

Curriculum Vitae

October 2018

BM Purwanto

Name, Place of Birth, and Address

Name	Bernardinus Maria Purwanto
Place of Birth	Yogyakarta, Indonesia
Date of Birth	May 20, 1961
Office	Faculty of Economics and Business, Universitas Gadjah Mada Jl. Sosio Humaniora No. 1, Bulaksumur Yogyakarta, Indonesia, 55281 Phone +62 274 548510 Fax +62 274 563212 Mobile +62811254665 Email: bm-purwanto@ugm.ac.id
Position	Resource Person, Directorate of Quality Assurance, Ministry of Research, Technology, and Higher Education, Republic of Indonesia (2017 - Present) Risk and Investment Management Committee of Heritage Tourism Management Company, PT Taman Wisata Candi Borobudur, Prambanan, dan Ratu Boko (Persero) (2016 - Present) Mentor of AACSB International Accreditation (2015 - Present) Member of Board of Executive, Higher Education Institution Foundation of Universitas Atma Jaya Yogyakarta, Yayasan Slamet Riyadi (2013 – Present) Vice Dean for Academic and Student Affairs Faculty of Economics and Business, Universitas Gadjah Mada (2013 – 2016) Lead the school's successful AACSB International Accreditation Process Expert Committee, National Education Standards Agency (Anggota Tim Ahli Badan Standar Nasional Pendidikan) (2016) ABEST21 International Accreditation Reviewer (2012 - Present)

	Vice Dean for Academic, Research, and Community Service Faculty of Economics and Business, Universitas Gadjah Mada (2009 - 2012) Lead the school's AACSB Accreditation Process Director of Master of Science and Doctorate Program, Faculty of Economics and Business, Universitas Gadjah Mada (2007 - 2008) Chair of Department of Management, Faculty of Economics and Business, Universitas Gadjah Mada (2001 – 2006)
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Education

1986	SE (Sarjana Ekonomi, Bachelor in Management) in Management, Faculty of Economics, Universitas Gadjah Mada, Yogyakarta, Indonesia.
1991	MBA (Master of Business Administration) in Marketing and International Finance, Western Michigan University, MI, USA.
1992	Short-Course in Local Government Finance, Institute of Local Government, Development Administration Group, University of Birmingham, UK.
2001	Ph.D. in Business Administration, University of the Philippines.

Teaching Activities

Undergraduate Program Faculty of Economics and Business, Universitas Gadjah Mada	1. Research Methods 2. Marketing 3. Consumer Behavior
Master Program Faculty of Economics and Business, Universitas Gadjah Mada	1. Strategic Marketing 2. Strategic Management 3. Marketing Management 4. Consumer Behavior 5. Research Methods 6. Multivariate Data Analysis 7. Marketing Models

Doctorate Program Faculty of Economics and Business, Universitas Gadjah Mada	1. Behavioral Science 2. Marketing Research 3. Research Methods
International Guest Lectureship	1. Osnabrueck University of Applied Science, Germany, Blockweek (2009, 2010, 2011, 2012, 2013, 2014, and 2015): Empirical Social Research 2. Hochschule Pforzheim University, Germany (2012): Consumer Behavior, Product and Price Management 3. Jonkoping International Business School, Sweden (2006): Marketing in Asia 4. MBA Program, Ateneo de Manila, Philippines (2000): Business Research Methods

