

RESUME ***(Curriculum Vitae)***



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**Assistant Professor at Department of Business Administration
Universitas Diponegoro
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Home

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Department of Business Administration
Faculty of Social and Political Sciences
Universitas Diponegoro
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EDUCATION**Ph.D in International Trade, College of Business Administration**

Kangwon National University, Chuncheon, South Korea
GPA: 4.38/ 4.5 Duration: 2022 - 2025

Master of Business Administration, School of Management

National Taiwan University of Science and Technology, Taipei, Taiwan
GPA: 3.86/ 4.0 Duration: 2014 - 2015

Bachelor of Business Administration, Faculty of Social and Political Sciences

University of Sumatera Utara, Medan, Indonesia
GPA: 3.95/ 4.0 Duration: 2009 - 2013

RESEARCH INTERESTS

SMEs, International commerce, Entrepreneurship, Green and Digital Marketing

CURRENT POSITION**Lecturer (Assistant Professor)**

Department of Business Administration
Faculty of Social and Political Sciences
Universitas Diponegoro

Description:

As a lecturer in Indonesia, I really enjoy teaching, researching, and guiding students in national and international competitions. Building an international collaboration network to benefit all parties

Courses include:

- Introduction to Business Administration
- Marketing Management
- Entrepreneurship
- Principles of Management
- Digital Marketing
- Internet of Things

PUBLICATIONS

International Journal

Pinem, Robetmi Jumpakita, et al. Factors Affecting Green Purchase Behavior of Chinese Consumers in South Korea. 2024, vol.28, no.5, pp. 33-59. Journal of Korea Trade (SSCI Indexing)

Pinem, Robetmi Jumpakita, et al. Investigation of Smart Sustainable City Indicators of Sustainable Development—A Case Study of the City of Suwon. 2023, vol.15, no.19, pp. 1-31. Sustainability (SSCI Indexing)

Pinem, Robetmi Jumpakita, et al. The Effect of the Korean Wave Phenomenon toward Imitation Intention: Korean Product Purchase Intention in the Global Market. 2023, vol.27, no.4, pp. 45-60. Journal of Korea Trade (SSCI Indexing)

Pinem, Robetmi Jumpakita, et al. Post Coronavirus Disease (COVID-19) Pandemic: Applying Tourism 4.0 in Karimunjawa Tourism through Social Media Influencer - Volume 18, Number 3, 2022 Scopus Q3

Pinem, Robetmi Jumpakita, et al. Conserving Heritage Craft in Meeting Contemporary and Demand Issues: A Collaborative Governance Approach. International Journal of Entrepreneurship vol. 25, 2021 – Scopus

Pinem, Robetmi Jumpakita, et al. Post Coronavirus Disease (COVID-19) Pandemic: The Power of Social Media to Call and Recall Visitor. Review of International Geographical Education (RIGEO),11(8),2769-2777 2021 – Scopus

Pinem, Robetmi Jumpakita, et al. Destination Trust as a Mediation of Perceived Health Risk and Intention to Visit Ecotourism Destinations in Indonesia: Post Covid-19 Pandemic Review of International Geographical Education (RIGEO), 11 (8), 2778-2784 2021 - Scopus

Pinem, Robetmi Jumpakita, et al. "The Relationship of Cashback, Discount, and Voucher toward Decision to Use Digital Payment in Indonesia." Journal of Talent Development and Excellence 12.3s (2020): 2766-2774 - Scopus

National Journal

Werdani, Riandhita Eri, Robetmi Jumpakita Pinem, and Nurul Imani Kurniawati. "Pengaruh Jenis Pesan Pemasaran Produk Fashion Melalui Mobile Marketing Terhadap Kepercayaan, Respon Dan Keinginan Pembelian Konsumen Di Bandung." Jurnal Studi Manajemen Organisasi 15.2: 12. Jurnal Studi Manajemen Organisasi 15 (2018)

