

Curriculum Vitae



Abu Amar Fauzi

Career Objective Becoming a productive lecturer in marketing fields who has global exposures and experiences. Therefore, I am very excited to take a step forward for a challenging position where I can effectively implement both my knowledge and skills with high standard results and deliver strong impacts on resolving marketing issues either theoretically or practically. Finally, I give the assurance to employ all of my integration, dedication, sincerity and skills to promote my institution and I have no doubts, it will help my institution on enhancing its quality.

Position Lecturer (Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya)

Research Interest Digital Marketing, Islamic Marketing, Islamic Bank Marketing, Consumer Behavior, Small Medium-sized Enterprises Marketing Development

Personal Information

Nationality	Indonesia
Place & Date of Birth	Tulungagung, August 10 th , 1988
Sex	Male
Address Permanent Office	Department of Management, Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya Jalan Nginden Semolo 34-36 Surabaya 60118, Phone. +6231-5912611 Fax. +6231-5935937
Email	abu.amar@perbanas.ac.id
Personal Website	abuamarfauzi.com

Formal Education

Year	Description
2016	M.M. in Marketing Management from Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya, Surabaya, Indonesia
2012	B.Art. in English Language and Literature from the Department of Letters, State University of Malang, Malang, Indonesia
2007	Senior High School SMA Negeri 1 Boyolangu, Tulungagung, Jawa Timur, Indonesia
2004	Junior High School SMP Negeri 2 Tulungagung, Tulungagung, Jawa Timur, Indonesia
2001	Primary School SD Negeri 1 Ketanon, Tulungagung, Jawa Timur, Indonesia

Informal Education, Training and Certification

Year	Description
2019	Training for Teacher Specialist of Indonesian Language for Foreign Speaker , APBIPA Bali, Indonesia
2019	Modular IELTS Prep Course , IALF Surabaya, Indonesia.
2019	Workshop on Strategy for Getting Research and Community Service Grants , Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya, Surabaya, Indonesia.
2019	Training of Data Analysis Using STATA and R-Studio , Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya, Surabaya, Indonesia.
2018	Training of Basic Skill Development of Teaching Instructional Technique , Islamic University of Darul Ulum Lamongan, Lamongan, Indonesia.
2018	Training of Trainer for Islamic Banking Laboratory , Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya, Surabaya, Indonesia.
2018	Certification of Level I Risk Management , Board of Banking Profession Certification, Surabaya, Indonesia.
2017	Certification of Funding Sales Representative , Board of Banking Profession Certification, Surabaya, Indonesia.
2017	Training for Research Publication on Reputable Scientific Journal , Private University Association, Surabaya, Indonesia.
2017	International Workshop: Time Series Data Analysis , Universiti Malaysia Sarawak & Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya, Surabaya, Indonesia.
2017	Workshop on Applied Panel Data , Universiti Kebangsaan Malaysia & Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya, Surabaya, Indonesia.
2017	Workshop on Book Writing , Rajagrafindo Persada Publisher & Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya, Surabaya, Indonesia.
2017	Attended on Guest Lecturing on Competency Model of Leadership within Islamic World View , University of South Australia & Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya, Surabaya, Indonesia.
2017	Attended on Guest Lecturing on Islamic Financial Literacy – Corporate Finance Approach , University of South Australia & Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya, Surabaya, Indonesia.

Awards and Achievements

Year	Description
2018	Outstanding Paper Award from International Journal of Business and Society (IJBS), Universiti Sarawak Malaysia on the 5 th International Conference on Business and Banking, Bali, Indonesia
2018	10 Best Paper on East Java Economic Forum (EJAVEC), Airlangga University and Indonesia Central Bank, Surabaya, Indonesia
2016	The Champion of The Banking Olympiad, Surabaya, Indonesia
2016	The Champion of Scientific Writing Competition at Journal of Business and Banking, Surabaya, Indonesia
2015	The Finalist of The 6 th PPM Regional Business Case Competition, PPM School of Management, Jakarta, Indonesia
2015	The 5th Place of Master Journey in Management Extended with OJK (Indonesian Financial Service Authority, University of Indonesia, Jakarta, Indonesia

2015	The 2nd Place of The Banking Olympiad, Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya, Surabaya, Indonesia
2011	The 2nd Place of The East Java Language Ambassador Selection, East Java Language Board, Sidoarjo, Indonesia

