

# CURRICULUM VITAE

Name : Dr. Aam Bastaman  
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## **Academic Career:**

1. Faculty Member Management Graduate Program, Focusing on Research Development on Halal Marketing, Trilogi University (Now)
2. Vice Rector for Academic Affairs, Universitas Trilogi (October 2013 – January 2017).
3. Head of Academic Affairs, Academic Senat, Universitas Trilogi (Oktober 2013 – 2017).
4. Director of Academic Affairs, Universitas Trilogi (February 2013 – Oktober 2013).
5. Director, Management Graduate and Under Graduate Program, STEKPI School of Business and Management (2011 – 2013).
6. Secretary/Member of STEKPI Academic Senat (2010 – 2013).
7. Faculty member, Management Graduate Program, University of Trilogi (2013 - Now).
8. Head of STEKPI Marketing Management Expert Group (2010 – 2011).
9. Faculty member, STEKPI *School of Business and Management*, Jakarta. Incharge for both undergraduate and graduate programs (2004 – 2013).

## **Corporate Professional Career:**

Working for various Multinational Corporations in Jakarta (1988 – 2002). Latest position: Head of Marketing.

## **Education background:**

1. Graduate School of Management (Doctoral Program), Majoring in Marketing Management, Faculty of Economic, University of Indonesia, (2007 – 2011).
2. Graduate School in Business Administration (Master Degree), Majoring in International Business Administration, Faculty of Social and Political Science, University of Indonesia (1999 - 2001).
3. Undergraduate Program (S1), Faculty of Economic, Management Department, University of Padjadjaran, Bandung (1982/1984 – 1988).
4. Keith Area School, Keith, South Australia (1983-1984).

## **Research, Conference and Publications:**

1. Bastaman, Aam and Royyansyah, Mufti (2017). The Influence of Marketing Mix and Service Quality on Corporate Reputation and Its Impact on Repurchase Decision. *Journal Mix*. Graduate Management Program, Mercu Buana University. June 2017.
2. Bastaman, Aam (2017). Marketing of Halal Tourism Based on Local Wisdom and Uniqueness. 1st. International Halal Tourism Congress, Hotel Adenya. Alaya Antalya Turkey. Kastamonu University, Turkey. 7-9 April, 2017. Paper presenter and *Proceeding*.
3. Bastaman, Aam (2017). Identifying Islamic Fashion Destination Characteristics: Tourism Marketing Perspective. Asia Islamic/Modest Fashion Conference, Imhalalmas, Faculty of Business and Management, Universiti Teknologi Mara (UiTM), KLCC Kuala Lumpur, Malaysia. March 30-31, 2017. Paper presenter and *Proceeding*.
4. Bastaman, Aam and Royyansyah, Mufti (2017). Marketing Mix, Service Quality and Corporate Reputation. University of Houston Downtown and Can Tho University 2017 Annual Conference, Can Tho, Vietnam. January 13-14, 2017. Paper presenter and *Proceeding*.
5. Bastaman, Aam (2016). Lombok Halal Tourism Attractiveness: Non Moslem Perspectives. Imhalal 2016 and 2<sup>nd</sup> Worldbiz Conference, Universiti Teknologi Mara, Kuala Lumpur, Malaysia. 20-21 October 2016. Paper presenter and *Proceeding*.
6. Bastaman, Aam and Dharma, Randy R. (2016). The Influence of Service Quality, Promotion and Customer Value towards Customer Satisfaction and its Effect on Customer Loyalty in Tourism Industry. ASEAN International Business Conference (AIBC), University Kuala Lumpur (UniKL) Malaysia. Saigon Hotel, Ho Chi Minh City, Vietnam. 14-16 September 2016. Paper presenter and *Proceeding*.
7. Bastaman, Aam and Pradana, Ilmi Dimas Rahma (2016). The Effect of Brand Image on Purchase Intention and Its Impact on Purchase Decision. International Annual Symposium Management (INSYMA) University of Surabaya (UBAYA), at University of Social Sciences and Humanities, Vietnam National University Ho Chi minh City (USSH, VNU-HCM), Vietnam. March 18, 2016. Paper presenter and *Proceeding*.
8. Bastaman, Aam and Widyanti, Sabrina (2015). Business Strategy Analysis of a Media Holding in the Era of Media Convergence. International Symposium on Social Sciences and Business, Tokyo, Japan. Organized by Higher Educaiton Forum (HEF). 2-4 December 2015. Paper presenter and *Proceeding*.
9. Bastaman, Aam and M. Yazid (2015). Strategi Diversifikasi Usaha dalam Pengembangan Koperasi. (Business Diversification Strategy in Cooperative Development). The 8th NCFB towards a New Indonesia Business Architecture “Crisis Management: Key to Sustainable Development of Business”. Fakultas Bisnis dan Pasca Sarjana UKWMS Surabaya, Widya Mandala Chatholic University. 29 September 2015. Paper presenter and *Proceeding*.
10. Bastaman, Aam and Juffiasari, Riffa (2015). Faktor Faktor yang Mempengaruhi Pengambilan Keputusan Bagi Wanita Untuk Berwirausaha (Factors Affecting Decision to be Women Entrepreneurs). Seminar Nasional “Sinergitas Pengembangan UMKM dalam Era Masyarakat Ekonomi Asean (MEA)”. Pusat Studi Pendampingan Koperasi dan UMKM, LPPM Univesity of Sebelas Maret. 30 Juli 2015. Paper presenter and *Proceeding*.
11. Lubis, Nurdin; Bastaman, Aam and M. Rizan (2015). The Application of Customer Relationship Management (CRM) Using LRFM Analysis Method. The 2nd International