Kurniawati, Nurul Imani, Riandhita Eri Werdani, and Robetmi Jumpakita Pinem. "Analisis Pengaruh Work Family Conflict dan Beban Kerja Terhadap Stres Kerja Dalam Mempengaruhi Turnover Intention (Studi Pada Karyawan PT. Bank Negara Indonesia (Persero), Tbk Wilayah Semarang)." <i>Jurnal Administrasi Bisnis</i> 7.2 (2018): 95-102.
Saryadi, Saryadi, and Robetmi Jumpakita Pinem. "Sosialisasi Perhitungan Dan Pelaporan Wajib Pajak Usaha Mikro, Kecil Dan Menengah (UMKM) Kota Semarang." <i>CARADDE: Jurnal Pengabdian Kepada Masyarakat</i> 2.1 (2019): 29-33.
Pinem, Robetmi Jumpakita. "Gopay As A Practical Payment Tool For Millennial Generations In The Digital Era." <i>Journal Of Applied Business Administration</i> 4.2 (2020): 206-211
Pinem, Robetmi Jumpakita, et al. "Pelatihan Kerajinan Tangan untuk Meningkatkan Kreativitas Pelaku Usaha sebagai Sumber Pendapatan Masyarakat." <i>Ideas: Jurnal Pendidikan, Sosial, dan Budaya</i> 7.4 (2021): 143-148.
Pinem, Robetmi Jumpakita. "Mengembangkan Kreativitas Dan Peluang Usaha Digital Di Masa Pandemi Covid-19 Pada Sekolah Menengah Atas Di Kota Semarang." <i>Jurnal Pengabdian Vokasi</i> 2.1 (2021): 79-82.
Sari, Triana, Ari Pradhanawati, and Robetmi Jumpakita Pinem. "Pengaruh Fasilitas, Electronic Word of Mouth, Dan Destination Image Terhadap Keputusan Berkunjung (Studi Pada Pengunjung Objek Wisata Pantai Suwuk Kebumen)." <i>Jurnal Ilmu Administrasi Bisnis</i> 10.2 (2021): 1049-1056.
Zahra, Keviana Fatmanissa, Sari Listyorini, and Robetmi Jumpakita Pinem. "Pengaruh Celebrity Endorser, Electronic Word of Mouth, dan Harga Terhadap Keputusan Pembelian (Studi pada Konsumen Koesmetik Wardah di Kota Semarang)." <i>Jurnal Ilmu Administrasi Bisnis</i> 10.1 (2021): 965-973.
Umam, Muhammad Luthfi Khairul, Widiartanto Widiartanto, and Robetmi Jumpakita Pinem. "Pengaruh Job Competency dan Emotional Intelligence Terhadap Employee Performance Melalui Organizational Citizenship Behavior (Studi pada Karyawan Hotel Horison Pekalongan)." <i>Jurnal Ilmu Administrasi Bisnis</i> 10.2 (2021): 1096-1107.
Septyorini, A., & Pinem, R. J. (2020). Implementation of Telemarketing Inbound Call in Mass Market Segment Division Telkomsel Semarang Branch. <i>SPECTA Journal of Technology</i> , 4(3), 89-96.
Pinem, Robetmi Jumpakita. "Improving Product Photo Understanding for Product Marketing Performance." <i>Aksara: Jurnal Ilmu Pendidikan Nonformal</i> 7.3 (2021): 851-854
Robetmi Jumpakita Pinem. Pelatihan Kerajinan Tangan Untuk Meningkatkan Kreativitas Pelaku Usaha Sebagai Sumber Pendapatan Masyarakat. Vol 7 No 4 (2021): <i>Ideas: Jurnal Pendidikan, Sosial, Dan Budaya</i>

Pinem, Robetmi Jumpakita, et al. The Effect of Trust on Repurchase Intention in E-Commerce: Focusing on Generation Z in Indonesia. 2022, vol.23, no.7, pp. 187-201. The e-BusinessStudies

Proceeding

Robetmi Jumpakita Pinem. Impact of Gender on Green Product Purchase Intention in Millennial Generation. Atlantis Press, 2019.

Saryadi, Robetmi Jumpakita Pinem. Responses of Taxpayer Micro, Small and Medium Enterprises (MSMES) on The Tax Amnesty. Atlantis Press, 2019.

Pinem, Robetmi Jumpakita. Responses of Taxpayer Micro, Small and Medium Enterprises (MSMES) on The Tax Amnesty Policy. Atlantis Press, 2019.

Prabawani, Bulan, Sudharto P Hadi, Hartuti Purnaweni, Robetmi Jumpakita Pinem et al. Power Distance on the Utilization of Kendeng Mountain Resources. Atlantis Press, 2019.

