

CURRICULUM VITAE

PERSONAL IDENTITY-Ascc.Prof. Dr. Golan Hasan, SE.M.S.i

Place, Birthday : Palembang, 17 Juli 1971
Address : Jend. Sudirman Street, Sp. Raya Indah Blok A.15
Batam Centre- Riau Island-Indonesia (29432)
No. Hp./WA : 083184743071
Affiliation :-Lecturer FEB
Universitas Internasional Batam - Indonesia
NIDN : 1017077101
Serdos : 16110101107018
Jafung : Lektor Kepala
Email : golan.hasan@uib.ac.id
golan.gh51@gmail.com



Subject : 1. Customer Relationship Management (CRM)
2. Integrated Marketing Communication (IMC)
3. Consumer Behaviour Management (CBM)
4. Management Marketing

Orchid ID : 0000-0003-3170-2972

Sinta ID : 5994101

Google Scholar ; D8CUx0IAAAAJ

EDUCATION		Result / Scale	Year
Doctoral (S3) in Economics / Strategic Management, Trisakti University, Jakarta		Passed /Cum Laude	2020
Masters (S2) in Information and Communication Management Science - Putera Batam School of Economics.		Passed /Cum Laude	2010
Bachelor (S1) in Management Science, Muhammadiyah University of Palembang		Passed	1997

WORK EXPERIENCE

Role/ Position	Institution/ Agency /Company	Year...unti. ...
Permanent Lecturer	Universitas Internasional Batam As a Senior Lecturer in Marketing, CRM, Communication and Business Ethics - for Bachelor/Master programs and also as Director of Code of Ethics in the implementation of Education and Teaching on Campus	2002- Now
DKPP RI Kepri	Regional Inspection Team (TPD) – Kepri Community Leader Elements, Conducting code of ethics hearings and maintaining the stability of all elements implementing election activities, and listening to and channeling community aspirations	2020 - 2022

	regarding improper actions in the implementation of regional elections or elections in the region.	
Director	Vocational high school of tourism Adimulya Bata , Management of Higher Vocational Education Institutions	2018 - 2020
Director	PT Goland Hampanan Persada Logistics and transportation services / forwarder	2018 - Now
Dir. Marketing	PT Batam TV Jawa Post Group As Marketing Director, Program Director Maintaining relations with the Government and private sector, creating television programs, educational program information and program creators	2007 - 2017
Manager	AIA Insurance As a Senior Branch Manager in maintaining good relationships with customers	2006- 2007
Manager Risk /Marketing	Bank Danamon Indonesia As a Risk Management Sub Manager, maintain relationships with customers, maintain the company's image, and establish good relationships with private banking.-prime customer	2000 - 2006
Program DirectorAnnoucer	Ramako Group – Zoo FM Batam As a Radio Broadcaster and Radio Program	1998 -2000
Annoucer	Radio Suara Pesona Indah Group Palembang	1997- 1998
Marketing Exc.	Astra Group Jakarta As a Marketing Officer, Offering Products and maintaining relationships with Customers and providing education about heavy Equipment products. With customers working together with Suppliers	1996- 1998
FO Supervisor	Hotel Lembang Palembang As Front Liner Supervisor, serving guests and reservations	1991 - 1996

RESEARCH

NO	ACTIVITY NAME	YEAR	FUNDING SOURCE*	
1	Understanding Marketing, Customer Relationship Management (CRM), and Logistics Applications in Market Orientation Through Local Wisdom of MSMEs on Batam Island.	2025	BIMA DIKTI RI	
2	The Effect Of Leadership. Learning Organizations,Employee Creativity Tracsactive Memory Systems With Organizational linovation Mediation On The Perfomance	2025	Universitas Internasional Batam	
3	BP Batam Facilities and Environment Business Entity Performance Indicator Survey	2022	Batam Authority Agency	
.4	Public Satisfaction Survey on BP Batam Hospital Services	2021	Batam Authority Agency	

