

# CURRICULUM VITAE



**STEVIA SEPTIANI, S.E., M.SI.**

## PERSONAL DETAILS

Name : **STEVIA SEPTIANI**  
Gender : Female  
Occupational Field : Lecturer of Department Management, Faculty of Economics and Management, IPB University - Indonesia  
Home Address : Perumahan Damara Village Blok H8, Kelurahan Ciparigi, Kecamatan Kota Bogor Utara, Jawa Barat – Indonesia, 16157  
*Mobile phone* : +62-81111-78819  
E-mail : [steviasseptiani@apps.ipb.ac.id](mailto:steviasseptiani@apps.ipb.ac.id)  
Nationality : Indonesia  
Research interest : Agricultural Marketing, Strategic Management, Small and Medium Enterprises, Digital Marketing, Consumer Behavior

## EDUCATION BACKGROUND

2010 – 2012 : **Master Degree** at Management Science, Faculty of Economics and Management, Bogor Agricultural University (IPB), Indonesia.  
2006 – 2010 : **Bachelor Degree** at Department of Management, Faculty of Economics and Management, Bogor Agricultural University (IPB), Indonesia.

## PROFESSIONAL CERTIFICATION

2021 – 2024 : Digital Marketing Competency, Certified by BNSP  
2019 – 2022 : Brand Competency, Certified by BNSP  
2019 – 2022 : Sales Competency, Certified by BNSP  
2019 – 2022 : Service Competency, Certified by BNSP  
2019 : Facilitator of MarkPlus Institute

## ACHIEVEMENT

2022	Best Community Service Performance, odd Semester 2021/2022. Department of Management, FEM, IPB
2022	Best Lecturer based on student's evaluation odd Semester 2021/2022. Subject: Marketing Management. Department of Management, FEM, IPB
2021	Best Lecturer based on student's evaluation even Semester 2020/2021. Subject: Product and Price Management. Department of Management, FEM, IPB
2021	Best Lecturer based on student's evaluation even Semester 2020/2021. Subject: Promotion and Advertising. Department of Management, FEM, IPB
2021	Best Lecturer based on student's evaluation even Semester 2020/2021. Subject: Introduction to Management. Department of Management, FEM, IPB
2019	Candidate of PhD grant from INREF and Wageningen University and Research - Smart Indonesian Agriculture (Smart-In-Ag) Program
2019	Best Lecturer based on student's evaluation even Semester 2018/2019. Subject: Promotion and Advertising. Department of Management, FEM, IPB
2018	Best Lecturer based on student's evaluation even Semester 2017/2018. Subject: Marketing Management. Department of Management, FEM, IPB
2018	Best Lecturer based on student's evaluation odd Semester 2017/2018. Subject: Marketing Management. Department of Management, FEM, IPB

## WORKING EXPERIENCES

2015 – now	: <b>Lecturer.</b> Department of Management, Faculty of Economics and Management, IPB University
2019 – now	: <b>Facilitator.</b> Markplus Institute. Markplus.Inc
2019 – now	: <b>Researcher.</b> PT Masasi Indonesia, Research and Consulting, Bogor.
2020 – 2021	: <b>Researcher.</b> PT Primakelola IPB Consulting
2019 – 2021	: <b>Consultant.</b> PT Pembangkitan Jawa Bali
2019 – 2021	: <b>Consultant.</b> Badan Informasi Geospasial
2019 – 2021	: <b>Consultant.</b> Dinas Komunikasi dan Informatika Kota Depok
2020 – 2021	: <b>Reviewer and drafting team.</b> Pegadaian Innovation Award for all branches in PT Pegadaian Persero, Indonesia
2019 – 2020	: <b>Team Leader.</b> ASIA Speaks Chapter Indonesia. IPB University and International Youth Center Malaysia
2018 – 2021	: <b>Team Leader.</b> Research Attachment Program and International Collaboration IPB University and Universiti Putera Malaysia
2018 – 2021	: <b>The Committee of Student Affair.</b> Department of Management, Faculty of Economic and Management, IPB University
2019 – 2020	: <b>Drafting Team.</b> Risk Management for Students Guidebook, IPB University
2018 – 2020	: <b>Team Leader.</b> Tracer Study of Department of Management, Faculty of Economics and Management, IPB University
2018 – 2021	: <b>Drafting Team.</b> ISO 9001:2015 Faculty of Economics and Management
2017 – 2021	: <b>The committee</b> of International Conference on Sustainable Management and Innovation (ICOSMI). Department of Management, Faculty of Economic and Management, IPB University
2016 – 2021	: <b>The committee</b> of Sustainable Agri-food Management in Indonesia (SAMI).

