

CURRICULUM VITAE

SECTION A: EDUCATIONAL BACKGROUND

CONTACT DETAILS

Dr. Arnold Japutra

Home:

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EDUCATIONAL BACKGROUND

- Ph.D** **Marketing Management** (Full Scholarship)
Oxford Brookes University, United Kingdom, Oct 2011 - Jan 2015
Major: Brand Management
Concentration: Consumer Behaviour and Marketing Research
- MBA** **Master of Management** (Cum Laude)
University of Indonesia, Indonesia, Sep 2007 - Jan 2009.
Major: Services Management
Concentration: Consumer Behaviour and Relationship Management
- BSc** **Bachelor of Economics**
Tarumanagara University, Indonesia, Aug 2000 - Jan 2004.
Major: Management
Concentration: Financial Management and Investment

CURRENT AND PREVIOUS APPOINTMENTS

Feb 2015 – Current – Lecturer in Marketing (Full time)

Tarumanagara University, Indonesia

Undergraduate: Consumer Behaviour, Retailing Management, and Marketing Management

Postgraduate: Consumer Behaviour and Integrated Marketing Communications

Responsibilities:

- The conduct of lectures, tutorials and seminars
- The development and maintenance of contemporary course material
- Subject and course coordination
- The conduct of applied and pure research
- Contribution to departmental and/or school meetings and seminars

Aug 2015 – Current - Lecturer in Marketing (Part time)

University of Indonesia, Indonesia

Postgraduate: Strategic Brand Management, Consumer Behaviour, IMC, B2B Marketing

Responsibilities:

- The conduct of lectures, tutorials and seminars
- The development and maintenance of contemporary course material
- Subject and course coordination

Sep 2011 – Sep 2014 – Research Associate (Full Time)

Oxford Brookes University, United Kingdom

Responsibilities:

- Support the research clusters (research groups)
- Collaborate in research with colleagues in the department
- Actively participating in conferences
- Actively publishing papers in journals

Sep 2011 – Sep 2014 – Associate Lecturer (Part Time)

Oxford Brookes University, United Kingdom

Undergraduate: Marketing in Context and Foundations of Marketing

Postgraduate: Research Methods

Responsibilities:

- The conduct of seminars, tutorials, and workshops
- The conduct of consultation with students
- Marking of assessments

Aug 2010 – Aug 2011 - Lecturer (Full Time)

Sampoerna School of Business, Indonesia

Undergraduate: Brand Management, Business Statistics, and Marketing Management

Responsibilities:

- The conduct of lectures, tutorials and seminars
- The development and maintenance of contemporary course material
- Subject and course coordination
- The conduct of applied and pure research
- Involvement in professional activities
- Broad administrative functions within the department and the wider school community
- Contribution to departmental and/or school meetings and seminars

Jan 2009 – Jul 2010 - Lecturer (Full Time)

Department of Management

Bunda Mulia University, Indonesia

Undergraduate: Brand Management, Retailing Management, Integrated Marketing Communications, and Consumer Behaviour

Responsibilities:

- The conduct of lectures, tutorials and seminars
- The development and maintenance of contemporary course material
- Subject and course coordination
- The conduct of applied and pure research

Sep 2005 – Jun 2007 - Coordinator of Statistics Laboratory (Full Time)

Department of Management

Tarumanagara University, Indonesia

Responsibilities:

- Monitor and lead assistant lecturers
- Subject and course coordination
- The development and maintenance of course material
- Provide briefing and training of assistant lecturers

Sep 2003 – Jun 2008 - Associate Lecturer (Part Time and Full Time)

Department of Management

Tarumanagara University, Indonesia

Undergraduate: Business Statistics

Responsibilities:

- The conduct of tutorials and seminars
- Consultation with students
- Marking of assessments
- Preparing the modules for class materials
- Preparing update on the subject-related materials

CONSULTANCY EXPERIENCE

Nov 2015 – Feb 2016 – Subcontracted by Brand Alliance

Conduct fieldwork and analysis on Generation Y's brand preference (various categories) in Jakarta, Indonesia

Aug 2007 – Dec 2007- Subcontracted by Ideos

Conduct analysis (quantitative part) and prepare report on Ministry of Agriculture project Fieldwork in 8 provinces in Indonesia

Feb 2005 – Jun 2005 - Subcontracted by DTZ Singapore

Conduct analysis on the market research survey (quantitative part) and prepare the report Pakuwon project – Gandaria City

Aug 2004 – Dec 2004 - Subcontracted by DTZ Singapore
Conduct analysis on the market research survey (quantitative part) and prepare the report
Pakuwon project – Kota Kasablanka

SECTION B: TEACHING EXPERIENCE

2015 – Current: Tarumanagara University:

Undergraduate Modules: Consumer Behaviour, Retail Management, and Marketing Management.

