



## PROFIL DOSEN

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GENDER : Perempuan  
FAKULTAS : FEB  
BIDANG KEAHLIAN : Keberlangsungan Usaha, Inovasi,  
Kewirausahaan, Pertumbuhan usaha,  
Ketahanan usaha, SDM,  
JABATAN STRUKTURAL : -  
JABATAN FUNGSIONAL : Lektor  
PANGKAT / GOLONGAN : Penata Muda Tk. I / IIIb  
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URL GOOGLE SCHOLAR : <https://scholar.google.com/citations?user=k7pljKoAAAAJ&hl=en>



## RIWAYAT PENDIDIKAN

| Jenjang/Perguruan Tinggi     | Jurusan                         | Th. Masuk - Th. Lulus |
|------------------------------|---------------------------------|-----------------------|
| University of Birmingham(S2) | Entrepreneurship and Innovation | -2017                 |
| STIMK Kharisma(S1)           | Sistem Informasi                | -2011                 |
| UNHAS(S1)                    | Manajemen Fakultas Ekonomi      | -2008                 |

## PENELITIAN

| No. | Judul Penelitian                                                                                                                | Skim                         | Peran   | Tahun |
|-----|---------------------------------------------------------------------------------------------------------------------------------|------------------------------|---------|-------|
| 1   | Membangun Instrumen dan Uji Model Growth Stage Model-Digital Era (GSM-DE) dan Keberlangsungan Usaha UMKM di Jawa Tengah dan DIY | Penelitian Terapan 1         | Anggota | 2022  |
| 2   | Pengembangan Model Perlindungan Pekerja Perempuan Sektor Informal menuju Keadilan dan Keadilan Gender                           | Penelitian Terapan           | Anggota | 2022  |
| 3   | DEVELOPMENT MODEL OF CUSTOMER JOURNEY MAP FOR STARTUP BUSINESS>                                                                 | Penelitian Akselerasi        | Ketua   | 2022  |
| 4   | THE ROLE OF DIGITAL BUSINESS MODEL AS GROWTH ACCELERATOR TO MAINTAIN SMEs SUSTAINABILITY                                        | Riset Dasar                  | Ketua   | 2021  |
| 5   | Beyond Resilience Sustainable Business in the Time of Crisis A Cultural Entrepreneurship Perspective                            | Penelitian Literature Review | Ketua   | 2021  |
| 6   | Membangun Instrumen dan Uji Model Growth Stage Model-Digital Era (GSM-DE) dan Keberlangsungan Usaha UMKM di Jawa Tengah dan DIY | Penelitian Terapan           | Anggota | 2021  |

| No. | Judul Penelitian                                                                                                                     | Skim                  | Peran   | Tahun |
|-----|--------------------------------------------------------------------------------------------------------------------------------------|-----------------------|---------|-------|
| 7   | Developing Online Assessment in Social Entrepreneurship Education                                                                    | Riset Dasar           | Anggota | 2021  |
| 8   | INVESTIGASI PERAN CO-BRANDING DAN INOVASI PEMASARAN DALAM STRATEGI PEMASARAN TAMAN WISATA KYAI LANGGENG                              | Riset Unggulan Daerah | Ketua   | 2021  |
| 9   | setting innovation model for SMEs                                                                                                    | Regular               | Ketua   | 2020  |
| 10  | INVESTIGATING THE LACK OF WOMEN ENTREPRENEURS' CONTRIBUTION IN STARTING A TECH-BASED BUSINESS. EMPIRICAL STUDY OF: FITINLINE         | Regular               | Ketua   | 2019  |
| 11  | Permanent Establishment (PE) Revisited: Shaping A Development Definition of PE for Digital Business. Case Study of: Google Indonesia | Regular               | Anggota | 2019  |
| 12  | SMEs' Growth Stage Model: A Literature Review and Development Model                                                                  | Riset Individual      | Ketua   | 2019  |
| 13  | EXPECTATION AND SATISFACTION LEVEL IN WOMEN SANITARY PADS IN MAGELANG, INDONESIA                                                     | Regular               | Anggota | 2018  |
| 14  | Motives of Local People to (Not) Become Entrepreneurs? Evidence from Agats-Asmat, Indonesia                                          | Riset Individual      | Ketua   | 2018  |
| 15  | When can SMEs diversify? A study of growth stage model analysis                                                                      | Riset Individual      | Ketua   | 2018  |