- Department of Management, Faculty of Economic and Management, IPB University
- 2010 – 2015 : **Lecturer Assistant and Research Assistant.** Department of Management, Faculty of Economics and Management, IPB University
- 2010 – 2011 : **Lecturer.** Marketing and Consumer Behavior. Global Reach College

#### ACADEMIC, RESEARCH & COMMUNITY DEVELOPMENT PROJECTS

- 2022 : **Research Team.** “Collaborative Study on Potential Concrete Policy and Institutional Actions Addressing Food Systems”, FAO, SEAFST
- 2021 - 2022 : **Research Team.** “Business Model and Consumer Preferences Analysis for the Toothpaste Fortification”, Biofarmaka, IPB University
- 2020 - 2021 : **Research Team.** “Realization of higher value added of agricultural products in ASEAN countries through development of effective cold chain,” ERIA (Economic Research Institute for ASEAN and East Asia)
- 2020 : **Research Team.** “Consumer Perception of Seaweed in Indonesia”, Wageningen University Research, Netherlands
- 2020 : **Team Member.** “Supply Chain Reorientation for Food Availability During The Outbreak and Post Covid-19” IPB University
- 2020 : **Research Team.** “Evaluation for Business Model of Social Marketing the Multi-micronutrient Powder “Burvita” in Indonesia” The Global Alliance for Improved Nutrition (GAIN)
- 2018 – 2021 : **Research Team.** “Strategy to Develop Market Organic Food Products Based on Consumer Behavior and Satisfaction Customers to Support Security Food and Food Safety”, Research Grant from The Ministry of Research Technology and Higher Education Republic of Indonesia
- 2019 – 2021 : **Research Team.** “Satisfaction Index Survey on Depok City Government Services”, Depok City Communication and Information Office
- 2019 – 2021 : **Research Team.** “User Satisfaction Survey of The Geospatial Information Agency Services”, The Geospatial Information Agency
- 2019 – 2021 : **Research Team.** “Analysis of Corporate Social Responsibility and Satisfaction Index Community at PT PJB”, PT PJB Indonesia
- 2015 : **Research Assistant.** Marketing strategy for Industrial Cluster Agro-Based Small and Medium Enterprises in Facing the ASEAN Economic Community (MEA). Research Grant from The Ministry of Education and Culture, Republic of Indonesia
- 2013 : **Research Assistant.** The Study of Sustainability Competitiveness of Papaya Callina Supply Chain. Research Grant from The Ministry of Education and Culture, Republic of Indonesia
- 2012 : **Research Assistant.** Small Shoe Industry Development Model and Households on the Business Sustainability and Dealing with CAFTA Free Trade Agreement". Research Grant from The Ministry of Education and Culture, Republic of Indonesia
- 2020 – 2021 : **Trainer.** “Product Development Strategy and Digital Marketing for SMEs During the Pandemic”, LPPM IPB University
- 2019 : **Trainer.** “Online Marketing Strategy for SMEs”, PT PJB Muara Tawar
- 2019 : **Trainer.** “Marketing and business communication training for small

business in Jakarta province”, Department of Cooperatives, Small and Medium Enterprises and Trade, Jakarta Province  
 2017 : **Speaker.** “Village Marketing to succeed in the One Village One Product Government Program”, RRI Bogor

#### WORKING PAPERS & SCIENTIFIC PUBLICATIONS

No	Year	Article Title
1	2022	Performance Evaluation of organic food Products Marketing Mix to Increase Customer Satisfaction and Loyalty. EUDL Publishing. <a href="http://dx.doi.org/10.4108/eai.15-9-2021.2315205">http://dx.doi.org/10.4108/eai.15-9-2021.2315205</a>
2	2021	Modelling Middle Class Consumers Purchase Intention towards Organic Food: An Insight from Indonesia. Calitatea. Romanian Society for Quality Assurance.
3	2021	Individual and Socio-Cultural Factors as Driving Forces of the Purchase Intention for Organic Food by Middle Class Consumers in Indonesia. Journal of International Food & Agribusiness Marketing. Routledge. <a href="https://doi.org/10.1080/08974438.2021.1900015">https://doi.org/10.1080/08974438.2021.1900015</a>
4	2021	Potential Export of Indonesian Products Based on Perception of Indonesian Migrant Workers in Hongkong. EUDL Publishing. <a href="http://dx.doi.org/10.4108/eai.14-9-2020.2304876">http://dx.doi.org/10.4108/eai.14-9-2020.2304876</a>
5	2021	Application of SWOT-AHP to develop organic food marketing strategy. Academy of Strategic Management Journal. Jordan Whitney Enterprises, Inc.
6	2021	The Influence of Demographic Factors, Types of Organic Food and Frequency of Consumption on Organic Food Satisfaction. Presented in The 4rd Annual International Conference on Business and Public Administration (AICoBPA) 2021
7	2020	Book – Food Product Entrepreneurship – Food Business Risk Management. ISBN 9786023929344. Universitas Terbuka
8	2020	Market Orientation and Service Quality as Driving Forces of Business Sustainability: Evidence from Small Coffee Shop. Academy of Strategic Management Journal. Allied Business Academies.
9	2020	Marketing innovation in agricultural products through online marketing : Indonesian consumer perspectives during the Covid-19 pandemic. Presented in the Business Innovation and Engineering Conference (BIEC).
10	2020	The role of innovation, entrepreneurial self-efficacy and local uniqueness on marketing performance in small and medium-sized restaurants. Journal of Foodservice Business Research. Informa UK Limited. <a href="https://doi.org/10.1080/15378020.2020.1803687">https://doi.org/10.1080/15378020.2020.1803687</a>
11	2020	The Role of Dining Atmosphere in Shaping Consumer Trust and Loyalty to Improve the Competitiveness of Local Coffee Shops. Jurnal Aplikasi Manajemen. Brawijaya University. <a href="http://dx.doi.org/10.21776/ub.jam.2020.018.03.04">http://dx.doi.org/10.21776/ub.jam.2020.018.03.04</a>
12	2020	Organic Food Market in Java and Bali: Consumer Profile and Marketing Channel Analysis. Buletin Ilmiah Litbang Perdagangan. Trade Analysis and Development Agency. <a href="https://doi.org/10.30908/bilp.v14i2.447">https://doi.org/10.30908/bilp.v14i2.447</a>
13	2020	Faktor Adopsi E-Marketing dan Pengaruhnya Terhadap Kinerja Pemasaran UKM Kuliner Kota Bogor. Jurnal Sistem Informasi Bisnis.

