

CURRICULUM VITAE

Charli Sitinjak, M.Si., Ph.D. (cand)

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EDUCATION

- 2021 National University of Malaysia
Major: Social Psychology
Supervisor: Professor Rozmi Ismail.
Doctor of Philosophy (Psychology)
- 2014 - 2016 University Muhammadiyah Malang, Indonesia
Major: Psychology Sains
Supervisor: Assoc. Prof. Latipun, Ph.D.
Master in Science (Psychology)
- 2008 - 2013 University of Mulawarman, Indonesia
Major: Education
Bachelor in Education

ACADEMIC EMPLOYMENT

- 2022 - present **Lecturer**, Department of Psychology
Esa Unggul University, Indonesia.
- 2022 - present **Part-time Lecture**, Department of Psychology
University of Bina Darma, Indonesia
- 2020 - present **Part-time Lecture**, Department of Technology Information
University of Sains and Technology Computer, Indonesia

PROFESSIONAL EMPLOYMENT

Year	Organizations	Positions
2016 - 2018	PT. NSS	Area Manager Marketing
		<ul style="list-style-type: none">• Evaluating and optimizing marketing and pricing strategies.• Analyzing market trends and preparing forecasts.• Analyzing market trends and preparing forecasts.• Coordinating marketing strategies with the sales, financial, public relations, and production departments.• Developing and managing the marketing department's budget.\• Represent the marketing team to cross-functional groups including product management, sales, or customer support
2018 – 2020	Mandiri Utama Finance	Marketing Area Head, Captive
		<ul style="list-style-type: none">• Oversee all marketing campaigns for their company or department• Promote a business, product, or service• Ensure the company is communicating the right messaging to attract prospective customers and retain existing ones• Represent the marketing team to cross-functional groups including product management, sales, or customer support.\• Analyzing website click-to-purchase conversion rates and the effectiveness of promotions to determine what drives sales• Identifying potential new markets and creating a plan to enter the market• Organizing promotional events and coordinating day-of deliveries and staffing
2020 - 2021	Maxim online transportation	Branch Manager
		<ul style="list-style-type: none">• Market analysis/analysis of potential competitors of the company in the city, business development planning;• Cooperation with advertising agencies, ordering promotional materials, outdoor advertising, organization and participation in promotional campaigns;• Attraction and increase of drivers and clients, processing of their inquiries;• Search for potential partners;• Interaction with local authorities;• Branch management, and coordination of daily activities.

PUBLICATIONS

PUBLICATION WOS/SCOPUS

Sitinjak, C.; Ismail, R.; Tahir, Z.; Fajar, R.; Simanullang, W.F.; Bantu, E.; Samuel, K. Acceptance of ELV Management: The Role of Social Influence, Knowledge, Attitude, Institutional Trust, and Health Issue Issues. *Sustainability* 2022, 14.

Sitinjak, C., Ismail, R., Bantu, E., Fajar, R., Simanullang, W.F. (2022). Study of public perception toward end-of-life vehicles (ELV) management in Indonesia. *International Journal of Sustainable Development and Planning*, Vol. 17, No. 4, pp. 1341-1347. <https://doi.org/10.18280/ijstdp.170431>

Charli Sitinjak, Rozmi Ismail, Edward Bantu, Rizqon Fajar, Karuhanga Samuel (2022), The understanding of the social determinant's factors of public acceptance towards the end of life vehicles, *Cogent Engineering*, vol. 9, no. 1. 2022, doi: 10.1080/23311916.2022.2088640.

ANOTHER PUBLICATION

Charli Sitinjak (2015), Efikasi Diri, Kesejahteraan Psikologis, Kecerdasan Emosi, dan Sikap Siswa: Implikasi Terhadap Kualitas Pendidikan, *Journal Psychology Forum UMM*

C Sitinjak, G Manalu, HZ Abdillah (2021), Studi Deskriptif Terhadap Penurunan Efikasi Guru Selama Pemberlakuan Pembelajaran Online, *Jurnal Psikohumanika*, 73-83

Charli Sitinjak, Gibson Manalu (2022), Kajian Literatur Terhadap Manfaat Keterampilan Kepemimpinan Dan Management Penjualan Di Dalam Perusahaan, *Jurnal Multidisiplin Madani (MUDIMA)*, 2, 889-898

Mujidin Mujidin, Hafizh Zain Abdillah, Fauzi Rahman, Muniratul Husna, **Charli Sitinjak,** Nurul Hidayah (2022), School Well-being in Terms of Self-Determination and Patience in Vocational High School Students, *International Journal of Islamic Educational Psychology*, 3(1).

