

Curriculum Vitae

Personal Identification

Full Name : RAKOTOARISOA Maminirina Fenitra Ph.D.
Place of Birth : Tsingoarivo, Madagascar
Gender : Male
Nationality : Malagasy
Home address : Il G 9 RPA Antsobolo, Ambatomaro,
Antananarivo 101- Madagascar
Phone Number : (+62) 852-1329-6411
email address : fenitra.rakotoarisoa@gmail.com
Scopus ID : [57203860456](#)
WoS Researcher ID : [AFE-4220-2022](#)
Current occupation : Lecturer and Researcher
Language Proficiency : English, French, Bahasa Indonesia, Bahasa Melayu, Malagasy

Research Interests

Marketing & Tourism
Sustainability
Waste Management

Academic Background

Early Career Research Fellow, PISCES Partnership	2024 London, UK
Ph.D. in Management Science, Faculty of Economics and Business, Universitas Airlangga (UNAIR)	16 th Mar 2022 Indonesia
Master's degree in Management, Faculty of Economics and Business, Universitas Sebelas Maret (UNS)	06 th Jul 2018 Indonesia
Certificate in Indonesian Languages for Foreign Speakers (BIPA), UPT 2B, Universitas Sebelas Maret (UNS)	07 th Jun 2016 Indonesia

Academic Position

Senior Lecturer , Faculty of Management, Universiti Teknologi Malaysia (UTM) <ul style="list-style-type: none">- Teach and supervise undergraduate and postgraduate levels- Conduct research and supervise students- Appointed as Sustainability Task Force SDG12 & SDG13 (2025)	April 2025- Present Johor Bahru, Malaysia
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Lecturer and Researcher , Department of Management, Faculty of Economics and Business, Universitas Indonesia (UI)	July 2022- Feb 2025 <i>Depok, Indonesia</i>
<ul style="list-style-type: none"> - Teach management and research methodology courses for master's degrees and international undergraduate programs. These include Marketing in the Digital Era, Research Methods for Business, Research Methods in Management, Consumer Behaviour in the Digital Era, Research Methods in Human Capital, Research Methods in Marketing, Management Strategy, Digital Marketing - Conduct research on halal cosmetics, tourism, and food from a marketing perspective at the Halal Industry Cluster. 	

Adjunct Faculty

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| <ul style="list-style-type: none"> • Adjunct Professor, <i>Department of Management, Faculty of Business and Economics, Universitas Airlangga (UNAIR)</i> | July- Present
<i>Surabaya, Indonesia</i> |
| <ul style="list-style-type: none"> • Adjunct Lecturer, <i>Faculty of Economics, Management, and Sociology, University of Antananarivo</i> ^(Hybrid), Serve as a course coordinator of Digital Marketing for the Master's degree in International Marketing & Customs | May 2023- Present
<i>Antananarivo, Madagascar</i> |
| <ul style="list-style-type: none"> • Adjunct Professor, <i>Management Science Department, Muslim Youth University (MYU)</i> ^(Remote), Co-supervisor for graduates' thesis, served as an external thesis examiner, led a seminar on advanced research Methods for postgraduate students | April 2024- Present
<i>Islamabad, Pakistan</i> |

Research Activities

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| <ul style="list-style-type: none"> • Researcher, <i>Faculty of Environmental Engineering, Institute Technology Bandung (ITB)</i>. - I am involved in the Project PISCES Partnership, conducting research titled "A Systems Analysis Approach to Reduce Plastic Waste in Indonesian Societies." UK Research and Innovation and the GCRF Global Challenges Research Fund this project. I also conceptualize and coordinate experimental research to understand Waste Management Behaviour. <p>Researcher, PISCES PARTNERSHIP, GB, UK</p> | April 2024- May 2025
<i>Bandung, Indonesia</i> |
| <ul style="list-style-type: none"> • International Postdoctoral Researcher, <i>Department of Magister Management, Faculty of Economics and Business, Universitas Diponegoro (UNDIP)</i>, ^(Remote) - Provided training in Academic Research and Scientific Publications and served as a guest lecturer for Research Methods courses aimed at master's and doctoral degree students. I also led research on corporate social responsibility and well-being in Madagascar, published in a Scopus-indexed journal. | Oct 2023- March 2024
<i>Semarang, Indonesia</i> |
| <ul style="list-style-type: none"> • Postdoctoral Researcher, <i>Department of Management, Faculty of Economics and Business, Universitas Airlangga (UNAIR)</i> ^(Full-time). | Feb- July 2023
May-Nov 2022
<i>Surabaya, Indonesia</i> |

