurship 3. Operations Management 4. Learning Evaluation 5. Business Learning Strategy 6. ICT Literacy and Learning Media

II. EDUCATIONAL BACKGROUND

	S-1	S-2	S-3
Nama College	IKIP Bandung	Padjadjaran University (UNPAD)	Indonesian education university
Midwifeg Science	Commerce Education	Economic management	Economic Education
Tofun Sign-Pass	1983 - 1990	1998 - 2004	2020 - 2013
Thesis / Thesis / Dissertation title	The Effect of Product Modification on Purchasing Decisions	The Effect of Sales Fleet on Increasing Sales Volume	TPACK Development Model for Economics and Entrepreneurship Teachers in Senior High Schools in West Java
Nama Advisor / Promoter	Drs. Achmad Matin Drs. Umar Farouk Q	1.Prof. Dr. Sucherly, M.Si. 2. Drs. Harun Affandy	1. Prof, Dr. H. Disman, MS

		3. Drs. Sulaeman Rachman, MA	2. Prof. Dr. H. Nugraha, SE.Ak., M.Si, CA. 3. Dr. Rasto, M.Pd.

III. RESEARCH EXPERIENCE IN THE LAST 5 YEARS

(Openn Thesis, Thesis, and Dissertation)

No..	Year	Judul Research	Pefunding	
			Source*	Jml (Million Rp)
1	2015	Character Education Model in Implementing Curriculum 13 through Scouting as a Compulsory Extra Curriculum in Primary and Secondary Education Units.	STRANAS	90
2	2015	Ability of Learning Organization and Pedagogical Knowledge in the Implementation of Learning Curriculum 2013	UPI GRANTS	30
3	2016	Mapping of Featured Products to Support Bandung as a City of Creative Industries and National Product Development	UPI GRANTS	30
4	2016	Development of a Discovery Learning Learning Model to Foster an Entrepreneurial Mindset in Business Management Education students at the Indonesian Education University	DIKTI	50
5	2016	Entrepreneurial Intentions That Can Trigger Entrepreneurship Orientation (survey of Business Management Education Students at the University of Education of Indonesia)	DIKTI	50
6	2018	Overview of Brand Communication, Brand Trust and Brand Loyalty for Sariayu Cosmetics Customers in Indonesia	Independent	5
7	2016	The Impact of Experiential Marketing Phenomenon on Customer Loyalty at Waxhaus Plaza Semanggi Outlet	Independent	5
8	2017	Repurchase Intention Influenced Shopping Experience E-Commerce B2C	Independent	5

9	2019	Analysis of brand trust in increasing brand loyalty	Independent	5
10				

***** *Write down sources of funding either from the research scheme*DRPM and from other sources.

IV. EXPERIENCEAN COMMUNITY SERVICE IN THE LAST 5 YEARS

No..	Tofun	Jitle Community Service	Penfunds	
			Source*	Jml (Million Rp)
1	2013	2013 Curriculum Implementation Workshop	RKAT Study Program	10
2	2014	Online Marketing Model The Ambassador Bussiness Of Edupreneur Indonesian Education University	RKAT Study Program	10
3	2015	Business Incubator Based Learning Model Training for Vocational School Teachers in Order to Increase Students' Entrepreneurial Interest.	RKAT Study Program	10
4	2016	Workshop on Socialization of Entrepreneurship and Marketing Learning Models to Vocational School Teachers in Bandung and Cimahi	RKAT Study Program	10

** Write down the sources of funding both from the DRPM community service scheme and from other sources.*

V. PUBLICATION OF SCIENTIFIC ARTICLES IN JOURNALS IN THE LAST 5 YEARS

No..	Judul Scientific Articles	Nama Journal	Volume / Number / Year
1	Vocational High School Superior Products Mapping to Support Bandung As A Creative Industry City and National Product Development	Advances in Economics, Business and Management Research	Vol 15 of 2016
2	Growing Up Entrepreneurial Mindset with Discovery Learning Model Development	Advances in Economics, Business and Management Research	Vol 15 of 2016
3	Entrepreneurship Intention to Trigger Entrepreneurship Orientation	Advances in Economics, Business and Management Research	Vol 15 of 2016

VI. WRITER OF SCIENTIFIC SEMINAR (ORAL PRESENTATION) IN THE LAST 5 YEARS

No	Nama Scientific meeting / Seminar	Jitle Scientific Article	Timeu and The place
1	The 6th International Conference on Teacher Education	Pattern Learning Entrepreneurship Through Experiental Learning Model: A Study at The Department of Business Management Education	25-26 June 2014 / UPI Bandung
2	The 1st Global Conference on Business, Management, and Entrepreneurship	Vocational High School Superior Products Mapping to Support Bandung As A Creative Industry City and National Product Development	8 August 2016 / UPI Bandung
3	The 1st Global Conference on Business, Management, and Entrepreneurship	Growing Up Entrepreneurial Mindset with Discovery Learning Model Development	8 August 2016 / UPI Bandung
4	The 1st Global Conference on Business, Management, and Entrepreneurship	Entrepreneurship Intention to Trigger Entrepreneurship Orientation	8 August 2016 / UPI Bandung

VII. BOOK WORKS IN THE LAST 5 YEARS

No	Judul Book	Year	amount Page	Publishert
1	-	-	-	-
2				
3				
Etc..				

VIII. OBTAINING IPR IN THE LAST 10 YEARS

No..	Judul / IPR theme	Year	Jenis	Number P / ID
1	-	-	-	-
2				
3				
Etc..				

IX. EXPERIENCE OF FORMULATING OTHER PUBLIC / SOCIAL ENGINEERING POLICIES IN THE LAST 10 YEARS

No..	Jitle / Themes / Other Types of Social Engineering That Have Been Implemented	Year	Forgin gt Applicati on	Respn Masyarak at
1	-	-	-	-
2				
3				
Etc..				

J. AWARDS IN THE LAST 10 YEARS (FROM GOVERNMENTS, ASSOCIATIONS OR OTHER INSTITUTIONS)

No..	Jenis Awards	InstiGiver tusi Penreward	Tofun
1 n t 5 1	Satya Lancana Karya Satya 10 years	President of the Republic of Indonesia	2008
2	Satya Lancana Karya Satya 20 years	President of the Republic of Indonesia	2016
3			
Etc..			

SeAll data that I have filled in and included in this biodata are true and can be accounted for legally. If in the future there is a disagreement with reality, I can accept sanctions.

Bandung, 03-03-2020

(Drs. Rd. Dian H Utama, M.Si)