

CURRICULUM VITAE

1	Fullname	Dr. Unggul Kustiawan MSM
2	Sex	Male
3	Academic Qualification	Lektor
4	NIP/NIK	0310058002.
5	Place and Date of Birth	Purwokerto, 10 mei 1980
6	E-mail	unggul.kustiawan@esaunggul.ac.id ,
7	Phone Number	081218144593

A. Academic Qualifications

Courses	Description
Marketing research	<p>The course designed to teach student the principles and tools in marketing research. The principles and tools begin from problem formulation, research design, data collection to data analysis.</p> <p>The students will learn to design market research, address management problem, analysts, evaluate and interpret research finding.</p> <p>The students will understand how to develop future careers in market research, consulting, marketing management and entrepreneurship.</p>
Customer behaviour	<p>The course designed to familiarize student with research in consumer behavior the aspect that influence of consumer behavior like internal influence, external influence, decision process of the customer, self-concept and other factor. The focus of this course is on understanding current theoretical and methodological approaches to various aspects of consumer behavior, as well as advancing this knowledge by developing testable hypotheses and theoretical perspectives that build on the current knowledge base.</p>

Digital marketing	<p>The course designed to teach student the essential concepts and skills relating to the fundamentals of digital marketing. The student will be able to understand key concept of digital marketing, planning, organizing analysing and implementing digital marketing strategy and tactic.</p> <p>The student will be understand how to select various web presence options and how to select appropriate keywords for search engine optimisation. Recognise different social media platforms, and set up and use common platforms. Understand how effective social media management assists in promotion and communication. Understand various options for online marketing and advertising, including search engine, e-mail and mobile marketing. Understand and use analytics services to monitor and improve campaigns</p>
-------------------	--

B. Professional Qualifications

Position	Description	Year
Budget and cost controller	PT. VISITEK	2008-2010
Account Manager	PT.VISITEK	2010-2011
Commissioner	CV.ECO 21	2005-now
Senior Consultant	PT.Pranala Nitisara	2011-2012
Senior Consultant	PT WPI	2012 -2015

C. Academic Career and Position

Position	Description
Researcher	Research on “determining the future location of depo and balai yasa”, Ministry of Transportation (2012)
Researcher	Research on “Maintenance technology for rolling stock”, Ministry of Transportation (2012)
Researcher	Research on “Cost of Rolling stock’s testing”, Ministry of Transportation (2013)
Researcher	Research on “Railway’s Maintenance and operational cost”, Ministry of Transportation (2013)
Researcher	Research on “Project management service”, Ministry of Transportation (2013)

Researcjer	Research on “Technical guidelines of Inspection and auditing on rolling stock”, Ministry of Transportation (2014)
Researcher	Master plan study for development and improvement signaling and telecommunication for railway infrastructure in Java and Sumatera, Ministry of Transportation (2014)

D. Publication

Title of Publication	Publication Name	Link of Publication	Year	Indexed
Faktor-faktor yang mempengaruhi kualitas hubungan dan pengaruhnya terhadap loyalitas pelanggan : studi kasus Bengkel AHASS Purwokerto	Universitas Indonesia Library	http://www.digilib.ui.ac.id/detail?id=115820&lokasi=lokal	2007	
Pengaruh kualitas teknologi jasa Layanan mandiri setelah terjadi kegagalan dan pemulihan kegagalan teknologi jasa layanan mandiri terhadap pengalaman pelanggan, kepuasan pelanggan dan intensi untuk membeli kembali pada website belanja online	Universitas Indonesia Library		2018	

E. Proceeding

Title of Proceeding	Name of Conference	Link of Proceeding	Year	Indexed

F. Citation

Jakarta, Oktober 2019

Dr. Unggul Kustiawan MSM