SERVICE EXPERIENCE				
No	Year	Service Tittle	FUNDING	
			SOURCE	
1	2025	Customer Relationship Management (CRM) untuk Dunia Pendidikan dan Bisnis: Strategi Kolaboratif di Era Disrupsi	Menara press Indonesia	
2	2025	Business Management and Entrepreneurship & Technology Management	UTHM Malaysia /UIB	
	2025	Guest Lecturer. University Teknologi Malaysia	Univ.Internasional Batam	
3	2025	Dissemination of the Riau Islands Province Economic Report for Semester 1 2025 with the theme: Navigating Investment Opportunities and Challenges in the Riau Islands	Bank Indonesia Central Riau Island	
4	2025	"Integrating Marketing, Finance, International and HR Strategies for Economic Revolution	Univ.Internasional Batam	
5	2025	BRI Danareksa Securities Sectoral Analysis Study	BRI Bank Indonesia	
6	2024	Resource Person for Focus Group Discussion Financial Planner BI Lhoksuemauewa Aceh	Bank Indonesia Aceh Branch	
7	2024	Resource Person Customer Service Skill/ Public Service of Bontang Regency Government, East Kalimantan	City government Bontang Kaltim	
8	2024	Speaker of Scientific Oration for the 5th Graduation Ceremony of STIE Galileo Batam	STIE Galileo	
9	2024	Public Speaking Training Trainer for Women in the Socialization Activity to Increase Women's Participation in the Political, Legal, Social and Economic Fields	City government Batam	
10	2024	Riau Islands Regional Information Broadcasting Commission Selection Team	Provincial Government Kepulauan Riau	
11	2024	Jury of BI Kepri Sharia Festival, Sumatra Region	Bank Indonesia Central Riau Island	
12	2024	Jury of Encik Puan Batam City	City government Batam	
13	2024	Resource Person for Women's Empowerment Workshop =selling skill:	City government Batam	
14	2024	Speaker of International Seminar Conference on Community Engagement Project- 3 Countries INA- Mly Thailand. Concept UIB	Univ.Internasional Batam	
15	2024	Speakers for Public Speaking Training at Dekranasda and Batam City Trade and Industry Office	Women Empowerment in Batam City	
16	2023	Speaker of the OSS-RBA Program DPMPSTP Province of Riau Islands	Provincial Government Kepulauan Riau	
17	2023	Financial Inclusion Literacy Speaker and UMKM Actor Gadaai Peduli -Pegadaian	Pegadaian	
18	2023	Bank Indonesia Director Candidate Selection Examination Team – PSTN Sestabi 9	Bank Indonesia Central Riau Island	
19	2023	Public Speaking Trainer and UKM Business Meeting in Batam Disperindag Batam	City government Batam	
20	2023	Risk Management Trainer - BNI Life Jakarta	State Bank of Indonesia BNI46	
21	2023	Public Speaking Trainer for Batam City Government	Perwara Indonesia	

No	Year	Service Tittle	FUNDING	
			SOURCE	
22	2022	Public Speaking Trainer and UKM Business Meeting in Batam _Disperindag Batam	Department of Industry and Trade of Batam City	
23	2022	International Speaker Global Business and Management Challenge -UIB	Univ.Int.Batam	
24	2022	National Speaker Developing Skill -How Manner Its Work -UIB	Univ.Int.Batam	
23	2022	Chairsession Conference On Community Engagement Project (ConCEP)-2 UIB	Univ.Int.Batam	
25	2021	National Speaker on Digital Literacy - Digital Skills that Must be Mastered - North Sumatra _KOMINFO Center.	Ministry of Communication and Digital	
26	2021	Chairman of the Jury Board of Public Speaking Workshop and Master of Ceremony - Perwara Batam	Perwara Indonesia	
27	2021	National Speaker – Digital Literacy - Tourism Transformation in the Digital Era - Digital Culture - South Sumatra _KOMINFO Center	Ministry of Communication and Digital	
28	2021	Head of Public Satisfaction Survey on BP Batam Hospital Services – UIB and BP Batam	BP BATAM	
29	2021	National Speaker - Digital Literacy Maintaining Children's Digital Security _CENTRAL KOMINFO	Ministry of Communication and Digital	
30	2021	Workshop Pelatihan Penggunaan Mendeley untuk Mahasiswa S1 dan S2 -UIB	Univ.Int.Batam	
31	2021	Reviewer - Conference On Community Engagement Project (ConCEP)-UIB	Univ.Int.Batam	

