



PROFILE MAGISTER MANAJEMEN- FEB UPI Y.A.I

Dr Wilhelmus Hary Susilo
2021

IN- PHASE OF THE DIGITAL- DISRUPTIVE ECONOMICS

As analytic the advance our understanding of hence interesting and increasingly relevant knowledge in management areas, **through learning hard, focus, confidence and always have the critical thinking,** that always provided the new concept- modeling on evidence-based in management **would achievement best accomplishment in Master study.** Our **focus to development the scientific- concept that conduct with market- based management philosophic would ensure to attain best solution in business.** The market orientation in business should be the best concept to starting other context area in range- industries in digital era (e.g. marketing, HRD, Finance and Accounting management). Recently, many resources in corporation have the heterogeneously and misguide in strategies also have imperfectly in the information provided and very costly that could hard to pursue the market positions- in the competitive advantage that attempt to financial performance in firms.

NEXT

Actually, the business paradigm **in digital era and disruptive economics would mentions many business problems to be solved** (e.g. why do the mostly firms?, who are the competitor in the market-place?, what the new technologies?, how selling the product? What customers value will deliver? How could making the interrelation ship with customer?). Furthermore, to solved many obstacle and getting the challenge would need endeavor and strive to pursue the best achievement conduct with develop an independent enquiry and critical analysis skill with undertaking the sustainable – scientific research investigations.

Finally, for anticipated the paradigms in future market, the model that will **assist companies to improve plans for the future marketplace.** The scholars should be present a new concept, **"edited platforms," as a consumer aware, but company driven, and the product development- model,** conducted the empirical models for attain the organizations aims with best solutions in market-based management.

THE RECENT CONDITION IN ASIAN

The globally competitive- world was impact entire companies in diverse industrial sectors, that must respond faster. The companies were focus to costumers that they have much choice, expected more and hoped the lowest prices if the firms could attempt the market positions on the level of competitive advantage. Recently, in the business environment among institutions were more attentions to customers focus would always to change in needs, lifestyle, the consumptions behavior, demographics, more complicated modern technologies and an automatic handling that used that less employee. Furthermore, the macro-economic, social factors, the political and the policies from the governments aspect were would emphasize thinking by among enterprises' in Asia.

