

CURRICULUM VITAE

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3	Academic Qualification	Lektor
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A. Academic Qualifications

Courses	Description
Supply Chain Management	<p>This course addresses the core theories of Supply Chain Management. The problem raised will refer to the basic concept of the importance of Supply Chain Management in ensuring consumers get products to meet their needs, wants, and demands. The learning process is done by; face-to-face, discussion, and forms of student assignments that are presented in front of the class. End of student learning must:</p> <ol style="list-style-type: none"> 1. Have sufficient knowledge of the supply chain and its components, and have the ability to analyze supply chain management (SCM) in relation to the use of information technology to support its implementation. 2. Being able to identify supply chain management in both the manufacturing and service industries so as to produce optimization of supply chain activities in general and reduce costs in particular. 3. Able to apply the basic principles of Supply Chain Management to assess its implementation in a company according to theoretical criteria. 4. Able to provide proposals needed in improving the implementation of Supply Chain Management.
Managemen Information System	<p>This course addresses the core theories of management information systems. Issues raised will refer to the basic concept of the importance of management information systems in the management of organizational management by; face-to-face, discussion, and forms of student assignments presented in front of the class. End of student learning must:</p> <ol style="list-style-type: none"> 1. Students can understand the basics of information technology, computer technology and its development today. 2. Students are able to understand the systematic managerial processes in the company. 3. Students are able to understand the implementation

	<p>of computer-based information systems in the organization.</p> <p>4. Students are able to design the architecture of a company's management information system.</p> <p>Learning techniques carried out in stages premises objectives:</p> <ol style="list-style-type: none"> 1. Able to understand and explain the organization and organizational goals, management of organizational resources and organizational competitiveness, development of information technology in the business world and the definition of digital companies. 2. Able to understand, and explain computer hardware and software, computer networks. 3. Able to understand and explain the concept of data and information, definition of competitiveness and quality, competition in the business world, corporate information resources, definition of E-business. 4. Able to understand and explain the basic concepts of management, arrange the structure of authority and task flow, the level of information needs, aspects and information management. 5. Able to understand and explain the concept of the system, the general system model of the company, system makers and users, ethics in information technology. 6. Able to understand and explain data organization, database structure, design a database with an entity relationship diagram approach, and be able to manage data. 7. Able to understand and explain the system development concept, the system concept methodology, the stages of system development. 8. Able to understand and explain the concept of system architecture, determine the condition of the system environment, system requirements analysis, system modeling, system design. 9. Able to understand and explain business system architecture, modeling for business system design, data warehousing, data warehouse compilation, cases of best practice business information systems. 10. Able to understand and explain DSS concepts and definitions, able to do modeling to design DSS, definition of artificial intelligence, artificial neural model concepts for decision making.
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	<ol style="list-style-type: none"> 11. Able to understand and explain the concept of information security and its management, information security threats, security in E-commerce, risk and risk management through the concept of information systems security approaches. 12. Able to understand and explain the concept of integrated enterprise information systems, the concept of data integration, lines, inter-lines and integration between functional areas, modeling to design an appropriate system integration, the concept of virtual office. 13. Able to understand, and explain the introduction of company system problems, conduct analysis and supervision of company systems, evaluate, business process reengineering concepts. 14. Able to understand, and explain the nature of the land to recognize the company's system, conduct analysis and supervision of the company's system, able to evaluate, the concept of business process reengineering.
Management Strategik	<p>In this course, we will discuss how to compile and formulate a corporate strategy based on vision, corporate mission, and swot analysis rationale. Various problems related to the determination of a comprehensive corporate strategy are also the most important part as a basis for the presentation so that there is an integral and comprehensive thinking about change. In the chapters of this course, we will discuss the process and steps that must be taken in the preparation / formulation of company strategy, among others, there are things that need to be considered, namely making the vision and mission of the company relevant, setting the company's general goals and specific objectives / company targets to finally develop a strategy both at the company level and functional level. This course discusses how to observe the company's external and internal environment which is the basis in the formulation of company strategy. Next will be discussed in an outline of the mindset about implementing plans, which with the plans that have been prepared can create good coordination of work and can be clearly identified the challenges that must be faced. At the end of this course, it is</p>

	discussed about the role of preparing reporting as a tool to exercise control over the implementation of plans by comparing the implementation report with the plans that have been determined.
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B. Professional Qualifications

