



Rizki Edmi Edison

Assoc Prof. M.D, Ph.D

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SUMMARY

Academician with the major on neuroscience that sophisticated in research, innovation, and teaching. In the last nine years career in Indonesia and Brunei Darussalam has been successfully developing clinical neuroscience, neural engineering, and neuro-management/marketing.

WORK EXPERIENCE

Faculty

Institute for Leadership, Innovation and Advancement - Universiti Brunei Darussalam

August 2023 - Present

- At ILIA UBD, I have been fortunate to blend neuroscience with diverse fields such as leadership, marketing, education, and any other fields. I designed and taught courses that explore how the brain shapes human decision-making in sustainable development. One of the most meaningful experiences has been leading executive training in neuroleadership for mid- to senior-level managers in Brunei, where we explored how brain-based strategies can improve team motivation, resilience, and clarity. I also contributed to programme innovation aligned with Wawasan Brunei 2035, helping bridge research and practice to support national goals in education, leadership, and talent development. The collaborative spirit at UBD has allowed me to bring applied neuroscience to new audiences in a way that is both rigorous and practical.

Associate Professor and Director

Neuroscience Institute - Universitas Prima Indonesia

September 2022 - Present

- This role has been a homecoming, offering a space to fully develop my vision for applied neuroscience in Indonesia. As Director of the Neuroscience Institute, I focus on translating brain science into tools for leadership, education, and behavioral innovation. Together with an enthusiastic team, I have designed interdisciplinary curricula, supervised collaborative research on eye tracking and digital behavior, and supported students in publishing across local and international journals. I have also led several grant-funded projects exploring how cognitive neuroscience can inform innovation in education and marketing. Beyond academia, I enjoy building connections with community leaders and educators, offering neuroleadership workshops that help people understand themselves and others more deeply. The work continues to remind me that neuroscience can touch lives far beyond the lab.

Assistant Professor and Director

Neuroscience Center - Universitas Muhammadiyah Prof Dr HAMKA

June 2015 - May 2022

- My journey at UHAMKA was one of building from the ground up. I helped establish Indonesia's first Neuroscience Center focused on real world applications by integrating clinical neuroscience, behavioral research, and organizational development. We created a space where medical students, psychologists, educators, and engineers could work together. One of my proudest achievements was mentoring students in projects that applied neuroscience to leadership and health communication. Many of their works gained national recognition. I also led the development of Brain ECVT, a novel brain imaging technology, and explored how it could be used in mental health, addiction research, and cognitive training. The work was both academic and entrepreneurial, as we built consultancy and training models that brought knowledge to institutions, leaders, and communities throughout Indonesia.



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EDUCATION

Ph.D in Neurosurgery

Department of Neurosurgery - Jichi Medical University

- Dissertation on Epilepsy Surgery

April 2010 - March 2015

CURRENT RESEARCH AREA / INTEREST

Leadership:

(1)Neuroleadership; (2)Leadership for Student's Organization; (3)Cross Culture Leadership

Marketing:

(1)Neuromarketing;

CURRENT TEACHING AREA / INTEREST

Applied Cognitive Neuroscience:

(1)Neuroleadership; (2)Neuromarketing; (3)Educational Neuroscience

TEACHING HISTORY

Universiti Brunei Darussalam:

(1)Business Information Systems; (2)Geographies of Media, Communication, and Popular Culture; (3)Mental Health Nursing in Health Care; (4) Psychology in Education; (5) Ecotourism; (6) Youth Geographies; (7) Marketing Management; (8) Executive Development Program for Middle Management Officers; (9) Graduate Diploma in Sustainable Development

Universitas Prima Indonesia:

(1)Neuropsychology; (2) Public Health

Universitas Muhammadiyah Prof Dr HAMKA:

(1)Brain Anatomy and Histology; (2) Neuropsychology; (3) Public Health

ADDITIONAL INFORMATION

Languages:

(1)Indonesia; (2)English; (3)Japanese

Awards:

(1)Best Presentation on World of Addiction, 2018; (2)Best Presentation on Annual Academic Meeting on Psychiatry, Addiction, and Neuroscience, 2016

Research Grant:

(1)Higher Education, Research, and Technology Grant - Ministry of Education Indonesia, 2024; (2)Industrial Technology Development Program Grant - Ministry of Research and Technology Indonesia, 2019 - 2021; (3)National Innovation Grant - Ministry of Research and Technology Indonesia, 2019 - 2021; (4)Leadership Program Grant - Bank of Indonesia, 2017.



