

# Andrian Nur Prabawa's PORTFOLIO



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# ANDRIAN NUR PRABAWA, S.E., M.M., CDMS

Certified Marketer, BNSP's Assessor of Competency, Auditor, Risk Agent, Book Author

## About Me

Certified marketer with 7 years of experience. Hold a master's degree in management and currently serves as a Services and Product Development Specialist at PT Kertas Padalarang, also known as Peruri Security Paper Mill (Perum Percetakan Uang Republik Indonesia Group). Assessor Competency at LSP Retail Indonesia specializing in Digital Marketing. In addition to the role as a marketer, serves as an Auditor for ISO 9001 quality management systems and ISO 28000 supply chain management systems, risk agent, halal management team, corporate trainer and as a secretary for several of the company's strategic investment projects.

Contributed to the publication of scientific works, including an article entitled "Understanding Consumer Intention to Use Indonesian Electronic Stamp Duty through Technology Acceptance Model (TAM): Study on PT Peruri Digital Security's Consumer", and two academic books entitled "Introduction to Management Information Systems" and "Marketing Management (Internet of Things Perspective)". Awarded the gold medal in the Innovation Stream category at the PERURI Innovation Award and the Kaizen Award 2024 (IAKA 2024). Currently active as a member of the Indonesia Marketing Association (IMA) Chapter 106 and as a committee member of the Alumni Association of the Faculty of Economics and Business at Jenderal Achmad Yani University.



## Awards

Awarded the gold medal in the innovation stream category at the PERURI Innovation Award and Kaizen Award 2024 (IAKA 2024) for innovation project proposal titled "rancang bangun e-commerce untuk produk specialty paper di PT Kertas Padalarang" with main role as a team leader. On August 15, 2024, located at "the gedung pusat pembelajaran dan sertifikasi profesi", Perum Peruri Karawang. With two other members of the eCommerce team, presented the digital transformation model Infront of two judges, namely Prof. Dr. Aries Susanty, S.T., M.T., and Dr. Setia Abikusna, S.T., M.T., IPM., ASEAN Eng

# Books and Scientific Papers



|           |   |
|-----------|---|
| Title     | Understanding Consumer Intention To Use Indonesian Electronic Stamp Duty Through Technology Acceptance Model (TAM): Study On PT Peruri Digital Security's Consumer Management Studies and Entrepreneurship Journal (MSEJ) |
| Publisher | PT Peruri Digital Security  |
| Issue     | Vol. 5 No. 1 (2024): Management Studies and Entrepreneurship Journal (MSEJ)   |
| DOI       | <a href="https://doi.org/10.37385/msej.v5i1.4440">https://doi.org/10.37385/msej.v5i1.4440</a>   |
| Published | 2024-11-20  |



|           |   |
|-----------|---|
| Title     | Pengantar Sistem Informasi Manajemen  |
| Publisher | PT Literasi Nusantara Abadi Group, Malang   |
| Published | 2023  |
| ISBN      | 978-623-8246-37-3   |
| Url       | <a href="https://penerbitlitnus.co.id/portfolio/pengantar-sistem-informasi-manajemen/">https://penerbitlitnus.co.id/portfolio/pengantar-sistem-informasi-manajemen/</a> |



|           |   |
|-----------|---|
| Title     | Manajemen Pemasaran (Perspektif Internet of Things)   |
| Publisher | CV. Media Sains Indonesia, Bandung  |
| Published | 2023  |
| e-ISBN    | 978-623-195-122-9   |
| Url       | <a href="https://bacabuku.com/book/BK111763/manajemen-pemasaran-perspektif-internet-of-things">https://bacabuku.com/book/BK111763/manajemen-pemasaran-perspektif-internet-of-things</a> |