Purbawati, D., Budiatmo, A., Nurseto, S., Ainuddin, I., & Pinem, R. J. BUMDES Financial Good Corporate Governance (Case Study at BUMDES in Tembarak District, Temanggung Regency). Atlantis Press 2019

Robetmi Jumpakita Pinem. The Attitude of Millennial Generation towards Recycled Products: Do the Millennial Generation Care about the Environment? 33rd IBIMA Conference. Granada, Spain. 2019

Pinem, Robetmi Jumpakita. Technology Acceptance toward the Continuance Use Market Place Application to Increase Sales in Indonesian SMEs. SCITEPRESS 2020

Utama, P. Y., Farida, N., Lestari, D., & Pinem, R. J. Effect of E-Satisfaction toward E-Repurchase Intention on E-Commerce Platform. SCITEPRESS 2020

Robetmi Jumpakita Pinem. The Motivation of SMEs to Sale Online in Market Place to Increase Sales Performances. EUDL 2020

Robetmi Jumpakita Pinem. New Normal Policy: Factors of Revisit Intention on Green Tourism Karimunjava. EUDL 2020

Alfian, Muhammad Faizal, and Robetmi Jumpakita Pinem. The Role of Civil Society in Indonesia for Global Humanitarian Narratives in Digitalization Era. EUDL 2021

Pinem, Robetmi Jumpakita, and Muhammad Faizal Alfian. Environmental Awareness, Environmental Knowledge, and Environmental Promotion by the Government towards Environment Friendly Concept on Semarang Small and Medium Enterprises. EUDL 2021

Dewi, Reni Shinta, Dinalestari Purbawati, and Robetmi Pinem. Work from Home: Determinant of Individual Learning for Lecturers-Student. EUDL 2021

Robetmi Jumpakita Pinem. The Impact of the Covid-19 Pandemic along with the Development of Sustainable Tourism and Tourism 4.0 in New Normal Covid-19 Pandemic in Karimunjawa. EUDL 2021

Books

No.	Title	Year
1.	Entrepreneurship (in Bahasa Indonesia)	2019
2.	Introduction to Business (in Bahasa Indonesia)	2020
3.	Book Chapter: Initiative of Thoughts from Indonesia to The World of The Covid-19 Era – published in India	2020
4.	Tourism Management	2021
5.	Book Chapter: The Art of Entrepreneurs to Survive During Pandemic Covid-19 – published in India	2021

Research and Grants

No	Year	Title	Grant
1	2018	Perhitungan Dan Pelaporan Wajib Pajak Usaha Mikro, Kecil Dan Menengah (UMKM) Kota Semarang	IDR 20 million, DIPA FISIP UNDIP 2018
2	2019	Motivasi Penjualan Online Pada Market Place Untuk Meningkatkan Penjualan Pada UMKM	IDR 20 million, DIPA FISIP UNDIP 2019
3	2020 - 2021	Post Coronavirus Disease (COVID-19) Pandemic: Applying Tourism 4.0 in Karimunjawa Tourism through Social Media Influencer	IDR 120 million, Non-state budget funds
4	2020 - 2021	Pandemi Covid19 : Individual Learning, Kemampuan Teknologi Dan Kinerja Dosen - Mahasiswa Dalam Rangka WFH Di Indonesia	IDR 80 million, Non-state budget funds
5	2020	Conseving HerItage Carft, Meeting Contemporary and Demand Issue: Collaborative Governance Approach	IDR 50 million, International Joint Research DIPA FISIP UNDIP 2020
6	2020	Pelaksanaan Tri Dharma Perguruan Tinggi Pada Masa Pandemi COVID-19	IDR Managerial Research DIPA FISIP UNDIP 2020
7	2021	Dampak Pembangunan Jalan Tol Terhadap Sosial Dan Ekonomi Masyarakat Trans Jawa Seksi Jawa Tengah	IDR 20 million, DIPA FISIP UNDIP 2019
8	2021	Public Private Partnerships To Support Micro, Small, And Medium Enterprises During The	IDR 45 million,

		COVID-19 Crisis: Case Study Of Indonesia, Malaysia, And Vietnam	International Joint Research DIPA FISIP UNDIP 2020
9	2021	Perceived Health Risk, Secure Attachment, Destination Trust on Intention to Visit Ecotourism in Vietnam and Indonesia: Post-Covid 19 Pandemic	IDR 25 million, Cluster Joint Research DIPA FISIP UNDIP 2021
10	2022	Green Business Sustainability: Green Marketing, Innovation and Ethics Towards Business Performance.	IDR 50 million, Cluster Joint Research DIPA FISIP UNDIP 2021
11	2022	Local Tourism Recovery Models in Indonesia and Vietnam Post-Pandemic.	IDR 45 million, International Joint Research DIPA FISIP UNDIP 2020

