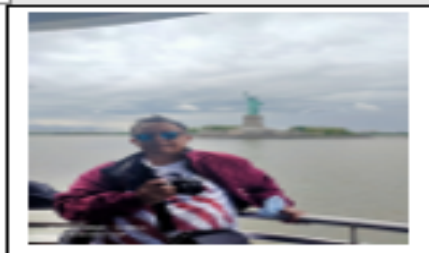


OPPO A92 • ©Whs.  
2022/05/19 14:35



# PROFILE PROGRAM MAGISTER MANAJEMEN- FEB UPI Y.A.I

Dr Wilhelmus Hary Susilo  
2023\_24



Wilhelmus Hary Susilo was Associate Professor Marketing at Magister Management, FEB Persada Indonesia University Y.A.I, Jakarta, Indonesia. He obtains his PhD from UPI Y.A.I. He was also the Chair of the Magister Management Department FEB UPI Y.A.I, Jakarta, and the founder of Susilo and Ivy Independent Inc. **He authored about twenty-seven Books (4 International) and Published 59 Refereed International Journal manuscripts (6-Scopus Indexed- 3 WOS)** in the management area. He was had received 5 of the Copyright books from the Ministry of *Law and Human Right*, Republic of Indonesia. Future more, he also as the supervisor for under-graduate, master and PhD on many Universities in Indonesia. He was also members of ad- hoc reviewer of **many international Journal (AUSTRALIA Q1- Reviewer- International Journal Australasian Marketing Journal- AUSTRALIA, index Scopus Q1- 1 REVIEWS.Italy, UK (Scopus-Q1 and have to 5 Review) and Greek), Reviewer index Scopus-International Journal The Malaysian Journal of Nursing (MJN) CERTIFICATE OF APPRECIATION** Awarded to Wilhelmus Hary Susilo University of Persada Indonesia in recognition for being a reviewer for the Journal The Malaysian Journal of Nursing (MJN) in the year 2023, Prof. Datuk Dr. Hjh. Bibi Florina Abdullah Editor in Chief The Malaysian Journal of Nursing (MJN) Pro Chancellor, Lincoln University College, Malaysia, **KENAN FLAGLER-BUSINESS SCHOOL EXECUTIVE DEVELOPMENT, UNC- North Carolina USA-Becoming a Modern Leader event: Communication in Crisis.**



and, members from: AMS-USA, SSHRA-SIN, IMARC-INA, H-E Forum-JPN and IAI- INA. He was founder of The New E& EL Club Laboratory MM FEB UPI Y.A.I and Susilo & Ivy INc, he always active doing scientific research in marketing, as presenter on many International conference and presented the scientific orations in higher educations. **ORCID:000-0002-6758-1159, SCOPUS ID: 56539508300, WOS ID: HNC-4125-2023.**

# INTRODUCTION

## The Campuss Visits USA 2022



# 1. THE CAMPUSS VISITS APRIL 2022-DUKE UNIV. THE FUQUA SCHOOL OF BUSINESS



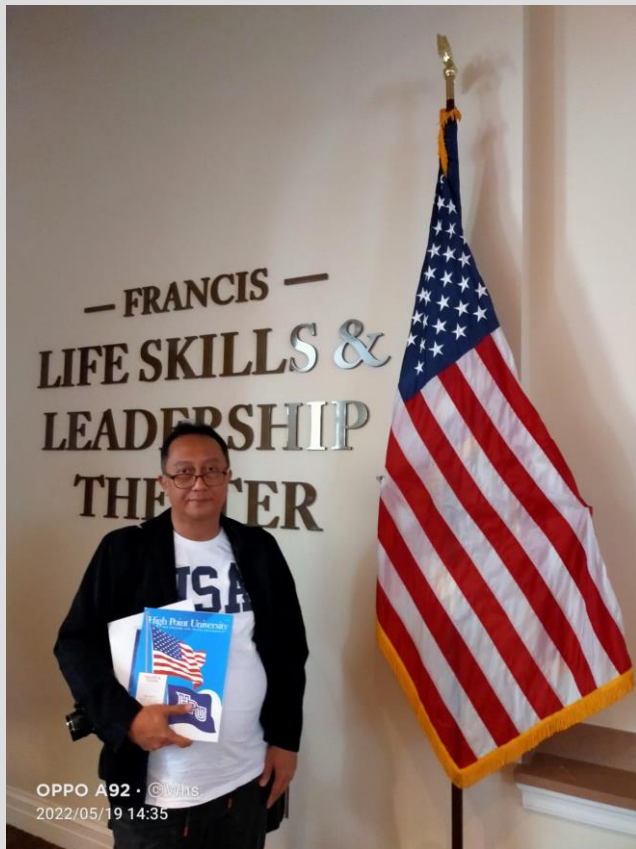
# 2. THE CAMPUSS VISITS APRIL 2022- THE CATHOLIC UNIVERSITY



# 3. THE CAMPUSS VISITS- WAKE FOREST UNIVERSITY MAY 2022



# 4. THE CAMPUSS VISITS MAY 2022- HIGH POINT UNIVERSITY



# 5. THE CAMPUSS VISITS- MAY 2022- WILLIAM & MARY UNIVERSITY VA-USA





# 6. THE CAMPUSS VISITS UNIVERSITY OF NORH CAROLINA — CHAPELL HILLS, KENAN- FLAGLER BUSINESS SCHOOL MAY 2022



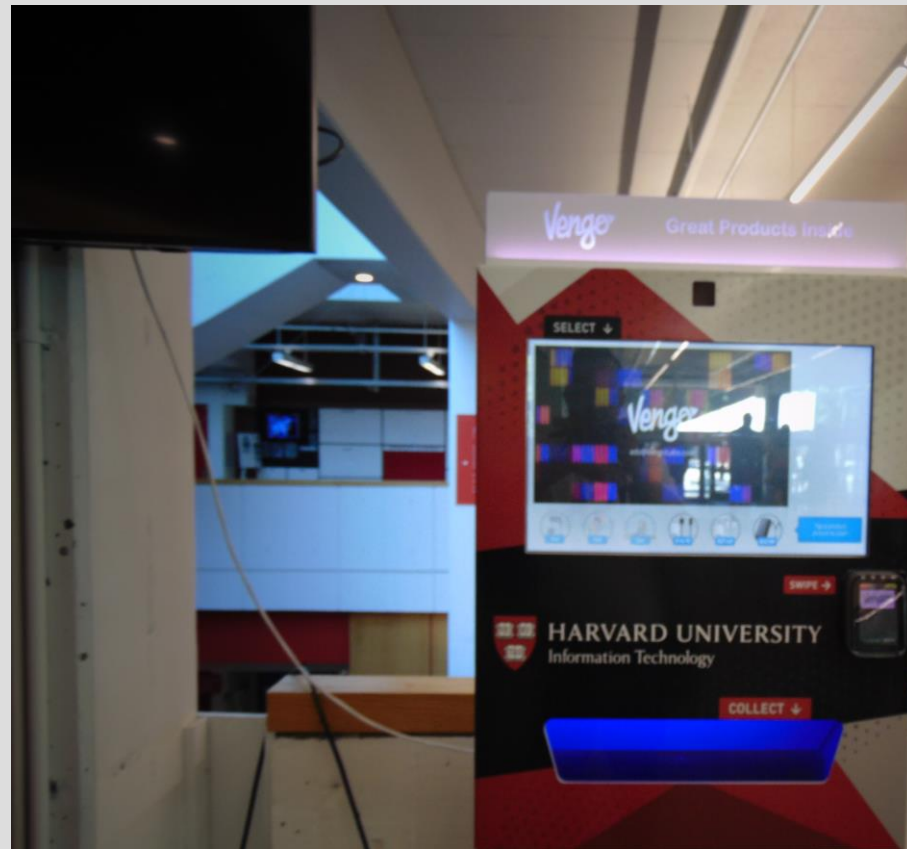
# THE CAMPUSS VISITS UNIVERSITY OF NORTH CAROLINA — CHAPELL HILLS, KENAN-FLAGLER BUSINESS SCHOOL MAY 2022