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PUBLICATIONS

Journal Articles:

- [Trirasetya, M. U., Leonardi, F., Suhartomi, S., Sihotang, W. Y., & **Edison, R. E.** (2024). Effectiveness of Smoke-Free Campus Implementation on Smoking Behavior Control. *Jurnal Kesehatan*, 15(2), 241–246. <https://doi.org/10.26630/jk.v15i2.4538>
- [Indra, E., Hizkia, H., Ginting, H., Stanley, C., Harnita, P. C., Akbari, D. A., & **Edison, R. E.** (2024). Investigating visual engagement of Generation Z with presidential campaign infographics through Eye-Tracking technology. *Journal of Natural Sciences and Mathematics Research*, 10(1), 55–81. <https://doi.org/10.21580/jnsmr.v10i1.20990>
- [Indra, E., Farhan, M., Lumbanraja, L. R. W., Karim, A. M., Mariyanti, E., Akbari, D. A., & **Edison, R. E.** (2024). Analisis User Interface Website SIAM UNPRI Berbasis Eye Tracking. *Jurnal Teknologi Dan Sistem Informasi Bisnis*, 6(3), 443–449. <https://doi.org/10.47233/jteksis.v6i3.1387>
- [Marcellina Tanjung, Z. A., L.S, D. S. V., Br Sembiring Depari, M., Indra, E., Akbari, D. A., & **Edison, R. E.** (2024). ANALISIS PERBEDAAN ATENSI VISUAL CUSTOMER SHOPEE TERHADAP PRODUK FLASH SALE DENGAN PRODUK NORMAL BERBASIS EYE TRACKING. *Jurnal Teknik Informasi Dan Komputer (Tekinkom)*, 7(1), 441. <https://doi.org/10.37600/tekinkom.v7i1.1368>
- [Sumarti, H., Tasyakuranti, A. N., Zulfikah, P., & **Edison, R. E.** (2024). The influence of Istighfar Dhikr on brain wave activity: An EEG-based study on anxiety management. *Multidisciplinary Science Journal*, 6(11), 2024236. <https://doi.org/10.31893/multiscience.2024236>
- [Sumarti, H., Septiani, F., Sudarmanto, A., Caesarendra, W., & **Edison, R. E.** (2023). EEG Classification while Listening to Murottal Al-Quran and Classical Music using Random Forest Method. *Knowledge Engineering and Data Science*, 6(2), 157. <https://doi.org/10.17977/um018v6i22023p157-169>
- [Akbari, D. A., Sumarwan, U., Hasanah, N., & **Edison, R. E.** (2024). Comparing the Effectiveness of Human and AI-Generated Endorsers in Advertising Campaigns. *Agregat: Jurnal Ekonomi Dan Bisnis*, 7(2). https://doi.org/10.22236/agregat_vol7.i2/12491
- [Akbari, D. A., & **Edison, R. E.** (2023). Exploring the Connection Between YouTube Channel Content and Average View Duration in Higher Education Marketing. *International Journal of Innovation, Creativity and Change*, 347–358. <https://doi.org/10.53333/IJICC2013/17133>
- [Adha Akbari, D., Sumarwan, U., Hasanah, N., & **Edison, R.** (2023). EXPLORING JUST NOTICEABLE DIFFERENCE BETWEEN AI ENDORSERS AND HUMAN ENDORSERS IN ADVERTISING CAMPAIGNS. *The Seybold Report*, 18(8). <https://doi.org/10.5281/zenodo.8241117>
- [**Edison, R. E.** (2022). POTENSI PEMANFAATAN FUNGSIONAL NEAR-INFRARED SPECTROSCOPY PADA PENELITIAN PSIKOLOGI. *Jurnal RAP (Riset Aktual Psikologi Universitas Negeri Padang)*, 12(2), 149. <https://doi.org/10.24036/rapun.v12i2.114030>
- [Izhar, L. I., Babiker, A., **Rizki, E. E.**, Lu, C.-K., & Abdul Rahman, M. (2022). Emotion Self-Regulation in Neurotic Students: A Pilot Mindfulness-Based Intervention to Assess Its Effectiveness through Brain Signals and Behavioral Data. *Sensors (Basel, Switzerland)*, 22(7). <https://doi.org/10.3390/s22072703>



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PUBLICATIONS

Journal Articles:

