

## Education

1. 1997: Bachelor Degree (SPd.), International Relationship, Faculty of Social and Political Science, University of Gadjah Mada, Yogyakarta, Indonesia.
2. 1999: Bachelor Degree (SPd.), English Language Program, Language Faculty, University of Sanata Dharma Yogyakarta, Indonesia.
3. 2001: Magister Degree (MM), Management Program, University of Gadjah Mada in Marketing, Yogyakarta, Indonesia
4. 2001: Master Degree (MSi), Management Program, University of Gadjah Mada in Marketing, Yogyakarta, Indonesia.
5. 2007: Doctor of Philosophy (PhD), Management Program in Marketing, University of Gadjah Mada, Yogyakarta, Indonesia

## Research Interest

1. Marketing Management-Branding , Sustainability, Ethics, Customer Relationship Management.
2. Consumer Behavior-Hedonic Behavior, Disposition.
3. Sustainability and Partnership.
4. Business Strategy

## Peer Reviewed Journal

1. Iin Mayasari (2007), "Compulsive Buying-A Growing Concern An Examination Antecedents and Implication for Public Policy", *Jurnal Utilitas - Jurnal Manajemen dan Bisnis (Journal of Management and Business) Management program, Economics Faculty Yogyakarta Muhammadiyah University*, 15(1).
2. Iin Mayasari (2007), " Philosophy of Science as a Paradigm of the Management Science Development", *Journal "Karisma" Universitas Pembangunan Nasional*, 1(2).
3. Iin Mayasari (2007), " Consumer Decision Making: The Difference between Complex and Limited Decision Making", *Buletin Ekonomi Fakultas Ekonomi (Economic Buletin Faculty of Economics) Universitas Pembangunan Nasional*, 4(2).
4. Iin Mayasari (2007), " Antecedents and Consequences: Variety Seeking Behavior, Journnal "Paramadina" Paramadina University.
5. Iin Mayasari (2007), "Identification and Solutions for Systematic Errors: Case Analysis on Consumer Behavior Concept", *Buletin Ekonomi (Economic Buletin), Universitas Pembangunan Nasional*, 5(3).

6. Iin Mayasari (2007), "Book Review. The Organization in Action", *Journal "Karisma" Universitas Pembangunan Nasional*, 2(1).
7. Iin Mayasari (2007), "Psychology and Experiential Perspective on Variety-Seeking Behavior", *Jurnal Telaah Bisnis Sekolah Tinggi Ilmu Manajemen (Journal Study of Business, Business School of Management)*, 8(2).
8. Iin Mayasari (2008), "Epistemic Aspects on Variety-Seeking Behavior", *Jurnal Utilitas - Jurnal Manajemen dan Bisnis (Journal of Management and Business) Management program, Economics Faculty Yogyakarta Muhammadiyah University*, 16( 1).
9. Iin Mayasari (2008), "Materialism and Commercialization Attitude: The Role of Peer Influence", *Jurnal Ekonomi & Bisnis (Journal of Economy and Business) University of Surabaya*, 10(1).
10. Iin Mayasari (2008), "Variety-Seeking Behavior: Reviewed from Psychology Perspective and Its Effect to the Loyalty Behavior", *Jurnal Manajemen: Teori dan Terapan (Journal of Management: Theory and Applied) Airlangga University*, 1(1).
11. Prima Naomi dan Iin Mayasari (2008), "Pengaruh Kontrol Diri terhadap Perilaku Pembelian Kompulsif", *Telaah Bisnis*, ISSN 1411-6375.
12. Iin Mayasari (2008), "Pemilihan Bentuk Fungsi Empiris: Studi Kasus Penentu Kinerja Perusahaan ditinjau dari Aspek Pemasaran dan Operasi," *Jurnal "Karisma" Universitas Pembangunan Nasional Yogyakarta*, (2)3, Agustus. ISSN 1978-404X.
13. Iin Mayasari (2008), "The Creating of Ethical Work Climate & The Role for Influencing Work Attitude", *Jurnal Paramadina, Universitas Paramadina*, 5(3).
14. Iin Mayasari (2008), "Narrow Measurement of Personality Construct", *Jurnal Ilmiah Psikologi, Inquiry. Vol 1 (1)*, Agustus.
15. Iin Mayasari (2009), "Need for Uniqueness: Konsep Teoretis, Konteks sosial, dan Dilema Pengukuran dalam Ilmu Perilaku Konsumen", *Jurnal Ilmiah Psikologi, Inquiry. Vol 2(1)*, Agustus.
16. Iin Mayasari (2009), "Managing Career Plateau Professionally in Organization Setting, *Journal of Human Capital Bakrie School of Management*, 1(2).
17. Iin Mayasari, Anita Maharani, Iyus Wiadi (2009), "Entrepreneurial Marketing for Small and Medium Enterprise, *Jurnal Manajemen (Management Journal) Prasetya Mulya*, April. Jakarta Indonesia, Terakreditasi Nasional.
18. Iin Mayasari (2009), "Explaining The Dark Side of Consumer Behavior: The Piracy Case of Internet Music Downloading", *Jurnal Paramadina* 6(2). ISSN 1412-0755.

