



R.A. Sista Paramita, SE., M.Si

Position

Assistant Professor

	<i>Degree</i>		<i>University</i>	<i>Year</i>
	Bachelor of Management		University of Surabaya	1997-2023
	Master of Science		Airlangga University	2004-2007
	<i>Position</i>		<i>Employer</i>	<i>Period</i>
Employment	Lecturer		University State of Surabaya	2014-Now
Research and development projects over the last 5 years	<i>Year</i>	<i>Title</i>	<i>Sponsor</i>	<i>Funding (million IDR)</i>
		<i>Research project</i>		
	2019	Penelusuran dan Identifikasi Pembayaran PBB atas TKD di wilayah Kecamatan Sukodono Sidoarjo	Penelitian PBB Sidoarjo	Rp. 60.000.000
	2019	Analisis Faktor Yang Mempengaruhi Keputusan Investasi: Studi Pada Investor Pemula Di Fe Unesa	Penelitian Swadaya - FE Unesa	Rp. 10.000.000
	2020	Efek Penyebaran Covid-19 Pada Pasar Modal Indonesia	Penelitian Swadaya - FE Unesa	Rp. 7.500.000
	2020	Measuring Market Risk Of Crude Petroleum And Natural Gas During Covid-19 Pandemic Crisis	Dana Mandiri	
	2020	Pengaruh Literasi Keuangan Dan Modal Usaha Terhadap Kinerja Koperasi Mahasiswa Universitas Negeri Surabaya	Dana Mandiri	
	2021	Perception Of Brand Value Dan Motivation to collect Pada Keputusan Membeli Barang-Barang Second	Penelitian Swadaya –FEB Unesa	Rp. 10.000.000
	2022	Determinan Perilaku Konsumtif Generasi Z Kota Surabaya	Penelitian Swadaya –FEB Unesa	Rp. 10.000.000
	2023	Investor Sentiment, News and Stock Returns in Response to Covid-19: The Role of Investor Attention	Penelitian Swadaya –FEB Unesa	Rp. 20.000.000

		Community service project		
	2019	Pelatihan Pemasaran <i>Online</i> pada Pelaku Usaha Keripik Tempe dan Keripik Buah Desa Sukorejo Kecamatan Sidayu Kabupaten Gresik	FE Unesa	Rp. 7.500.000
	2020	IbM Upaya Menunjang Kesehatan Mahasiswa Terdampak Covid-19 Di Surabaya Melalui Ketahanan Pangan Dan Ajakan Hidup Sehat	FE Unesa	Rp. 7.500.000
	2021	IbM Implementasi QRIS Sebagai Media Transaksi Digital Yang Transparan Dan Akuntabel Pada TPQ Al-Aqsha	FEB Unesa	Rp. 8.000.000
	2022	IbM Mewujudkan UMKM Mandiri Melalui Integrated Online Marketing Dan Optimalisasi SDM di Desa Punggul Sidoarjo	FEB Unesa	Rp. 8.000.000
	2022	Bespoke tailoring berbasis web: terobosan bisnis garmen untuk pesanan custom	Kedaireka Matching Fund	Rp 101,022,499 (Dikti)
	2023	Peningkatan Keterampilan Bisnis Pelaku UMKM Handycraft Melalui Pelatihan Digital Marketing Dan Keuangan	FEB Unesa	Rp. 15.000.000

Journal Publication	Title	Volume / Number / Year	Journal
	Investopreneur pada Alumni FE Unesa	Vol 1 no 1 Feb 2019	Jurnal Panjar
	Gender Difference Between Payment Point Online Banking Users in East Java	3rd ICEEBA, 2019 24 Maret 2019 p.363-373	International Conference on Economics, Education, Business and Accounting
	Factors Affecting Investment Decisions: Studies on Young Investors	Vol. 9, No.3, July 2019, pp. 10-16	International Journal of Academic Research in Accounting, Finance and Management Sciences
	Access to Formal Credit of Indonesian SME	Vol 15/1/ 30 April 2020 p. 106-118	Tirtayasa Ekonomika
	Penguatan Gizi Dan Imunitas Untuk Mahasiswa Manajemen Unesa Yang Terdampak Pandemi Covid 19	Vol 6, No 2 (2021) Maret 2021	Jurnal Abdi Masyarakat Universitas Mercubuana
	Determinants of Consumptive Behavior of Generation Z	Vol-3: Iss- 6 (Nov-Dec, 2022): 44-50	IAR Journal of Business Management
	Mewujudkan UMKM Mandiri Melalui Integrated Online Marketing Dan Optimalisasi SDM Di Desa Punggul Sidoarjo	Vol 3, No 2, November 2022, p.155-161 ISSN 2723-1674 (Online) DOI:10.47065/jrespro.v3i2.2734	Journal of Social Responsibility Projects by Higher Education Forum

Speaker of Scientific Seminars in the last 5 years	<i>Name of Scientific Meeting / Seminar</i>	<i>Scientific Article Titles</i>		<i>Place & Date</i>
	Webinar Seri Sarasehan Literasi Pusdi Literasi LPPM Unesa	Literasi Financial : Literasi Keuangan bagi Generasi Millennial di masa Pandemi Covid 19		Rabu, 20 Mei 2020 Aplikasi Zoom
	6 th International Financial Association (IFA) 2020	Measuring Market Risk Of Crude Petroleum And Natural Gas During Covid-19 Pandemic Crisis		17-18 September 2020, Zoom webinar
	Seminar Manajemen, Akutansi dan Ekonomi (SAME) 2	Pengaruh Literasi Keuangan Dan Modal Usaha Terhadap Kinerja Koperasi Mahasiswa Universitas Negeri Surabaya		17 - 18 November 2020, Zoom
	"2022 the 4 th International Conference on Research and Academic Community Services (ICRACOS)"	Evaluation Strategy Ecoprint Fashion Business by applying Web-based Bespoke Tailoring Application: Case study on "Daun Efek"		10 September 2022, Zoom
	2 nd MIMSE - Mandalika International Multi Conference on Science and Engineering	Financial Literacy, Lifestyle, and Financial Attitudes: Gender-Based Financial Management		Hybrid Conference, Raja Kuta Hotel Mandalika Nov 28-30, 2023
Book works in the last 5 years	<i>Book Title</i>	<i>Years</i>	<i>Pages</i>	<i>Publisher</i>
	Manajemen Bisnis di Era Pandemi Covid-19	2021	192	Media Sains Indonesia (Bandung) / ISBN: 078-623-362-157-1
	Pengantar pasar modal	2022	213	Tahta Media Group / ISBN : 978-623-5488-93-6
	Manajemen Investasi : Menuju Pasar Modal Berkelanjutan	2023	243	Tahta Media Group / ISBN: 978-623-147-020-1
h. Experience in obtaining IPR in the last 5-10 years	<i>IPR Title</i>	<i>Years</i>	<i>Type</i>	<i>P/ID Number</i>
	Manajemen Bisnis di Era Pandemi Covid-19	2021	Buku	EC00202161636, 5 November 2021
	Poster : 7 Cara Berpresentasi Yang Baik Di Depan Audience	2021	Poster	EC00202183947, 24 Desember 2021
	Pengantar pasar modal	2022	Buku	EC00202290602, 17 Nov 2022
	Sistem Informasi Keuangan Sederhana Gesi	2023	Program Komputer	EC00202308584, 28 Januari 2023
	Manajemen Investasi : Menuju Pasar Modal Berkelanjutan	2023	Buku	EC00202334826, 12 Mei 2023