No	Year	Article Title
14	2020	Experience of Business Owner Coffee Shops and Size of Enterprises on Sustainable Perspectives. EDUL Publishing. <a href="http://dx.doi.org/10.4108/eai.14-9-2020.2304408">http://dx.doi.org/10.4108/eai.14-9-2020.2304408</a>
15	2019	Human Resources Superior Model Design to Breakthrough inability from Middle Income Trap (Case Study: Cocoa Sector of Indonesia). Asia Speaks 2019 Chapter Indonesia Food Security & Youth Empowerment Across Asia. ISBN 978-602-440-628-8. IPB Press
16	2019	Egoistic and Altruistic Motives on the Purchasing Behavioral Model of Organic Food in the Indonesian market. Atlantis Press Publishing. Web of Science. <a href="https://dx.doi.org/10.2991/icoi-19.2019.8">https://dx.doi.org/10.2991/icoi-19.2019.8</a>
17	2019	Personal and Socio-Cultural Factors as Driving Forces of Indonesian Consumers' Purchase Intention for Organic Food. Presented in the International Congress & General Meeting 2019 "Reshaping Agriculture for Sustainable Development"
18	2019	Analysis of e-readiness on fish disease diagnosis applications and e-commerce applications to improve the competitiveness of the aquaculture sector in Indonesia. Atlantis Press Publishing. Web of Science. <a href="https://dx.doi.org/10.2991/isessah-19.2019.32">https://dx.doi.org/10.2991/isessah-19.2019.32</a>
19	2019	An Assessment of New Material for Food Production Package to Re-Engineer Packaging Industry Based on Multi-Criteria Analyses. Atlantis Press Publishing. Web of Science. <a href="https://dx.doi.org/10.2991/aebmr.k.200514.005">https://dx.doi.org/10.2991/aebmr.k.200514.005</a>
20	2019	Analisis Faktor-Faktor Pengambilan Keputusan Pembelian Kosmetik Berlabel Halal di Kota Bogor. JABE (Journal of Applied Business and Economic). <a href="http://dx.doi.org/10.30998/jabe.v5i2.2749">http://dx.doi.org/10.30998/jabe.v5i2.2749</a>
21	2018	Persepsi & Preferensi Pangan Organik dalam Pasar Negara Berkembang. Presented in the Seminar Nasional Agroindustri 2018
22	2018	Model of Factors Influencing Consumption of Organic Food in Indonesian Case. Presented in the International Congress & General Meeting 2018 "Industry 4.0: Agriculture Technologies Advancement"
23	2018	Faktor - Faktor yang Memengaruhi Perilaku Konsumen Produk Kosmetik Halal di Kota Bogor. Jurnal Manajemen dan Organisasi. <a href="https://doi.org/10.29244/jmo.v1i1.25370">https://doi.org/10.29244/jmo.v1i1.25370</a>
24	2017	Ma'mun Sarma, <b>Stevia Septiani</b> . Entrepreneurial Marketing Approach to Empower the Agro-Based Industry Cluster to Face the ASEAN Economic Community (AEC). Presented in the Malaysia Indonesia International Conference on Economics Management and Accounting (MIICEMA) 2017.
25	2013	Ma'mu Sarma, <b>Stevia Septiani</b> , Farida Ratna Dewi, Edward H Siregar. The Impact of Entrepreneurial Marketing and Business Development on Business Sustainability: Small and Household Footwear Industries in Indonesia. International Journal of Marketing Studies. <a href="http://www.ccsenet.org/journal/index.php/ijms/article/view/26908">http://www.ccsenet.org/journal/index.php/ijms/article/view/26908</a>
26	2013	Book – Production and Operations Management. IPB Press

## **SOCIETY MEMBERSHIP**

- The International Society for Southeast Asian Agricultural Sciences (ISSAAS)
- Asian Association for Consumer Interests and Marketing (AACIM)
- Forum Manajemen Indonesia
- Markplus Institute