19. Devi Wulandari & Iin Mayasari (2009), "Peranan Kepribadian dalam Perilaku Menyimpang di Dunia Kerja", Jurnal Paramadina 6(2). ISSN 1412-0755.
20. Iin Mayasari (2009), Penerapan Pengukuran antara Konstruk Multidimensional dan Unidimensional: Studi pada Konsep Perilaku Konsumen, Kinerja, Jurnal Bisnis dan Ekonomi, Vol 13, No 1 Februari 2009. Terakreditasi Nasional.
21. Iin Mayasari & M. Darus (2010), "Studi Perilaku Empiris Mengenai Nilai Kesadaran Ekologis dan Intelijensi Emosi Konsumen pada Perilaku Ekologis", Jurnal Paramadina Vol 7 (3), Agustus. ISSN 1412-0755.
22. Iin Mayasari & Diki Gita Purnama, (2010), "Orientasi Berbasis Pada Manajemen Pengetahuan: Imbas pada Peningkatan Kinerja ", Journal of Human Capital, Bakrie School. Vol 2 No, 2 Februari. ISSN 1979-8180
23. Iin Mayasari & Dikara Barcah (2011), "Illegal Digital Media Usage: Based on Moral Judgment and Legal Awareness", Kinerja: Jurnal Bisnis dan Ekonomi, Vol 18, No 1 Maret, 2011, ISSN: 0853-6627. SK No 64a/DIKTI/Kep/2010. Sinta 3 <http://e-journal.uajy.ac.id/6136/1/KINERJA>
24. Iin Mayasari & Anita Maharani (2011), "Idealisme Versus Relativisme Generasi Y Terhadap Iklan Dengan Tema Sexual Appeal," Kajian Riset Manajemen Vol 5, No 2, April 2011, ISSN 1978-404X. <http://repository.upnyk.ac.id/3745/>
25. Iin Mayasari, (2011), "Nilai-Nilai Keparamadinaan- Kepemimpinan, Etika, dan Kewirausahaan di Kalangan Mahasiswa: Sebuah Refleksi Sosialisasi dan Realisasi di Program Studi Manajemen," Jurnal Paramadina, Vol 8, 3 Agustus 2011; ISBN 1412.0755.
26. Iin Mayasari, Anita Maharani, Iyus Wiadi, (2012), "Penerapan Nilai Integritas dan Perspektif Gender dalam Perilaku Beretika", Jurnal Bisnis dan Ekonomi-Kinerja, 2(16):153-179. Terakreditasi Nasional. Sinta 3. <http://e-journal.uajy.ac.id/5995/1/Kinerja>
27. Iin Mayasari, (2012), " Perspectives to Understand the Social Marketing as An Approach in Influencing Consumer Behavior for Good", International Business Journal, Vol. 14, No. 2 (May - August 2012): 163 - 182, Q3 & SJR 0,18, 10.22146/gamaijb.5442
28. Iin Mayasari, Anita Maharani, Devi Wulandari, (2013) Determinants Of Ethical Behavior: An Empirical Study Of Implementing Marketing Strategies , Published In Development Research Of Management (Derema), Vol. 8, No. 1, May.
29. Iin Mayasari, Muthia Pramesti (2015), "Kajian Konseptual Perilaku Hedonis: Perspektif Experiential, Perspektif Epistemik, dan Perspektif Religi", Jurnal Aplikasi