NEXT

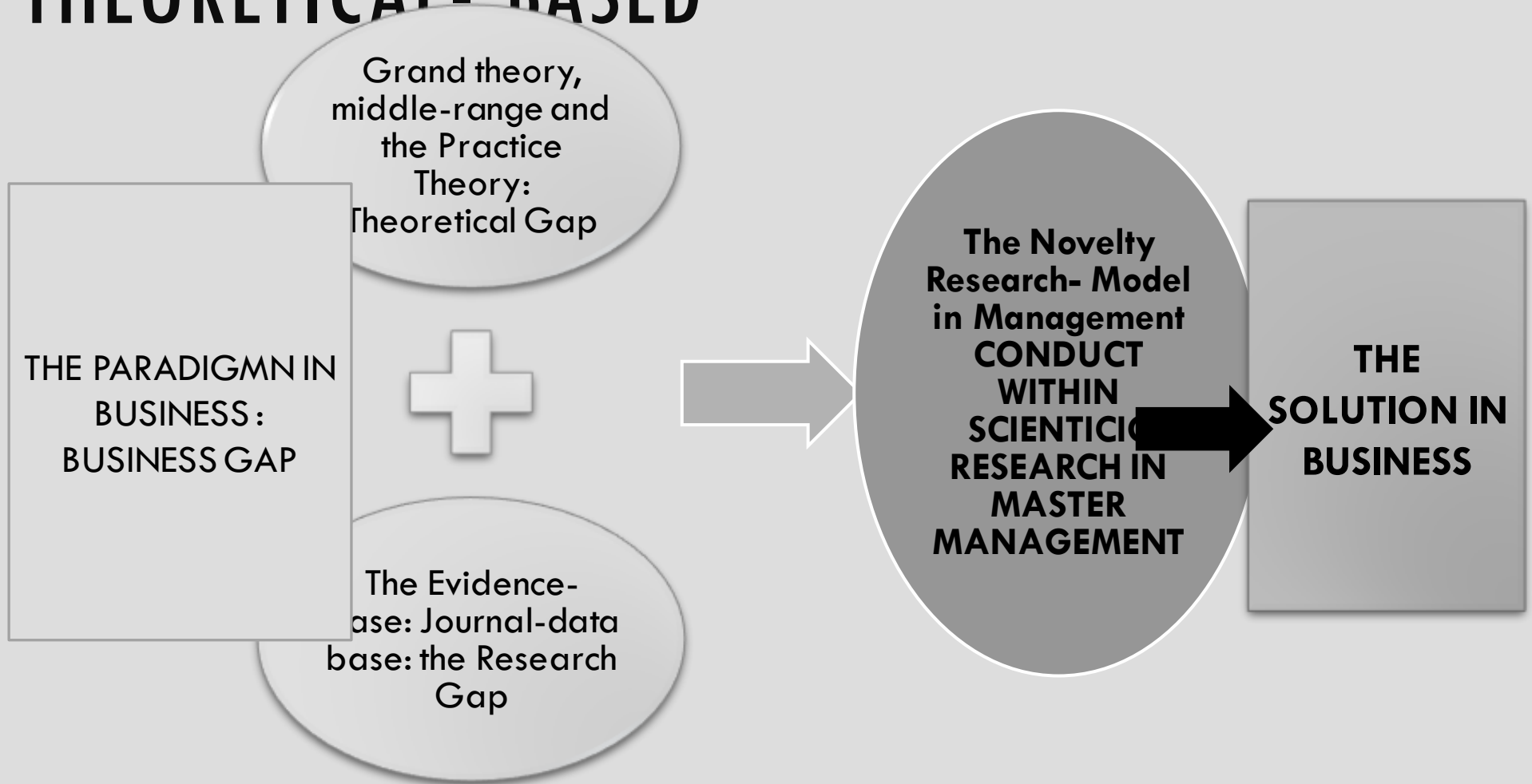
Actually, Jakarta in this decade has been beginning the new era that has the newest mass transportations more operations the mass rapid transit that will encourage many customers easily to reaching the central business quicker and the people movement could making more trading in many product and services. The firms always have **the generic strategies for winning the market with cost leaderships, customer focus and diversification of product in other ways the institutions would doing business with robust market orientations works with making and delivered more superiors customers satisfaction** that reflection for business successes will have the gain business profitability's. Actually, many scientists were doing research to support at the corporate with the well information about the best data on market-based and consumers needs to be understood for taking the best solution and making decisions and action plan for managers for its firm goals.

THE ORIENTATION DEVELOPMENT ON BUSINESS THAT CONDUCT WITHIN THE MARKET-BASED MANAGEMENT PHILOSOPHY

The constant existence was the changing world.

The market-based in business has been the robust market-orientation to attain, prompt and affirmative well customers respond, the blueprint within development and growth in master management was centralize conduct with the market-based management as the philosophy that combine with resources advantage in the dynamic-competitive world. Furthermore, the implementing in process business for tracking market-performance would be a required in business to measure the profits at the market-position within the competitive advantage.

THE CRITICAL-THINKING WITHIN THEORETICAL - BASED



THE OUTCOME FOR LEARNING PROCESS AND BENEFITS



The outcome: ENVISIONS RESIDE IN ORGANIZATION- RESOURCES bundles and leverage the best resources in an organizations, extend & improves personal leaderships to suggests the sustainable competitive advantage.

VISI AND MISSION - MASTER OF MANAGEMENT FEB UNIVERSITY OF PERSADA INDONESIA Y.A.I

NEW VISIONS:

Become the master-management as the competitive advantage in the Market Positions- Asian at 2023 and to attain the scholars have the great capabilities for an applied in management science that conduct to comprehensiveness, inetgrated, effective and efficient.

THE MISSION

Melaksanakan dan mengembangkan sistem pendidikan dan pengajaran unggulan yang mampu mengaplikasikan ilmu manajemen secara komprehensif, integrative, tepat guna, dan berhasil guna memenuhi kualifikasi pada tingkat nasional / regional. (To Applied and development the learning system within the standard qualifications with the digitalization and toward globally era)

Melaksanakan dan mengembangkan kegiatan penelitian unggulan dalam bidang ilmu manajemen yang memenuhi kualifikasi pada tingkat nasional / regional. (To Applied and development the empirical and scientific research within the market-based management research in management and reach the competitive advantage in Asian)

