

SHANDY ADITYA BIB., MPBS.

LECTURER ENTREPRENEUR 📍 TURKU, FINLAND 📞 +358466201588

◦ DETAILS ◦

Turku
Finland
[+358466201588](tel:+358466201588)
shandy.s.aditya@utu.fi

Date of birth
08 April 1984

◦ SOCIALS (IG, YT, X, TIKTOK) ◦

[@pakdosenshandy](#)

◦ TEACHING SUBJECTS ◦

Introduction to Business
Entrepreneurship
Management Information System
Digital Communications & Marketing
E-Commerce
SEO

◦ HOBBIES ◦

Entrepreneurship, Sports,
Documentation, Community
Developments

◦ LANGUAGES ◦

English
IELTS (Band 7, Jan-2024)

👤 PROFILE

Highly motivated Lecturer with entrepreneurial experience and strong national research networks. Skilled in identifying needs and delivering effective solutions with agile communication. Currently pursuing a PhD in Economic Geography at the University of Turku, focusing on sustaining entrepreneurial ventures in marginalized student ecosystems.

🎓 EDUCATION

PhD in Economy Geography, University of Turku, Turku, Finland
Aug 2025 — Present

Master of Professional Business Studies, Auckland University of Technology, Auckland, New Zealand
Mar 2008 — Jul 2010

Bachelor of International Business Specialise in E-Business, Auckland Institute of Studies at St. Helens, Auckland, New Zealand
May 2006 — Sept 2007

Diploma of Commerce, Curtin University of technology, Perth, Australia
Jun 2002 — Mar 2006

★ RESEARCH ACTIVITIES

Socialpreneurship 5.0: A Digital Workflow Innovation Model for Enhancing MSME Competitiveness and the Creative Economy through Community Partnerships in Kepulauan Seribu, Jakarta
Mar 2025 — Dec 2025
<https://doi.org/10.59525/aij.v5i2.985>

Entrepreneurial Fuel for Success: The Influence of Opportunity and Skills on Student Entrepreneurial Motivation
Jan 2024 — Dec 2024
<https://doi.org/10.21009/JDMB.07.2.3>

Empowering The Student through Social Media and Financial Management plan Templates for Universities in Southeast Asia
Jan 2023 — Mar 2024
<https://talenta.usu.ac.id/abdimas/article/view/13909>

Social Media Engagement as Mediator: Does Content Vividness Predict Purchase Intention?, Jakarta
Jan 2023 — Dec 2023
2023 8th International Conference on Business and Industrial Research
Thai-Nichi Institute of Technology, Bangkok, Thailand
<https://ieeexplore.ieee.org/document/10147716>

Improvement of Financial Literacy and Digital Marketing for MSMEs in East Jakarta
Jan 2022 — Dec 2022
<https://doi.org/10.53067/icjcs.v2i4.88>

○ **The Effect of E-Service Quality and Brand Image Toward Netflix Customer Loyalty through Customer Satisfaction.**

Jan 2021 — Dec 2021

<https://doi.org/10.31002/rn.v5i1.4321>

○ **The Influence of Attitude, Subjective Norms, Perception of Self-Control And Entrepreneurship Education on Entrepreneurial Intentions**

Jan 2020 — Dec 2020

<https://doi.org/10.21009/JOBBE.004.2.06>

○ **ADVERSITY QUOTIENT IN IMPROVING MILLENNIAL GENERATION SALESPEOPLE'S PERFORMANCE IN THE INDUSTRIAL REVOLUTION**

Jan 2020 — Dec 2020

<https://doi.org/10.18510/hssr.2020.8131>

○ **Entrepreneurship Counseling for Members of the Karang Taruna Group in Malaka Sari Village, Duren Sawit**

Jan 2019 — Dec 2019

<https://journal.unj.ac.id/unj/index.php/jpm/article/view/10522/7165>

○ **Analysis of the Influence of Website Quality and Trust on Customer Satisfaction in Shaping Repurchase Intention among Shopee Customers**

Jan 2019 — Dec 2019

<https://journal.unj.ac.id/unj/index.php/jrmsi/article/view/12319>

○ **Analysis of the Influence of Brand Awareness, Product Quality, and Ease of Use on Customer Perceived Value of Mandiri E-Money E-Toll Card**

Jan 2018 — Dec 2018

<https://journal.unj.ac.id/unj/index.php/jrmsi/article/view/8715>

○ **Utilization of Digital Marketing for Micro, Small, and Medium Enterprises (MSMEs) in Malaka Sari Village, Duren Sawit**

Jan 2017 — Dec 2017

<https://journal.unj.ac.id/unj/index.php/jpm/article/view/1781>

🍃 COMMUNITY SERVICES

○ **Business Mentor at Kementrian Koperasi dan UMKM (Indonesian Ministry of SME), Jakarta**

Jan 2023 — Dec 2023

○ **Trainer at ASEAN Youth Dialogue 2023, Jakarta**

Apr 2023 — May 2023

○ **TEDx UNJ initiator at Universitas Negeri Jakarta, Jakarta**

Jan 2021 — Present

○ **Digital Marketing & IT at PWMI**

Jun 2021 — Dec 2021

○ **Indonesian Nasional Sport Event Public Relation at KONI DKI, Papua, Indonesia**

Sept 2021 — Present

- Responsible in providing moment in picture and video
- Contributed social media content during the event

○ **Founder at UNJ Entrepreneur Club, Jakarta**

Jan 2020 — Present

○ **1000 Digital Startup One Indonesia National Movement at 1000StartUpDigital**

Sept 2020 — Oct 2020

- One of Facilitators for digital startup movement (jumroh.id, okvara, Halo Ryan) specialized in Hack Sprint

○ **Moderator at International Online Summit About Skills and Economics 5.0 (IOSBOSE) at IOSBOSE**

Nov 2020 — Dec 2020

- Moderator of Dr. Wan Norhaniza Wan Hasan (ISDEV Universiti Sains Malaysia), discussing about skills and economics in an era of Uncertainty Economic for Millenials, especially students, so that they are ready to face the global economic crisis.