Manajemen, Vol 13 No 3, September 2015, Malang, ISSN 1693-5241. Sinta 2  
(Terakreditasi Nasional)  
<https://jurnaljam.ub.ac.id/index.php/jam/article/view/793>

30. Diki Gita Purnama, Iin Mayasari, Ayu Dwi Nindyati, (2016), " Mobile Marketing: Pengaruh Aspek Kepercayaan Diri, Kepercayaan Institusi dan Kontrol Diri Pengguna', Jurnal Paramadina, 1(13): 1401-1420.  
<http://journal.paramadina.ac.id/index.php/upm/article/view/109>
31. Iin Mayasari, Retno Hendrowati, Asriana Issa Sofia, Iyus Wiadi, (2017) Implementation of E-Government Through Implementation of Technology Acceptance Model, Journal of Applied Management, Vol 15 No 4, Desember. Sinta 2 (Terakreditasi Nasional) DOI: 10.21776/ub.jam2017.015.04.13
32. Iin Mayasari, Iyus Wiadi, (2017) Purchasing Massive Prestige Brands: The Exploration of Consumers' Value Perception Jurnal Asean of Marketing Vol IX No 1, Juni . Sinta 2 (Terakreditasi Nasional)  
<https://doi.org/10.21002/amj.v9i1.4447>
33. Rofikoh R. , Iin Mayasari, (2018) Analisis Model 4As pada Kesiapan Menggunakan Kredit Usaha Rakyat, Jurnal Kawistara Universitas Gadjah Mada, Jurnal Nasional VOLUME 8 No. 1, 22 April Halaman 1-110. Sinta 2 (Terakreditasi Nasional)  
<https://doi.org/10.22146/kawistara.32171>
34. Rofikoh R., Permata Wulandari, Iin Mayasari, (2018) Small medium enterprises technology acceptance model: A conceptual review, International Journal of Business and Society . Q3 & SJR 0,2. <http://www.ijbs.unimas.my/index.php/content-abstract/current-issue/539>
35. Iin Mayasari, Handrix Chris Haryanto, (2018) Motivational Factors of Collaborative Consumption in the Era of Sharing Economy, Gadjah Mada International Journal of Business, Vol. 20,3 (Sept-Dec, 2018): 331-352. Q3 & SJR 0,18 DOI: 10.22146/gamaijb.27552
36. Retno Sri Handini & Iin Mayasari, (2019) The Implementation of the Stakeholder Perspective to Support Sustainability Activities and the Enabling Factors, Jurnal Manajemen & Bisnis Madani, 1, 2019.  
<http://journal.paramadina.ac.id/index.php/madani/article/view/271>
37. Adrian A. Wijanarko & Iin Mayasari, (2019) Implikasi Perilaku Pencarian Variasi sebagai Perilaku Psikologis terhadap Aspek Manajerial, Jurnal Manajemen & Bisnis Madani, 1,. <http://journal.paramadina.ac.id/index.php/madani/article/view/241>.
38. Iin Mayasari, Fatchiah E. Kertamuda, Handrix Chris Haryanto, Mochammad Rivee Arham, (2019) The Implementation of Leverage Secondary Association through Stakeholder Approach in Reinforcing Brand Knowledge: The Case Study of

Wanderlust, Local Tourism Agent, Indonesia, International Journal of Business Economics, 1(1), 71-88, September. <https://doi.org/10.30596/ijbe.v1i1.3443>

39. Iin Mayasari, Rofikoh, R., Permata Wulandari. (2021) Is brand management important to SMEs product sustainability? A qualitative investigation in the context of Indonesia small enterprise environment. IOP Conference Series: Earth and Environmental Science, 2021, 716(1), 012109.
40. Iin Mayasari, Rofikoh, R., Permata Wulandari.(2021) Customer relation management of financial service provider for people entrepreneurship credit sustainability in Indonesia IOP Conference Series: Earth and Environmental Science, 2021, 716(1), 012108
41. Iin Mayasari, Rofikoh, R., Permata Wulandari. (2021) The Factors that Influence Small and Medium Enterprises' Intention to Adopt the Government Credit Program, Journal of Research in Marketing and Entrepreneurship, vol. 23 no. 1, DOI: <https://doi.org/10.1108/JRME-01-2020-0013>, ISSN: 1471-5201