- [Edison, R. E. (2021). APPLICATION OF NEUROIMAGING TECHNOLOGY IN MILITARY. Jurnal Pertahanan: Media Informasi Ttg Kajian & Strategi Pertahanan Yang Mengedepankan Identity, Nasionalism & Integrity, 7(3), 430. <https://doi.org/10.33172/jp.v7i3.1288>]
- [Edison, R. E., Rohmadi, R., Pratama, S. H., Ihsan, M. F., Saputra, A., & Purwo Taruno, W. (2021). Design of Brain Activity Measurement for Brain ECVT Data Acquisition System. International Journal of Innovative Research in Medical Science, 6(10), 630–634. <https://doi.org/10.23958/ijirms/vol06-i10/1223>]
- [Lusiana, M., Nuryati, T., Muhaimin, T., & Edison, R. E. (2021). Perilaku Waspada Stroke Pengidap Hipertensi. Health and Medical Journal, 3(2), 33–36. <https://doi.org/10.33854/heme.v3i2.680>]
- [Prawiroharjo, P., Edison, R. E., Ellydar, H., Pratama, P., Imelda Suaidy, S. E., Amani, N. Z., ... Hatta, G. F. (2021). Prefrontal Cortex Definitions and Their Use in Distinguishing Pornography Addicted Juveniles. <https://doi.org/10.1101/2021.06.22.21259291>]
- [Pratama, M. A., Anisa, Y. H., Amilah, N., Avorizano, A., & Edison, R. E. (2021). The Influence of Pop-Up Notification on Visual Attention and Learning. Education Quarterly Reviews, 4(4). <https://doi.org/10.31014/aior.1993.04.04.409>]
- [Amilah, N., Hizza Anisa, Y., Kamayani Sulaeman, M., Handayani, N., Prawiroharjo, P., & Edmi Edison, R. (2021). QEEG-based Brain Mapping of Internet Pornography Addicted Adolescents. Journal of Health and Medical Sciences, 4(4), 67–72. <https://doi.org/10.31014/aior.1994.04.04.195>]
- [Edison, R. E., Anisa, Y. H., & Fauzy, F. R. (2021). ANALYSIS OF VISUAL ATTENTION AMONG SMOKER AND NON-SMOKER BY USING HUMAN EYE TRACKER OF HEALTH GRAPHIC WARNING ON TOBACCO PACKAGE. Jurnal Kesehatan Masyarakat Andalas, 15(2), 3–7. <https://doi.org/10.24893/jkma.v15i2.656>]
- [Prawiroharjo, P., Edison, R. E., Ellydar, H., Pratama, P., Suaidy, S. E. I., Amani, N. Z., ... Hatta, G. F. (2021). Left Hippocampus to Anterior Cingulate Cortex Connectivity Correlates with Worse Recent Verbal Memory in Pornography Addicted Juveniles (2702). Neurology, 96(15_supplement). https://doi.org/10.1212/WNL.96.15_supplement.2702]
- [Maharani, R., Edison, R. E., Ihsan, M. F., & Taruno, W. P. (2020). Average Subtraction Method for Image Reconstruction of Brain using ECVT for Tumor Detection. International Journal of Technology, 11(5), 995–1004. <https://doi.org/10.14716/ijtech.v11i5.4325>]
- [Lestari, F. P., Haekal, M., Edmi Edison, R., Ravi Fauzy, F., Nurul Khotimah, S., & Haryanto, F. (2020). Epileptic Seizure Detection in EEGs by Using Random Tree Forest, Naïve Bayes and KNN Classification. Journal of Physics: Conference Series, 1505(1), 012055. <https://doi.org/10.1088/1742-6596/1505/1/012055>]



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PUBLICATIONS

Journal Articles:

