


## Brief CV

<b>Name</b>	Sabrina O. Sihombing	中文名		
<b>Gender</b>	Female	<b>Title</b> (Pro./Dr.)	Assoc. Prof. Dr.	
<b>Position</b> (President...)		<b>Country</b>	Indonesia	
<b>University/ Department</b>	Universitas Pelita Harapan – Business School - Management			
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<b>Research Area</b>	Consumer Behavior, Marketing , Research Method			

### Brief introduction of your research experience (Five years publication):

1. Sihombing, S.O. (2018). Youth Perception toward Corruption and Integrity: Indonesian Context. *Kasetsart Journal of Sciences*, 39, 2, 299-304. **Scopus Index**
2. Haryono, R.I. and Sihombing, S.O. (2018). The Effects of Store Environment and Merchandise to Customer Responses: an Empirical Study. *Jurnal Dinamika Manajemen*, 9,1, 33-43. **National Accredited Journal**
3. Sihombing, S.O. (2018). Child Perception toward Corruption: an Empirical Study in Indonesian Context. *Gandhara Journal of Research in Social Science*, 3,1,59-73. **DOAJ index**
4. Susanto, K., Ferdinand, H., Gunawan, R. and Sihombing, S.O. (2018). Loyalitas Merek pada Jasa Penerbangan: Suatu Studi Empiris. *Esensi: Jurnal Bisnis dan Manajemen*, 8, 1, 1-8. **DOAJ index**
5. Sihombing, S.O., Meilani, Y.F.C.P., and Kusuma, B.H. (2018). The Roles of Microfinance in Supporting the Sustainability of Indonesian Micro Entrepreneurs: Extending the Theory of Planned Behavior. *Journal of Adv Research in Dynamical & Control System*, 10, 2, 793-795. **Scopus Index**
6. Meilani, Y.F.C.P., Sihombing, S.O. and Kusuma, B.H. (2018). Roles of Microfinance Institutions for Sustainability of Micro Entrepreneurs in Indonesia. *International Journal of Social Science and Humanities Research*, 6, 1, 576-583.
7. Sihombing, S.O. and Berlianto, M.P. (2017). Antecedents of Employee Loyalty in Educational Setting: an Empirical Study. *International Research Journal of Business Research*, 10, 2, 99-109. **National Accredited Journal**

8. Sihombing, S.O. (2017). Value, Attitude, and Intention to Quit as an Entrepreneur: an Empirical Study on Indonesian Youth. *Proceeding the 30<sup>th</sup> IBIMA Conference*, 8-9 November, Madrid, Spain. **Scopus Index**
9. Sihombing, S.O. (2017). Predicting Intention to Share News through Social Media:an Empirical Analysisin Indonesian Youth Context. *Business and Economic Horizons*, 13, 4, 468-477. **Scopus Index**
10. Natalia, E. and Sihombing, S.O. (2017). Peran Pendidikan Kewirausahaan dalam Meningkatkan Niat Berwirausaha Mahasiswa: Sebuah Proposal Penelitian. *Proceeding Semanar Nasional Fakultas Ekonomi dan Ikatan Alumni (IKA)*, Universitas Terbuka, Tangerang.
11. Sihombing, S.O., Kusuma, B.H. and Meilani, Y.F.C.P. (2017). Peran Lembaga Keuangan Mikro dalam Keberlanjutan Usaha: Proposal Penelitian. *Proceeding The 2<sup>nd</sup> national Conference on Business, Management, and Accounting*, 26 October Universitas Pelita Harapan, Tangerang.
12. Sihombing, S.O (2017). News Sharing in Social Media: a Proposal of Model Development. *Proceeding The 2<sup>nd</sup> national Conference on Business, Management, and Accounting*, 26 October Universitas Pelita Harapan, Tangerang
13. Haryono, R.I. and Sihombing, S.O. (2017). Memprediksi Pengaruh Lingkungan Toko terhadap Respons Konsumen. *Proceeding of Conference on Management and Behavioral Studies*, 12 October 2017, Universitas Tarumanagara Jakarta.
14. Sihombing, S.O. (2017). Model Perilaku Konsumen. *Investor Daily*, 21 August.
15. Sihombing, S.O. and Berlianto, M.P. (2017). Antecedents of Employee Loyalty in Educational Setting: A Research Proposal. *Proceeding of 1<sup>st</sup> National Conference on Business and Entrepreneurship*, 18-19 May, Universitas Ciputra, Surabaya.
16. Elles, S. and Sihombing, S.O. (2017). Predicting Green Purchase Intention Of Generation Y: An Empirical Study In Indonesia. *Proceeding The 3<sup>rd</sup> Parahyangan International Accounting and Business Conference*, 4-5 May Universitas Parahyangan, Bandung.
17. Tanadi, M. and Sihombing, S.O. (2017). Investigating the Impact of Brand Relationship toward Brand Evangelism: an Empirical Study of IT-based Transportation. *Proceeding of International Conference of Management Science*, 22 Maret Universitas Muhammadiyah Yogyakarta.
18. Sihombing, S.O. (2016). Does Religious Values Matter in Predicting Youth Entrepreneurial Intention? An Empirical Study in Indonesia. *The Social Sciences*, 11, 7352-7329. **Scopus index**
19. Eles, S.F. and Sihombing, S.O. (2016). Pengaruh Niat Beli Makanan Organik: Sikap Untuk Membeli Sebagai Variabel. *Jurnal Ilmiah Manajemen MIX*, 6,3, 313-332. **National Accredited Journal**