- Led research on Environmentally responsible Tourism (littering Behavior) in the context of Nature-Based, Cultural heritage, and Beach tourism. The study sites were Gunung Kidul, Yogyakarta, and Bali, Indonesia. The outcome was published in a Scopus index journal.
- **Research Fellow, SMERU Research Institute** ^(Intern) Sept 2021- Jan 2022
Jakarta, Indonesia
 - Conduct policy analysis and research on marine debris, policy, and poverty reduction. This includes analyzing and synthesizing existing policies and frameworks related to marine pollution and debris in Indonesia.
- **Associate Researcher, ASTA Research Center,** Sept 2022- Feb 2024
Antananarivo, Madagascar
 - Conduct research and present the findings at various symposiums. I also have established collaborations with several global universities and scholars.
- **Founder and Editor-in-Chief, International Journal of Economics and Business Issues (IJEI)** Dec 2022- Present
Antananarivo, Madagascar
- **Founder and Editor Board,** July 2025- Present
Antananarivo, Madagascar
 - Quantitative Analysis in Tourism and Enterprise Management
 - Asia Africa Regulatory Development Review
- **Assistant Researcher, Faculty of Economics and Business, Universitas Sebelas Maret (UNS).** 2018-2022
Surakarta, Indonesia
 - Assisted with research activities, including publication and translation, and presented results at conferences. I also manage data for the Marketing Research Group. Besides, I co-supervised master's and bachelor's degree students with their theses and publications.

Other Academic Activities

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- Trainer** for Scientific Paper Writing and Publication, *Laboratory at the Doctoral Program in Human Resource Development, Post Graduate School, Universitas Airlangga (UNAIR)* Oct 2021- Jan 2022
Surabaya, Indonesia
- Provide training in academic writing and software tools for master's and doctoral candidates in Human Resources Development.
- Visiting Scholar, Resilience Development Initiative (RDI)**
- Involved in the Renewable Energy and Emission Reduction (REER) project, where I provided consultation and developed a learning material on Sustainable Finance for the Digital Global Biogas Cooperation (DiBiCoo) Project. Feb- Jun 2021
Bandung, Indonesia
- Visiting Scholar, Undergraduate International Program, Faculty of Economics and Business, Universitas Jenderal Soedirman (UNSEOD)** Marc-Jun 2020
Purwokerto, Indonesia

- Served as a Teaching Assistant for Business Communication and Management Strategy courses and contributed to international research publications.

International Internship, *International Office Affair, Institute of Informatics and Business (IIB) Darmajaya,*

- Assist with internationalization and collaboration efforts and deliver general lectures for bachelor's and master's degree students, covering topics such as Marketing Management and Consumer Behavior Analytics.

1st- 31st Jan 2020
Bandar Lampung,
Indonesia

Publications List (Scopus and Wos)

