



Dr. Iyus Wiadi, SE., MPA.

Field: Management, Strategic Management, Marketing Management, Entrepreneurship.

Education

- 1989 - Bachelor Degree of Economics/ Major Marketing Management (SE), Faculty of Marketing and Operation (FMO), Indonesia Institute Cooperative Management (IKOPIN). Indonesia.
- 1997 - Master Degree of Public Administrations (MPA), Faculty Economics and Applied Economics, University of Antwerp (UA) Belgium
- 2006 - Doctorate Degree of Economics/Marketing Management (DR), Faculty Economics and Business (FEB), Padjadjaran University (UNPAD), Bandung, Indonesia

Certificate Holder

- 2008 Certify of Professional lecture from Department of National Education Republic of Indonesia No. 08159711165, since November 25, 2008

Research Interest

Marketing Management
Strategic Management
Entrepreneurship
Marketing Communication and IMC
Sustainable and Partnership

Structural Task

- 2008 – 2002 Head of Department of Management, Faculty Economics and Business, Paramadina University, 1998-2002, 2005-2007, and 2011-2013
- 2017 -2021 Head of Department of Management, Faculty Economics and Business, Paramadina University.

- 2018 -2020 Chief Editor of Journal Management of Business Madani (JM BM), Faculty of Economics and Business (FEB), Paramadina University.
- 2021 – present, Head of Paramadina Management Advisorry (PMA).

Project

- 2004 – 2005, Project Coordinator for Indonesia On: “The elaboration of a distance learning network: training future teachers in the co-ordination and teaching techniques related to a distance learning course in Business Economics and Financial Reporting, Funded by ASEAN- EU University Network Program (AUNP), Funding by AUNP Belgium. Collaboration between; Paramadina University, Sint Louis University, Baguio City, Philippines, and Grenoble Ecole de Management, Grenoble, France.
- 2010, Head of Project and General Moderator on Social Ecological Market Economy (SEME) Workshop for Java and Madura Island, the Venue in Arya Duta Lipo Karawaci Tangerang, Initiated and funded by Kondrad Adenaur Stiftung (KAS) and Paramadina University, June 20 – 26, 2010
- 2012, Head of Project and General Moderator on Social Ecological Market Economy (SEME) Workshop for Java and Madura Island, the Venue Padma Hotel Bandung, and Sumatra Island, the venue Graha Hatika Belitung Island, Initiated and funded by Kondrad Adenaur Stiftung (KAS) and Paramadina University, November 20 – 29, 2012
- 2014- 2017, Head of Project and Head of Executive Program for Sustainable Partnership (EPSP): Executive Training Program for Six Batch, Collaboration between Paramadina University and CCPHI, Funded by Ford Foundation

Books

- Talenta Kewirausahaan Dalam Kancah Persaingan Bisnis Modern, (CR. No. EC00201978904), 20 Oktober 2019.
- Terobosan Kepemimpinan dalam Manajemen, (CR. No.EC00201981715), 14 November 2019.
- BRANDING: Konsep dan Studi Merek Lokal,(2020), SBN 978-979-772-069-8
- Prinsip-Prinsip Kepemimpinan di Era Perubahan, Book Chapter
- Studi kasus Manajemen Pembangunan Jakarta Internasional Velodrome (JIV), BPSDM Provinsi Jakarta dan Universitas Paramadina, 2019.
- Studi Kasus Kemitraan: Perspektif Bisnis dan Sosial (2018), Publikasi Universitas Paramadina, Jakarta.
- Bunga Rampai Kemitraan, (2018), Publikasi Universitas Paramadina, Jakarta. Book Chapter.
- Trend Perilaku Konsumen (2020), Publikasi Universitas Paramadina, Jakarta. Book Chapter.
- Isu-isu Manajemen Kontemporer (2020), Publikasi Universitas Paramadina, Jakarta. Book Chapter.ISBN 978-979-772-067-4

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Research

- Iyus Wiadi, (2009), Public Relations Strategy and Its Impact on The Positioning Of Indonesian Tourism Industry, journal Manajemen & Bisnis, Vol 8 No. 2, September 2009, <http://www.jurnalmbabis.org>.
- 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.
- 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>
- 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.
- 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>.

Paper Proceeding

- 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**.
- 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**.
- 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**
- 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**.

- Iin Mayasari, Shiskha P., Iyus Wiadi, (2018) presenting Creating Business Sustainability through the Stakeholder Approach, SIBR, The Academic Conference In **Hongkong**.

Community Service

- Social Mapping of CSR Program in Banjarmasin, funded by Pertamina (2016).
- The Mapping of Sustainability Development Goals of Asosiasi Perusahaan Produk Bernutrisi untuk Ibu dan Anak (2017).
- Social Mapping of CSR Program in Balikpapan, funded by Pertamina (2017).
- Social Mapping of CSR, Pertamina in Kotabaru, Kalimantan Selatan (2018).

Jakarta, Agustus,13, 2010