Academic Publications in Scholarly (Peer-Reviewed) Journals

1	Wihandaru and BM. Purwanto (1995), "The Influence of Reference Groups on Consumer Purchase Decision of Color TV in Yogyakarta," BPPS – UGM, February, Yogyakarta.
2	Hanafi, Mamduh Mahmadah and BM. Purwanto (1995), "Cross – Section Stock Return in Jakarta Stock Exchange," <i>Usahawan</i> , No. 05 (May), Jakarta.
3	Purwanto, BM. (2001), "Latent Variables in Social and Behavioral Research," <i>Wahana</i> , Vol. 4, No. 2, Agustus, Yogyakarta.
4	Purwanto, BM. (2002), "The Effects of Salesperson Stress Factors on Job Performance," <i>Jurnal Ekonomi dan Bisnis Indonesia</i> , Vol 17, No.2, April, Yogyakarta.
5	Ristiawan, Dodik and BM. Purwanto (2002), "An analysis of Central and Peripheral Process As Antecedents Model of The Changes of Consumer's Attitude in The Case of Indirect Comparative and Noncomparative Advertising," <i>Sosiohumanika</i> , Vol 15, No.2, Mei.
6	Wulandari, A. Ratna and BM. Purwanto (2003), "Analysis of Perceived Risk Influence on the Risk Reduction Activity in the Buying Decision – Making Process," <i>Sosiohumanika</i> , Vol 16A, No.2, Mei.
7	Purwanto, BM. (2003), "Does Gender Moderate the Effect of Role Stress on Salesperson's Internal States and Performance? An Application of Multigroup Structural Equation Modeling (MSEM)," <i>Buletin Ekonomi: Jurnal Manajemen, Akuntansi dan Ekonomi Pembangunan</i> , Vol 6, August, Yogyakarta
8	Purwanto, BM. (2003), "The Effect of Managerial Orientation on Salespersons' Job Satisfaction," <i>Jurnal Ekonomi dan Bisnis Indonesia</i> , Vol 18, No.4, November, Yogyakarta
9	Soepatini and BM. Purwanto (2004), "Assessing Convergent and Concurrent Validity of Market Orientation to Service Quality Instrument," <i>Sosiosains</i> , Vol.

	17, No.1, January, Yogyakarta.
10	Retnawati, Berta Bakti and BM. Purwanto (2004), "The Effect of Relational Construct on Customer Referral and Number of Services Purchased with Age of Relationship as a Moderating Variable," <i>Journal of Indonesian Economy and Business</i> , Vol 19, No. 3, July, Yogyakarta.
11	<i>Exploring the Links between International Business and Poverty Reduction: A Case Study of Unilever Indonesia</i> (2005), as a member of a research team, an Oxfam GB, Novib, Unilever, and Unilever Indonesia joint research project, first published by Oxfam GB, Novib Oxfam Netherlands, and Unilever in 2005, printed by Information Press, Eynsham, UK.
12	Utama, Diosi Budi and BM. Purwanto (2006), "Testing Antecedents of Consumer Trust in a Brand and The Effect to Brand Loyalty: The Role of Involvement as a Mediating Variable," <i>Sosiosains</i> , Vol 19, No. 4, October.
13*	Chih-Hung Wang, Michael; Julian Ming-Sung Cheng; Bernardinus M. Purwanto , and Kuntari Erimurti (2011), "The Determinants of the Sports Team Sponsor's Brand Equity: A Cross-country Comparison in Asia," <i>International Journal of Market Research</i> , Vol. 53, No. 6.
14	Hendarto, Kresno Agus; Basu Swastha D.; BM. Purwanto ; and Moira M. Moeliono (2011), "Boycott and Marketing in EBSCO Electronic Database, 1937-Mid 2010: A Review of The Literature," <i>Jurnal Manajemen</i> , Volume XV/03/Oktober.
15	Soliha, Euis dan BM. Purwanto (2012), "Pengaruh Pererangkaan Pesan pada Risiko Konsumen dengan Motivasi sebagai Variabel Pemoderasi," <i>Jurnal Siasat Bisnis</i> , Volume 16, No. 1, Januari.
16*	Hendarto, Kresno Agus and BM. Purwanto (2012), "Market Reactions of Mandatory Implementation of Corporate Social Responsibility: Indonesia Context," <i>Asia Pacific Management Review</i> , 17(4).
17	Ellyawati, Jeanne; Bernardinus M. Purwanto ; and Basu Swastha Dharmmesta (2012), "The Effect of Perceived Justice on Customer Satisfaction in The Service Recovery Context: Testing Mediating Variables," <i>Journal of Service Science</i> , Fall, Vol. 5, Number 2.
18	Hendarto, Kresno Agus, Basu Swastha D., BM. Purwanto , and Moira M. Moeliono (2012), "Firms' Reaction to a Call for Boycott: the Indonesian Context," <i>Akuntabilitas</i> , Vol. 12, No.1, September.
19*	Mardiyah, Dien; Basu Swasta Dharmmesta; and BM. Purwanto (2013), "Antecedents to Intention to Engage in the Online Negative Word-of-Mouth Communication," <i>Gadjah Mada International Journal of Business</i> , Vol, 15, No. 2, May-August.
20	Ellyawati, Jeanne; Basu Swastha Dharmmesta; Bernardinus M. Purwanto ; and Hester Van Herk (2013), "Perceived Justice in Service Recovery: Study of Experimental Design on Indonesian Customers," <i>International Journal of Business and Management Studies</i> , 2(2):511–522.
21	Setyawan, Anton A., Basu Swastha Dharmmesta, BM. Purwanto , and Sahid Susilo Nugroho (2014), "Business Relationship Framework in Emerging Market: A Preliminary Study in Indonesia," <i>International Journal of Economics, and Business Administration</i> , Vol. II, Issue (1), pp. 59 – 72.