For Consumer Behaviour and Retail Management, the modules consist of small participants (around 25-30 students), whereas the Marketing Management module, it consists of medium participants (around 60-70 students). My aim is to let the students understand the basic theories and able to apply these theories to practice. I used group discussions, flip learning and case studies to foster the learning and teaching process.

Postgraduate Modules: Consumer Behaviour and Integrated Marketing Communications (MBA).
For postgraduate modules, these modules consist of small participants (around 20 students). I used journal articles, case studies, simulation and active learning. My aim is to facilitate discussions to inform the latest scholarly research and to review case studies for better decision-making and/or strategy construction.

2015 – Current: University of Indonesia:

Postgraduate Modules: Strategic Brand Management (MSc) and B2B Marketing (MBA).

For postgraduate modules, these modules consist of small participants (around 20 students). I used journal articles, case studies, simulation and active learning. My aim is to facilitate discussions to inform the latest scholarly research and to review case studies for better decision-making and/or strategy construction.

2011 – 2014: Oxford Brookes University

Undergraduate Modules: Marketing in Context, and Foundations of Marketing.

These modules consist of big participants (around 150-200 students). My responsibility is to teach these modules in a team. Afterwards I lead small seminar classes (around 30 students).

Postgraduate Modules: Research Methods

The postgraduate module consists of medium participants (around 40-50 students). I am also responsible in the SPSS tutorial sessions. In addition, I co-supervise the MSc dissertations.

2010 – 2011: Sampoerna School of Business

Undergraduate Modules: Brand Management, Business Statistics, and Marketing Management

2009 – 2010: Bunda Mulia University

Undergraduate Modules: Brand Management, Retailing Management, Integrated Marketing Communications, and Consumer Behaviour

SECTION C: RESEARCH

RESEARCH INTERESTS

My key research interests are brand management, consumer behaviour and relationship marketing in particular in the realm of consumer psychology. For brand management, I am aiming to provide a better understanding of brand equity, brand attachment, brand love, brand logo and so forth. I also interested in consumers' relationship quality (satisfaction, trust and commitment).

SCHOLARLY RESEARCH

PhD Thesis

Japutra, A. (2015), Drivers and Outcomes of Brand Attachment, Oxford Brookes University, UK.

Building consumer-brand relationships is becoming increasingly important for academics and practitioners. Academics argue that comprehending the consumer-brand relationship provides insight to consumers' choice of brands related to their identity. Extant research reveals several constructs of consumer-brand relationships, including brand attachment. Recently, brand attachment has received much attention because it is a salient concept in explaining favourable consumer behaviours. By understanding brand attachment, firms are able to capture consumers' minds and hearts. Hence, this study investigates the drivers and outcomes of brand attachment to reflect both cognitive and emotional bonding across categories. In addition, this research examines the role of attachment style. This study used a mixed-method design to answer the research question. First, an exploratory study, using semi-structured interviews and a projective technique (sentence completion), was designed to validate the research model. Afterwards, a questionnaire was designed to test the hypotheses within the research model. 432 questionnaires were analysed, using Structural Equation Modelling (SEM). This study offers several key contributions.

First, this study goes beyond a single category examination to look across categories. Second, unlike previous studies, which only used emotional brand attachment, this study also measures cognitive brand attachment. Third, this study offers four important drivers of brand attachment: *ideal self-congruence*, *sensory brand experience*, *brand responsiveness* and *CSR beliefs*. The results also indicate a significant relationship between brand attachment with brand loyalty and resilience to negative information. Fourth, this study demonstrates empirical support to the positive link between sensory brand experience and brand attachment. Fifth, this study is the first to show that stronger brand attachment leads to higher resilience towards negative information. Sixth, the results also provide better understanding to the nomological network in which ideal self-congruence operates. Finally, this study believes that not all consumers are the same. Insecure consumers are hard to manage and handle. It can be seen that the links between brand

attachment, with its antecedents and consequences, are moderated by attachment style – especially consumers that exhibit insecurities.