### **Peer Reviewed Paper Proceedings**

1. Iin Mayasari (2009), Managing Tourism Crisis presented in Internasional-Sustanaibility Symposium Tourism Development: A Challenge for Government Business & Academic, Presenting, University of Surabaya, **Surabaya**.
2. Iin Mayasari & Devi Wulandari (2009), presenting: Model Perilaku Kesehatan:Tinjauan Perspektif Psikologi, Pembelajaran Sosial Konsumen dan Sociodemografi (Health Motivation Model: Perspective Review of Psychology, Consumer Social Learning and Sociodemographic), Dies Natalis Fakultas of Psychology University of Indonesia.
3. Iin Mayasari & Devi Wulandari (2009), presenting: Perilaku Menyimpang: Tinjauan Disposisi dan Situasional (Deviating Behavior: Overview and Situational Disposition,) National Seminar Implementing Value Based Management for Better Future, , Universitas Maranatha **Bandung**.
4. Iin Mayasari, Rini Pramono, (2009), presenting: Kajian Peran Wanita: Pembuatan Keputusan Beretika dalam Aspek Bisnis Melalui Pendekatan Multi-Prinsip, (The Role of Women Study: Making Ethical Decisions in Business Aspects using Multi-Principle Approach), Seminar Nasional Kepemimpinan yang Berperspektif Gender (National Seminar Gender Perspective Leadership, Gajah Mada University, **Yogyakarta**).
5. Iin Mayasari, (Juli 2009), presenting: Holistic View Of Entrepreneur Performance: Marketing Aspect, Capability, Attitude, External Environment, And

Sociodemographic, The First International Seminar of Entrepreneurship, Institut Teknologi **Bandung**.

6. Iin Mayasari (2010), presenting Study of Determinants for the Choice Between Islamic Brand and Non-Islamic Brand: The case of banking The First International Seminar of Islamic Marketing, **University of Malaya, Kuala Lumpur**.
7. Iin Mayasari (2011), presenting Communication Corporate Social Responsibility to Publics: Study of Website Publication of Indonesian Companies. Presented in The Conference of Society of Interdisciplinary Business Research in **Bangkok, Thailand**.
8. Iin Mayasari & Retno Hendrowati (Juni, 2011) presenting Persepsi Individu terhadap Media Pop-Ups, Spam, dan Cookies: Studi Eksploratif berkaitan dengan Privasi Konsumen, at Paramadina Research Day, **Jakarta**.
9. Iin Mayasari (Oktober, 2011), presenting An Exploratory Study Recognizing Social Marketing in Business Practices to Achieve Better Performance in Challenging Business Environment, The 6th International Conference on Business and Managing Research "Business and Management Challenges toward ASEAN Economic Community 2015", **Makati Philippines**.
10. Iin Mayasari (Maret-April, 2012), presenting The Multi Perspective of Consumer Behavior on Online Purchase Behavior", e-Case & e-Tech 2012 International Conference on e-Commerce, e-Administration, e-Society, e-Education and e-Technology, Sky Marriott Hotel, **Hongkong**.
11. Iin Mayasari, Iyus Wiadi, Anita Maharani, Rini S. Pramono, (Mei, 2012) presenting Penerapan Nilai Integritas dan Perspektif Gender dalam Perilaku Beretika, Seminar Nasional & Call for Papers, Fakultas Ekonomi Universitas Atma Jaya Yogyakarta & ISEI Cabang **Yogyakarta**.
12. Iin Mayasari (2012) presenting Strengthening the Relationship of Franchisor and Franchisee on Value in Use, Investment Risk, Conflict Management, Trust, Commitment, and Relationship Satisfaction: Study Case of Local Franchise in Jakarta, The 7th International Conference on Business and Management Research, **Ho Chi Minh City, Vietnam**.
13. Iin Mayasari (April, 2013) presenting Blitz Megaplex Goes to 21 Cineplex, Asean Graduate Business and Economics Programme 13th, **Yogyakarta**.
14. Iin Mayasari (April, 2013), presenting Integrative Business Integrative Understanding of Sustainability Development Orientation in Business Strategy Based on the Stakeholder Perspectives, Presented in The 1st Annual International Scholars Conference in **Taichung, Taiwan**.