## ARTIKEL / POSTER DALAM PROSIDING

| No. | Nama Seminar                                                                       | Judul Artikel                                                                                                        | Penulis         | Tempat                      | Tahun |
|-----|------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|-----------------|-----------------------------|-------|
| 1   | The 4th BENEFECIUM 2021                                                            | KEBERLANGSUNGAN USAHA MAKANAN DAN MINUMAN KEKINIAN DI MASA KRISIS: KETAHANAN ATAU PERTUMBUHAN YANG LEBIH DIPERLUKAN? | Penulis Kedua   | Kota dan Kabupaten Magelang | 2021  |
| 2   | The 2nd Borobudur International Symposium (BIS)                                    | Resilience As Bottom-Line Strategy Towards Business Sustainability: A Review                                         | Penulis Pertama | Magelang                    | 2021  |
| 3   | The 2nd Borobudur International Symposium (BIS)                                    | Digitalisation is (not) strategy for micro business stability: Testing TAM Extended Model                            | Penulis Pertama | Magelang                    | 2020  |
| 4   | International Conference on Global Business, Economics, Finance and Social Science | Competing in Niche Market: Is Innovation all we Need? Evidence from Local Coffee Shops                               | Penulis Pertama | Thailand                    | 2020  |
| 5   | The 1st Borobudur International Symposium (BIS)                                    | Pursuing Innovation in Micro Business. Is It Possible?                                                               | Penulis Pertama | Magelang                    | 2019  |
| 6   | International Conference on Management and Education Innovation                    | When can SMEs diversify? A study of growth stage model analysis                                                      | Penulis Pertama | London                      | 2019  |
| 7   | Round Table for Indonesia Entrepreneurship Educators                               | Investigating the lack of Women Entrepreneurs' Contribution in Starting A Technology Based Business.                 | Penulis Pertama | Jakarta                     | 2019  |

| No. | Nama Seminar                                                                    | Judul Artikel                                                                                                                                                                                                | Penulis         | Tempat              | Tahun |
|-----|---------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|---------------------|-------|
| 8   | The 1st BENEFECIUM                                                              | Understanding The Effectiveness of Government Support in Market Sustainability Policies and Programmes for Small and Medium Enterprises in the Food and Beverage Hospitality Industry in Magelang, Indonesia | Penulis Pertama | Magelang, Indonesia | 2018  |
| 9   | The 3rd International Conference on Management in Emerging Markets (ICMEM) 2018 | Should SMEs Diversify? An Exploratory Study                                                                                                                                                                  | Penulis Pertama | Bali, Indonesia     | 2018  |

**ARTIKEL DALAM JURNAL**

| No. | Judul Artikel                                                                                                               | Nama Jurnal                                                  | Penulis         | Vol/No/Tahun  |
|-----|-----------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------|-----------------|---------------|
| 1   | Motives of local people to (not) become entrepreneurs? Evidence from Agats-Asmat, Indonesia                                 | International Journal of Entrepreneurship and Small Business | Penulis Pertama | 46 / 1 / 2022 |
| 2   | SMEs' Sustainability: Between Business Resilience and Business Growth, Which One is More Significant in the Time of Crisis? | JURNAL MANAJEMEN BISNIS                                      | Penulis Ketiga  | 9 / 1 / 2022  |
| 3   | THE BEHAVIOURAL DIMENSION OF SME'S OWNER ON AFFECTING THE FINANCIAL DECISIONS                                               | Business: Theory and Practice                                | Penulis Kedua   | 23 / 1 / 2022 |
| 4   | Tips Membangun Usaha di Masa Pandemi                                                                                        | Community Environment                                        | Penulis Pertama | 6 / 2 / 2021  |
| 5   | When Can SMEs Diversify? A Study of Growth Stage Model Analysis                                                             | Journal of Economics, Business and Management                | Penulis Pertama | 8 / 1 / 2020  |
| 6   | Competing in Niche Market: Is Innovation All We Need? Evidence From Local Coffee Shops                                      | Test Engineering and Management                              | Penulis Pertama | 83 / / 2020   |
| 7   | SMESâ?? GROWTH STAGE MODEL: A LITERATURE REVIEW AND DEVELOPMENT MODEL                                                       | Jurnal Analisis Bisnis Ekonomi                               | Penulis Pertama | 17 / 1 / 2019 |
| 8   | WHY DO (NOT) WOMAN ENTREPRENEURS JUMP INTO TECHNOLOGY BASED BUSINESS?                                                       | Bizinfo Journal of Economics, Management and Informatics     | Penulis Kedua   | 10 / 1 / 2019 |