Master Thesis

Japutra, A. (2009), The Effect of Satisfaction, Trust and Commitment on Loyalty – The Case of Prepaid Card ‘XL Bebas’, University of Indonesia, Indonesia.

Consumer loyalty has been a problem since competition is fierce, particularly on price. Telecommunication companies are facing high number of churn on their prepaid card. Hence, it is important to understand the prominent factors of building consumers’ loyalty. A cross-sectional study based on 300 respondents is used to test the research model. The results show that satisfaction, trust and commitment positively affect loyalty. Satisfaction has positive association with trust and trust has positive association with commitment.

REFEREED JOURNAL ARTICLES UNDER REVIEW

Meng-Shan, S. W., Chen, C. H. S., Nguyen, B. & Japutra, A. (about to be submitted). Social media induced changes upon music consumption: A proposed model of consumer habits and attitudes towards illegal music consumption, *Consumption, Marketing and Culture*.

Japutra, A., Ekinci, Y., & Simkin, L. (about to be submitted), Opposing behaviors resulting from brand attachment: The moderating effects of attachment style. *Journal of Business Research*.

Japutra, A., Molinillo, S., & Nguyen, B. (about to be submitted), Brand experience, brand personality and brand loyalty. *Journal of Brand Management*.

Japutra, A., Ekinci, Y., & Simkin, L. (submitted). The role of ideal self-congruence and brand attachment in consumers’ negative behavior: Compulsive buying and external trash-talking, *European Journal of Marketing*.

Japutra, A., Ekinci, Y., & Simkin, L. (submitted), Consumer forgiveness. *European Journal of Marketing*.

Molinillo, S., & Japutra, A. (revise and resubmit), Factors influencing domestic visitors’ participation for local destination attractions, *Journal of Destination Marketing and Management*.

REFEREED JOURNAL ARTICLES ACCEPTED & PUBLISHED

Japutra, A., Ekinci, Y., & Simkin, L. (2014). Exploring brand attachment, its determinants and outcomes, *Journal of Strategic Marketing*, 22(7), pp. 616-630.

Japutra, A., Ekinci, Y., Simkin, L., & Nguyen, B. (2014), The dark side of brand attachment: a conceptual framework of brand attachment's detrimental outcomes, *The Marketing Review*, 14(3), pp. 245-264.

Japutra, A., Keni, K. & Nguyen, B. (2015), The impact of brand logo identification and brand logo benefit on Indonesian consumers' relationship quality, *Asia-Pacific Journal of Business Administration*, 7(3), pp. 237-252.

Nguyen, B., Japutra, A., Yu, X., & Chen, C. H. S. (2016), Reverse teaching: Exploring student perceptions of "flip teaching", *Active Learning in Higher Education*, 17(1), pp. 51-61.

Japutra, A., Keni, K. & Nguyen, B. (2016), What's in a University Logo? The role of self-congruence and university brand logo on commitment in higher education services, *Journal of Brand Management*.

Nguyen, B., Melewar, T. C., Japutra, A., & Sung, H. (2016). An investigation of the corporate identity construct in China: Managerial evidence from the high technology industry, *Journal of Marketing Communications*.

Ciftci, S., Ekinci, Y., Whyatt, G., Japutra, A., Molinillo, S. & Siala, H. (2016), A cross validation of consumer-based brand equity (CBBE) with retail brands, *Journal of Business Research*.

Japutra, A., Ekinci, Y., & Simkin, L. (2016), Tie the knot: Building stronger consumers' attachment towards a brand, *Journal of Strategic Marketing*.

Chang, K., Nguyen, B., Rowley, C., & Japutra, A. (accepted for publication), Organizational citizenship behavior, identification, psychological contract and leadership frames: The example of primary school teachers in Taiwan, *Asia-Pacific Journal of Business Administration*.

Molinillo, S., Japutra, A., Nguyen, B., & Chen, C. H. S. (accepted for publication). Responsible vs. active brands: A preliminary examination of brand personality on consumer-brand relationships, *Marketing Intelligence and Planning*.

REFEREED JOURNAL ARTICLES IN PROGRESS

Ciftci, S., Ekinci, Y., & Japutra, A. (data collection). Brand concept mapping.

