



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 Program Studi S1 Manajemen

Surname:	Rahmawaty
First Name:	Penny
Date of Birth:	February 2 nd 1966
Academic Qualification:	Master degree
Venia Legendi (qualification to teach):	Paedagogic Qualification: Educator Certificate No. 12-001027-02109 Competence: Marketing management Retail and supply chain management Operation Management
Further Qualifications:	NA

At the Higher Education Institution since:	April, 2006
Level of Employment:	Lector
Teaching Focus:	1. Marketing Management, 2. Retail and Supply Chain Management, 3. Operation Management, 4. Entrepreneurship
Interdisciplinary Aspects:	
Activities in the Areas:	
- Further Education	Magister Sains Currently pursuing a doctoral degree in Management at Universitas Sebelas Maret, Surakarta
- Research	Consumer behavior, entrepreneurship
- Consultancy	Entrepreneurship and SMEs
How are personal research activities reflected in teaching activities?	1. All of my research is relevant to the educational materials I teach in Bachelor programme 2. Topics for my research can be added to the lecture content that I provide.
	Research: 1. The role of indigenous entrepreneurial character, government support and entrepreneurial orientation on business performance 2. The Effects of the Covid-19 Pandemic on Generation-Environmental Z's Concerns, Social Responsibility, and Food Consumption Habits 3. The effect of entrepreneurship education and role models moderated by the campus environment on interest in entrepreneurship 4. Mapping Entrepreneurship Education in Vocational School in Yogyakarta (monograph) 5. Qualitative study of Yogyakarta Palace culinary gastronomic tourism



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

	6. Increasing the Export Productivity of Coconut Shell Crafts in Bantul Regency by Transferring Technology and Knowledge
Work experience:	
- General	Lecturer and researcher
- Activities as an Expert:	Marketing and entrepreneurship expertise
Publications:	https://orcid.org/0000-0003-0834-5233 1. Motivation and Barriers of Organic Agricultural Production System Adoption in Yogyakarta Indonesia. Jurnal Internasional Delhi Business Review. Jilid 19, Nomor 2, Tahun 2018 2. Qualitative study of Yogyakarta palace culinary gastronomic tourism, Global Journal of Business, Economics and Management, 2021 3. The Quality of Student Life at Faculty of Economic Universitas Negeri Yogyakarta, Proceeding, April 2016, ISBN 978-602-72667-1-1 4. The Impact of Psychology of Color on the Effect of the Packaging on Children's Behavior, proceeding, Agustus 2017, ISSN 2528-617X 5. Enhancing the Export Productivity of the Bantul Regency's Coconut Shell Craft Industry, proceeding, April 2015, ISBN 978-979-562-035-8
Memberships:	1. Members of Ikatan Sarjana Ekonomi Indonesia (ISEI) 2. Members of Forum Manajemen Indonesia (FMI)
International experience in:	
- Corporate Management	-
- Academic Activities	-
- Personal Background/ Experience	Name : Penny Rahmawaty Sex : Female Place/date of birth: Yogyakarta, 2 February 1966 Email : penny_rahmawaty@uny.ac.id Education: - Bachelor, 1989, Faculty of Economic, Universitas Udayana, Bali - Master degree, 2001, Post graduate Gadjah Mada University, Yogyakarta - Pursuing Doctoral degree at Postgraduate Program, Universitas Sebelas Maret Surakarta Work experience: - Assistant professor, Academic: Faculty of Economic Universitas Negeri Yogyakarta - Secretary of the department of management, faculty of economics (2010-2012) and (2015-2017) - Marketing division at BPPU Universitas Negeri Yogyakarta - Team member for faculty development, Faculty of Economic, Universitas Negeri Yogyakarta Google scholar: https://scholar.google.com/citations?view_op=list_works&hl=id&hl=id&user=jT_RjyAAAAAJ
Other:	