**BUKU**

| No. | Judul Buku                                                      | ISBN              | Penerbit             | Tahun |
|-----|-----------------------------------------------------------------|-------------------|----------------------|-------|
| 1   | South East Asia Entrepreneurship Practice in the Time of Crisis | 9786237261360     | Unimma Press         | 2021  |
| 2   | Metode kuantitatif dalam Pengambilan Keputusan                  | 978-602-7577-26-8 | UnimmaPress          | 2019  |
| 3   | Manajemen SDM di Era Disruptive                                 | 978-602-5789-69-4 | Magnum Pustaka Utama | 2019  |
| 4   | Indonesia 2045                                                  | 978-602-291-494-5 | Bentang Pustaka      | 2018  |

**HKI**

| No. | Judul HKI                                                         | Jenis     | Nomor PID     | Tahun |
|-----|-------------------------------------------------------------------|-----------|---------------|-------|
| 1   | Tahapan Memulai Usaha Di Masa Pandemi                             | Hak Cipta | EC00202221179 | 2022  |
| 2   | Growth Stage Model Digital Era (GSM-DE) Untuk Business Di Era 4.0 | Hak Cipta | EC00202167757 | 2021  |

**Model / Prototype / TTG / Karya Seni****Pengabdian Pada Masyarakat**

| No. | Judul Pengabdian                                                                                                                                                          | Skim PPM         | Mitra                                        | Tahun |
|-----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------------------------------------|-------|
| 1   | PKM bagi BUMDES Manunggal Roso Desa Surodadi Kecamatan Candimulyo Kabupaten Magelang untuk Pengembangan Taman Nasional Gandu Gunung Merbabu Menjadi Destinasi Wisata Alam | DRTPM Pengabdian | Kemendikbudristek                            | 2022  |
| 2   | Program Pengembangan Kewirausahaan FEB UMMagelang                                                                                                                         | DRPM             | Kemendikbud Brin                             | 2021  |
| 3   | Program Pengembangan Kewirausahaan FEB UMMagelang                                                                                                                         | DRPM             | Kemendikbud Brin                             | 2020  |
| 4   | Program Pengembangan Kewirausahaan FEB UMMagelang                                                                                                                         | Abdimas          | Mahasiswa FEB UMMagelang yang memiliki usaha | 2019  |
| 5   | PKU BAGI DIGITAL PLATFORM •LUAR KULIAH• UNTUK AKSELERASI PELUNCURAN DI PASAR BISNIS                                                                                       | Regular          | Luar Kuliah                                  | 2019  |

**PENGHARGAAN**

| No. | Bentuk Penghargaan           | Pemberi                                 |
|-----|------------------------------|-----------------------------------------|
| 1   | Idheaton Innovation Covid-19 | Direktur Pengelola kekayaan Intelektual |

**ORGANISASI PROFESI**

| No. | Nama Organisasi                                          | Jabatan |
|-----|----------------------------------------------------------|---------|
| 1   | Steering Committee Asia Technological University Network | Anggota |

**PELATIHAN PROFESIONAL**

| No. | Pelatihan Profesional               | Penyelenggara                       | Jangka Waktu | Tahun |
|-----|-------------------------------------|-------------------------------------|--------------|-------|
| 1   | Sertifikasi Pendamping UMKM         | Badan Nasional Sertifikasi Profesi  | 3 tahun      | 2020  |
| 2   | Academic Writing Intermediate Class | Jogja International Writing Academy | 2 hari       | 2019  |
| 3   | Capacity Building: Entrepreneurship | Mata Garuda DIY                     | 1 hari       | 2018  |