Community Service

No	Year	Judul Penelitian	Sumber Dana
1	2018	Sosialisasi Perhitungan Dan Pelaporan Wajib Pajak Usaha Mikro, Kecil Dan Menengah (UMKM) Kota Semarang	IDR 20 million, DIPA FISIP UNDIP 2018
2	2019	Strategi Membangun Bisnis Dengan Berfokus Pada Strategi Segmenting, Targeting, Positioning Serta Bauran Pemasaran Usaha Hasil Olahan Ketela Pada Umkm Binaan Disperindag Provinsi Jawa Tengah Di Kabupaten Grobogan	IDR 50 million, DIPA FISIP UNDIP 2019
3	2019	Strategi Membangun Bisnis Dengan Berfokus Pada Strategi Segmenting, Targeting, Positioning Serta Bauran Pemasaran Usaha Hasil Olahan Ketela Pada Umkm Binaan Disperindag Provinsi Jawa Tengah Di Kabupaten Blora	IDR 50 million, DIPA FISIP UNDIP 2019
4	2020	Bauran Pemasaran Dan Strategi Pemasaran Produk Umkm Binaan Disperindag Provinsi Jawa Tengah Di Kabupaten Jepara	IDR 50 million, DIPA FISIP UNDIP 2020
5	2020	Mengembangkan Kreativitas Dan Peluang Usaha Digital Di Masa Pandemi Covid-19 Pada Sekolah Menengah Atas Di Kota Semarang	IDR 50 million, DIPA FISIP UNDIP 2020
6	2020	Program Pelatihan Mengembangkan Jiwa Wirausaha Dengan Memanfaatkan Marketplace Dan	Self-funding

		Media Sosial Pada Siswa Sekolah Menengah Kejuruan (SMK) 1 Muhammadiyah Kabupaten Wonosobo	
7	2020	Praktek Memanfaatkan Marketplace Dan Media Sosial Pada Siswa Sekolah Menengah Kejuruan (SMK) 1 Muhammadiyah Kabupaten Wonosobo	Self-Funding
8	2021	Pelatihan Kerajinan Tangan Untuk Meningkatkan Kreativitas Pelaku Usaha Di Pantai Glagah Wangi Istambul Desa Tambakbulusan	IDR 50 million, DIPA FISIP UNDIP 2021
9	2021	Pengoptimalan Media Sosial Sebagai Media Pemasaran Online Pada Bumdes Istambul Karya Dalam Pengelolaan Pantai Glagah Wangi Desa Tambak Bulusan Kecamatan Karang Tengah Kabupaten Demak	IDR 50 million, DIPA FISIP UNDIP 2021
10	2021	Ekowisata Berbasis Mangrove dan Pengelolaan Sampah Pantai Glagahwangi Kabupaten Demak	IDR 40 million, Non-state budget funds
11	2022	Pelatihan Management Event Untuk Meningkatkan Pengetahuan Masyarakat Desa Tambakbulusan	IDR 50 million, DIPA FISIP UNDIP 2021

Working/ Events		
Activities	Position	Tahun
Moderator of International Conference on Indonesia Social and Political Enquiries 2018 Faculty of Social and Political Sciences Universitas Diponegoro	Moderator	2018
Committee of International Conference on Indonesia Social and Political Enquiries 2018 Faculty of Social and Political Sciences Universitas Diponegoro	Coordinator paper	2018
Presenter of International Conference on Indonesia Social and Political Enquiries 2018 Faculty of Social and Political Sciences Universitas Diponegoro	Presenter	2018
Internal Reviewer Research and community services proposal Faculty of Social and Political Sciences Universitas Diponegoro	Reviewer	2019
Welcome Party New Student Faculty of Social and Political Sciences Universitas Diponegoro	Instructor	2019
Competence Institute Faculty of Social and Political Sciences Universitas Diponegoro	Coordinator	2019
Committee at International Conference on Indonesian Social and Political Enquiries 2019 (ICISPE) Semarang 2019	Vice Chairman	2019

