



## Nindria Untarini, S.E., M.Si.

<b>Position</b>	<i>Assistant Professor</i>			
	<b>Degree</b>	<b>University</b>	<b>Year</b>	
	Bachelor of Management	Airlangga University	1997-2000	
	Master of Management	Airlangga University	2001-2005	
	<b>Position</b>	<b>Employer</b>	<b>Period</b>	
<b>Employment</b>	Lecturer	University State of Surabaya	2008-Now	
<b>Research and development projects over the last 5 years</b>	<b>Year</b>	<b>Title</b>	<b>Sponsor</b>	<b>Funding (million IDR)</b>
		<b>Research project</b>		
	2022	Peran Moderasi Involvement Advertisiment terhadap Narrative Online Advertising dan Attitude Toward Advertising	Dana Non APBN tahun 2022 FEB Unesa	20
	2023	Peran Social Media Usage dalam Membentuk Perilaku Kewirausahaan Mahasiswa Menuju Era Digital Ekonomi Berkelanjutan	Dana Non APBN tahun 2023 Unesa	17
	2023	Peran Emotional Contagion Pada Perilaku Berbagi Pengetahuan Anggota Komunitas Traveling Online dan Dampaknya Bagi Peningkatan	Dana Non APBN tahun 2023 FEB Unesa	35

		Partisipasi dan Kunjuangan Ulang Wisatawan pada Destinasi Wisata		
	2023	Pemanfaatan Adopsi dan Transparansi Teknologi Blockchain dalam Peningkatan Kinerja Digitalisasi Supply Chain Pada SME's Halal Food	Dana Non APBN tahun 2023 Unesa	30
	2023	Pemasaran Berbasis Augmented Reality Dalam Upaya Meningkatkan Kinerja UKM di Jawa Timur	DRTPM tahun 2023	104,1
	2024	Peran Green Product Related The Benefit of Sales dalam Memediasi Pengaruh Green Advertising terhadap Keputusan Pembelian Produk Ramah Lingkungan	Dana Non APBN tahun 2024 FEB Unesa	20
	2024	Peran Adopsi Artificial Intelligen dalam Digital Entrepreneurship Pada Inovasi Bisnis Star-Up Digital Halal Food	Dana Non APBN tahun 2024 Unesa	45
	2024	Peran Teknologi Self-Efficacy dalam Memoderasi Pengaruh Ease of Use terhadap Value Co-Destruction serta Dampaknya pada Word of Mouth	Dana Non APBN tahun 2024 Unesa	46
		<b><i>Community service project</i></b>		
	2024	Edukasi Kesehatan dan Keselamatn Kerja (K3) Bagi Pekerja Migran	Dana Non APBN tahun 2023 FEB Unesa	15
	2023	Pelatihan Penyusunan Laporan Keuangan Usaha Berbasis Ms. Excell Pada Pelaku UMKM Bidang Minuman, Desa Mojodeso, Kecamatan Kapas, Kabupaten Bojonegoro, Jawa Timur	Dana Non APBN tahun 2023 FEB Unesa	15
	2022	PKM Bagi Pengrajin Minuman Aloe Vera Squash Melalui Pelatihan Desain Label dan Pemasaran Online di Desa Cemandi Sidoarjo	Dana Non APBN tahun 2022 FEB Unesa	8

<b>Journal Publication</b>	<b>Title</b>	<b>Volume / Number / Year</b>	<b>Journal</b>	
	Improving Relationship Quality: A Relational Model of Internal Marketing and Commitment to Customer Service in Higher Education	Vol 8, No 4, 2020, pp 55-68 <a href="https://doi.org/10.18510/hssr.2020.847">https://doi.org/10.18510/hssr.2020.847</a> eISSN: 2395-6518	Humanities & Social Sciences Reviews	
	Occupational stress management in managerial employees: an analysis of level and source of work stress	Vol 13, Issue 1, 2020, pp 47-68	Jurnal BISMA (Bisnis dan Manajemen)	
	Studying the Attitudes-Behavior Gap in Ethical Consumerism: A review of Research	Vol. 9, No. 2, September 2020, pp. 112-128	Jurnal Administrasi Bisnis	
	Work Family Conflict Circles and Their Impact on Workplace Deviance for Working Couples	Vol. 18, No. 3, Mei 2020, pp 473 – 481	Media Mahardhika	
	Intention to Continue Participating: System Interactivity, Virtual Sites, Community Commitment in Online Hijabs Community	Vol. 19, No1, March 2021	Journal of Applied Management	
	Women's Transition to Entrepreneurs from Professional and Managerial Careers in Organizations	Vol. 12(1), March 2021, pp 63-73	Binus Business Review	
	Impact of Humorous Narrative Online Advertising on Attitude Toward Advertising: The Moderating Role of Ads Involvement	Vol 12, Issue 4, December 2022	Business Excellent and Managemet	
<b>Speaker of Scientific Seminars in the last 5 years</b>	<b>Name of Scientific Meeting / Seminar</b>	<b>Scientific Article Titles</b>	<b>Place &amp; Date</b>	
	Seminar Nasional Manajemen dan Call for Papers 2022	Peran Dimensi Narrative Humor Advertising Terhadap Advertising Attitude Pada Media Online	Universitas Negeri Surabaya, 5 Oktober 2022	
	Mandalika Multinational Conference on Science and Engineering 2 <sup>nd</sup> MIMSE	E-WOM, Information Quality, and Brand Trust: Mediating Effect of Message Source Credibility in The Context of Halal Beverage Consumption	Hotel Mandalika, 29 November 2023	
	International Conference and Progressive Papers IMMERSIVE 2023	The influence of brand ambassadors, viral marketing, and consumer trust on purchase decisions (study on Ms Glow skincare product consumers)	Universitas Negeri Surabaya, November 2023	
<b>Book works in the last 5</b>	<b>Book Title</b>	<b>Years</b>	<b>Pages</b>	<b>Publisher</b>

years				
	Riset Pemasaran: Teknik Analisis dan Penerapannya	2023	160	PT Mitra Publikasi dan Edukasi ISBN: 978-623-88809-7-3
	Etika Bisnis: Pendekatan Teori dan Praktik	2023	66	PT Mitra Publikasi dan Edukasi ISBN: 978-623-88809-5-9
<b>h. Experience in obtaining IPR in the last 5-10 years</b>	<b><i>IPR Title</i></b>	<b><i>Years</i></b>	<b><i>Type</i></b>	<b><i>P/ID Number</i></b>
	Sumber Daya Komputasia dan Komunikasi	2021	HKI	000309728
	Media Sosial dan E-Business	2023	HKI	000568876