C. Sitinjak, D. Hurriyati (2022). Kesadaran, Persepsi dan Tindakan Cyberbullying Oleh Siswa Sekolah Menengah Atas, *Jurnal Pendidikan dan Konseling*, Vol 4(4)

PAPER ACCEPT

Ismail R, **Sitinjak C,** Tahir Z, Che Rose RA, Mat Yazid MR, Harun Z and Suparjo Noordin NA (2023), A model analysis on the knowledge, attitude, and readiness of ELVs policy among malaysian: A cross-sectional study. *Front. Built Environ.* 8:1038563. doi: 10.3389/fbuil.2022.1038563

Ali HM, **Sitinjak C,** Md Said MH, Hasim JZ, Ismail R and Simic V (2022) Model predicting social acceptance behavior to implement ELV policy: Exploring the role of knowledge

toward ELV policy on social acceptance in Malaysia. *Front. Public Health* 10:1093732.
doi: 10.3389/fpubh.2022.1093732

CONFERENCE PRESENTATIONS

Charli Sitinjak (2016), Kesejahteraan di Tempat Kerja, Menciptakan Lingkungan Kerja yang Positif, dan Peningkatan Produktivitas Karyawan, PROSIDING. Seminar Nasional Keselamatan dan Kesehatan Kerja (K3) Call for Paper. Tema: Sabtu, 23 April 2016 Fakultas Kedokteran UGM, Yogyakarta, Jilid 2.

Charli Sitinjak (2016), Envious increasing student's academic performance, Proceeding from the ASEAN Conference: 2nd Psychology & Humanity, "Optimizing Human Strength for Productivity and Well Being, 716-722.

Charli Sitinjak (2016), Mempromosikan School Well Being untuk Memaksimalkan Peranan Konselor di Sekolah, SEMINAR NASIONAL BIMBINGAN DAN KONSELING, UMM Press, 97-101

BOOK CHAPTER

AUDIT KINERJA SEKTOR PUBLIK (2022), PENGUKURAN KINERJA SEKTOR PUBLIK: TEORI DAN APLIKASI, MEDIA SAINS INDONESIA. ISBN: 978-623-362-424-4

M Pd I ASRIANDI, S Pd T IRWANTO, SE ADITYA WARDHANA, M Pd SAIFULLAH, **CHARLI SITINJAK**, FARIDA M ARIF, SI KOM, MI KOM, SS NADIAH ABIDIN, VONI YANDRI MALELAK, SEI IMAM ASROFI, RETNO DANU RUSMAWATI, HELMA NURAINI, S Psi, SUCI LESTARI HANDAYANI, SI KOM, MASNAENI AHMAD S PSI (2022), PSIKOLOGI SOSIAL SUATU PENGANTAR, MEDIA SAINS INDONESIA, ISBN: 978-623-362-361-2

EDITORIAL AND REVIEWER OF JOURNALS

2022 - Present Reviewer for Formosa Journal of Multidisciplinary Research

2022 – present Editor in Chief Journal of Social Research

2022 - Present Reviewer for Formosa Journal of Multidiscipline Madani

2022 - Present Reviewer for CV. Sintax Corporation Indonesia

2022 - Present Reviewer for East Asian Journal of Multidisciplinary Research

TEACHING EXPERIENCE

2021 – Present: Social Psychology, Psychometric, Scale construction, Quantitative research, Research Methodology

TEACHING INTERESTS _____

Lectures: Social Psychology, Psychometric, Scale construction, Quantitative research, Research Methodology.

Charli Sitinjak – Curriculum Vitae