22*	Wulani, Fenika; B M Purwanto ; and Hani Handoko (2014), "Abusive Scale Development in Indonesia," <i>Gadjah Mada International Journal of Business</i> , Vol. 16, No. 1, January-April, 55-68.
23	Soliha, Euis, Basu Swastha Dharmmesta, BM. Purwanto , and Suci Paramitasari Syahlani (2014), "Message Framing, Source Credibility, and Consumer Risk Perception with Motivation as Moderating Variable in Functional Food Advertisements," <i>American International Journal of Contemporary Research</i> , Vol. 4, No. 1, January.
24	Syahlani, Suci Paramitasari; Bernardinus Maria Purwanto ; and Mujtahidah Anggraini Ummul Muzayyanah (2014), "Message Appeal and Presentation Order of Public Service Advertisement: An Experimental Study of Egg Enriched with Omega-3 Promotion," <i>Ventura: Journal of Economics, Business, & Accountancy</i> , Volume 17, No. 2, August, 221-228.
25*	Santoso, Singgih; Basu Swastha Dharmmesta; and Bernardinus Maria Purwanto (2015), "Model of Consumer Attitude in the Activity of Cause-Related Marketing," <i>Mediterranean Journal of Social Sciences</i> , Vol. 6, No. 4, July.
26	Handriana, Tanti; Basu Swastha Dharmmesta; and Bernardinus Maria Purwanto (2015), "The Role of Relationship Investment in Relationship Marketing in Nonprofit Organizations," <i>International Journal of Management and Marketing Research</i> , Vol. 8, No. 2, pp. 53 – 65.
27*	Setyawan, Anton A., Bernardinus Maria Purwanto , Basu Swastha Dharmmesta, and Sahid Susilo Nugroho (2016), "Business Relationship Framework in Indonesia: Relationship Marketing vs Transaction Cost," <i>Journal of Asia Business Studies</i> , Vol. 10, No. 1, pp. 61 – 77.
28	Hendarto, Kresno Agus; Basu Swastha Dharmmesta; B.M. Purwanto ; and Moira M. M. Moeliono (2016), "Attitude and Purchase Intention towards Tempe Producers Joining the Protests: A Study in Central Java," <i>Ekuitas</i> , Vol. 20, No. 1, March.
29	Indyastuti, Devani Laksmi; T. Hani Handoko; B.M. Purwanto ; and Amin Wibowo (2016), "Competitiveness as A Moderator in the Relationship between the Competitive Psychological Climate and the Basic Psychological Need Satisfaction," <i>Asia Pacific Journal of Advanced Business and Social Studies</i> , Volume: 2, Issue: 3. pp.19-33.
30*	Kresno Agus Hendarto, Basu Swastha Dharmmesta, B.M. Purwanto , Moira M.M. Moeliono (2018), "Analyzing Consumer Participation in Boycott Movement Using the Analytical Hierarchy Process: Indonesia Context," <i>Journal of Islamic Marketing</i> , Permanent link to this document: https://doi.org/10.1108/JIMA-11-2016-0086

31*	Fatmawati, Indah; Basu Swastha Dharmmesta; and BM. Purwanto (2018), "Promoting Young Adults to Perform Energy Saving Behavior through Message Framing: A Lesson Learned from Indonesia," <i>Academy of Strategic Management Journal</i> , Volume 17, Issue 5.
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*) Scopus indexed