ARTICLE WRITING EXPERIENCE /PKM

ALL ARTIKEL CEK LINK : <https://scholar.google.com/citations?hl=en>

Year	Title	Publication
2025	The Influence of Product Quality, Brand Import, and Lifestyle on Purchasing Decisions for Thrifting Fashion Products in Batam	THE American Journal of Humanities and Social Sciences Research (THE AJHSSR) E-ISSN: 2581-8868 Volume-08, Issue-03, pp-183-191
2025	The Impact of Service Quality, Interactivity, Perceived Relevance, on Purchase Decisions Mediated by Brand Trust in Fast Food	International Journal Of Innovative Research in Multidisolinary Education ISSN (print): 2833-4515, ISSN (online): 2833-4531 Volume 04 Issue 06 June 2025 DOI: 10.58806/ijirme.2025.v4i6n15, Impact factor- 6.748 Page No. 561-569
2025	The Effect of Product Quality, Price, E-wom, Brand Image on Purchase Decision Mediated by Purchase Intention in The Tik Tok Shop Application on Gen-Z	Asian Journal of Social Science and Management Technology ISSN: 2313-7410 Volume 7, Issue 4, July-August 2025 Available at www.ajssmt.com

Year	Title	Publication
2025	The Impact of Customer Involvement, Service Quality on Loyalty Mediated by Satisfaction in Online Ordering Services	Journal of Economics, Finance and Management Studies ISSN (print): 2644-0490, ISSN (online): 2644-0504 Volume 08 Issue 07 July 2025 Article DOI: 10.47191/jefms/v8-i7-76, Impact Factor: 8.317 Page No: 4903-4909
2025	The effect of leadership, learning organisations, employee creativity, transactive memory systems with organisational innovation mediation	<i>Int. J. Business Performance Management</i> , Vol. 26, No. 3, 2025 Copyright © 2025 Inderscience Enterprises Ltd. Published Online: April 30, 2025pp 289-304 https://doi.org/10.1504/IJBPM.2025.145871
2025	Analisis Of Customer relationship Management Implementation atg Bos Avokuat UMKM in BatamCity	Bussman Journal: Indonesian Journal of Business and Managementp-ISSN: 2797-9725 e-ISSN: 2777-0559Vol. 5 No. 2 Mei -Agustus 2025
2025	The Effect Of CRM and Promotion on Customer Satisfaction and Loyalty of Qiwa Laundry	Bussman Journal: Indonesian Journal of Business and Managemenp-ISSN: 2797-9725 e-ISSN: 2777-0559Vol. 5 No. 2 Mei -Agustus 202
2025	Analisis of Customer Relationship Management Implementation at Namira's Cake UMKM in Batamcity	Bussman Journal: Indonesian Journal of Business and Managemenp-ISSN: 2797-9725 e-ISSN: 2777-0559Vol. 5 No. 2 Mei -Agustus 202
2025	The Impact of Customer Relationship Management (CRM) Implementation on Performance at PT Champion Mattress Indonesia Manufacturing	Jurnal Minfo Polgan Volume 14, Nomor 1, Juni 2025 https://doi.org/10.33395/jmp.v14i1.14921
2025	Impletantation of Customer Relationship Management (CRM) to optimize customer satisfaction at PT Bintang Bahagia Kalindo	Bussman Journal: Indonesian Journal of Business and Managemenp-ISSN: 2797-9725 e-ISSN: 2777-0559Vol. 5 No. 2 Mei -Agustus 202
2025	Implementation of customer Relationship Managemeny at Luminous Floral UMKM	Bussman Journal: Indonesian Journal of Business and Managemenp-ISSN: 2797-9725 e-ISSN: 2777-0559Vol. 5 No. 2 Mei -Agustus 202
2025	Customer Relationship Management Strategy Analisis at PT Alpha Central Propertindo	Bussman Journal: Indonesian Journal of Business and Managemenp-ISSN: 2797-9725 e-ISSN: 2777-0559Vol. 5 No. 2 Mei -Agustus 202
2025	The role of Customer Relationship Management in UMKM Lockky Chicken	Bussman Journal: Indonesian Journal of Business and Managemenp-ISSN: 2797-9725 e-ISSN: 2777-0559Vol. 5 No. 2 Mei -Agustus 202
2025	Customer Re;ationship Management in Balado Cassava UMKM	Bussman Journal: Indonesian Journal of Business and Managemenp-ISSN: 2797-9725 e-ISSN: 2777-0559Vol. 5 No. 2 Mei -Agustus 202
2025	Customer Relationship Analisis in Business Strategy At Johzo Hairdrassing	Batara Wisnu Journal: Indonesian Journal of Community Services e-ISSN: 2777-0567 p-ISSN: 2797-9717Vol.5 No.2 Mei -Agustus 202
2025	Customer Relationship Management as A Relational Strategy for Sme.s A case Study at Cafe Abang	Bussman Journal: Indonesian Journal of Business and Managemenp-ISSN: 2797-9725 e-ISSN: 2777-0559Vol. 5 No. 2 Mei -Agustus 202
2025	Implementation of Social Media	Smart Dedication: Jurnal Pengabdian Masyarakat Vol.2,