# THE CAMPUSS VISITS UNIVERSITY OF NORTH CAROLINA — CHAPELL HILLS, KENAN-FLAGLER BUSINESS SCHOOL MAY 2022



# 7. THE CAMPUSS VISITS — HARVARD UNIVERSITY- JUNE 2022



# 7. THE CAMPUSS VISITS — HARVARD UNIVERSITY- JUNE 2022



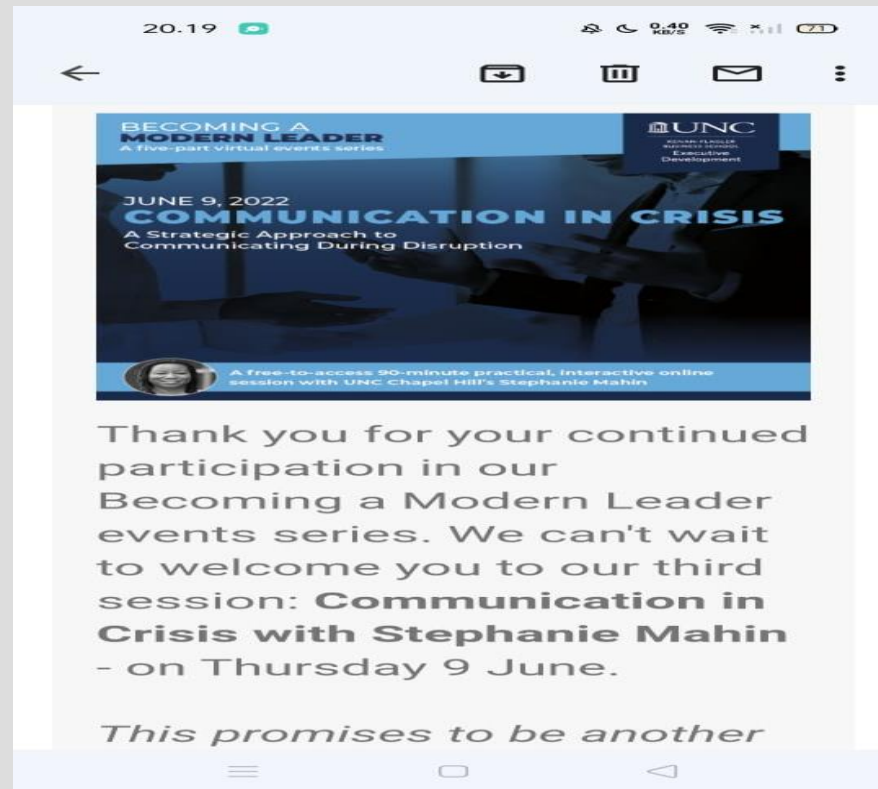
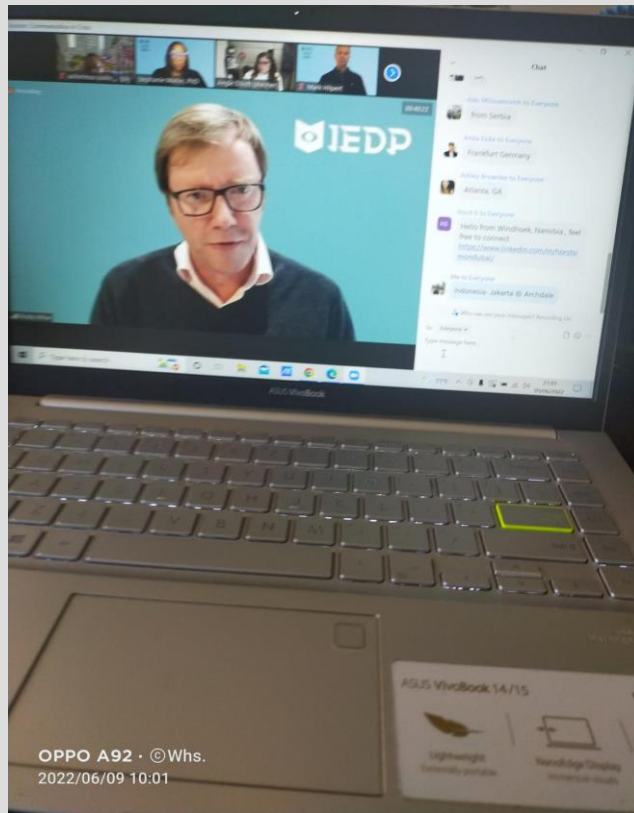
# 8. THE CAMPUSS VISITS – MIT UNIVERSITY- BOSTON USA-JUNE 2022



# THE CAMPUSS VISITS — MIT UNIVERSITY- BOSTON USA-JUNE 2022



# 9. THE CAMPUSS VISITS – WORKSHOP BECOMING A MODERN LEADER UNC CHAPELL HILL- USA-JUNE 2022





# 10. THE CAMPUSS VISITS — GEORGIA TECH- EAST CAMPUSS-USA-JUNE 2022



# AN ACREDITATION MM FEB UPI YAI

## 2021-2026



# VISI



# 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 BEST AGILE MANAGEMENT FOR THE LEADERSHIP FOR BEYOND WELL ACHIEVEMENT IN THE FUTURE BUSINESS WITH AN ASIA PERFECTIVE

**AGILE MANAGEMENT:** the framework of value, principles & practices, plan-work, engage team and quick respond → market-based orientation.

THE DIGITAL ERA-TRANSFORMATIONS:  
CUSTOMERS, INNOVATIONS, VALUE,  
COMPETITION AND DATA



PURSUE to ASIAN AND GLOBALLY-MARKET POSITIONS COMPETITIVE ADVANTAGE WITH EXPAND LEADERSHIPS

# THE FOUNDATIONS- IN LEARNING PROCESS FOR MASTER OF MANAGEMENT

ASSOC. PROF, Dr. Wilhelmus Hary Susilo, MM

Head of Master Management Program



# TRANSFORM THE STRATEGY PERSPECTIVE ASIAN



CRITICAL- thinking TO THE  
DEVELOPMENT AND  
GROWTH



ABILITY TO NAVIGATED  
UNCERTAINLY- DECISIONS,  
ORGANIZATIONS SYSTEMS,  
PEOPLE AND CULTURE



EXPAND THE MIND –SET,  
SKILL, GAIN, VALUE-DRIVEN  
IN MARKET-BASED IN  
VARIETY OF INDUSTRIES,  
ALSO DRIVE CHANGE AND  
INNOVATION.