- [Deviani, L., Asyary, A., & **Edmi Edison, R.** (2020). KOMPARASI EFEKTIVITAS MEDIA AUDIOVISUAL DAN MEDIA AUDIO TERHADAP PENGETAHUAN DAN MOTIVASI REMAJA PUTRI UNTUK MELAKSANAKAN PEMERIKSAAN PAYUDARA SENDIRI (SADARI). Jurnal Publikasi Kesehatan Masyarakat Indonesia. <https://doi.org/10.20527/jpkmi.v6i3.8179>]
- [Ihsan, M. F., **Edison, R. E.**, Pratama, S. H., Saputra, A., Rohmadi, R., & Taruno, W. P. (2020). Real-Time Measurement of Integrated Multichannel EEG-ECVT in Pre-Frontal Lobe. European Journal of Molecular & Clinical Medicine, 7(10), 1343–1350. <https://doi.org/>]
- [Aransih, M. P., & **Edison, R. E.** (2019). The naturalness of biological movement by individuals with autism spectrum conditions: Taking neurotypical individuals' viewpoint. Open Access Macedonian Journal of Medical Sciences, 7(16). <https://doi.org/10.3889/oamjms.2019.392>]
- [Prawiroharjo, P., Ellydar, H., Pratama, P., **Edison, R. E.**, Suaidy, S. E. I., Amani, N. Z., & Carissima, D. (2019). Impaired Recent Verbal Memory in Pornography-Addicted Juvenile Subjects. Neurology Research International, 2019. <https://doi.org/10.1155/2019/2351638>]
- [**Edmi Edison, R.**, M. Juhro, S., Farid Aulia, A., & Archianti Widiastih, P. (2019). Transformational Leadership and Neurofeedback: The Medical Perspective of Neuroleadership. International Journal of Organizational Leadership, 8(1), 46–62. <https://doi.org/10.33844/ijol.2019.60317>]
- [Sirait, S. H., **Edison, R. E.**, Baidillah, M. R., Taruno, W. P., & Haryanto, F. (2016). Simulation of 2D Brain's Potential Distribution Based on Two Electrodes ECVT Using Finite Element Method. Journal of Physics: Conference Series, 739, 012126. <https://doi.org/10.1088/1742-6596/739/1/012126>]
- [Nirmala, S. A., **Edison, R. E.**, Nurfauzi, R., Haryanthi, L. P. S., Ihsan, MuhammadF., Maharani, R., & Taruno, WarsitoP. (2015). Voltage Value of 2-Electrode 4D Brain ECVT of Human Brain During Stress and Relaxed Conditions. Advanced Science, Engineering and Medicine, 7(10), 869–871. <https://doi.org/10.1166/ase.2015.1782>]
- [Handayani, N., Khotimah, S. N., Haryanto, F., Arif, I., Ayu, N. S., Syarif, H. S., **Edison, R. E.**, Taruno, WarsitoP. (2015). Investigation of the Music's Effect on Human Brain Activity Using Electrical Capacitance Volume Tomography Brain Scanner and Electroencephalo-Graphy. Advanced Science, Engineering and Medicine, 7(10), 882–887. <https://doi.org/10.1166/ase.2015.1784>]
- [**Rizki, E. E.**, Uga, M., Dan, I., Dan, H., Tsuzuki, D., Yokota, H., ... Watanabe, E. (2015). Determination of epileptic focus side in mesial temporal lobe epilepsy using long-term noninvasive fNIRS/EEG monitoring for presurgical evaluation. Neurophotonics, 2(2), 025003. <https://doi.org/10.1117/1.nph.2.2.025003>]
- [Uga, M., Saito, T., Sano, T., Yokota, H., Oguro, K., **Rizki, E. E.**, ... Watanabe, E. (2014). Direct cortical hemodynamic mapping of somatotopy of pig nostril sensation by functional near-infrared cortical imaging (fNCI). NeuroImage, 91. <https://doi.org/10.1016/j.neuroimage.2013.12.062>]



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PUBLICATIONS

Conference Paper:

- [Rachmawati, E., **Edison, R. E.**, & Bigwanto, M. (2022). Brain Mapping and Visual Attention on Cigarette Packs Based on Electroencephalography and Human Eye Tracker between Teen Smokers and Nonsmokers. KnE Social Sciences. <https://doi.org/10.18502/kss.v7i12.11510>]
- [Soleh, M. B., Anisa, Y. H., Absor, N. F., Suswandari, & **Edison, R. E.** (2021). Differences of Visual Attention to Memes: An Eye Tracking Study. <https://doi.org/10.2991/assehr.k.210430.022>]
- [Putri Alifa, M., Putri Aransih, M., Ayu Aguspa Dita, D., & **Edmi Edison, R.** (2018). "Like" and "Love" Responses as Addiction Factors on Social Media. Proceedings of the International Conference of Mental Health, Neuroscience, and Cyber-Psychology - Icometh-NCP 2018, 105–109. Padang: Fakultas Ilmu Pendidikan. <https://doi.org/10.32698/25265>]
- [Fairuz Izdihar, D., Ravi Fauzi, F., Ayu Aguspa Dita, D., Putri Aransih, M., Prawiroharjo, P., Risman, E., & **Edmi Edison, R.** (2018). Faking Good Among Porn-Addicted Adolescents. Proceedings of the International Conference of Mental Health, Neuroscience, and Cyber-Psychology - Icometh-NCP 2018, 6–10. Padang: Fakultas Ilmu Pendidikan. <https://doi.org/10.32698/25251>]