Year	Tittle	Publication
	Marketing Strategy to Expand the Market for Martabak Bangka Jaya MSMEs	No.1, Januari 2025, Hal. 121-129
2025	Analysis of Social Media Marketing Implementation Strategy at Tahu Tek 76 Lamongan MSME in Batam City	Smart Dedication: Jurnal Pengabdian Masyarakat Vol.2, No.1, Januari 2025, Hal. 121-129
2025	Peran E-Commerce Dalam Meningkatkan Penjualan Pada K2 BabyShop	PROFICIO: Jurnal Pengabdian Kepada Masyarakat Vol.6 No1, januari 2025/
2025	Penerapan Strategi Digital Marketing Pada UMKM Banana Ejo	PROFICIO: Jurnal Pengabdian Kepada Masyarakat Vol.6 No1, januari 2025.
2024	The Influence of Government Regulations on the Intention to Register For Halal Certification for Micro and Small-Scale Food Businesses	International Journal of Innovative Research in Multidisciplinary Education Article Link: http://ijirme.com/v3i12/2.php / PDF Link : http://ijirme.com/v3i12/Doc/2.pdf / DOI LINK : https://doi.org/10.58806/ijirme.2024.v3i12n02
2024	Pengembangan Inovasi Pemasaran Terhadap Kedai TRGODA Pakcik Menggunakan E-commerc	Jurnal Pengabdian Aceh, Volume 4, Nomor 1, Maret 2024, halaman 1–6
2024	The influence of service quality factors on customer satisfaction in the banking sector in Batam city	International Journal of Scientific and Research Publications, This publication is licensed under Creative Commons Attribution CC BY. https://dx.doi.org/10.29322/IJSRP.14.01.2024.p14537
2024	Penerapan Strategi Digital Marketing Pada UMKM Sari Laut KPK di Kota Bata	Jurnal Pengabdian kepada Masyarakat Nusantara (JPkMN) e-ISSN : 2745 4053 Vol. 5 No. 1, 2024 pp: 419-427 DOI : http://doi.org/10.55338/jpkmn.v5i1.2502
2024	Pengaruh Social Media,Content mrketinh,Digital Marketing, Brand Awarness, Customer Satisfaction Terhadap Purchase intention di dalam Bisnis Minuman Kekinian yang dimediasi Trust	PERFORMANCE: Jurnal Bisnis & Akuntansi FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS WIRARAJA - SUMENEP
2024	Implementation of Digital Marketing Strategy Through Social Media in Cemerlang Barbershop Business	NUSANTARA: Jurnal Pengabdian Kepada Masyarakat Vol. 4, No. 1 Februari 2024 e-ISSN:2962-4800; p-ISSN: 2962-360X, Hal 64-75 DOI: https://doi.org/10.55606/nusantara.v4i1.2325
2024	Impact of Green Food Buying Behavior: An Explanation with Extended Theory of Planned Behavior	THE American Journal of Humanities and Social Sciences Research (THE AJHSSR)
2024	The Role of Social Media Marketing and Strategy in Retail Companies.	THE American Journal of Humanities and Social Sciences Research (THE AJHSSR) ///E-ISSN: 2581-8868 Volume-07, Issue-05, pp-187-194 www.theajhssr.com
2024	The Influence of Customer Trust, Advertising, Popularity Trend, Interaction and E-WOM on Brand Engagement	International Journal of Business Marketing and Management (IJBMM) Volume 9 Issue 5 Sept-Oct 2024, P.P. 42-51 ISSN: 2456-4559 www.ijbmm.com
2024	The Influence of Price and Brand Quality on Market	http://www.ijcsrr.org/ / International Journal of Current Science Research and Review ISSN: 2581-8341 DOI:

Year	Title	Publication
	Orientation is mediated by Social Media Marketing	10.47191/ijcsrr Impact Factor: 7.943 ASI-FACTOR: 3 IPI VALUE (2021): 2.90
2024	The Influence of Satisfaction on Service Quality and Intention to Recommend Mediated by Patient Loyalty	International Journal Address : IJA.ZONE/264470650504
2024	The Effect of Service, Social Media, and Innovation in Improving Marketing Performance on E-Commerce Products Mediated by Branding	IRJEMS International Research Journal of Economics and Management Studies Published by Eternal Scientific Publications
2024	The Influence of Social Media Marketing, e-WOM, Celebrity Endorsement, CSR, and Advertising on Purchase Intention with Brand Image as a Mediating Variable among Marketplace Application Users in Batam City	Ekonomis: Journal of Economics and Business, 2024
2024	The Influence of Social Influence and Perceived Usefulness on Intention to Spread E-WOM Mediated by Attitude	INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH IN MULTIDISCIPLINARY EDUCATION ISSN(print): 2833-4515, ISSN(online): 2833-4531 Volume 03 Issue 09 September 2024 DOI: 10.58806/ijirme.2024.v3i9n04, Impact factor- 5.138
2024	The Influence of Product Quality, Promotion, Trust, Convenience and Price on Purchasing Decisions with Brand Image as an Intervening Variable	Journal of Economics, Finance and Management Studies Article DOI: 10.47191/jefms/v7-i7-50, Impact Factor: 8.044; https://ijefm.co.in/v7i7/50.php
2024	The Mediating Role of Attitude and Perceived Usefulness in the Relationship between Direct Marketing, Perceived Trust, Perceived Ease of Use, and Purchase Intention	Hasan, E Erni - ... Journal of Economics Development Research (IJEDR), 2024
2024	Analisis SEO Marketing terhadap Pemasaran Internasional pada Promosi Dagang Asia (Promosi)	G Hasan, M Choiri, B Chriswardhana, J Tjong - Jurnal Manajemen dan Pemasaran (JUMPER), 2024
2024	Pengembangan Strategi Digital Marketing Pada UMKM Mantap Yong Tahu di Kota Batam	Hasan, J Jessica - Jurnal Pengabdian kepada Masyarakat Nusantara, 2024
2023	Dampak Customer Relationship Management (CRM) Terhadap Kinerja Perusahaan di Tiga Segmen	Jurnal Penelitian Informatika https://jurnal.polgan.ac.id/index.php/jmp/issue/view/77

