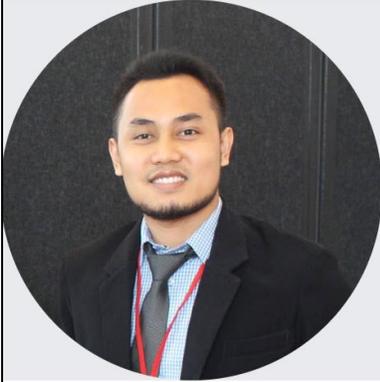


# Curriculum Vitae



## 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 at 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

<b>Nationality</b>	Indonesia
<b>Place &amp; Date of Birth</b>	Tulungagung, August 10 <sup>th</sup> , 1988
<b>Sex</b>	Male
<b>Address Permanent Office</b>	Department of Management, Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya Jalan Nginden Semolo 34-36 Surabaya 60118, Phone. +6231-5912611 Fax. +6231-5935937
<b>Email</b>	<a href="mailto:abu.amar@perbanas.ac.id">abu.amar@perbanas.ac.id</a>
<b>Personal Website</b>	<a href="http://www.abuamarfauzi.com">www.abuamarfauzi.com</a>
<b>Orcid ID</b>	<a href="https://orcid.org/0000-0003-0693-6814">0000-0003-0693-6814</a>
<b>Scopus ID</b>	<a href="https://scopus.org/57204196315">57204196315</a>
<b>Google Scholar ID</b>	<a href="https://scholar.google.com/citations?user=1BX3FPsAAAAJ">1BX3FPsAAAAJ</a>
<b>ResearcherID</b>	<a href="https://www.researcherid.com/rid/L-3683-2018">L-3683-2018</a>
<b>Sinta ID</b>	<a href="https://sinta.kemdikbud.go.id/6001452">6001452</a>

### Formal Education

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

### Informal Education, Training and Certification

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

### Awards and Achievements

Year	Description
2018	<b>Outstanding Paper Award</b> from International Journal of Business and Society (IJBS), Universiti Sarawak Malaysia on the 5 <sup>th</sup> International Conference on Business and Banking, Bali, Indonesia
2018	<b>10 Best Paper</b> on East Java Economic Forum (EJAVEC), Airlangga University and Indonesia Central Bank, Surabaya, Indonesia
2016	<b>Best Paper Award</b> from Journal of Business and Banking, Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya
2016	<b>The Champion</b> of The Banking Olympiad, Surabaya, Indonesia
2015	<b>The Finalist</b> of The 6 <sup>th</sup> PPM Regional Business Case Competition, PPM School of Management, Jakarta, Indonesia
2015	<b>The 5<sup>th</sup> Place</b> of Master Journey in Management Extended with OJK (Indonesian Financial Service Authority, University of Indonesia, Jakarta, Indonesia
2015	<b>The 2<sup>nd</sup> Place</b> of The Banking Olympiad, Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya, Surabaya, Indonesia
2011	<b>The 2<sup>nd</sup> Place</b> of The East Java Language Ambassador Selection, East Java Language Board, Sidoarjo, Indonesia

### Researches

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

	<b>Ekonomi Perbanas Surabaya</b>
<b>2017</b>	<b>Principal Investigator</b> E-Toll Adoption in Indonesia: Does Institutional Theory Exist There? <b>Funding: Center of Research and Community Services, Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya</b>
<b>2017</b>	<b>Research Team Member</b> Financial Literacy and Performance Improvement of Micro Small Medium-sized Enterprises <b>Funding: Center of Research and Community Services, Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya</b>

### Working Experiences

Year	Description
<b>2018-Now</b>	<b>Head of Marketing and Public Relations</b> of Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya
<b>2017-Now</b>	<b>Lecturer</b> of Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya
<b>2013-2017</b>	<b>Staff-SID Reporting-RFC</b> Regional Jatim, Bali & Nusra-Retail Financing Center, PT. Bank Muamalat Indonesia, Tbk

