INDONESIAN EDUCATION UNIVERSITY
FACULTY OF ECONOMIC AND BUSINESS EDUCATION
BUSINESS EDUCATION STUDY PROGRAM
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CURRICULUM VITAE

I. IDENTITY

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II. EDUCATIONAL BACKGROUND

No.	University	City/ Country	Year Graduated	Department / Study Program
1	S1: IKIP	Bandung / Indonesia	1987	Corporate Economics Education
2	S2: UNSIL	Tasikmalaya / Indonesia	2010	Management
3	S3: UPI	Bandung / Indonesia	2020	Management Science

III. SCIENTIFIC PUBLICATIONS

No.	Year	Publication Title
1	2020	Analysis of BRAND LOVES (On Kaskus Buying and Selling Forum Users in Bandung City)
2	2020	Supply chain analysis of hedonic shopping value on behavioral intention creation of multinational footwear company
3	2019	Buying Interest: The Perceived Role of Brand Image by Automotive Product Consumers
4	2019	Promotion Mix Solutions To Improve Purchasing Decisions
5	2019	E-WOM in creating purchasing decisions on online hotel reservation
6	2018	Entrepreneurial Skills For Business Success
7	2018	Effect of Work Environment and Work Motivation on Employee Performance
8	2018	Overview of Brand Identification and Brand Loves to Kaskus Buying and Selling Forum Users in Bandung

9	2018	Overview of Brand Experience and Customer-Based Brand Equity on the Bridestory Wedding Marketplace Site in Indonesia, Indonesia
10	2018	The Influence of Emotional Intelligence and Job Satisfaction on Organizational Citizenship Behavior at Regional Personnel Bodies of West Java Province in Bandung
11	2018	Overview of Financial Awards, Occupational Health & Safety and Job Satisfaction at Pt. Haleyora Power Banjaran Kab. Bandung
12	2018	Overview of Work Communication, Job Satisfaction and Employee Performance of the Yogyakarta Sundanese Department Store, Bandung
13	2018	The Impact Of Social Media Usage And Self-Esteem On Conspicuous Consumption: Instagram User Of Hijabers Community Bandung Member
14	2018	Strategy to build universities
15	2018	Space Matrix of Higher Education Institution: Case Study At “Z” University in Indonesia
16	2017	The impact social media intensity and self esteem on conspicuous consumption: case on instagram user of hijab community

Bandung, October 2020

Dr. Bambang widjajanta, MM