# 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

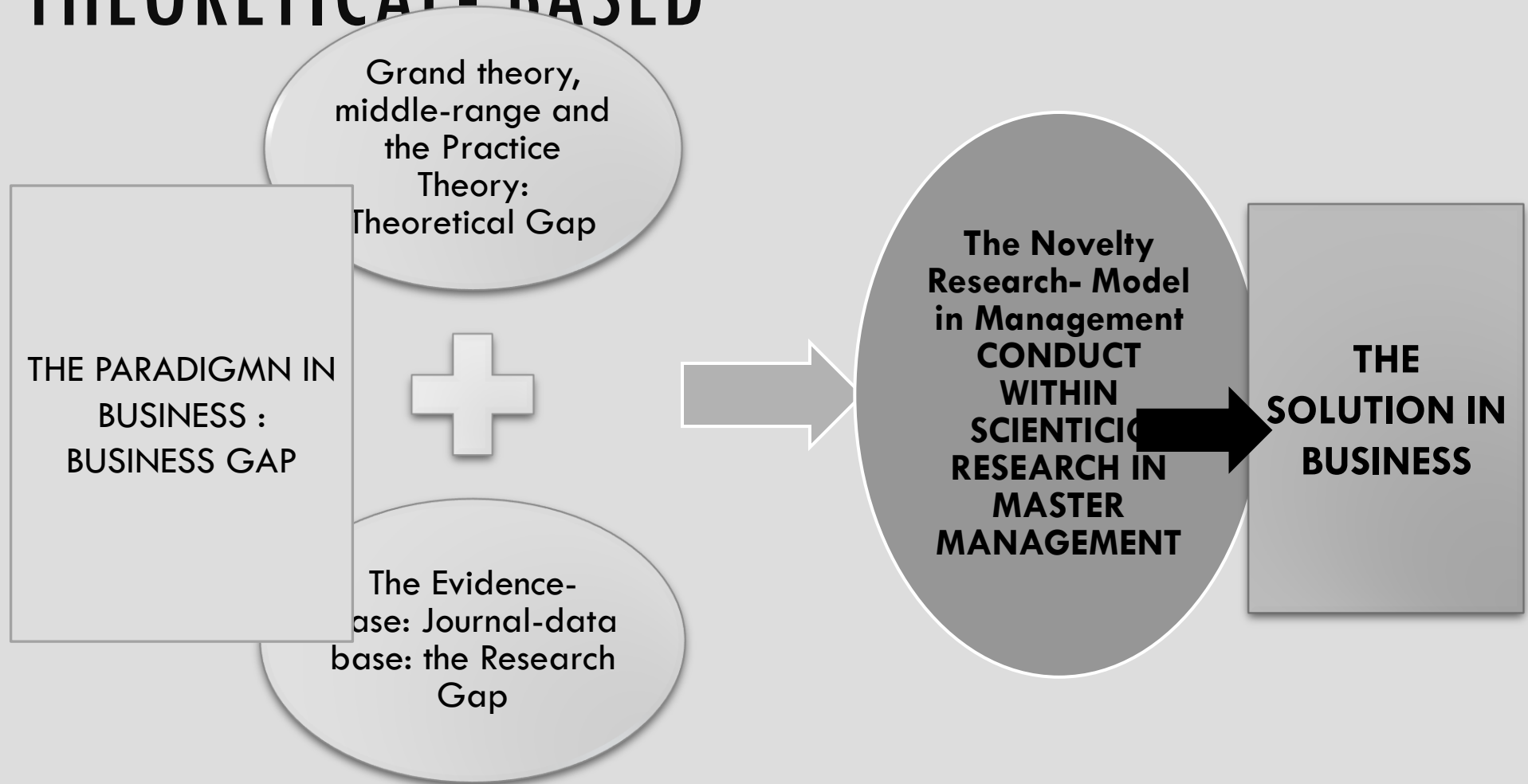
The constant existence was the changing world.

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 PREMISE IN THE DIGITAL ERA

Recently, the misguide on industrial strategies development always happened, heterogeneous demand theory, the ability to explain the reason on many venture size – scopes, and the process of evolutionary the competitions. Furthermore, the premises pertains; therefore, the heterogeneous demand across industries and very dynamic, consumers and venture information's imperfect and costly, the corporate objective to superior financial performance, the venture resources and very heterogeneous characteristics' (financial, physical, legal, human, organizational and relational), the role of management and management-motivations, also the competitive- dynamics.

# 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

## VISI

*Menjadi program studi magister manajemen unggulan pada tingkat nasional/ regional dan menghasilkan lulusan yang mampu mengaplikasikan ilmu manajemen secara *komprehensif, integrative, tepat guna dan berhasil guna* dalam dunia kerja.*

## 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 SUBJECT FOR GLOBAL ORIENTATIONS

ENTIRE SUBJECTS in globally text books and international journal.

# THE SUBJECT FOR THE ENTREPRENEURSHIPS

INTRODUCTION FOR BUSINESS( in the Matriculation- program)

THE DISTINCTIVE STRATEGIC MANAGEMENT

# THE SUBJECT FOR TECHNOLOGICAL DEVELOPMENTAL

ENTIRE SUBJECTS in globally text books and international journal  
also technological orientations.

# THE CURRICULUM AND COMPLETION REQUIREMENT

REFER TO THE OPERATION OF CURRICULUM @ FILE

# THE FIRST SEMESTER (17 SKS)

## MKK: THE FOCUS TO GLOBALLY



### 1. KURIKULUM OPERASIONAL

SMT	KODE MK	KELOMPOK MATA AJARAN	NAMA MATA KULIAH	BOBOT SKS	SKS MK DALAM KURIKULUM	
					Inti =25	Institusional=15
(1)	(2)	(3)	(4)	(5)	(6)	(7)
I	MM 550	MKK	Manajemen Keuangan <i>Financial Management</i>	3	√	
	MM 560	MKK	Manajemen Pemasaran, Nilai dan Digital <i>Marketing, Value and Digitalize Management</i>	3	√	
	MM 530	MKK	Manajemen SDM <i>Human Resource Management</i>	3	√	
	MM 570	MKK	Akuntansi Keuangan Manajemen <i>Financial Management/ Accounting</i>	3	√	
	MM 521	MKK	Kapabilitas Manajemen Produksi/ Operasi <i>Production/ Operational Management Capabilities</i>	3	√	
	MM 540	MKK	Sistem Informasi Manajemen <i>Management Information System</i>	2	√	
			<b>Jumlah</b>	<b>17 SKS</b>		

# THE SECOND SEMESTER

II	MM 520	MPB	Ekonomi Manajerial <i>Managerial Economy</i>	2	√	
	MM 601	MPK	Metode Penelitian Bisnis <i>Business Research Method</i>	2	√	
	MM 599	MKB	Manajemen Strategik <i>Strategic Management</i>	2	√	
	MM 602	MKB	Entrepreneur, inovasi dan ekonomi kreatif <i>Distinctive entrepreneurship and innovation and economic- creative</i>	2	√	
				<b>8 SKS</b>		

# NEXT- THE SECOND SEMESTER IN MARKETING-CONCENTRATION

			Konsentrasi Pemasaran	
	MM 561	MKB	Pemasaran Strategik <i>Strategic Marketing</i>	3
	MM 562	MKB	Pemasaran Internasional <i>International Marketing</i>	3
	MM 563	MKB	Riset Pemasaran <i>Marketing Research</i>	3

# THE SECOND SEMESTER IN HRM-CONCENTRATION

			Konsentrasi Manajemen SDM	
	MM 531	MKB	MSDM Strategik <i>Strategic Human Resource Management</i>	3
	MM 532	MKB	Kompetensi & Evaluasi Kinerja SDM <i>HR.Competence and Performance Evaluation</i>	3
	MM 533	MKB	Budaya Organisasi <i>Organizational Culture</i>	3



# THE SECOND SEMESTER IN –FINANCE MANAGEMENT CONCENTRATION

			Konsentrasi Manajemen Keuangan	
	MM 551	MKB	Analisis Investasi & Mnj. Resiko <i>Investment and Risk Management Analysis</i>	3
	MM 552	MKB	Keuangan Internasional <i>International Finance</i>	3
	MM 553	MKB	Institusi Depositori & pasar modal <i>Depository &amp; Capital Market Institution</i>	3

# THE SECOND SEMESTER IN FINANCIAL- ACCOUNTING MANAGEMENT CONCENTRATION

			Konsentrasi Akuntansi Keuangan Manajemen	
	MM 571	MKB	Perencanaan & peng. Mnj <i>Management Planning and Control</i>	3
	MM 572	MKB	Sistem informasi akuntansi <i>Accounting Information System</i>	3
	MM 573	MKB	System mnj. Biaya/ aktivitas <i>Cost/ Activity Management System</i>	3