Molinillo, S., Ekinci, Y., & Japutra, A. (data collection). Assessing tourism destinations brand performance.

Japutra, A., Ekinci, Y., & Simkin, L. (under development). The dark side of branding and consumer coping strategies.

REFEREED CONFERENCE PAPERS

Japutra, A. & Ekinci, Y. (accepted for presentation). The dark side of branding and consumer coping strategies. Special session: Gazing into the shadows: Contemplating the research agenda for the dark side of brands and branding, *Academy of Marketing Science: World Marketing Congress*, Paris.

Molinillo, S., & Japutra, A. (accepted for presentation). Responsible vs. active brands: A preliminary examination of brand personality on consumer-brand relationships, *Global Marketing Conference*, Hongkong.

Japutra, A., Ekinci, Y., & Simkin, L. (accepted for presentation). Self-congruence, emotional brand attachment and compulsive buying behavior, *Global Marketing Conference*, Hongkong.

Molinillo, S., Ekinci, Y. & Japutra, A. (2016). Comparing performance of private labels and global brands. *The National Brand and Private Label Marketing International Conference*, Barcelona.

Japutra, A., Ekinci, Y., & Simkin, L. (2016). Oppositional consequences of brand attachment: Moderating role of attachment style *The EMAC Marketing Conference 2016*, Oslo, May 24-27.

Molinillo, S., Japutra, A., & Chen, S. (2015). The cultural consumption: The influence of individual social characteristics in Andalusia. *The Academy of Marketing Conference*, Limerick, July 7-9.

Molinillo, S., Ekinci, Y. & Japutra, A. (2015). A cross validation of consumer-based brand equity (CBBE) with private labels in Spain. *The National Brand and Private Label Marketing International Conference*, Barcelona, June 23-26.

Nguyen, B., Melewar, T. C., Japutra, A., & Sung, H. (2014). Eight dimensions of corporate identity: Evidence from China's high technology. *The 2nd International Colloquium on Design, Branding and Marketing*, Nottingham, December 9-10.

Japutra, A., Ekinci, Y., & Simkin, L. (2014). The drivers and outcomes of brand attachment. *The Academy of Marketing Conference 2014, Bournemouth*, July 8-10.

Japutra, A., Ekinci, Y., & Simkin, L. (2014). What drives brand attachment? *The EMAC Marketing Conference 2014*, Valencia, June 3-6.

Japutra, A., Ekinci, Y., & Simkin, L. (2012). Investigating the antecedents of brand attachment. *The Academy of Marketing Conference 2012*, Southampton, July 2-5.

BOOK CHAPTERS

Japutra, A., Keni, K., Molinillo, S., & Nguyen, B. (accepted for publication). Social benefit and brand commitment: The moderating role of satisfaction and brand trust. *Asia Branding: Connecting Brands, Consumers and Companies*. Palgrave Macmillan.

Molinillo, S., Ekinci, Y. & Japutra, A. (2015). A cross validation of consumer-based brand equity (CBBE) with private labels in Spain. *Advances in National Brand and Private Label Marketing* (pp. 113-125). Springer International Publishing.

Japutra, A., Nguyen, B., & Melewar, T. C. (2015). A Framework of Brand Strategy and The 'Glocalization' Approach: The Case of Indonesia. In Alcantara-Pilar, Barrio-Garcia, Crespo-Almedros, & Porcu (Eds.), *Analyzing the Culturally Diverse Consumer in the Global Marketplace* (pp. 101-125), IGI Global.

SECTION D: PROFESSIONAL ACHIEVEMENTS

GRANTS AND AWARDS

2015 - Research Grant from Tarumanagara University

2015 - Community Service Grant from Tarumanagara University

2014 - Guest Speaker, Doctoral Symposium British Academy of Management, Ulster University, United Kingdom

2014 - Marketing Trust Bursary from Academy of Marketing Conference

2012 - Marketing Trust Bursary from Academy of Marketing Conference

2009 - Research Grant from Bunda Mulia University

2011 - PhD Studentship from Oxford Brookes University

2003-2004 Scholarship from Tarumanagara University

EDITORIAL AND REVIEWER RESPONSIBILITIES

Journal of Brand Management

Asia-Pacific Journal of Business Administration

Journal of Marketing Management

Journal of Islamic Marketing

International Journal of Services, Economics and Management (Editorial Board)

The Bottom Line (Editorial Board)

ASEAN Marketing Journal (Editorial Board)

Academy of Marketing Conference

Global Marketing Conference (GMC)

PROFESSIONAL AFFILIATIONS

PCTHE

Education

Oxford Brookes University, United Kingdom, 2014.