Position	Description	Year
Member	ISEI (Ikatan Sarjana Ekonomi Indonesia)	2017-now

C. Academic Career and Position

Position	Description
Research Leader	Model Pembentukan Customer Loyalty Berdasarkan Customer Satisfaction Pada Industri Transportasi Berbasis E-Commerce Di Indonesia (Year 2019)
Research Member	Model Perancangan Pelaporan Keuangan Berbasis Sustainability Report Untuk Pertanggungjawaban dan Pengungkapan Penuh Informasi Untuk Peningkatan Nilai Perusahaan Pada Industri Manufactur di Indonesia (Year 2019)
Research Leader	Model Pembentukan Keputusan Pembelian Berbasis Mental Accounting Pada Industri DOC (Day Old Chicken) di Indonesia (Year 2018)
Research Member	Model Keputusan Pemilihan Bank Syariah Mahasiswa di Universitas Esa Unggul (Year 2017)
Research Leader	Model Pembentukan Keputusan Pembelian Berdasarkan Brand Equity Pada Konsumen Sepeda Motor (Year 2016)
Research Leader	Analisa Pengaruh Brand Equity Terhadap Keputusan Pembelian Sepeda Motor YAMAHA (study kasus konsumen sepeda motor Yamaha di Perumnas 1, 2, 3 Karawaci Tangerang (Year 2015).

D. Publication

Title of Publication	Publication Name	Link of Publication	Year	Indexed
Model Pembentukan Customer Loyalty Berdasarkan Customer Satisfaction Pada Industri Transportasi Berbasis E-Commrece Di Indonesia	International Journal of English Literature and Social Sciences	https://simueu.esaunggul.ac.id/ueu/sdm/index.php?page=download&_auto=1&_ocd=ZmlsZXBlbmVsaXRpYW4=&id=3166#	2019	-
Analysis Of Marketing Power Hypothesis and Efficiency Hypothesis In ASEAN Banking	Journal of Emerging Issues in Economics, Finance and Banking	www.globalbizresearch.org	2018	-
Purchase Decision Model On Product ,	ICCRI 2018	http://ejournal.unisba.ac.id/index.php/mimb	2018	-

Price, an Brand Image In Vaseline Hand Body Lotion		ar		
Pengambilan Keputusan Pembelian Produk Otomotif Pada Industri Kreatif di Indonesia	ICEBUSS	icebuss.org/paper/082.docx	2017	-
Pengaruh Brand Positioning dan Brand Equity Terhadap Keputusan Pembelian Sepeda Motor	Jurnal Ekonomi	https://scholar.google.com/citations?user=WEJngaAAAAAJ&hl=id#d=gs_md_cita-d&u=%2Fcitations%3Fview_op%3Dview_citation%26hl%3Did%26user%3DWEJngaAAAAAJ%26citation_for_view%3DWEJngaAAAAAJ%3Ad1gkVwhDpl0C%26tzo m%3D-420	2015	-
Brand Equity Sebagai Pembentuk Keputusan Pembelian Melalui Purchasing Intention Pada Konsumen Sepeda Motor	Jurnal Ekonomi	https://ejurnal.esaunggul.ac.id/index.php/Eko/index	2015	-


E. Proceeding

Title of Proceeding	Name of Conference	Link of Proceeding	Year	Indexed
Purchase Decision Making Model Based On Mental Accounting In The DOC (Day Old Chicken) Industry In Indonesia	The 3 rd International Research Conference on Management and Business (IRCMB)	https://ircmb.org/gallery/proceedings-2018/	2019	-
The Determination Of The Intention To Use Islamic Banking Of Esa Unggul University Students	The 3 rd International Research Conference on Management and Business (IRCMB)	https://ircmb.org/gallery/proceedings-2018/	2019	-
Otomotive Product Purchase Decision On Creative Industry In Indonesia	International Conference on Economics, Business and Social Sciences (ICEBUSS)	http://icebuss.org/	2016	-

Purchase Intention Consumer Aqua Water Bottles Of Pakcing 600ml In Aqua Golden Mississippi Tbk	International Conference on Entrepreneurship, Business and Social Science	manajemen@undip.a c.id	2015	-
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F. Citation