# THIRD SEMESTER

III	MM 590	MBB	Tesis <i>Thesis</i>	6
			Jumlah	6 SKS

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



**HIGHER EDUCATION  
FORUM-JPN & SSHRA- SIN**

- CONFERENCE
- MEMBERS- RESEARCH ASIA-EUROPEAN

IMARC- INA

- CONFERENCE
- WORKSHOP

**AMS- USA**

- CONFERENCE
- PUBLISHING

**MJSS & AJBE**

REVIEWER INTERNATIONAL JOURNAL  
in **ITALY & ATHENS -YUNANI**

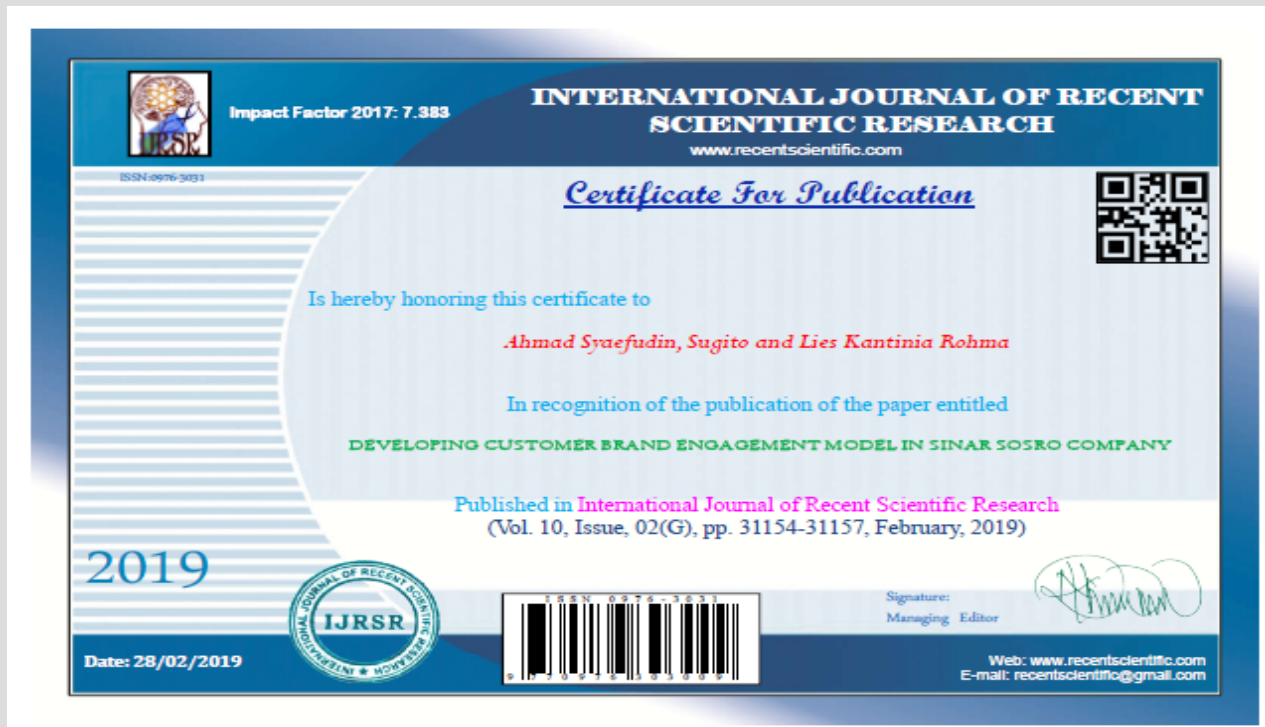
# THE COMPLETION -STRATEGIES

LEARNING HARD: DATA, TEXT BOOKS, INT.JOURNAL DATA-BASE ENDNOTE X7, PARADIGMA BUSINESS.  
MAKING THE TIME LINE

PIER GROUP, TEAM-WORK FOR THE COMPETITIONS, ESSAY, THE WORKSHOPS PROGRAMS, STUDY-VISIT, SKPI, THESIS- PROPOSAL PUBLICATION.

INTENSIVELY FOR SUPERVISING, RESEARCH PROPOSAL, FIELD RESEARCH, DATA-PROCESSING ANALYSIS AND SYNTHESIS, THE NOVELTY OF RESEARCH FINDING

# THE PUBLISHING AT THE INTERNATIONAL JOURNAL FOR STUDENTS MM FEB UPI Y.A.I AND FIVE SKPI (CERTIFICATE OF A COMPANION THE DIPLOMAS) AS THE PREREQUISITES FOR THESIS DEFENSE



# THE LIST FOR INTERNATIONAL PUBLISHING FOR **THE MASTER-MANAGEMENT FEB UPI Y.A.I** **STUDENTS**

1. INTERNATIONAL JOURNAL OF SERVICES, ECONOMICS AND MANAGEMENT .

ISSN ON-LINE 1753-0830. ISSN PRINT 1753-0822 (SCOPUS Q4). SWISS

2. PEOPLE: INTERNATIONAL JOURNAL OF SOCIAL SCIENCES.

ISSN: 2454-5899. GRDS-CROSSMARK. CA,USA. Index  
CROSSMARK- (FREE-OF CHARGE)

3. INTERNATIONAL JOURNAL OF ECONOMICS AND  
FINANCIAL ISSUES.

ISSN 2146-4138. SCOPUS Q3. TURKEY

# NEXT

4. INTERNATIONAL JOURNAL OF RECENT SCIENTIFIC RESEARCH.

ISSN: 0976- 3031.

5. INTERNATIONAL JOURNAL OF BUSINESS AND GLOBALISATION.

ISSN: 1753 3635 - TINGKAT: SCOPUS Q2- SWISS

6. WORLD REVIEW OF ENTREPRENEURSHIP, MANAGEMENT AND SUSTAINABLE DEVELOPMENT.

ISSN: 1746 0581. SCOPUS Q2- UK.



# NEXT

7. Journal of Business: Theory and Practice –Scopus Q3.

ISSN: 1648 0627.

8. ATHENS JOURNAL OF BUSINESS & ECONOMICS (AJBE)- YUNANI. - [www.athensjournals](http://www.athensjournals). DOI: 10.30958, INDEXING: ECONBIZ, ACADEMIC KEYS, CITE FACTOR, GENERAL IMPACT FACTOR, ECONPAPERS, RESEARCH BIBLE.

9. MEDITERRANEAN JOURNAL OF SOCIAL SCIENCE (MJSS)- ITALY- [www.mcser.org](http://www.mcser.org), INDEXING: SCIENDO, DE GRUYTER, CROSSREF, CROSSCHECK.

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



# THE SERIAL-WORKSHOP PROGRAMME

PROGRAM SKPI MM FEB UPI Y.A.I 2019  
 EXPERIMENTAL & EXPERTISE LEARNING MM CLUB LABORATORY  
 Jakarta, Sabtu, 18 Mei 2019, Ruang Diskusi MM FEB UPI YAI Lt3,  
 Jam 13-14.00. Free of Charge.

## RISET EKSPERIMENTAL DALAM PENELITIAN PEMASARAN

- MATERI IMARC - ADAPTASI  
 oleh Dr Wilhelmus HS



KAPRODI MM FEB UPI Y.A.I - Dr  
 Wilhelmus Hary Susilo  
 #2019329@skpMMFEBUPIYAI

WORKSHOP  
 04

PROGRAM SKPI MM FEB UPI Y.A.I 2019  
 EXPERIMENTAL & EXPERTISE LEARNING MM CLUB LABORATORY

Prof. AGF Management Research Forum  
 Research Model Laboratory Training Services  
 Laboratory Training

IDEA GENERATING & MODEL BUILDING FOR DISERTATION & JOURNAL ARTICLE  
 BIDANG ILMU: MARKETING, SOW, STRATEGIS  
 Jakarta Hotel Treva International, 25 -28 April 2019 jam 08.00 -17.00

JAM	SIKSI 1	SIKSI 2	SIKSI 3	SIKSI 4
08.00 - 08.30	Bahasan sumber - endnote Mengenal sumber masalah Research Gap	Grand Theori dan Maklul Rangka Theory & Model Building	Finalisasi Model Individu	Dimensi, Indikator dan Item Questionnaire
08.30 - 08.57	Intirahat	Intirahat	Intirahat	Intirahat
09.07 - 09.37	Merumuskan masalah atas dasar Research Gap	Merancang Solusi pada Research Gap & Model Building	Finalisasi Model Individual	Dimensi, Indikator dan Item Questionnaire
09.37 - 09.47	Intirahat	Intirahat	Intirahat	Intirahat
09.47 - 10.07	Idea Mapping dari Jurnal reputasi	Sintesis Novelty	Finalisasi Model Individu	Dimensi, Indikator dan Item Questionnaire
10.07 - 10.17	Intirahat	Intirahat	Intirahat	Intirahat
10.17 - 10.47	Idea Mapping dari Jurnal reputasi dan formulasi Masalah	Sintesis Novelty	Finalisasi Model Individu	Dimensi, Indikator dan Item Questionnaire
10.47 - 10.57	Intirahat	Intirahat	Intirahat	Intirahat