### The Organisation and Scientific-Popular Activities

Year	Description
<b>2019</b>	Peer-Review of <b>Journal of Economics, Business &amp; Accountancy Ventura</b> , Published by Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya
<b>2019</b>	Peer-Review of <b>Journal of Business and Banking</b> , Published by Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya
<b>2019</b>	Interviewees of Interactive Talk show at MNC Trijaya Radio 104.7 FM discussion on “ <b>Make Your Brand in the Top of Consumer’s Mind through Branding</b> ”, June 26 <sup>th</sup> , 2019
<b>2018</b>	Peer-Review of <b>Asia Pacific Journal of Marketing and Logistics</b>
<b>2018</b>	Committee of <b>The 5<sup>th</sup> International Conference on Business and Banking</b> , Bali, Indonesia, August 02 <sup>nd</sup> -03 <sup>rd</sup> , 2018.
<b>2018</b>	Interviewees of Interactive Talk show at MNC Trijaya Radio 104.7 FM discussion on “ <b>Social Media Advertisement: Promotion Channel Solution for MSMEs (Micro Small Medium-sized Enterprises)</b> ”, July 4 <sup>th</sup> , 2018
<b>2018</b>	Committee of <b>The 5<sup>th</sup> Indonesia Shari’a Economic Festival</b> , Surabaya, Indonesia, March 14 <sup>th</sup> , 2019.
<b>2018</b>	Committee of <b>The 1<sup>st</sup> National Seminar on Indonesia Vocational Business Economics</b> , Surabaya, February 20 <sup>th</sup> -21 <sup>st</sup> , 2018.
<b>2017</b>	Interviewees of Interactive Talk show at MNC Trijaya Radio 104.7 FM discussion on “ <b>Improving Market Share of Indonesian Islamic Banks through an Effective Marketing</b> ”, December 6 <sup>th</sup> , 2017
<b>2017</b>	Judge of <b>Marketing Debate Competition</b> at Perbanas Marketing Festival, Surabaya, Indonesia, May 13 <sup>th</sup> , 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 02 <sup>nd</sup> March 2019)

### Publications

Year	Description
2019	SOME-Q: A Model Development for Assesing the Consumers' Perception of Social Media Quality of Small Medium-sized Enterprises (SMEs), <b>Journal of Relationship Marketing</b> , (Under Review)
2019	Gender Differences of Continuance Intention in Adopting Ride-Hailing Apps, <b>Gadjah Mada International Journal of Business</b> (Under Review)
2019	Assesing the Measurement Invariance of the Antecedents of Continuance Intention in Using Ride-Hailing Apps, <b>Asia Pacific Journal of Marketing and Logistics</b> (Under Review)
2019	Do Types of Images Matter? Inspecting the Indonesian Islamic Commercial Banks on Instagram, <b>Journal of Research in Interactive Marketing</b> (Under Review)
2019	The Digitalisation of Micro, Small, and Medium-sized Enterprises (MSMEs): An Institutional Theory Perspective, <b>Journal of Small Business Management</b> (Under Review for The First Revision)
2019	Critical Factors on SME Managers' Adoption of Online Delivery Service Application, <b>International Journal of Business and Society</b> (Forthcoming)
2019	Measuring the Effects of Service Quality by Using CARTER Model towards Customer Satisfaction, Trust and Loyalty in Indonesian Islamic Banking, <b>Journal of Islamic Marketing</b> 10 (1), 269-289
2018	Electronic Service Quality on Mobile Application of Online Transportation Services, <b>Jurnal Manajemen Indonesia</b> 18 (1), 13-27
2018	Financial Literacy and Business Performances Improvement of Micro, Small, Medium-sized Enterprises in East Java Province, Indonesia, <b>International Journal of Education Economics and Development</b> 9 (4), 303-323
2016	<i>Mengukur Pengaruh Kualitas Layanan Model CARTER terhadap Kepuasan Nasabah Perbankan Syariah Indonesia</i> , <b>Journal of Business and Banking</b> 6 (2), 301-314

### Conferences

Year	Description
2019	Cross-Cultural Differences of Personal Innovativeness and Perceived Value on Continuance Intention in Using Ride-Hailing Apps, <b>The 3<sup>rd</sup> International Conference on Management &amp; Entrepreneurship</b> , Phuket, Thailand, 25 <sup>th</sup> -27 <sup>th</sup> July 2019

<b>2018</b>	The Digitalization of Micro, Small and Medium-sized Enterprises (MSMEs): An Institutional Theory Perspective, <b>The 5<sup>th</sup> East Java Economic Forum</b> , Surabaya, Indonesia, 14 <sup>th</sup> -15 <sup>th</sup> November 2018.
<b>2018</b>	Investigating Critical Pressures on SMEs' Managers in Adopting Online Delivery Service Application, <b>The 5<sup>th</sup> International Conference on Business and Banking</b> , Bali, Indonesia, 02 <sup>nd</sup> -03 <sup>rd</sup> August 2018.
<b>2017</b>	Electronic Service Quality on Mobile Application of Online Transportation Services in Indonesia, <b>The 4<sup>th</sup> Sebelas Maret International Conference on Business, Economics and Social Sciences</b> , Surakarta, Indonesia, 08 <sup>th</sup> -09 <sup>th</sup> August 2017.