Researches

Year	Description
2019	Research Team Member Improving Marketing Performance of Small Medium-sized Enterprises (SMEs) from Customer Perspective through Developing the Quality of Website and Social Media. Funding: Ministry of Research, Technology and Higher Education of The Republic of Indonesia
2019	Principal Investigator The Power of Images and Messages on Consumer Online Behavior: Investigating the Activities of Indonesian Islamic Commercial Banking on Instagram. Funding: Center of Research and Community Services, Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya
2018	Principal Investigator Why the Indonesian People Use Mobile Transportation More? The Exploration of Personal Innovativeness, Number of Peers Towards Perceived Value and Continuance Intention. Funding: Center of Research and Community Services, Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya
2018	Research Team Member Elite-in Model for Enhancing Competitive Advantage of Small Medium-sized Enterprises on Metropolitan Cluster in East Java Funding: Center of Research and Community Services, Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya
2017	Principal Investigator Electronic Service Quality on Application-based Service of Online Transportation Services in Indonesia Funding: Center of Research and Community Services, Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya
2017	Principal Investigator E-Toll Adoption in Indonesia: Does Institutional Theory Exist There? Funding: Center of Research and Community Services, Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya
2017	Research Team Member Financial Literacy and Performance Improvement of Micro Small Medium-sized Enterprises Funding: Center of Research and Community Services, Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya

Working Experiences

Year	Description
2018-Now	Head of Marketing and Public Relations of Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya
2017-Now	Lecturer of Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya
2013-2017	Staff-SID Reporting-RFC Regional Jatim, Bali & Nusra-Retail Financing Center

The Organisation and Scientific-Popular Activities

Year	Description
2018	Peer-Review of Asia Pacific Journal of Marketing and Logistics , 2018-Now.
2018	Committee of The 5th International Conference on Business and Banking , Bali, Indonesia, August 02 nd -03 rd , 2018.
2018	Interviewees of Radio Interactive Talk show at MNC Trijaya Radio 104.7 FM discussion on “ Social Media Advertisement: Promotion Channel Solution for MSMEs (Micro Small Medium-sized Enterprises) ”, July 4 th , 2018
2018	Committee of The 5th Indonesia Shari’a Economic Festival , Surabaya, Indonesia, March 14 th , 2019.
2018	Committee of The 1st National Seminar on Indonesia Vocational Business Economics , Surabaya, February 20 th -21 st , 2018.
2017	Interviewees of Radio Interactive Talk show at MNC Trijaya Radio 104.7 FM discussion on “ Improving Market Share of Indonesian Islamic Banks through an Effective Marketing ”, December 6 th , 2017
2017	Judge of Marketing Debate Competition at Perbanas Marketing Festival, Surabaya, Indonesia, May 13 th , 2017.

Skill in Software

Type	Description
Office Application	Ms. Word, Ms. Power Point, Ms. Excel
Google Application	Google Spread Sheet, Google Form
Graphic Design Software	Canva
Statistical Software	SmartPLS, WarpPLS
Digital Marketing Application	Google Adwords, Facebook Ads Manager

Language Skill

Indonesian
English (IELTS of 6.0 as of 02nd March 2019)

Publications

Year	Description
2019	Measuring the Effects of Service Quality by Using CARTER Model towards Customer Satisfaction, Trust and Loyalty in Indonesian Islamic Banking, Journal of Islamic Marketing 10 (1), 269-289
2018	Electronic Service Quality on Mobile Application of Online Transportation Services, Jurnal Manajemen Indonesia 18 (1), 13-27

2018	Financial Literacy and Business Performances Improvement of Micro, Small, Medium-sized Enterprises in East Java Province, Indonesia, International Journal of Education Economics and Development 9 (4), 303-323
2016	Mengukur Pengaruh Kualitas Layanan Model CARTER terhadap Kepuasan Nasabah Perbankan Syariah Indonesia, Journal of Business and Banking 6 (2), 301-314

Conferences, Presentations and Proceedings

Year	Description
2019	Cross-Cultural Differences of Personal Innovativeness and Perceived Value on Continuance Intention in Using Ride-Hailing Apps, The 3rd International Conference on Management & Entrepreneurship , Phuket, Thailand, 25 th -27 th July 2019 (Upcoming).
2018	The Digitalization of Micro, Small and Medium-sized Enterprises (MSMEs): An Institutional Theory Perspective, The 5th East Java Economic Forum , Surabaya, Indonesia, 14 th -15 th November 2018.
2018	Investigating Critical Pressures on SMEs' Managers in Adopting Online Delivery Service Application, The 5th International Conference on Business and Banking , Bali, Indonesia, 02 nd -03 rd August 2018.
2017	Electronic Service Quality on Mobile Application of Online Transportation Services in Indonesia, The 4th Sebelas Maret International Conference on Business, Economics and Social Sciences , Surakarta, Indonesia, 08 th -09 th August 2017.