Kontak WA: 0812-969-23455

Narawiyata: Prof. Agusty Ferdinand  
 Investasi : Rp. 4.200.000 (Empat juta dua ratus ribu rupiah) termasuk 2x coffee break dan lunch  
 Tempat: Hotel Treva International J. Menteng Raya 33 Jakarta

KAPRODI MM FEB UPI Y.A.I - Dr Wilhelmus Hary Susilo  
 #2019329@skpMMFEBUPIYAI

WORKSHOP  
 05

PROGRAM SKPI MM FEB UPI Y.A.I 2019  
 EXPERIMENTAL & EXPERTISE LEARNING MM CLUB LABORATORY

Mode Data Buka Gratis

15 Org

15 Juli 2019

Agusty Ferdinand  
 CATAT TANGGALNYA DI BULAN JULI  
 2019... KNOWLEDGE SHARING SUPER  
 PENTING.... Untuk para Dosen, professor,  
 Doktor, calon doktor 15-18 Juli 2019  
 Koleksi Foto Limmasa - 9 menit yang lalu · 56  
 Tampilkan Ukuran Penuh · Pilihan Lainnya

KAPRODI MM FEB UPI Y.A.I - Dr  
 Wilhelmus Hary Susilo  
 #2019329@skpMMFEBUPIYAI

WORKSHOP  
 06

# THE STUDY VISIT- EXPERIENTIAL & EXPERTISE LEARNING



STUDY VISIT  
PT HITACHI  
FINANCE-  
JAKARTA  
INDONESIA  
01- 2018



STUDY VISIT  
PT SAFTA  
BANDUNG-  
02A- 2019



STUDY VISIT  
PT LEN  
INDONESIA-  
BANDUNG  
02B 2019

# THE LEARNING - ENVIRONMENTAL

THE LIBRARY, CLASS ROOM

THE CONFERENCE, SERIAL WORKSHOPS, THE PUBLICATIONS, THE  
MANAGEMENT COMPETITIONS

DISCUSSION, RESEARCH & PKM, STUDY VISITS, EXPERIENTIAL  
& EXPERTISE LEARNING, PROOFREADING FOR PUBLICATIONS

# THE COMPETITIONS FOR THE MASTER STUDENTS



**1. PPM-JAKARTA-  
SEPTENBER 2019-  
MBA- MASTER IN  
MANAGEMENT**

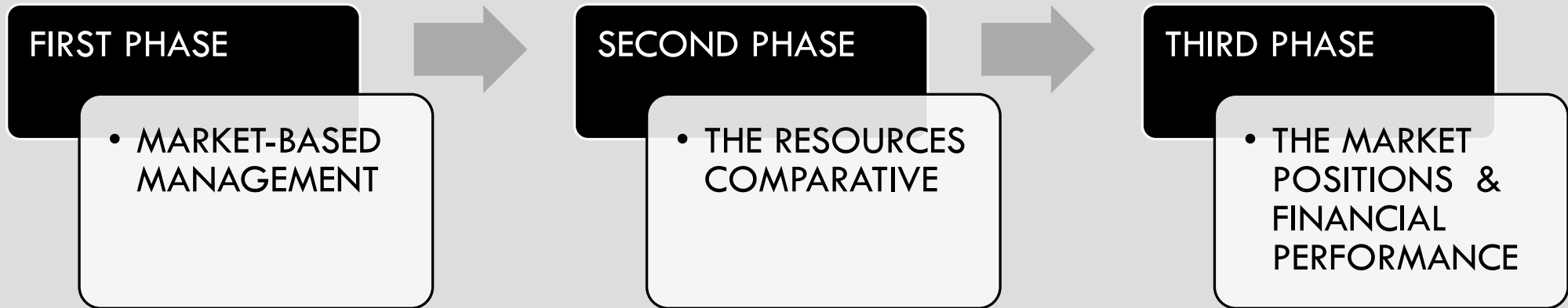


**MBA- MASTER IN  
MANAGEMENT**



**MBA- MASTER IN  
MANAGEMENT**

# THE BLUE-PRINT RESEARCH- MARKET-BASED MANAGEMENT TO PURSUE THE COMPETITIVE ADVANTAGE IN MARKET POSITIONS FOR THESIS-AREAS