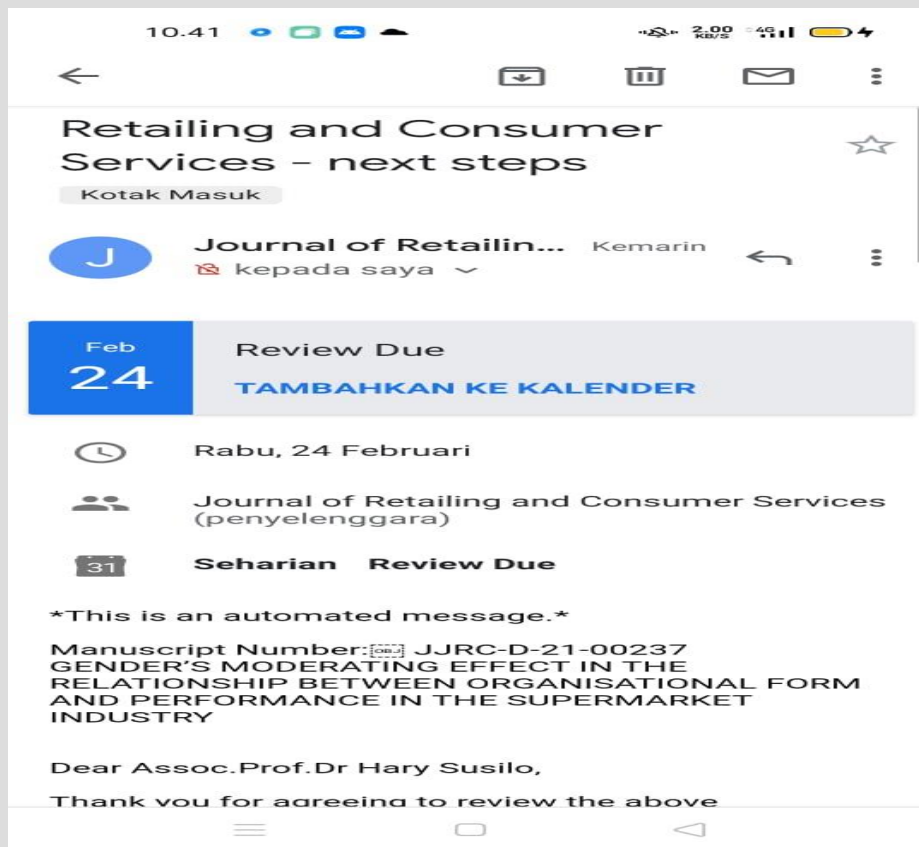
Melaksanakan kegiatan pengabdian pada masyarakat melalui bidang ilmu manajemen yang berkontribusi pada peningkatan daya saing perekonomian nasional. (To Applied the mass responsibility activity to improve an economics competitiveness that conducted with determining the result from market-based research in management)

THE MEMBERSHIP WITHIN MASTER OF MANAGEMENT, FEB UPI Y.A.I





HIGHER EDUCATION FORUM-JPN & SSHRA- SIN	<ul style="list-style-type: none">• CONFERENCE• MEMBERS- RESEARCH ASIA-EUROPEAN
IMARC- INA	<ul style="list-style-type: none">• CONFERENCE• WORKSHOP
AMS- USA	<ul style="list-style-type: none">• CONFERENCE• PUBLISHING
MJSS & AJBE	REVIEWER INTERNATIONAL JOURNAL in ITALY & ATHENS -YUNANI


REGOGNISI DOSEN- JURNAL SCOPUS Q1




INTERNATIONAL BOOK PUBLICATION

21.12  0.02 KB/S 4G 

Hary Susilo Wilhelmus
The Business Research: The Competency & Confident- Building Approach
ISBN-13: 978-6200567550, ISBN-10: 6200567557





LAMBERT

Format: Paperback


\$ 111⁰⁰

\$67.37 Shipping & Import Fees Deposit to Indonesia [Details](#)

In Stock.

Arrives: **Feb 3 - 23**

Ships from and sold by Amazon.com.