15. Iin Mayasari (2013) presenting The Relationship Management of Franchisor and Franchisee in Indonesia, November The 8th International Conference on Business and Management Research in **Seoul**.
16. Iin Mayasari (2014) presenting Ethical Climate, October University, The 9th International Conference on Business and Management Research in **Kyoto**.
17. Iin Mayasari (2014) presenting Studi Awal Penerapan e-Government Pemerintah Kota Bogor: Untuk Mendukung Terciptanya Smart Government, Research Day, Universitas Paramadina, **Jakarta**.
18. Iin Mayasari (2015) presenting Issue of Halal In Consumer Good: The Case of Indonesia in Promoting Supporting Policy, Global Islamic Marketing Conference, May, **Istanbul, Turkey**.
19. Retno Hendrowati, Iin Mayasari, Iyus Wiadi, Asriana Issa Sofia, Devi Wulandari (2015) presenting The Adoption of e-Government to Support Smart Government-Literature Study, at 1st National Conference on Business, Management, and Accounting (NCBMA), University of Pelita Harapan, **Jakarta**.
20. Iin Mayasari, Iyus Wiadi, and Devi Wulandari (March, 2016), presenting The Implementation of the Stakeholder Perspectives to Support Business Strategy and Sustainability Activities: The Study of Indonesia's Companies, in the International Annual Symposium on Management, Conference, , **Ho Chi Min, Vietnam**.
21. Iin Mayasari, Handrix Chris Haryanto, Iyus Wiadi, (Juli, 2017) presenting The Qualitative Analysis Of Motivational Factors Of The Airbnb As Collaborative Consumption In The Era Of Economic Sharing, UG Economics Faculty International Conference, **Jakarta**
22. Dian Rosdiana, Iin Mayasari, Iyus Wiadi, Handrix Chris Haryanto, (Desember 2017) presenting Program CSR PT Bukit Asam dengan Pendekatan Stakeholder melalui Program Kemitraan: Studi Kasus Pembangkit Listrik Tenaga Mikro Hidro Di Desa Pelakat Tanjung Enim, Sumatera Selatan, Research Day, Universitas Paramadina, **Jakarta**.
23. Iin Mayasari, Shiskha P., Iyus Wiadi, (2018) presenting Creating Business Sustainability through the Stakeholder Approach, SIBR, The Academic Conference In **Hongkong**.

24. Iin Mayasari, Handrix Chris Haryanto Iyus Wiadi, (2019) presenting Leadership Integrity Measurement Development,, International Conference on Anti-Corruption and Integrity: Strengthening Transparency & Accountability for the Better Public-Private Governance in **Jakarta**.
25. Rofikoh R., Iin Mayasari, Permata W. (September, 2020) presenting Is brand management important to SMEs product sustainability? a qualitative investigation in the context of Indonesia small enterprise environment. International Symposium of Earth, Energy, Environmental Science, and Sustainable Development in Jakarta.
26. Rofikoh R., Iin Mayasari, Permata W. (September, 2020) presenting Customer relation management of financial service provider for people entrepreneurship credit sustainability in Indonesia. International Symposium of Earth, Energy, Environmental Science, and Sustainable Development in Jakarta.