Post Graduate Certificate in Teaching in Higher Education. The course is validated by Oxford Brookes University that aims to: widen the repertoire and competence in teaching and assessment methods, support with teaching problems, increase understanding of teaching and learning processes, foster the habits of reflective teaching and professionalism in evaluating and improving teaching, foster the development of a scholarly and research-based approach, and help to be a more skilled and scholarly teacher.

Fellow The Higher Education Academy
United Kingdom

The HEA fellowship aims people who have a proven, sustained record in HE teaching, which seek recognition for development and progress into a senior position by adding value to professional teaching experience. HEA fellowship provides useful resources into UK Professional Standards Framework.

Vice Chair and Founder The Institute of Indonesian Public Accountability (IPA)
Indonesia

IPA concerned with the public accountability gap between the society and public organizations. IPA's vision is to be the Center of Excellence on public accountability in Indonesia with the goal to increase demand and supply of public accountability information that is relevant and trustworthy for public.

ADMINISTRATION & TEACHING RELATED RESPONSIBILITIES

Feb 2015 – Current - Head of Relations Office
Tarumanagara University, Indonesia

Responsibilities:

- Management of the Relations Office
- Provide leadership, direction and oversight of relationships activities
- Monitor performance to develop sound data driven strategies to support activities
- Develop supportive working relationships to deliver the strategic aims of the University
- Support the University's executive, faculties and divisions in driving the University's relations and developing its academic partnerships.

Mar 2015 – Dec 2015 - Chair, The Fourth ICEBM
(International Conference on Entrepreneurship and Business Management)
Bangkok, Thailand

Responsibilities:

- Establish an organizing committee
- Create a topic as the theme for the conference
- Invite speakers to address the conference theme
- Negotiate with collaborating partners to support the conference

- Ensure the success of the conference
- Propose and manage the available budget
- Ensure the continuance of the conference

March 2011 – Aug 2011 - Associate Dean of Engagement
Sampoerna School of Business, Indonesia

Responsibilities:

- Marketing and Communication Policy and Strategy
- Engagement Policy and Strategy
- External Relation and Community Service Policy and Strategy
- Advancement and Alumni
- Mobility Programs

Nov 2012 – Guest Lecturer, Contemporary Issues in Marketing Management
Oxford Brookes University, United Kingdom

May 2011 – Aug 2011 – Chair, Sub Academic Committee of Student Activities
Sampoerna School of Business, Indonesia

- Establishing policy for the student activities, organizations and clubs
- Organizations and clubs development

Feb 2011 – Aug 2011 – Member, Academic Studies Committee
Sampoerna School of Business, Indonesia

Feb 2011 – Aug 2011 – Chair, Sub Academic Committee of Student Admissions
Sampoerna School of Business, Indonesia

- Establishing policy for the admission process
- Organizing admission tests
- Grading admission tests
- Announcing the results

Aug 2011 – Sep 2011 – Chair, New Student Orientation Program
Sampoerna School of Business, Indonesia

Oct 2010 – Instructor, Outlook Training for Internal Staff
Sampoerna School of Business, Indonesia

Apr 2010 – Instructor, Statistics Training for English Program
Bunda Mulia University, Indonesia

Aug 2009 – Jan 2010 – Lecturer, Retail Studies Course in Financial Management
for Alfamart Managers and Head of the Retail Outlet
Bunda Mulia University, Indonesia

Nov 2009 – Member, Leadership, Human Behavior and Creativity Seminar Committee
Bunda Mulia University, Indonesia

Jun 2009 – Instructor, SPSS Training
Bunda Mulia University, Indonesia

Feb 2009 – Instructor, SPSS Training
for IIEF (Scholarship recipient by Ford Foundation)
Executrain, Indonesia

Sep 2004 – Speaker, SPSS Training
Tarumanagara University, Indonesia

COMPUTER SKILLS

Microsoft Word, Access, Excel, Power Point
SPSS
AMOS (Structural Equation Modelling Software)
SURVEY MONKEYS (Online Survey Design Software)

HOBBIES

Tennis
Travelling
Reading