Selected Industry Engagement: Research, Training, and Consulting Activities

1988-89	The Feasibility of 27 Local Government Companies in Central Java
1991-92	Performance of Cooperatives in Indonesia
1992-93	Local Government Revenues Improvement in 10 Provinces in Indonesia
1993	Research and Training: Market Opportunity and Product Development for Pawnshops in Central Java
1994	Marketing Plan for Indonesian Port Authority II
1995	Marketing for PERUMKA (an Indonesian state-owned railroad company)
1996-1997	Service Quality Dimensions and Perception Gaps of Selected Retail Banks in Indonesia
1997-98	The Efficiency of 12 Airports in Indonesia
1994 - 1998	Marketing for Pawnshops in Indonesia,
1999	Managerial Orientation and Salesperson Performance of Life Insurance Companies in Indonesia
2001	Consumer Research for Indonesia Port Company II
2001	Consumer Research and Branch Performance of PT (Persero) Jiwasraya (A Life Insurance Company)
2001	Strategic Management and Local government Finance, Sustainable Indonesian Growth Alliance Project, Padang, Western Sumatra
2001	Strategic Planning for Local Government, Sustainable Indonesian Growth Alliance Project, Manado, North Sulawesi
2001	Marketing for Life Insurance Companies, Bumi Asih Jaya (a life insurance company in Indonesia)
2001	Service Quality for Hotel, Indonesian Housekeepers Association, Semarang
2002	Relational Selling, PT. Sari Husada, Yogyakarta
2002	The Study of Merger between Indonesia Port Company I and II
2002	Sales Performance Management for Life Insurance Companies, Jiwa Sraya
2003	Business Plan PT. Angkasa Pura II (Indonesian Airport, Jakarta)
2004	Social Implications of Brands on Poor Households in Indonesia, Unilever Indonesia and Oxfam
2005	International Training Programme on Micro-Enterprise, Micro-Finance,

	and Marketing of Rural Products, CIRDAP (Centre on Integrated Rural Development for Asia and the Pacific), NAM CSSTC (Non-Aligned Movement Center for South-South Technical Cooperation) 1 – 6 August 2005.
2005	Customer Churn in Central Java, PT Indosat
2005 - 2006	Demand Forecast of Cars in Indonesia (PT. Toyota Astra Motor)
2006	Corporate Social Responsibility and Brand Equity, PT. Pupuk Kaltim
2007	Balanced Score Card (PT. Astra Honda Motor)
2007	Training in Research Methods for Credit Analyst, Bank BNI
2008	LPG Adoption of Households in Java (PT. Pertamina)
2011	A Study on the Development of Special Economic Zone in Kendal, Central Java.
2014	Diklat Pimpinan Utama, PT Pegadaian (Persero)
2014	Research: The Effect of Currency Redenomination on Buyer and Seller Behavior (Mental Mapping, Experimental Research, Survey) , Bank Indonesia (Central Bank of Indonesia)
2015	Research: The Development of Indicators for Market Conduct Risk Supervision (Otoritas Jasa Keuangan/Financial Services Authority of Indonesia))
2015	Executive Development: Strategic Action Program, Samator Group
2015	Management Development Program, Bank Sinarmas
2016	Business Leadership Development Program, PT KAI
2017	Management Development Program, Bank Sinarmas, February
2017	Management Development Program, Bank Sinarmas Syariah, April
2017	The Social and Economic Impact of Mobile Internet, Indosat Ooredoo, in progress (July 2017 - February 2018)
2017	Behavioral Analysis of Clients and Bankers on Deposit Insurance Schemes, Lembaga Penjaminan Simpanan (Deposit Insurance Company), in progress (August 2017 - February 2018)
2017	Sugar Trading System, Association of Indonesian Food and Beverage Producers)
2018	Study on Batam Special Economic Zone (Kajian KEK Batam) (on going)
2018	Survey on Perceived Performance of Financial Services Authority of Indonesia (OJK) (on going)

Selected Academic Engagement as a Resource Person in Seminars, Workshops, Colloquiums, Conferences, and Annual Meetings

1989	Marketing for Life Insurance Products in Indonesia, Yogyakarta
1992	Local Government Finance for Local Governments in Indonesia
1994	Inservice Training in Operations Management, Higher Education Development Support Project (GDHE, USAID, and JICA), Medan, North Sumatra
1995	Service Quality for Health Service Organizations, Surakarta
2001	On Measuring The Relationship among Higher-Order Latent

