

PENUGASAN

Nomor : 104-D/363/FE-UNTAR/II/2021

Sehubungan dengan Surat Ketua Jurusan Manajemen Nomor : 015-KJM/358/FE-UNTAR/II/2021, perihal: Permohonan Surat Tugas Sebagai Pemakalah ICEBSH dan ICASTE 2021, dengan ini Pimpinan Fakultas Ekonomi dan Bisnis Universitas Tarumanagara menugaskan:

PEMAKALAH ICEBSH

No	Nama	Judul
1	KARTIKA NURINGSIH, NURYASMAN MN	ROLE OF EDUCATION IN SUSTAINING ENVIRONMENTAL SUSTAINABILITY AT RURAL REGION IN YOGYAKARTA
2	KENI	THE EFFECT OF BRAND AWARENESS, SOCIAL MEDIA MARKETING, PERCEIVED QUALITY, HEDONIC MOTIVATION, AND SALES PROMOTION TOWARD CONSUMERS INTENTION TO PURCHASE ON FASHION INDUSTRY
3	KENI	THE EFFECT OF GREEN BRAND IMAGE, GREEN ADVERTISING AND CELEBRITY ENDORSEMENT ON PURCHASE INTENTION OF GREEN PRODUCT
4	IGNATIUS RONI SETYAWAN	EXPLORATION OF FINANCIAL MANAGEMENT BEHAVIOR OF COMMUNITIES AFFECTED BY COVID-19 IN JAKARTA
5	HERLINA BUDIONO OEY HANNES WIDJAYA JONNARDI	EFFECT OF THE WORK ENVIRONMENT ON WORK SATISFACTION OF PWC INDONESIA EMPLOYEES WITH MOTIVATION AS MEDIATION
6	OEY HANNES WIDJAYA HERLINA BUDIONO HENDRA WIYANTO	THE EFFECT OF LOCUS OF CONTROL, NEED FOR ACHIEVEMENT, RISK TOLERANCE, AND ENTREPRENEURIAL ALERTNESS ON INTEREST

No	Nama	Judul
7	FRANGKY SELAMAT	CRITICAL SUCCESS FACTORS FOR MICRO, SMALL AND MEDIUM ENTERPRISES IN INDONESIA
8	KARTIKA NURINGSIH	UNDERSTANDING ENTREPRENEURIAL PASSION AMONG NEW ENTREPRENEURS
9	LYDIAWATI SOELAIMAN	FACTORS AFFECTING SOCIAL MEDIA ADOPTION ON SMES IN JAKARTA
10	KARTIKA NURINGSIH	FOSTERING ECO-ENTREPRENEURIAL INTENTION AMONG STUDENTS
11	I GEDE ADIPUTRA	THE INFLUENCE OF PROFITABILITY AND FINANCIAL LEVERAGE ON DIVIDEND POLICY: EVIDENCE FROM MANUFACTURING INDUSTRIAL COMPANIES IN INDONESIA
12	YENITA	OPTIMIZING THE POTENTIAL STRATEGY OF WEST SUMATRA TOURISM DESTINATION IN TOWARDS THE LEADING HALAL TOURISM DESTINATION IN INDONESIA
13	HETTY K. TUNJUNGSAARI PAULA TJATOERWIDYA A.	THE ROLE OF HIGHER EDUCATION IN IMPROVING MICRO SMALL MEDIUM ENTERPRISE PERFORMANCE CASE STUDY : UNTAR UNTUK UMKM
14	PAULA TJATOERWIDYA A.	FACTORS AFFECTING THE IMPROVEMENT OF HUMAN RESOURCE COMPETENCE IN ADAPTING AND FACILITATING LEARNING CHANGES IN HIGHER EDUCATION

Nb	Nama	Judul
15	SARWO E. HANDOYO PAULA TJATOERWIDYA A.	IMPLEMENTATION OF STRATEGIC MANAGEMENT CONCEPTS IN DEVELOPING THE INTERNATIONAL REPUTATION OF HIGHER EDUCATION
16	HETTY KARUNIA TUNJUNGSARI	COUNTRY IMAGE, DESTINATION IMAGE, SELF-CONGRUITY AND REVISIT INTENTION TO SINGAPORE: MEDIATING ROLE OF MEMORABLE TOURISM EXPERIENCE
17	HETTY KARUNIA TUNJUNGSARI	MEDIATING EFFECT OF SELF CONGRUENCE IN THE INFLUENCE OF COUNTRY IMAGE, CORPORATE IMAGE AND BRAND IMAGE ON PURCHASE INTENTION OF KOREAN COSMETIC PRODUCT IN INDONESIA

PEMAKALAHICASTE

NO	NAMA	JUDUL
1	HETTY KARUNIA TUNJUNGSARI	COMPARISON STUDY OF SYSTEM DYNAMICS PERFORMANCE BUSINESS MODELS AND MANAGEMENT
2	YENITA	DESIGNING WORKBENCH AT PT.SKI USING THE VDI 2221 METHOD TO REDUCE ERGONOMIC RISK (CASE STUDY ON THE PRODUCTION PROCESS OF WOMEN'S BAGS)
3	KENI	SOCIAL NETWORK ANALYSIS TO DETECT INFLUENTIAL ACTORS WITH INDONESIAN HASHTAGS USING THE CENTRALITY METHOD
4	HETTY KARUNIA TUNJUNGSARI	THE ROLE OF ATMOSPHERIC ELEMENTS AND QUALITY IN SHAPING CONSUMER PREFERENCE OF RESTAURANT

Sebagai **Pemakalah** pada kegiatan ICEBSH dan ICASTE 2021, yang diselenggarakan oleh Universitas Tarumanagara, pada :

Hari/Tanggal : Rabu- Kamis/ 17 – 18 Februari 2021
Pelaksanaan : Daring menggunakan aplikasi Zoom

Demikian Surat Tugas ini dibuat untuk dilaksanakan dengan sebaik-baiknya dan yang bersangkutan melaporkan hasil penugasan tersebut kepada Pimpinan Fakultas Ekonomi dan Bisnis Universitas Tarumanagara sesuai ketentuan yang berlaku.

16 Februari 2021

Dekan,



Dr. Sawidji Widoatmodjo, S.E., M.M., M.B.A.

Tembusan :

1. Wakil Dekan
2. Kajur. Manajemen
3. Kaprodi. S1 Manajemen
4. Kabag. Tata Usaha