Qty: 1 

Add to Cart **Buy Now**

THE SERIAL-WORKSHOP PROGRAMME IN BUSINESS- MARKET-BASED MANAGEMENT FOR SKPI



THE KEYWORDS

SCHEME WITHIN BLUE-PRINT SCIENTIFIC ORIENTATION AS THE GUIDELINES



THE BLUE PRINT PKM



PKM 01



PKM 02



PKM 03



THE COPYRIGHT

- BOOK 01-
MONOGRAPH

MANAGEMENT
RESEARCH



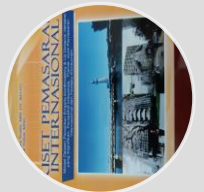
- BOOK 02-
MONOGRAPH

SERVICES-
MARKETING
BUSINESS

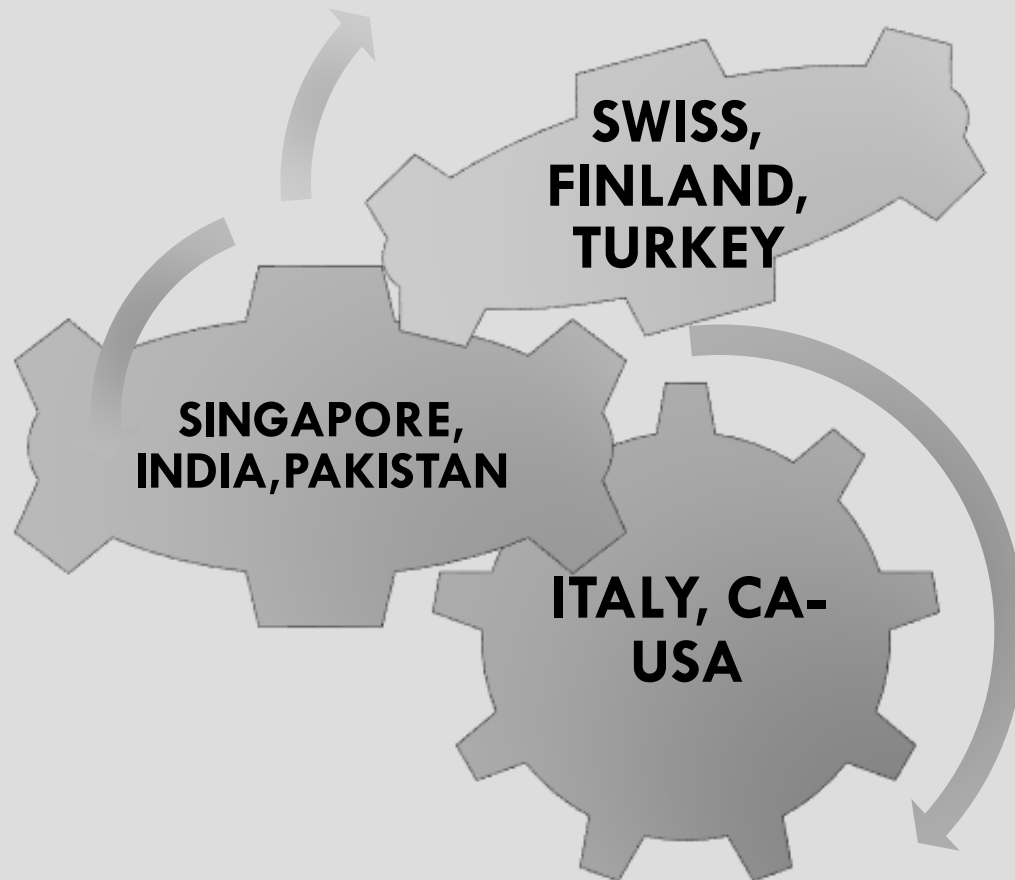


- BOOK 03-
MONOGRAPH

INTERNATIONAL
RESEARCH IN
MARKETING



THE LECTURER MM FEB UPI Y.A.I PUBLISHING IN INTERNATIONAL JOURNAL



THE TOKYO CONFERENCE- PRESENTER ON HIGHER EDUCATION FORUM



THE NUSS SINGAPORE CONFERENCE- PRESENTER ON EURASIA RESEARCH FORUM 2018



THE NUSS CONFERENCE ON THE GRADUATE CLUB



THE E&EL CLUB 2019- INDONESIA COMPANY VISIT



THE MEETING E&EL CLUB LABORATORY OF MANAGEMENT BANDUNG WEST JAVA- INDONESIA 2019



THE MEETING E&EL CLUB LABORATORY OF MANAGEMENT 03-SOLO CITY- JAVA- INDONESIA 2019- PT SRITEX



WORKSHOP 03- 11 MAY 2019



WORKSHOP 08 DAN MOU- MM FEB UPI YAI – PESAT- 2019



INTERNATIONAL BUSINESS COMPETITION

No	Universities	Name	Score
26	Prodi Magister Manajemen Universitas Tarumanagara	Iskandy Wijaya Eko Sandy Aloysius Derry	82.71
27	Arshad Ayub Graduate Business School (AAGBS)	NADLATUL IYLIA NAJIHAH BINTI MOHD ROF AKMAL AIMAN BIN AB RAZAK FARID NAZRIN BIN MD HAFIZ	82.57
