



Rosa Prafitri Juniarti, S.E., M.S.M.

Position	<i>Assistant Professor</i>			
	Degree	University	Year	
	Bachelor of Management	State University of Surabaya	2006-2011	
	Master of Management	University of Indonesia	2012-2014	
	Position	Employer	Period	
Employment	Lecturer	University State of Surabaya	2014-Now	
Research and development projects over the last 5 years	Year	Title	Sponsor	Funding (million IDR)
		Research project		
	2019	Pengaruh Quality of Tourism Destination terhadap E-Wom	University State of Surabaya	15
	2020	Strategi UMKM untuk Bertahan di Masa Work from Home	University State of Surabaya	40
	2020	Pengaruh Ketidakpastian Lingkungan (Covid-19) dan Karakteristik Kewirausahaan terhadap Kinerja Bisnis UKM di Kabupaten Sidoarjo	University State of Surabaya	7.5
	2021	Niat Beli Produk Kosmetik Halal oleh Muslim Dewasa Muda: Studi Menggunakan Theory of Planned Behavior (TPB)	University State of Surabaya	20
	2021	Pengaruh Brand Orientation, Brand Positioning, dan Social Media Capabilities	University State of Surabaya	50

		terhadap Brand Positioning UMKM Makanan		
	2022	Pengaruh Teknologi, Organisasi, dan Lingkungan (TOE Framework) dalam Penggunaan Media Sosial terhadap Kemampuan Branding Usaha Mikro Kecil (UMK) Makanan	University State of Surabaya	50
	2023	Pengaruh Kemampuan Teknologi dan Karakteristik Pemilik Usaha Mikro terhadap Adopsi Media Sosial dan Dampaknya terhadap Kinerja Pemasaran Usaha Mikro	University State of Surabaya	50
	2024	Modifikasi TOE Framework untuk Adopsi Pemasaran Media Sosial Usaha Mikro dan Kecil	University State of Surabaya	45
		Community service project		
	2019	Pelatihan Pemasaran Online pada Pelaku Usaha Keripik Tempe dan Keripik Buah Desa Sukorejo Kecamatan Sidayu Kabupaten Gresik	University State of Surabaya	7.5
	2020	IbM Upaya Menunjang Kesehatan Mahasiswa Terdampak Covid-19 di Surabaya melalui Ketahanan Pangan dan Ajakan Hidup Sehat	University State of Surabaya	7.5
Journal Publication	Title	Volume / Number / Year		Journal
	Understanding trust & commitment of individual saving customers in Islamic banking: The role of ego involvement	6 / 3 / 2015		Journal of Islamic Marketing
	Model Laboratorium Pemasaran Ideal di Perguruan Tinggi	6 / 1 / 2018		Jurnal Pendidikan Ekonomi Dan Bisnis (JPEB)
	Developing Triple Helix Model for SMEs with Fish-Based Products	1 / 2 / 2018		Research and Analysis Journal
	Ingredient-Advertising Strategy: Does It Influence the Interest of	4 / 2 / 2019		Saudi Journal of Business and Management Studies

	Buying Host-Product?		
	Investopreneur pada Alumni FE Unesa	1 / 1 / 2019	JURNAL PANJAR: Pengabdian Bidang Pembelajaran
	Peningkatan Daya Dukung Pemerintahan Desa Melalui Manajemen Sistem Informasi Desa Berbasis Website	3 / 1 / 2020	J-ABDIPAMAS (Jurnal Pengabdian Kepada Masyarakat)
	Does country of origin of ingredient-product matter? A study of host-product purchase intention	8 / 2 / 2020	Humanities and Social Sciences Reviews
	Consumer response to different advertising appeals: The role of brand value and the perceptual fit of an extended brand for high-involvement products	17 / 2 / 2020	JEMA: Jurnal Ilmiah Bidang Akuntansi dan Manajemen
	Wirausaha Perempuan Pemula di Bidang Kuliner Menggunakan Teknologi: Dampak dan Berkah Covid-19	1 / 2 / 2020	Indonesian Journal of Economics, Entrepreneurship, and Innovation
	Bagaimana Generasi Milenial Membeli Makanan Halal? Peran Religious Belief, Subjective Norm, dan Halal Awareness	18 / 4 / 2020	Jurnal Manajemen dan Bisnis Sriwijaya
	Adapting Business Model with Covid-19 Pandemic Using Business Strategic Cards	16 / 1 / 2021	Technium Social Sciences Journal
	The Role of Social Media in SMEs Branding: A	13 / 4s / 2021	Global Business and Management Research: An International Journal

	Systematic Review and Future Research Agenda		
	Innovation of Instagram Use in Improving Business Performance of the Creative Industry in the Fashion Sub sector	6 / 2 / 2022	Jurnal Manajemen Industri dan Logistik
	Driving the Impact of Social Media in SMEs for A Better Performance: A Literature Review	13 / 3s / 2022	Global Business and Management Research: An International Journal
	Revealing Well-Educated Millennials' Purchase Intention on Halal Cosmetics: The Role of Knowledge, Religiosity, and Attitude	7 / 1 / 2023	al-Uqud: Journal of Islamic Economics
	Literature Study of the Use of Social Media in Indonesian SMEs	12 / 7s / 2023	European Chemical Bulletin
	Digital Consumer Engagement: Examining the Impact of Audio and Visual Stimuli Exposure in Social Media	15 / 4s / 2023	Information Management and Business Review
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>
	International Conference on Business and Engineering Management (ICBEM 2021)	Interface Aesthetic, Perceived Value, Perceived Ease of Use, and Perceived Usefulness on Purchase Intention of Smartwatch Consumers	2021 Surabaya
	the BISTIC Business Innovation Sustainability and Technology International Conference (BISTIC 2021)	Technology Adoption in Small and Medium Enterprises (SMEs) - Current Issues and Future Research Avenues	2021 Malang
	14th Asian Academy of Management International	Driving the Impact of Social Media in	2022

	Virtual Conference 2021 (AAMC 2021)	SMEs for A Better Performance: A Literature Review	Penang	
	The 15 th Advance in Business Research International Conference (ABRIC 2023)	Digital Consumer Engagement: Examining the Impact of Audio and Visual Stimuli Exposure in Social Media	2023 Langkawi	
Book works in the last 5 years	<i>Book Title</i>	<i>Years</i>	<i>Pages</i>	<i>Publisher</i>
	Strategi UMKM Produk Pangan Menghadapi Pandemi Covid-19	2021	68	Insan Cendekia Mandiri
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>