○ **Indonesian Ministry of Youth and Sport Digital Marketing Associate at Ministry of Youth and Sports**

Jan 2019 — Dec 2019

- educate Sport organizations in Indonesia with current digital marketing trends and community development and made them self sustain in terms of financial needs.

○ **Trainer at Entrepreneurship Workshop for Micro, Small, Medium Enterprise in East Jakarta District at East Jakarta Regional Government, Jakarta**

Jan 2019 — Dec 2019

✦ **COURSES AND CERTIFICATION**

○ **Microsoft Power Platform Developer, Microsoft**

Nov 2024 — Present

○ **Microsoft Certified Educator, Trust Training Microsoft Partner**

Mar 2023 — Present

○ **Industrial Entrepreneurship Mentor Level 4, BNSP**

Nov 2022 — Nov 2025

○ **Methodology Instructor Level 4, BNSP**

Oct 2022 — Oct 2025

○ **Certified Operational Marketing Professional, LSP Pemasaran**

Dec 2020 — Dec 2020

○ **Professional Scrum Master Level 1, scrum.co.id**

Oct 2020 — Nov 2020

○ **Certified Digital Marketing Professional, Global Academy of Finance & Management**

Aug 2020 — Sept 2020

○ **Certified Professional Human Capital Management, HRDQ**

Aug 2020 — Aug 2020

★ ENTREPRENEUR MILESTONES

tandatangan.io, Jakarta

Oct 2020 — Present

- Founder and CEO
- Fast and Convenient digital signature platform for Lecturer and students

@fourtraveller Open Trip, Jakarta, Indonesia

Mar 2018 — Present

- Held Open trip to Russia, Morocco, and India during 2017 (Before Covid-19)

Victographica Photo and Videography, Jakarta, Indonesia

Oct 2017 — Present

- Official photographer at Asian Para Games in Jakarta 2018
- Specialized in event, travel, and sports photo and video

LongboardINA Boardologist, Jakarta, Indonesia

Sept 2012 — Dec 2021

- The first Longboard specialised store in Indonesia

The Jakarta Barbershop, Jakarta, Indonesia

Mar 2014 — Dec 2021

- One of the most popular barbershop in Jakarta (page 1 on google)

Umbra Bar and Lounge , Jakarta, Indonesia

Dec 2011 — Dec 2015

📁 EMPLOYMENT HISTORY

Institutional Relation Supervisor at Wirausaha Merdeka (WMK) & Praktisi Mengajar (PM), Jakarta

Jan 2022 — Dec 2024

- Managed over 50 University Partners, with more than 20,000 Students Participating from all over Indonesia for WMK, and more than 30,000 collaboration class for PM.
- Ensured all the operational documentation needed for University partners has been informed, guided, and fulfilled.
- Lead WMK and PM Reviewer recruitment, and Coaching Clinic for universities partners.
- Lead Wirausaha Merdeka (WMK) Program Online Grand Launching, and gain over thirty thousand viewers. the highest viewer among other MBKM Programs.

Full-Time Lecturer at Universitas Negeri Jakarta (UNJ), Jakarta, Indonesia

Dec 2015 — Present

- Lecturer who specializes in Business Ethics, Digital Marketing, Digital Entrepreneurship, and E-Commerce
- Staff Advisor in Rectorate Student and Alumni Division
- Founder of Entrepreneur Club UNJ
- One of founder of Business Digital Program Study

Part time Lecturer at STMIK-INDONESIA, Jakarta, Indonesia

Aug 2013 — Aug 2015

- E-Commerce Lecturer

★ COMMUNITY DEVELOPMENTS

FPKN (Forum Penggerak Kewirausahaan Nasional)

Jun 2025

- One of founder for a Group of people who care, and passionate in contributing to Entrepreneurship activity in Indonesia
- Consist of 11 University lecturers, and entrepreneurs collaboration and more to come in the future

Sukses PhD/Docotral/S3 Club

Jan 2025

- A Group of people who fight for LoA, Scholarship, and anything related to continue our education abroad.
- Consist of 28 members to date with various background, support each other regarding step by step information for education abroad.
- There are 6 people who received their LoA since the group started, and 2 people preparing for up coming scholarship.

UNJ Entrepreneur Club

Mar 2021

- The first club, which focus on thinking, creating and developing business ideas
- Established since 2021 Supporting entity for university entrepreneur activities
- Successfully helping students creating over 400 new ventures annually

BKTR Running Club

Mar 2017

- Running club based on Banjir Kanal Timur (BKT), East of Jakarta
- Active community with regular collaboration activities.
- @bktrunners is the social media for more information

LongboardINA, Longboard Indonesia Asociation

Sept 2011 — Dec 2021

- A Skateboard shop who become community for longboard riders
- Expanding the community in over 15 different provinces in Indonesia
- Held several regional, national and international events to increase awareness for longboard sport

Buahkiwi.com Indonesia - New Zealand Forum

Jan 2007 — Dec 2011

- New Zealand Forum based community to share information about Indonesian Students
- Successfully brought two new students to New Zealand.

🔊 REFERENCES

- References available upon request