



Dr. Syaifurrizal Wijaya Putra, S.E., M.M.

Position	<i>Associate Professor</i>				
	Degree	University		Year	
	Bachelor of Management	University of Jember		2012-2016	
	Master of Management	University of Jember		2016-2018	
	Doctoral of Management	Airlangga University		2019-2023	
	Position	Employer		Period	
Employment	Lecturer	University State of Surabaya		2023-Now	
Research and development projects over the last 5 years	Year	Title		Sponsor	Funding (million IDR)
		<i>Research project</i>			
	2016	Pengaruh Spektrum Pertimbangan Konsumen dan Keputusan dalam Pembelian Paket Internet Telkomsel Promo Kampus di Mahasiswa Program S1 Fakultas Ekonomi Universitas Jember		-	-
	2017	The Influence of Brand Equity and Green Marketing on Consumer's Decision to Purchase Honda Beat Series in Surabaya		-	-
	2018	Brand Equity and Green Marketing as a Predictor Decision to Purchase with Mediation Spectrum Considerations Honda Beat Series Consumers in Surabaya City		-	-
	2020	Funny Moments of Friendship Lead to Medicine Brand Recall Recommendation (Evidence in Indonesian Humor).		-	-
	2022	Online book shopping in Indonesian during the COVID-19 pandemic		-	-
	2023	Does Domestic and Global Environmental Events can Stimulated Purchase Intention E-Motorcycle?		-	-

		<i>Community service project</i>			
Journal Publication	Title	Volume / Number / Year	Journal		
	The Influence of Brand Equity and Green Marketing on Consumer's Decision to Purchase Honda Beat Series in Surabaya	2/ 4/2017	J. Mgt. Mkt. Review		
	Funny Moments of Friendship Lead to Medicine Brand Recall Recommendation (Evidence in Indonesian Humor).	11/ 11/ 2020	Systematic Reviews in Pharmacy		
	Online book shopping in Indonesian during the COVID-19 pandemic	38/ 1/ 2022	Publishing Research Quarterly		
	Does Domestic and Global Environmental Events can Stimulated Purchase Intention E-Motorcycle?	25/ 1/ 2023	Journal of Environmental Assessment Policy and Management		
Speaker of Scientific Seminars in the last 5 years	Name of Scientific Meeting / Seminar	Scientific Article Titles	Place & Date		
	<i>2nd Mandalika International Multi-Conference on Science and Engineering 2023</i>	<i>Linking Environmentally Behavior of Rural Residents and Tourist in Forming the Concept of Green Rural Tourism: Case Study in Wonomerto Rural Tourism</i>	<i>2023 di Conference Proceeding</i>		
Book works in the last 5 years	Book Title	Years	Pages		
h. Experience in obtaining IPR in the last 5-10 years	IPR Title	Years	Type		