28	Prodi Magister Manajemen Universitas Tarumanagara	Teddy Jonathan Hanny Liany Felix	82.13
29	Putra Business School	Hassan Qasim Fahad Ibrahim Alfaddaa Tan Yun Qian	81.64
30	Arshad Ayub Graduate Business School (AAGBS)	Siti Eva Aman Mohd Nazli Bin Nasarudin Syahirah binti Sharin Annisa Rahmaniah Habibah	81.52
31	MM FEB UGM Yogyakarta	Indira Setio Rini Listianing Widiastuti	81.51
32	Putra Business School Malaysia	Siti Norashikin Binti Ishak Thinagaran Arnasalam Chak Tze Chin	81.41
33	Universitas Persada Indonesia YAI	Irin Kurniawan Eva Utami BTE Zulkifli Eni Santika	80.98
34	Airlangga University	Eferanda Risqyta Pradana Venna Andarista Nadya Nur Ivany	80.92
35	PPM School of Management	Alya Mutiara Basti Sharfina Ariefa Okky Steviano	80.84
36	Arshad Ayub Graduate Business School (AAGBS)	Nik Nazrin bin Nik Ahmad Zaki Muhammad Ismat bin Khalib Jaafar Mastura binti Zaki Hussain	79.5
37	Universitas Gadjah Mada	LINDA PUTRI NADIA AZMI MUHAMMAD ISLAM NOR IZZATUL UMMAH	79.3
38	MM FEB UGM Yogyakarta	Ambar Permana Enda Ayu Charissa	79.1

OPPO A92 · ©Whs.

2021/02/05 10:59 Kota Bekasi, Jawa Barat

INTERNATIONAL BUSINESS COMPETITION



Ginger
Drink
Extract

BUKTI KOMPETISI BISNIS BANGKOK 2021-
MAHASISWA MM FEB UPI YAI.

Team Leader : Krismantoro

Member:

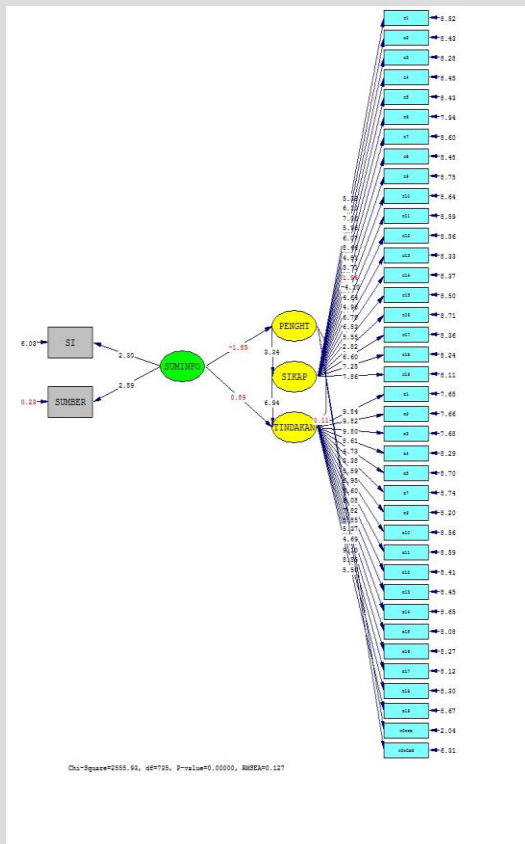
- Budi
- Wirawan

Faculty Advisor : Wilhelmus Hary Susilo

THE NATIONS- BETWEEN STUDY



THE CAMPUS



THANK YOU VERY MUCH FOR YOUR KIND ATTENTIONS.