	Constructs: An Application of Two-Step Approach to Structural Equation Modeling, QUE Project, Management Department, Faculty of Economics, Gadjah Mada University
2001	Business Research Methods, Atmajaya University, Yogyakarta
2001	Marketing for Health Service Organization
2001	Strategic Planning for Local Governments
2001	Measurement and Statistical Techniques for Behavioural Research, QUE Project, Yogyakarta
2002	Building A World-Class Bogasari, Yogyakarta
2002	Structural Equation Modeling, Universitas Widya Mandala, Surabaya
2002	Research Methods, Universitas Surabaya, Surabaya
2002	Marketing Intelligence, Universitas Gadjah Mada, Yogyakarta
2002	Recent Development in Marketing Research, STIE Widya Wiwaha, Yogyakarta
2003	Statistics for Managerial Position, Fakultas Ekonomi UNS, Surakarta
2003	Competence-based Curriculum, Universitas Sanata Dharma, Yogyakarta
2003	Building Brand Image, Yogyakarta.
2004	Structural Equation Model, Doctoral Program, Fakultas Ekonomi Universitas Diponegoro, Semarang
2004	Structural Equation Modeling, STIKUBANK, Semarang.
2004	Workshop in Marketing Curriculum, Fakultas Ekonomi Universitas Muhammadiyah Yogyakarta, Yogyakarta
2005	Challenges, Opportunities, and Business Strategy for Retail Business in the Hypermarket Era, National Seminar
2005	Statistics in Experimental Research and Econometrics in Accounting Research, Indonesian Accounting Association, Yogyakarta Chapter, Yogyakarta, 27 – 28 Juli 2005
2005	Statistical Data Analysis, Center for Research and Community Services, (Pusat Penelitian dan Pengabdian kepada Masyarakat) Polytechnic Bali, Denpasar, Bali
2005	Structural Equation Modeling, Doctorate Programme, Faculty of Economics and Business, Universitas Gadjah Mada
2005	Research Methods, Fakultas Ekonomi, Universitas Lambung Mangkurat, Banjarmasin
2006	Measurement Model, Faculty of Economics, Universitas Airlangga,
2006	CSR: Integrating Social Aspect into the Business, National Seminar, Yogyakarta
2007	Research Paradigms: Qualitative vs. Quantitative Research in Marketing, National Colloquium, Surabaya
2009	Measurement Issues in Economic and Business Research, National Colloquium
2010	Meta-Analysis and Triangulation of Methods in Business Reserach, National Colloquium
2011	Behavioral Economics and Business: Its Development and Its Application to Policy-Making, National Colloquium, UGM, Yogyakarta.
2014	Sidang Pleno, Asosiasi Fakultas Ekonomi dan Bisnis Indonesia, Juni 25 – 26, 2014, Institut Pertanian Bogor (IPB), Bogor, Jawa Barat.
2014	Annual Meeting, ASEAN Graduate Business and Economics Programme, October 8 – 9, 2014, Universiti Sains Malaysia (USM), Penang, Malaysia.

2015	Annual Meeting, ASEAN University Network for Business and Economics (AUN-BE), September 21 – 22, 2015, The Universiti Brunei Darussalam School of Business and Economics (UBDSBE), Brunei.
2015	Innovative Marketing Strategies for Business Schools, AACSB International, International Conference and Annual Meeting, April 26-28, 2015, Tampa, Florida, USA.
2015	Initial Accreditation Strategies, AACSB International, Annual Accreditation Conference: Asia Pacific, May 25, 2015, Shanghai, China.
2015	Sidang Pleno, Asosiasi Fakultas Ekonomi dan Bisnis Indonesia, Juni 3 -5, 2015, Universitas Singaperbangsa, Kerawang, Jawa Barat.
2015	Program Revitalisasi Bidang Ilmu Manajemen, Agustus 14, 2015, Universitas Negeri Jakarta, Jakarta
2016	Promoting Partnerships and Alliances within Asian Business Schools: Opportunities and Models, Asian Management Conclave, March 8, 2016, Singapore Management University (SMU), Singapore
2016	Assurance of Learning, National Seminar, Asosiasi Program Magister Manajemen Indonesia (APMMI, Association of Indonesian Master of Management), December 2 nd 2016, Universitas Brawijaya, Malang, East Java.
2017	Strengthening Outcome-Based Internal Quality Assurance System, International Seminar and Workshop, August 8 th – 9 th 2017, Makassar, Sulawesi.
2018	ABEST21 General Assembly, Peer Review Committee and Accreditation Committee Meeting, March 5 th - 6 th 2018, Tokyo.
2018	REPESEA, Defining Criteria for Assessing Research Impact in Developing Countries, August 27, Burapha University International College, Chonburi, Thailand.
2018	Komite Pemberantasan Korupsi Indonesia (Corruption Eradication Commission of Indonesia) Anti-Corruption Summit 3, Penguatan Akademik dalam Meningkatkan Kualitas Tata Kelola Perguruan Tinggi (<i>Academic Strengthening in Improving the Quality of Higher Education Governance</i>), Four Points Hotel, Makassar, 23 - 24 October 2018.

Bernardinus Maria Purwanto, MBA, Ph.D.