20. Sihombing, S.O. (2016). Antecedents Factors of Attitude toward Corruption: an Empirical Study of Indonesian Students Context. *Advances in Economics, Business and Management Research*, 14, 412-416. **CPCI-SSH (Conference Proceeding Citation Index-Social Science Humanities) Thomson Reuters**
21. Sihombing, S.O. (2016). Can Personal Values and Attitude Predict Intention to Quit of Young Entrepreneur: a Research Proposal. *Proceeding of Conference on Management and Behavioral Studies*, 27 October 2016, Universitas Tarumanagara Jakarta.
22. Sihombing, S.O., Pramono, R., Zulganef, and Ismanto, I. (2016). Instrumental and Terminal Values of Indonesian Micro-Finance Entrepreneurs: a Preliminary Report. *International Journal of Economics Research*, 3, 3, 841-853. **Scopus index**
23. Sihombing, S.O. and Sihombing, T. (2016). Which One Better Predict Entrepreneurial Intention: Religious vs Personal Values (a Research Proposal). *Proceeding of the International Conference on Entrepreneurship*, 17 Maret, Universitas Pelita Harapan Tangerang.
24. Sihombing, S.O., Pramono, R. and Ismato, I. (2016). Developing an Entrepreneurship Model Based on Indonesian Cultural Values: a Research Proposal. *Proceeding of the International Conference on Entrepreneurship*, 17 Maret, Universitas Pelita Harapan Tangerang.
25. Suwono, L.V. and Sihombing, S.O. (2016). Factors Affecting Customer Loyalty of Fitness Centers: an Empirical Study. *Jurnal Dinamika Manajemen*, 7, 1, 45-55. **DOAJ index**
26. Sihombing, S.O. (2016). Relevansi Hasil Penelitian Sekolah Bisnis. *Investor Daily*, 6 Desember.
27. Sihombing, S.O. (2016). Keluarga dan Perilaku Konsumen. *Investor Daily*, 24 Mei.
28. Sari, W.P. and Sihombing, S.O. (2016). Comparing the Use of Famous Endorser and Lay Endorser in Predicting Consumer Intention to Buy. *Proceeding of Seminar Nasional UTA'45*, 25-26 February, Universitas 17 Agustus Jakarta.
29. Shierly, L. and Sihombing, S.O. (2015). Pengaruh Faktor Internal dan Eksternal terhadap Sikap dan Niat Pembelian Daring. *Ekuitas: Jurnal Ekonomi & Keuangan*, 19, 2, 192-216. **National Accredited Journal**
30. Andriani, L. and Sihombing, S.O. (2015). Factors Influencing Purchase Intention In Online Shopping. *Proceeding of Conference on Management and Behavioral Studies*, 29 October 2015, Universitas Tarumanagara Jakarta. **(best paper)**
31. Shierly, L. and Sihombing, S.O. (2015). Predicting Online Purchase Intention: an Empirical Study. *Proceeding of Management Dynamics Conference "Strategic Agility: Thrive in Turbulent Environment"*, 7 October, Universitas Negeri Semarang.
32. Gunadi, A. P. and Sihombing, S.O. (2015). Prediksi Penggunaan Aktual E-Toll Card dengan Pendekatan

Persamaan Model Struktural. *Jurnal Manajemen Teknologi*, 14, 2, 151-172. **National Accredited Journal**