Year	Tittle	Publication
	(Keuangan, Pemasaran dan Operasional	
2023	Pengaruh Brand Trust Terhadap Brand Loyalty Pada Fashion Branded Di Kota Batam	https://doi.org/10.37385/msej.v4i1.1243 yayasan riset dan pengembangan intelektual
2023	Pengaruh Strategi Promosi, Harga, Iklan, Kualitas Pelayanan, Kepercayaan Pelanggan Terhadap Keputusan Pembelian Seafood Di Batam Dimediasi Oleh Kualitas Produk	https://doi.org/10.37385/msej.v4i1.1243 yayasan riset dan pengembangan intelektual

ALL ARTIKEL CEK LINK : <https://scholar.google.com/citations?hl=en>

Books :

Perilaku Konsumen / ISBN: 978-634-220-012-4

Website: www.penerbitmafya.com - /// <https://penerbitmafya.com/product/perilaku-konsumen-3/>

Customer Relationship Management (CRM) ISBN : 978-623-10-7977-0

 Website: <https://www.menarapress.com/product/manajemen-hubungan-pelanggan-customer-relationship-management-crm/>

Sertificate Profesional :

- 2016 _ BNNSP -Profesional Marketing
- 2017 _ BNNSP -Profesional Manager Marketing
- 2022 – CPSP _ Certified Public Speaking Profesional
- 2022 – CLSP – Certified Leadership Succession Planner
- 2023 – CSMA - Certificate in Sales Management Associate
- 2025 - SCM 500- Proses In Procurement

TRAINING & CERTIFICATION

- Brand Equity & Positioning Strategy (Frontier Marketing Research Consulting-Jakarta)
- New Employee Orientation Program PT SAN Finance (Astra Group-Jakarta)
- Training Basic Credit Management –Lending (Bank Danamon Program Pekanbaru) F
- inancial Planner Bacht.6 PT Bank Danamon Indonesia (Kampus Ciawi Bogor)
- Bancasurance Sales Training _ PT Zurich Life Insurance Indonesia (Jakarta)
- Total Image Program Mien Uno _Duta Bangsa (Jakarta) Public Speaking and Persuasive Communication (Mien Uno _Duta Bangsa) Assessing Performance at Work (Mien Uno _Duta Bangsa) Leadership through Adventure (Mien Uno _Duta Bangsa) WAPERD – Bank Danamon & YUPPIES (Medan- Indonesia) Training BC3 Investigation & Telephone Skill (Medan- Indonesia)
- Problem Solving and Decision Making (Medan-Indonesia)
- Supervisory Management (Medan-Indonesia)
- Training Unit Manager AIA Group Jakarta (Jakarta –Indonesia)
- Trainner Monford Education Scholl.-Strategi produk, Sales (Batam –Indonesia)
- Trainner Class Motivation Universitas International Batam

- Trainner Frontliner Skill & Handling Problem (Batam-Indonesia)
- Unit Manager Training - (PT. Asuransi AIA –Indonesia)

PROFESSIONAL/SCIENTIFIC ORGANIZATION

Type/Name of Organization	Position/membership level
Komunitas Maketing SMART Kepri/Batam	Anggota
Asosiaasi Logistik Forwarder Indonesia (ALFI-Kepri)	Sekretaris Umum
Asosiasi Manajemen Indonesia (AMA)-Batam	Wakil Ketua
Indonesia Marketing Asosiasi (IMA)-Batam	Anggota
Asosiasi Dosen Republik Indonesai (ADRI)-Kepri	Ketua Hubungan Masyarakat
Ikatan Sarjana Manajemen Indonesia (ISEI)- Kepri	Ketua Publikasi
Persatuan Pembawa Acara (PERWARA) Batam	Dewan Pakar
Forum Silaturahmi Kepri (FORDSILADI) Kepri	Pengurus

Portfolio:

https://drive.google.com/drive/folders/1b7MCis5gQ3QL5JC2IUFCmmE0G1PE7ZZ2?usp=share_link



I declare that all the information in this Curriculum Vitae is true and if there are any errors, I am willing to be responsible for them.

Batam., July 2025
That state,

Ascc.Prof.Dr. Golan Hasan, SE.M.SI