- Seminar and Call for Papers In Management and Business: Investment in Marine Industry” Belitong, Mercu Buana University. 10-11 June 2015. Paper presenter and *Proceeding*.
12. Bastaman, Aam (2015). Consumer Environmental Concern from the Perspective of New Ecological Paradigm (NEP), Energy Saving Attitude and Behavior. International Conference on Green Business and Entrepreneurship, Bogor, Trisakti University. 6 May 2015. Paper presenter and *Proceeding*.
  13. Bastaman, Aam and Imam, Asep (2013). Overview of Kredit Tabur Puja Posdaya in Bogor, EKUBANK Journal, University of Trilogi.
  14. Bastaman, Aam (2010), The Effect of Environmental Awareness on Environmental Concern in the context of *New Ecological Paradigm* (NEP), P3M STEKPI School of Business and Management.
  15. Bastaman, Aam (2009). On Marketing and Finance Interface: Finding the missing link of the Journey from Corporate Social Responsibility and Customer Satisfaction to Firm Value. *Journal Ekubank*, Jakarta, Vol 01, March 2009 Edition.
  16. Re-Branding STEKPI, Group Research, 2006.
  17. Komunikasi Bisnis (Business Communication), Learning Modul, STEKPI, 2005
  18. Accumulation of Knowledge (article, 2013), Universitas Trilogi website.
  19. Column Writer, Paradigma Bisnis (*Business Paradigm*), **Media Indonesia** Newspaper Jakarta (1999 – 2001).
  20. Factors Affecting Sales Performance of a Multi National Corporation in Jakarta. *Thesis*. University of Indonesia, 2001.
  21. Bastaman, Aam (2011). The Effect of Ecological Value Orientations Message Framing, Advertising Appeal and Message Sources towards Consumer Response: A Perspective Demarketing Energy Using Social Advertising. *Dissertation*. University of Indonesia.

### **Awards and Scholarship:**

1. **The Best paper**, International Conference on Green Business and Entrepreneurship, Bogor, Trisakti University (2015).
2. **The Best paper**, The 2nd International Seminar and Call for Papers in Management and Business: Investment in Marine Industry” Belitong, Mercu Buana University (2015).
3. STEKPI Scholarship for Doctoral Program in Management, University of Indonesia (2007 – 2011).
4. AFS Intercultural Program, Scholarship Award, South Australia (1983-1984).
5. The Best Trainer, Amway Sales and Marketing Training (Singapore, 1997).
6. The Best Student Fiction Writer in West Java Universities, 2<sup>nd</sup> Place (Bandung, 1987).

### **Professional Membership:**

1. Australian Alumni Association (1990 - ).
2. Academy of International Business, South East Asia Region, Honolulu (2001).
3. Indonesia AFS Returnee Association (1984 - ).
4. Indonesia Young Entrepreneur Association (HIPMI) Jakarta (1992-1994).
5. Association of Indonesia University Publisher, General Secretary (2016 - Now ).
6. Association of Inter University Anti Drug Volunteer, Head of Research and Development (2016 - Now ).

7. Asean Book Publisher Association (ABPA). Working Committee Member: Training and Development (2016 - Now ).

**Others:**

Editor, Jurnal Ekubank, Sekolah Tinggi Ilmu Ekonomi Keuangan dan Perbankan Indonesia (STEKPI). 2007.

English Editor, Jurnal Kesejahteraan Sosial, Trilogi University (2015).

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