# 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 IN  
HOUSING



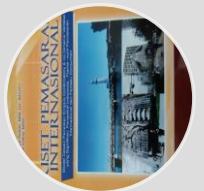
- BOOK 02-  
MONOGRAPH

SERVICES-  
MARKETING  
BUSINESS

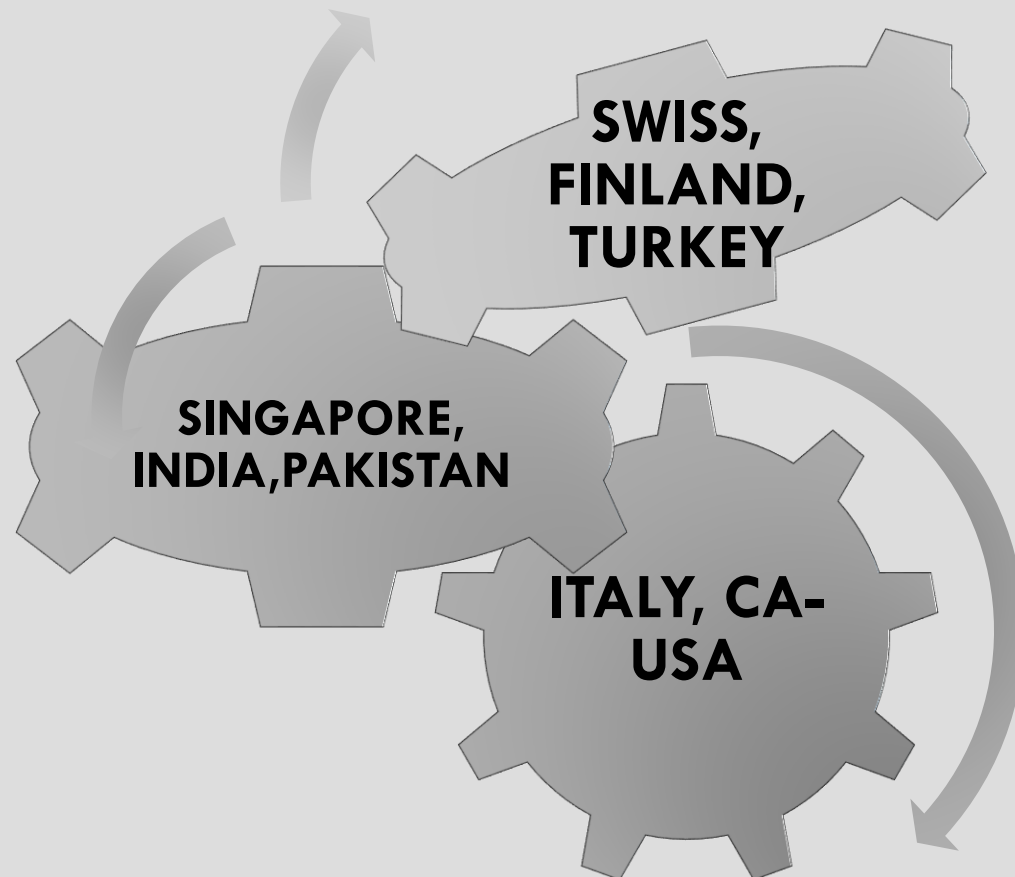


- BOOK 03-  
MONOGRAPH

INTERNATIONAL  
RESEARCH IN  
MARKETING



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



# THE ENVISIONS OF LEARNING PROCESS FOR MASTER IN MANAGEMENT FEB UNIVERSITY OF PERSADA INDONESIA Y.A.I



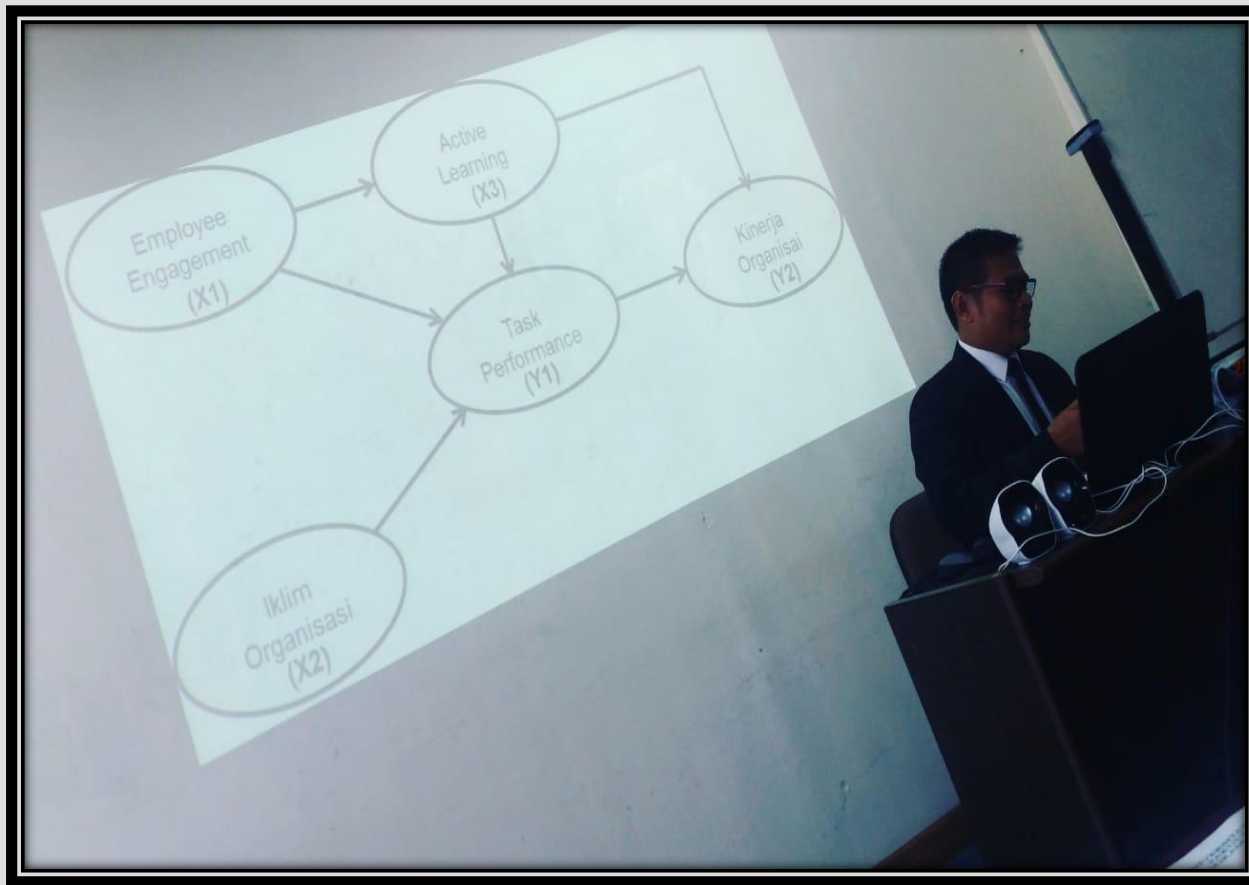
# THE MEETING



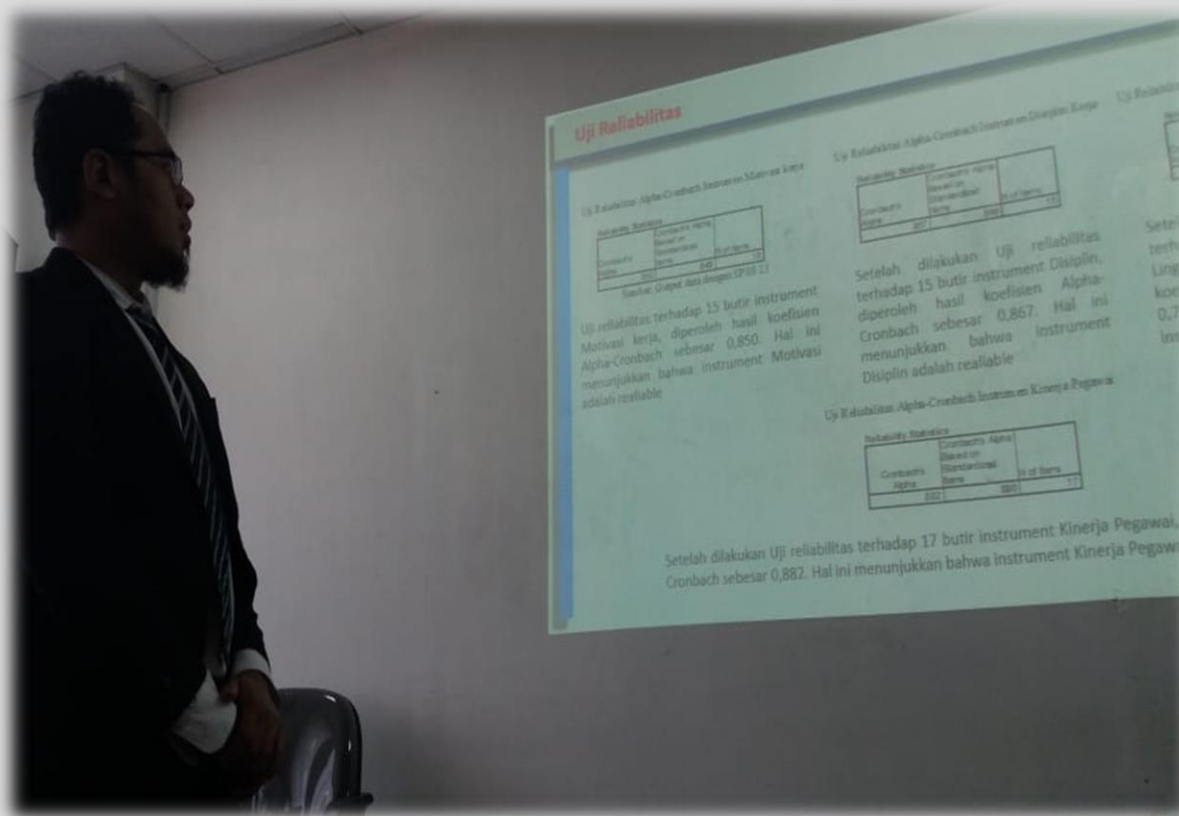
# THE NUSS- SURVEY



# THE THESIS DEFENSE



# THE THESIS DEFENSE





# THE LEARNING PROCESS- MARKETING CLASS



# THE MULTIVARIATE DATA ANALYSIS CLASS



# THE WELCOME EVENT FOR NEW STUDENTS



# THE WORKSHOPS- IMARC INDONESIA



# THE TOKYO CONFERENCE- HIGHER EDUCATION FORUM JAPAN



# THE ICBASS CONFERENCE



# THE TOKYO CONFERENCE- PRESENTER ON HIGHER EDUCATION FORUM



# THE NUSS SINGAPORE CONFERENCE- PRESENTER ON EURASIA RESEARCH FORUM





# THE NUSS CONFERENCE ON THE GRADUATE CLUB



# THE SURVEY ON NUSS- SINGAPORE CONFERENCE



# THE IMARC CONFERENCE- INDONESIA



**NARASUMBER UTAMA:**



Prof. Augusty Tae Ferdinand, DBA (UNDIP)



Dr. Gancar C. Premananto (UNAIR)



Dr. Intan Novela ( UNS )



Sulhaini, Ph.D ( UNRAM )

**Waktu dan Tempat**

Hari : Senin - Selasa  
 Tanggal : 22 - 23 April 2019  
 Pukul : 08.00 - selesai  
 Tempat : Ballroom Hotel Pandanaran  
 Jl. Pandanaran No. 58, Semarang Tengah,  
 Semarang, Jawa Tengah, Indonesia, 50134