33. Sihombing, S.O. (2015). In Search of Indonesian Entrepreneurs' Values: a Proposed Study. *Proceeding of the 2<sup>nd</sup> International Conference on Entrepreneurship*, 27-28 August, Universitas Ciputra Surabaya.
34. Sihombing, S.O. (2015). Kepribadian Merek. *Investor Daily*, 14 July.
35. Sihombing, S.O. dan Pramono, R. (2015). Indonesian Youth Values and Corruption: A Descriptive Study. *Proceeding of the 1<sup>st</sup> National Conference on Business, Management and Accounting*, 19 Maret, Universitas Pelita Harapan, Tangerang.
36. Anastasia, R. and Sihombing, S.O. (2015). Peran Kepercayaan Merek, Kepuasan Merek, dan Komitmen dalam Memprediksi Loyalitas Pelanggan. *Proceeding of the 1<sup>st</sup> National Conference on Business, Management and Accounting*, 19 Maret, Universitas Pelita Harapan, Tangerang.
37. Sihombing, S.O. (2014). Motivasi Konsumen. *Investor Daily*, 24 February.
38. Patiro, S.P.S. and Sihombing, S.O.(2014). Predicting intention to purchase counterfeit Product: Extending the Theory of Planned Behavior. *International Research Journal of Business Studies*, 7, 2, 109-120. **National Accredited Journal**
39. Sihombing, S.O. (2014). The Indonesian Values Scale: An Empirical Assessment of the Short-Form Scale. *MAKARA Human Behaviour Studies in Asia*, 18, 2, 97-108. **National Accredited Journal**
40. Winata, A. and dan Sihombing, S.O. (2014). Memprediksi Loyalitas Orang Tua Murid: Suatu Studi Empiris. *Jurnal Ilmiah Manajemen Kesatuan*, 2, 2, 147-162.
41. Eria, S. dan Sihombing, S.O. (2014). Pengaruh persepsi kualitas dan kepuasan pelanggan terhadap loyalitas merek: orientasi pelanggan sebagai variabel moderasi. *Prosiding Conference on Management and Behavioral Studies*, 29 Oktober, Jakarta: Universitas Tarumanagara.
42. Sihombing, S.O. (2014). Identifying Current Values of Indonesian Youth. *Proceeding of the 9<sup>th</sup> International Conference on Business and Management Research*, 24-25 October, Kyoto University, Kyoto.
43. Sihombing, S.O. (2014). Memahami Sikap Konsumen. *Investor Daily*, 12 Agustus 2014.
44. Tommy, K.W., Carissa, M. dan Sihombing, S.O.(2014). Predicting the Influences of Group Conformity, Utilitarian Value, and Product Differentiation towards Young Adult's Buying Intention in Smartphone. *Jurnal Manajemen DEREMA*, 9, 1, 29-44.
45. Sihombing, S.O. (2014). Indonesian Values and Knowledge Sharing Behavior: an Extended Model of the Theory of Planned Behavior. *Proceeding of Budi Luhur University Global Conference*, 24-26 March,

Jakarta. (*best paper*)

46. Gunadi, A. P. dan Sihombing, S.O. (2013). Antecedents Variables of Intention to Use Service Innovation: an Empirical Study of E-toll Card. *Asia-Pacific Management and Business Application*, 2, 2, 57-74.
47. Sihombing, S.O. (2013). Miskin Waktu. *Investor Daily*, 9 Oktober 2013.
48. Vinynda, C. dan Sihombing, S.O (2013). Antecedents of Smart Phone Buying Behavior: an Empirical Study. *Proceeding of UNISBANK International Conference*, 29-30 Agustus, Semarang: Universitas Stikubank.
49. Sihombing, S.O. (2013). Konsumen juga Belajar. *Investor Daily*, 27 Agustus 2013.
50. Sihombing, S.O. (2013). Memahami Perilaku Konsumen. *Investor Daily*, 17 Juli 2013.
51. Gusti, J.A. dan Sihombing, S.O. (2013). Contrasting Reflective and Formative Model on Airline E-Service Quality: an Empirical Study. *Proceeding of The 10th UBAYA International Annual Symposium on Management*, Maret, Bali: Universitas Surabaya.
52. Sihombing, S.O. (2013). Consumer Behavior and Indonesian Values Scale: a Proposed Validation and Short-Form Scale Development. *Proceeding of The 10th UBAYA International Annual Symposium on Management*, Maret, Bali: Universitas Surabaya.
53. Sihombing, S.O. (2013). Hyperchoice pada Konsumen. *Investor Daily*, 15 Januari 2013.
54. Sihombing, S.O. (2013). Identifying Changing in Indonesian Values and its Impacts to Indonesian Consumer Behavior. *The Internet Journal of Languang, Culture and Society*, 36, 2, 101-109. **Excellence in Research for Australia (ERA)**

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