### **Research Project**

1. Psychology Perspective, Consumer Socialization and Demography: Compulsive Behavior, 2007.
2. Holistic View of Entrepreneur Performance: Marketing Aspect, Capability, Attitude, External Environment, and Sociodemography, 2009.
3. The Comparison of E Commerce Service; Study of Banking Service, 2009.
4. Knowledge Mangement Orientation: The Implication for Organizational Performance, 2009.
5. Highlighting Social Capital as the Importance of Investigating Network Phenomena: Case study of Paramadina, 2010.
6. The Study of Work-Family Conflicts: The Perspective of Organization Commitment, Job Involvement, Job Tension and Job Flexibility, 2010.
7. The Determinants and The Consequences of Ethical Behavior: Study of Marketing Managers in Indonesia, 2010.
8. The Model of CSR Implementation in Indonesia, 2010.
9. Case Study: Menghijaukan Serambi Mekah (Cooperative of IGCN, BNI, Paramadina), 2011.
10. The Ideal Partnership Study to Optimize the Benefit Sharing (2012).
11. Research of Project on Mapping MDG Activities with MDG Envoy of Indonesia, 2011.
12. The Individual Perception of Pop-Ups, SPAM, and Cookies: Explorative study related with Consumer Privation, June 2011.
13. Case Study: Kontribusi Trakindo dalam Memajukan Pendidikan (Cooperative, IGCN, Trakindo, Paramadina), 2012.
14. Case Study: Partnership for Sustainable Business: "The Case of Nestlé and Dairy Farmers in East Java, Indonesia" (Cooperative, IGCN, BNI, Paramadina), 2013.
15. The Hedonic Behavior (on process, collaborative research of University of Indonesia), 2013.
16. Sustainability in Marketing. The research is funded by University of Paramadina, Jakarta (2014).



17. The Ethical Climate. The research is funded by University of Indonesia, Jakarta (2014).
18. Policy Recommendation for Ease of Doing Business in Indonesia, funded by Amcham (2014).
19. Evaluasi Pelaksanaan Program Improving Ministries And Agencies Website For Budget Transparency (Images, 2014)
20. The Case of Study-Creating Shared Value of Nestle (2015).
21. Brand Management, Entrepreneurial Marketing, External Environment of Business Performance of Small Medium Enterprises (2015).
22. The Perception of e-Government Implementation in Achieveing Smart City: Case Study of Bogor Government (2015).
23. The Study Case of MDG Achievement of Nestle (2015).
24. The Study Case of Partnership in PT Bukit Asam (2015).
25. The Study Case of Pos Logistik, funded by Ford Foundation (2017)
26. The Study Case of Tempo, funded by Ford Foundation (2017).
27. The Study of Small and Medium Enterprise (SME) Challenges and Bank Relationship, funded by Bernstein Consultant, Singapore (2017).
28. Motivational Factors of The Collaborative Consumption In The Era of Sharing Economy (2017).
29. Adopsi Kredit Usaha Rakyat, funded by DIKTI (2017)
30. The Performance of Sales Force, funded by DIKTI (2018)
31. Massive Prestige Branding in Marketing. The research is funded by University of Paramadina, Jakarta (2014).
32. The Study Case of Crowdfunding of Gandeng Tangan and funded by University of Gadjah Mada (2016).
33. Analisis Pembuatan Keputusan Pelaku Usaha Mikro terhadap Penggunaan Produk Kredit Usaha Rakyat (2018) funded by DIKTI.
34. Analisis Pembuatan Keputusan Pelaku Usaha Mikro terhadap Penggunaan Produk Kredit Usaha Rakyat-2 (2019) funded by DIKTI.
35. Adopsi Learning Management System (2020) funded by DIKTI.

### **Community Service**

1. Social Mapping of CSR Program in Banjarmasin, funded by Pertamina (2016).
2. The Mapping of Sustainability Development Goals of Asosiasi Perusahaan Produk Bernutrisi untuk Ibu dan Anak (2017).
3. Social Mapping of CSR Program in Balikpapan, funded by Pertamina (2017).
4. The Writing of Curriculum of Executive Program for Sustainability Partnership, funded by Ford Foundation (2018).
5. Social Mapping of CSR Program in East Lampung (2018).
6. Social Mapping of CSR, Pertamina in Kotabaru, Kalimantan Selatan (2018)