**Investasi :**  
**Early Bird ( sampai 20 Januari 2019 )**  
 Pemakalah : Rp . 2.250.000  
 Peserta : Rp. 1.600.000  
**Reguler ( 30Maret 2019 )**  
 Pemakalah : Rp . 2.500.000  
 Peserta : Rp. 1.750.000

No. Rekening :  
 BNI 0201725537 ( Elisabeth Rotua Simamora )  
 BCA 0095602181 ( Elisabeth Rotua Simamora )

**Kontak Person :**  
 Murry Harmawan Saputra 081328630488  
 Bening Kristyassari 085725300400

Semnas Imarc  
 imarcconference@gmail.com  
 www.imarcconference.org



**THE 3<sup>rd</sup>**  
 Imarc Conference on Entrepreneurial Marketing:  
 HRM & Marketing Interfacing in Scientific Research

**SEMARANG, 22-23 April 2019**

Menggali konsep-konsep baru dalam bidang Manajemen berbasis Grand Theory dan Middle Range Theory untuk berkontribusi dalam pengembangan ilmu pengetahuan (development of body knowledge) harus terus dilakukan. Eksplorasi konsep melalui proses sintesa dan integrasi teori-teori dalam bidang manajemen dan hasil kajian yang mendalam terhadap bukti-bukti empiris hasil penelitian yang telah dipublikasi dalam jurnal - jurnal ilmiah yang kredibel merupakan proses penting dalam riset. Mengembangkan ide - ide cemerlang dalam penelitian, dan kemampuan menuangkannya dalam tulisan/artikel ilmiah adalah keniscayaan bagi para ilmuwan. Bagaimana proses sintesis dan integrasi Grand Theory dan Middle Range Theory dalam mengisi kesenjangan penelitian (research gap) dan model riset kita akan diinspirasi oleh para narasumber dalam Doctoral Recharging program ini.

**■ Hari Pertama (8 jam)**  
 Year 2019 IMARC Doctoral Recharging Program dengan pembicara:  
 • Dr. Gancar Premananto (Unair) Jam 10:00 - 12:00 WIB :  
 “Out of the Box Marketing Thinking in Marketing Scientific Research”  
 • Sulhaini PhD (UNRAM) 13:00 - 15:00 WIB :  
 “Interfacing Consumer Behavior and Marketing: Research Gap & Research Direction”  
 • Dr. Intan Novela (UNS)15:00 - 17:00 WIB :  
 “Interfacing Human Resource Management and Marketing in Academic Research: Research Gap and Research Direction”  
 • Gala dinner & music refreshing pukul 18:00 - 19:30 WIB  
 • Prof AGF (UNDIP) 19:30 - 21:30 WIB :  
 Marketing Theory : Membumikan Teori ke dalam Variabel Penelitian untuk Publikasi Scopus dan Disertasi.

**■ Hari Kedua**  
 Presentasi Paper minimal 30 menit per peserta artikel dengan review oleh para Scopusser IMARC satu persatu agar artikel kita menemukan jalan untuk publikasi scopus.

Untuk info lengkap acara silahkan buka [www.imarcconference.org](http://www.imarcconference.org)

Tanggal - tanggal penting	Fasilitas :
<b>Pelaksanaan Seminar</b> 22 - 23 April 2019	<b>Makan</b> Minum
<b>Batas pengiriman Full Paper</b> 15 Maret 2019	Snack (selama kegiatan)
<b>Batas akhir pembayaran Early Bird</b> 20 Januari 2019	Kamar Hotel
<b>Batas akhir pembayaran reguler</b> 30 Maret 2019	Seminar Kit
	Sertifikat
	Proceeding

# INTERNATIONAL CONFERENCE AS PRESENTER UZBEKISTAN ICECAE 14 OKTOBER 2021



The certificate is presented on a dark blue background with a white and orange diagonal stripe. It features logos of TIAME, Politechnika Krakowska, Karabuk University, and Gulistan State University on the left. The central text certifies the participation of Wilhelmus Hary Susilo in the ICECAE 2021 conference held in Tashkent from October 14-16, 2021. The certificate is signed by Prof. Dr. Bakhadir Mirzaev and Prof. Dr. Obid Tursunov, with a circular official seal of TIAME in the center.

**TIAME**  
TASHKENT INSTITUTE OF IRRIGATION AND  
AGRICULTURAL MECHANIZATION ENGINEERS

**Politechnika Krakowska**  
im. Tadeusza Kosciuszki

**KARABUK**  
UNIVERSITY

Research Institute of  
Forestry

Gulistan State  
University

# Certificate of Participation

14-16 October, 2021, Tashkent

**ICECAE 2021**

This certifies that

**Wilhelmus Hary Susilo**

actively participated in ICECAE 2021

*Awarded on October 16, 2021*

In recognition of his/her active and invaluable participation  
during the "2<sup>nd</sup> International Conference on Energetics,  
Civil and Agricultural Engineering (ICECAE 2021)"

*[Signature]*  
**Prof. Dr. Bakhadir MIRZAEV**  
1<sup>st</sup> Vice-rector of TIAME



*[Signature]*  
**Prof. Dr. Obid TURSUNOV**  
ICECAE 2021 Scientific Chairman

# INTERNATIONAL NEWYORK CONGRESS APRIL 2022

**5TH INTERNATIONAL  
NEW YORK  
ACADEMIC RESEARCH  
CONGRESS**  
APRIL 23-24, 2022  
ONLINE PARTICIPATION

**ABSTRACT SUBMISSION  
(APPLICATION) DEADLINE:  
APRIL 19, 2022**

**OPENNING SPEAKERS:**



**PROF. SOREL EDWIN  
SUÁREZ BARRIGA**  
Privada Boliviana  
University  
BOLIVIA

---



**PROF. DR. GÜLÇİN  
YAHYA KAÇAR**  
Ankara Hacı Bayram  
Veli University  
TURKEY

---



**PROF. DR. KOBUS  
MAREE**  
University of Pretoria  
SOUTH AFRICA

---

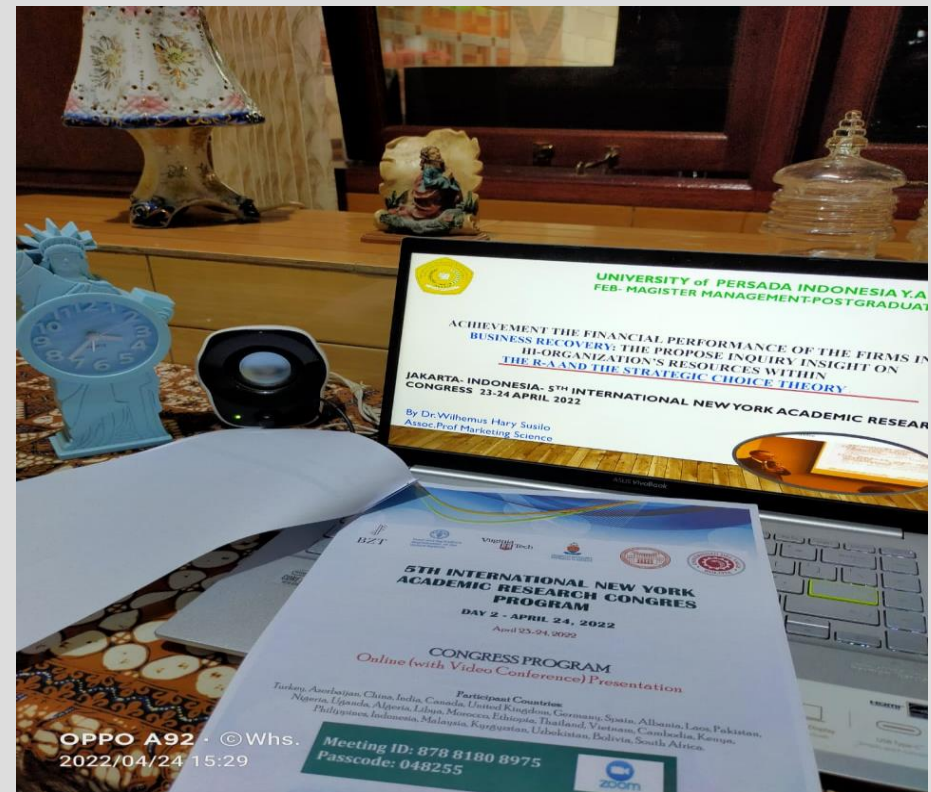


**DR. CARLOS ARENAS**  
University of  
Valencia  
SPAIN

**OUR CONGRESS IS  
OPEN TO PAPERS  
FROM ALL FIELDS**

PARTICIPATION FROM 20  
DIFFERENT COUNTRIES &  
INTERNATIONAL  
ORGANIZATION

**FOR MORE INFORMATION:**  
[www.newyorkcongress2022.com](http://www.newyorkcongress2022.com)  
[newyorkcongress2022@gmail.com](mailto:newyorkcongress2022@gmail.com)



# INTERNATIONAL NEWYORK CONGRESS APRIL 2022



 **BZT**

 Food and Agriculture  
Organization of the  
United Nations

 Virginia  
Tech.

