

## CURRICULUM VITAE

1	Fullname	Eddy John, SE, MM
2	Sex	Male
3	Academic Qualification	Expert Assistancess
4	NIP/NIK/NIDN	0306017105
5	Place and Date of Birth	Baturaja, 06 Januari 1971
6	E-mail	eddy.john@esaunggul.ac.id
7	Phone number	0817790657

### A. Academic Qualification

Introduction to Management	<p>Explain the understanding and importance of organization and management, management processes, type of manager, level of management and skills. Evolution of management theory, systems approach, contingency approach, dynamic engagement approach. Globalization and management, competitiveness and globalization. Entrepreneurship and its benefits, intrapreneurship and sociological factors. Managerial decision making, strategic planning and management, strategy implementation. Design, structure and type of organization. Power and distribution of authority. Organizational change and innovation. Leadership, team and group collaboration. Effective communication, negotiations to resolve conflicts and control systems</p>
Business Ethics	<p>The basic concepts of business communication, communication and information technology. Business message writing, business correspondence and business correspondence writing techniques. Business message planning, organizing business messages and revising business messages. Communication in groups, ethics in business communication. Lobby and negotiation. Business report and proposal writing and news release. Verbal communication. Writing resumes and job applications. Job Interview, oral communication, business communication ethics. Communication in small groups.</p>

Entrepreneurship	The basic concepts of entrepreneurship and entrepreneurial personal attitude. Starting a new business and its development model. Business organization and management. Marketing techniques and strategies. Product and selling price determination. Financial management. Proposal (feasibility) of the business. Presentation of business ideas that can be accepted by the market. Presentation and discussion of target markets. Business feasibility from the financial aspect. Presentation and discussion of business proposal. Canvas Business Model and how to make it. Digital Business

### B. Professional Qualification

Position	Description	Year

### C. Academic Career and Position

Position	Description

### D. Publication

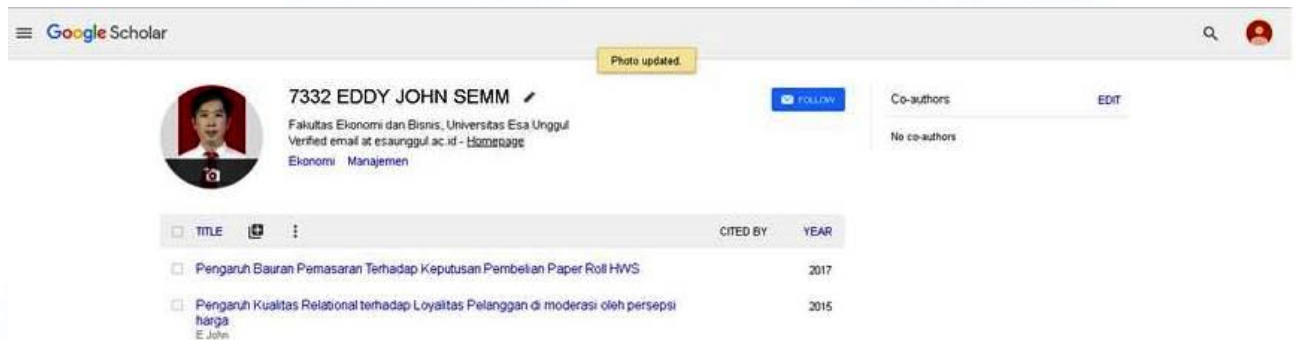
Title of Publication	Publication Name	Link of Publication	Year	Indexed
Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Paper Roll HWS	Journal of Economics	ISSN 2087-8133	2017	National

### E Proceeding

Title of Proceeding	Name of Conference	Link of Proceeding	Year	Indexed
Pengaruh Kualitas	Universitas		2015	National

Relational terhadap Loyalitas Pelanggan di moderasi oleh persepsi harga	Indonesia			
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## F. Citation



Google Scholar profile for **7332 EDDY JOHN SEMM**. The profile includes a photo, affiliation with Universitas Esa Unggul, and a list of publications. The following table is extracted from the screenshot:

TITLE	CITED BY	YEAR
Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Paper Roll HWS		2017
Pengaruh Kualitas Relasional terhadap Loyalitas Pelanggan di moderasi oleh persepsi harga E. John		2015

Jakarta, October 2019

Eddy John, SE, MM