Moderator at International Conference on Indonesian Social and Political Enquiries 2019 (ICISPE) Semarang 2019	Moderator	2019
Presenter at International Conference on Indonesian Social and Political Enquiries 2019 (ICISPE) Semarang 2019	Presenter	2019
Student Creativity Program FISIP Undip 2019	Speaker	2019
Presenter 2nd Economics And Business International Conference 2019 di Grand Aston City Hall Hotel, Medan 2019 University of Sumatera Utara	Presenter	2019
Moderator at International Conference on Indonesian Social and Political Enquiries (ICISPE) Semarang 2020	Moderator	2020
Chairman at International Conference on Indonesian Social and Political Enquiries (ICISPE) Semarang 2020	Chairman	2020
Moderator at International Conference on Indonesian Social & Political Enquiries (ICISPE) 5th secara Online pada Fakultas Ilmu Sosial dan Ilmu Politik Universitas Diponegoro Tahun 2020	Moderator	2020
Presenter at International Conference on Indonesian Social & Political Enquiries (ICISPE) 5th secara Online pada Fakultas Ilmu Sosial dan Ilmu Politik Universitas Diponegoro Tahun 2020	Presenter	2020
Diponegoro Business School Summer Course Camp 2020	Chairman	2020
Marketing Plan Today's Marketing 2020 Competition by IMA Sc UNDIP Sabtu 31 Oktober 2020	Judge	2020
Moderator Online Seminar "Perilaku Corporate Social Responsibility untuk Citra Perusahaan" Faculty of Social and Political Sciences Universitas Diponegoro	Moderator	2020
Student Creativity Competition Faculty of Social and Political Sciences Universitas Diponegoro 2021	Coordinator	2021
Outstanding Student Competition Faculty of Social and Political Sciences Universitas Diponegoro 2021	Chairman	2021
Dean Cup Faculty of Social and Political Sciences Universitas Diponegoro 2021	Chairman	2021
Essay Competition of English Festival 2021	Judge	2021
Today's Marketing Competition 2021	Judge	2021
Dipo Creativity Orientasi Diponegoro Muda	Judge	2021
Business Plan Competition Diponegoro Entrepreneur Festival 2021	Judge	2021
Volunteer Experiences		
Journal	Position	Year
Jurnal Ilmu Administrasi Bisnis (JAB) 2018	Editor	2018 - present
Aksara: Jurnal Ilmu Pendidikan Nonformal	Reviewer	2020 - Present

SPECTA Journal of Technology	Reviewer	2020 - Present
Journal of Applied Business Administration	Reviewer	2020 – Present
Jurnal Multidisiplin Madani (Mudima)	Reviewer	2021 – Present

ADMINISTRATIVE POSTS

Business Lab Coordinator 2018 - present

Description:

As the person in charge who is responsible for the use of the lab and equipment used by students (Lab facilities)

Head of Research and Community Services Unit 2020

the Research and Community Services Unit

Faculty of Social and Political Sciences

Universitas Diponegoro

Description:

I am responsible for coordinating the representative team of each department in the faculty of social and political sciences, monitoring the development of research and community service. Make progress reports and report them to the dean.

Head of Student Achievements Unit 2021

the Student Achievements Unit

Faculty of Social and Political Sciences

Universitas Diponegoro

Description:

The Student Achievements Unit provides guidance, motivation, distribution of competition information and reporting of competition winners at the Faculty of Social and Political Sciences. Coordination with faculty leaders to improve student achievement. I currently serve as Head of Student Achievements Unit

Head of International Office Faculty 2022 - Present

the International Office

Faculty of Social and Political Sciences

Universitas Diponegoro

Description:

the International Office is a working unit tasked to carry out and implement the international missions of the Faculty of Social and Political Sciences, Universitas Diponegoro. I currently serve as the International Relation Division and programs of the unit

HONORS

Outstanding Academic Award 2025

Received the Outstanding Academic Award from the President of Kangwon National University with good academic and research performance.

The Most Outstanding Lecturer 2022

Lecturer with best in teaching, research, community services and university activities.

Cum Laude and Best Alumni 2013

Faculty of Social and Political Sciences, Universitas Sumatera Utara
September, 2013

Cum Laude

School of Management, National Taiwan University of Science and Technology, Taiwan
June, 2015

Gold Medal

International Research Teacher Competition (IRTC) 2021

Fellowships

Outstanding Achievement Full-Scholarship

for enrollment in the Bachelor program of Business Administration, Universitas Sumatera Utara

Provider: Tanoto Foundation Corporation (2009 – 2013)

Outstanding Students Scholarship

for enrollment in the Master of Business Administration, National Taiwan University of Science and Technology

Provider: NTUST Scholarship (2014 – 2015)

TRAINING

Basic Management and Occupational Training for Lecturer

Universitas Diponegoro
August, 2018

Training for Trainer; Freshman Assistanship

Universitas Diponegoro
July 2018

Basic Teamwork and Communication Skill

Universitas Diponegoro
2018

Extracurricular Activities Assistanship

Universitas Diponegoro
2018

Teaching Method and Pedagogy; Applied Approach
Universitas Diponegoro
2018

LANGUAGE

Bahasa Indonesia, English, Karonese

PROFESIONAL ASSOCIATION

Indonesian Lecturer Association (ADI) - Member
2018 – present

Indonesian Entrepreneurship Lecturer Association (PERWIRA) - Member
2018 – present

Indonesian Scientific Writer Community (KaPIN) – Vice Chairman
2020 – present

Indonesian Association of Scientific Journal Editors (HEBII) - member
2020 - present

Council of ASEAN Professors in Korea (CAPK) – Media and PR Team
2023 - present