 UNIVERSITEIT VAN PRETORIA  
UNIVERSITY OF PRETORIA  
YUNIBESITHI YA PRETORIA



 UNIVERSIDAD DEL VALLE  
BOLIVIA

## Certificate of Participation

This is to certify that

### WILHELMUS HARY SUSILO

.....

participated in the 5TH INTERNATIONAL NEW YORK ACADEMIC RESEARCH CONGRESS on April 23-24, 2022 and orally presented the paper entitled "ACHIEVEMENT THE FINANCIAL PERFORMANCE OF THE FIRMS IN BUSINESS RECOVERY: THE PROPOSE INQUIRY INSIGHT ON HI-ORGANIZATION'S RESOURCES WITHIN THE R-A AND THE STRATEGIC CHOICE THEORY"

  
**Dr. Shahboz SHOEV**  
SCIENTIFIC COMMITTEE MEMBER



  
**Prof. Dr. Hasan KÖNI**  
PRESIDENT OF SCIENTIFIC COMMITTEE

Given this on April 24, 2022 at New York, United States.

# WORKSHOP: BECOMING A MODERN LEADER @ KEENAN FLAGLER BUSINESS SCHOOL UNC USA - 7 APR S/D 13 JULI 2022



**Apr 07 - Jul 13** - ● **In progress**

## **Becoming a Modern Leader: A Five-Part Virtual Events Series**

👤 378

👤 Organized by Daniel Chadwick

👤 IEDP - UNC Kenan-Flagler

# THE E&EL CLUB 2019- INDONESIA COMPANY VISIT





# THE MEETING E&EL CLUB LABORATORY OF MANAGEMENT 2019



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



# THE MEETING E&EL CLUB LABORATORY OF MANAGEMENT — BANDUNG WEST JAVA-INDONESIA2019



# @ PT LEN INDOENSIA



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



# DOCUMENT



# MORE



# THE NUS — SIN SURVEY OKTOBER 2019





# THE NUSS CONFERENCE



# THE E& EL CLUB- LABORATORY MANAGEMENT MM FEB UPI Y.A.I- WORKSHOP 2019



# E&EL CLUB LABS MM FEB UPI YAI- 1<sup>ST</sup> SERIAL-WORKSHOP : THE TRANSFORMATIONAL LEADERSHIPS



# E&EL CLUB LABS MM FEB UPI YAI- 1<sup>ST</sup> SERIAL-WORKSHOP



# E&EL CLUB LABS MM FEB UPI YAI- 2<sup>ND</sup> SERIAL- WORKSHOP : THE SEM FOR MARKET-BASED MANAGEMENT RESEARCH



# 2<sup>ND</sup> SERIAL-WORKSHOP : THE SEM FOR MARKET-BASED MANAGEMENT RESEARCH



# 2<sup>ND</sup> SERIAL-WORKSHOP : THE SEM FOR MARKET-BASED MANAGEMENT RESEARCH



# 3<sup>RD</sup> SERIAL-WORKSHOP : PEMASARAN INTERNASIONAL: *THE GLOBAL INFORMATIONS,* SABTU 13 MEI 2019.





# WORKSHOP 03- 11 MAY 2019



# 4<sup>TH</sup> SERIAL-WORKSHOP : *EXPERIMENTAL RESEARCH: IN THE MARKET- BASED MANAGEMENT AREA*

SABTU 20 MEI 2019.



# 4<sup>TH</sup> — A- SERIAL-WORKSHOP: THEORY 01



# 4<sup>TH</sup> — B- SERIAL-WORKSHOP



# JOINT- WORKSHOP MM FEB UPI YAI AND PESAT 2019



# WORKSHOP 08- MM FEB UPI YAI - 2019



# NEXT



# WORKSHOP THEORY

THEORY OF MANAGEMENT SCIENCE & ORGANIZATION 8/21/2019

## THE ORGANIZATIONAL THEORY

### THE ORGANIZATIONAL THEORY → MARKETING SCOPE

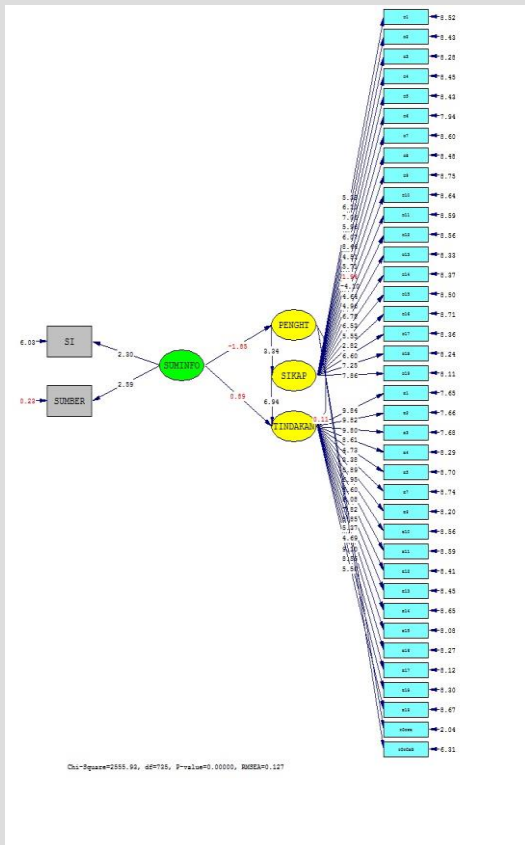
# THEORY

1. ADJUSTMENT-COST THEORY OF THE FIRM, 2. AGENCY, 3. BEHAVIORAL THEORY OF FIRM, 4. BOUNDED RATIONALITY THEORY, 5. COMPETENCE BASED THEORY, 6. CONTINGENCY THEORY, 7. ECLECTIC THEORY OF INTERNATIONALA PRODUCTIONS, 8. GAME THEORY, 9. INDUSTRIAL ORGANIZATION, 10. INFORMATION ECONOMICS THEORY, 11. INSTITUTIONAL THEORY.	12. KNOWLEDGE-BASED VIEW OF THE FIRM, 13. NETWORK THEORY, 14. ORGANIZATIONAL ECOLOGY, 15. PROSPECT THEORY, 16. REAL OPTIONS THEORY, 17. RESOURCE-ADVANTAGE THEORY, 18. RESOURCE-BASED VIEW OF THE FIRM, 19. RESORCE DEPENDENCE THEORY, 20. SERVICE- DOMINANT LOGIC, 21. SIGNALING THEORY.	22. SOCIAL CAPITAL THEORY, 23. STAKEHOLDER THEORY, 24. STRATEGIC CHOICE THEORY, 25. SYSTEM THEORY, 26. THEORY OF COMPETITIVE RATIONALITY, 27. THEORY OF MULTIMARKET COMPETITIONS, 28. THEORY OF THE GROWTH OF THE FIRM, 29. THEORY OF THE MULTINATIONAL ENTREPRISE, 30. TRANSACTION COST ECONOMICS, 31. UPPER ECHELONS THEORY.
---	---	--

TOSHIBA NB520



# THE CAMPUS



# THANK YOU VERY MUCH FOR YOUR KIND ATTENTIONS.