### **Books**

1. Iin Mayasari, Pemasaran and Perilaku Konsumen dalam Konteks Praktis. (2013), Publikasi: Green Tea.

2. Iin Mayasari, Manajemen Pemasaran (2013), Publikasi: Green Tea
3. Iin Mayasari, Perilaku Hedonis: Perspektif Teoretis dan Praktis (2014), Publikasi: Nulis Buku.com.
4. Iin Mayasari, Studi Kasus: Blitzmegaplex Mengajar 21 Cineplex (2006-2012) dalam Kasus-Kasus Manajemen: Perusahaan Indonesia, (2015), Universitas Gadjah Mada, Jakarta. Book Chapter.
5. Basu Swastha Dharmmesta, Iin Mayasari, Bayu Aji Aritejo, Bayu Purwa Nugraha, Studi Kasus: Gandeng Tangan.org: Menuju Keberlanjutan Bisnis sebagai Model Bisnis Perantara bagi Sesama yang Membutuhkan dalam Kasus-Kasus Manajemen: Perusahaan Indonesia, (2017), Universitas Gadjah Mada, Jakarta. Book Chapter.
6. Studi Kasus Kemitraan: Perspektif Bisnis dan Sosial (2018), Publikasi Universitas Paramadina, Jakarta. Book Chapter.
7. Bunga Rampai Kemitraan, (2018), Publikasi Universitas Paramadina, Jakarta. Book Chapter.
8. Basu Swastha Dharmmesta, Iin Mayasari, Parwanto, Studi Kasus: Transformasi Adhi Karya: Dinamika Dan Kesiapan Dalam Setiap Perjalanan: PT Adhi Karya Tbk dalam Kasus-Kasus Manajemen: Perusahaan Indonesia, (2019), Publikasi Universitas Gadjah Mada, Jakarta.
9. Basu Swastha Dharmmesta, Iin Mayasari, Andik Cahyanto Budiarto, Studi Kasus: Kepemimpinan Dalam Mendukung Inovasi Untuk Keberlanjutan Organisasi Pada Era Disruptif: PT Pupuk Kalimantan Timur dalam Kasus-Kasus Manajemen: Perusahaan Indonesia, (2019), Publikasi Universitas Gadjah Mada, Jakarta.
10. Iin Mayasari & Dewi Kurniaty, Manajemen Pemasaran (2019), Publikasi Universitas Paramadina, Jakarta.
11. Trend Perilaku Konsumen (2020), Publikasi Universitas Paramadina, Jakarta. Book Chapter.
12. Isu-isu Manajemen Kontemporer (2020), Publikasi Universitas Paramadina, Jakarta. Book Chapter.
13. Rofikoh Rokhim, Iin Mayasari, Permata Wulandari, Kredit Usaha Rakyat: Tinjauan Kebijakan dan Implementasi (2020), Publikasi Universitas Indonesia, Jakarta.
14. Iin Mayasari, Adrian Wijanarko, Handi Risza, , Dewi Kurniaty, Nurliya Apriyana, Branding: Konsep dan Studi Merek Lokal (2020), Publikasi Universitas Paramadina, Jakarta.

15. Integritas dan Tantangan Bisnis Tambang di Indonesia (2020), Publikasi Universitas Paramadina, Jakarta. Book Chapter.

### **Intellectual Rights**

1. Integritas dan Tantangan Bisnis Tambang di Indonesia (2021), Publikasi Universitas Paramadina, Jakarta. Book Chapter
2. Branding: Konsep dan Studi Merek Lokal (2021), Publikasi Universitas Paramadina, Jakarta.
3. Isu-isu Manajemen Kontemporer (2020), Publikasi Universitas Paramadina, Jakarta.
4. Trend Perilaku Konsumen (2020), Publikasi Universitas Paramadina, Jakarta.
5. Manajemen Pemasaran (2019), Publikasi Universitas Paramadina, Jakarta.
6. Bunga Rampai Kemitraan, (2018), Publikasi Universitas Paramadina, Jakarta.
7. Studi Kasus Kemitraan: Perspektif Bisnis dan Sosial (2018), Publikasi Universitas Paramadina, Jakarta.
8. Management of Marketing (2013), Publication: Green Tea
9. Marketing and Consumer Behavior in Practical Context. (2013), Publication: Green Tea.
10. Hedonic Behavior: Theoretical and Practical Perspective (2014), Publication: Nulis Buku.com.