Google Cendekia



Jatmiko
Fakultas Ekonomi dan Bisnis Universitas Esa Unggul
Email yang diverifikasi di esaunggul.ac.id - [Beranda](#)
Pemasaran Strategik Manajemen

Manajemen strategik 131 2003
RD Jatmiko
Malang: Penerbitan Universitas Muhammadiyah

Pengantar Bisnis 22 2004
RD Jatmiko
Penerbit Universitas Muhammadiyah Malang

Manajemen Strategik, Edisi Pertama 14 2004
RD Jatmiko
UMM press, Malang

PENGARUH BRAND POSITIONING DAN BRAND EQUITY TERHADAP KEPUTUSAN PEMBELIAN SEPEDA MOTOR YAMAHA 1 2015
RLS Jatmiko
Jurnal Ekonomi 6 (2)

Pelatihan Akuntansi Pada UKM Pengecatan Spoiler Mobil Di Wilayah Kota Tangerang, Banten 2019
Jatmiko, S Handayani, Darmansyah, Abdurrahman
https://simueu.esaunggul.ac.id/ueu/sdm/index.php?page=data_pegawai

MODEL PEMBENTUKAN CUSTOMER LOYALTY BERDASARKAN CUSTOMER SATISFACTION PADA INDUSTRI TRANSPORTASI BERBASIS E-COMMERCE DI INDONESIA 2019
Jatmiko
https://simueu.esaunggul.ac.id/ueu/sdm/index.php?page=download&_auto=1&_ocd...

Analysis of Market Power Hypothesis and Efficiency Hypothesis in ASEAN Banking 2019
J Chajar Matori Fath Mala, Sugiyanto
Journal of Emerging Issues in Economics, Finance and Banking 9 (1)

Purchase Decision Model Based on Product, Price, and Brand Image in Vaseline Hand Bady Lotion 2018
Jatmiko
ICCRI 2018

PELATIHAN PENYUSUNAN ARTIKEL ILMIAH PADA MAHASISWA FAKULTAS EKONOMI DI JAKARTA 2018
Jatmiko, S Handayani, Abdurrahman, Darmansyah
https://simueu.esaunggul.ac.id/ueu/sdm/index.php?page=data_pegawai

PENGAMBILAN KEPUTUSAN PEMBELIAN PRODUK OTOMOTIF PADA INDUSTRI KREATIF DI INDONESIA 2017
Jatmiko

JUDUL DIKUTIP OLEH TAHUN

PENGARUH BRAND POSITIONING DAN BRAND EQUITY TERHADAP KEPUTUSAN PEMBELIAN SEPEDA MOTOR YAMAHA 2017
Jatmiko
Jurnal Ekonomi 8 (2)

PELATIHAN PENGELOLAAN KEUANGAN KELUARGA UNTUK IBU RUMAH TANGGA DI RT 006 RW 04 KELUARGA PINANG KOTA TANGERANG 2017
Jatmiko, S Handayani, Abdurrahman, Darmansyah
https://simueu.esaunggul.ac.id/ueu/sdm/index.php?page=data_pegawai

PELATIHAN LITERASI IKLAN UNTUK MAHASISWA MANAJEMEN BISNIS DI JAKARTA BARAT 2016
S Jatmiko, Sri Handayani
Jurnal Pengabdian Masyarakat Abdimas 3 (1)


PELATIHAN KETRAMPILAN MASYARAKAT BALARAJA DALAM BIDANG PENGELOLAAN PEMASARAN 2015
M Jatmiko, Endang Ruswanti, Rojannah
Jurnal Pengabdian Masyarakat Abdimas 2 (1)

Pemimpin dan Kepemimpinan Organisasi 2013
Jatmiko
Forum Ilmiah 10 (2)

Komunikasi Pemasaran Sebagai Strategi Memperluas Pasar 2012
Jatmiko
Komunikologi 9 (2)

Dikutip oleh LIHAT SEMUA

	Semua	Sejak 2014
Kutipan indeks-t	168	135
indeks-i10	3	3
	3	2



Pengarang bersama EDIT

Tidak ada pengarang bersama

Artikel 1-16 TAMPIKAN LAINNYA

Jakarta, Oktober 2019

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