1. Kurniawan, Pahrijal R, Maulana A, **Maminirina Fenitra R**, Budiman D and Supriandi (2025) Beyond boundaries: fostering women entrepreneurs' success through culture, family, and entrepreneurship. *Front. Sociol.* 10:1513345. [doi:10.3389/fsoc.2025.1513345](https://doi.org/10.3389/fsoc.2025.1513345) (Scopus Q1)
2. Hati, S. R. H., **Fenitra, R. M.**, Masood, A., Setyowardhani, H., Abdul Rahim, A., & Sumarwan, U. (2025). Looking at the beauty of halal through the stimulus-organism-response model and gender perspectives: the case of Indonesian Muslim. *Journal of Islamic Marketing*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JIMA-12-2023-0424> (Scopus Q1, ESCI)
3. Emenda, S., **Fenitra, R.M.**, Aisya, R, D., Zayinatun, B, A, K., Anouk, Z, V, D, L., Yueyun, F., Fabrizio, C., Susan, J., (2024) Improving Household waste management in Indonesia: a mixed-methods approach for waste sorting, *Cleaner Waste Systems*, <https://doi.org/10.1016/j.clwas.2024.100185> (Scopus Q2)
4. Kholilah, S., **Fenitra, R.M.**, Hati, S. R. H., Ramayah, T., (2024) Food for the Soul: Religious Identity and Ethical Halal Labeling in Sharing Economy Apps, *Identities: Global Studies in Culture and Power* (Scopus Q1)
5. Sedera, M. H., Mirwan, S. P., **Fenitra, R. M***, Ronaldo, Y. P., R., Hajaina, R., (2024) Driving Positive Outcomes of Financial Institutions: Corporate Social Responsibility, Employee Well-being, and Performance in Madagascar, *Cogent Business and Management*, <https://doi.org/10.1080/23311975.2024.2433162>. (Scopus Q2, ESCI, IF: 3)
6. **Fenitra, R. M.**, Hati, S. R. H., Ghazala. K., Setyowardhani. H., Daryanti S., Ramayah. T., (2024) Determining intention to visit halal destinations from the perspective of the push-pull-mooring framework, *Journal of Hospitality and Tourism Insights*, <https://doi.org/10.1108/JHTI-07-2024-0682> (Scopus Q1, ESCI, ABDC B)
7. **Fenitra, R. M.**, Hati, S. R. H., Gancar, C. P., Sedera, M. H. R., Abbas, A., Ica, R. C., & Rashid, A. A. (2024). International Tourist's Perspective of Environmentally Responsibility Behaviour. *Journal of Tourism and Services*, 15(28), 1–21. <https://doi.org/10.29036/jots.v15i28.789> (Scopus Q3, ESCI Q1)
8. Ronaldo, Y. P., Sedera,, M. H. R., **Fenitra, R. M** (2024) Investigating the Influence of Mobile Game Addiction on In-App Purchase Intention in PUBG Mobile: The Mediating Roles of Loyalty, Negative e-WOM, and Perceived Risk, *Cogent Business and Management*, <http://dx.doi.org/10.1080/23311975.2024.2328317> (Scopus Q2, ESCI, IF: 3)
9. **Fenitra, R.M.**, Balgiah, T. E., Astuti, R. D. P., Prabowo, H., Hati, S. R. H., (2024) Advancing the Consumer Behaviour Theory in Halal Food: Review Literature and Directions for Future Research, *Journal of Islamic Marketing* <https://10.1108/JIMA-05-2023-0141> (Scopus Q2, ESCI)
10. Gancar, C.P., **Fenitra, R.M***, Masmira, K., Sedera,, M. H. R., Abbas, A. (2023) Extended Theory of Planned Behavior and Environmentally Responsible Behavior in the Context of Beach Tourism, *Malaysian Journal of Consumer and Family Economics*, 31, pp. 364–392 <https://doi.org/10.60016/majcafe.v31.14> (Scopus Q4)
11. Abbas, A., Dian, E., Fendy, S., Aisha, A., **Fenitra, R. M.**, (2023) Technology acceptance and Covid-19: a perspective for emerging opportunities crisis. *Technology Analysis & Strategic Management*, <https://doi.org/10.1080/09537325.2023.2214642> (Scopus Q2, ESCI)
12. Ahmad, T., Hamid, A.R., Abbas, A., Anwar, A., Ekowati, D., **Fenitra, R. M.**, and Suhariadi, F. (2023), "Empowering leadership: role of organizational culture of self-esteem and emotional intelligence on creativity", *Journal of Management Development*, Vol. 42 No. 3, pp. 201-214 <https://doi.org/10.1108/JMD-10-2021-0288> (Scopus Q1, ESCI)
13. **Fenitra, R. M***, Laila, N., Candra, G., Abbas, A., Sedera,, M. H. R., (2023). Explaining littering prevention among park visitors using the Theory of Planned Behavior and Norm Activation Model.

International Journal of Geoheritage and Parks, 11(1), 39–53.
<https://doi.org/10.1016/j.ijgeop.2022.11.002> (Scopus Q1)

14. **Fenitra, R. M***, Candra, G., Sedera,, M. H. R., Abbas, A., Laila, N. (2022). Environmentally responsible behavior and Knowledge-Belief-Norm in the tourism context: The moderating role of types of destinations. *International Journal of Geoheritage and Parks*, 10(2), 273–288. <https://doi.org/10.1016/j.ijgeop.2022.05.001> (Scopus Q1)
15. Haryanto, B., Gunawan, J. A. P., **Fenitra, R. M***, Abbas, A. (2022). The role of culture adoption in moderating the influence of country image, corporate image, the brand image on brand attitude, and purchase intention toward foreign brands. *International Journal Business Performance and Supply Chain Modelling*, 13(1), 89–107. <https://doi.org/10.1504/IJBPSCM.2022.10046569> (Scopus Q3)
16. **Fenitra, R. M.**, Handriana, T., Gancar, C. P., Usman, I., & Hartini, S. (2021). Extended Theory of Planned Behavior to Explain Environmentally Responsible Behavior in Context of Nature-Based Tourism. *Geojournal of Tourism and Geosites*, 39(4), 1507–1516. <https://Doi.Org/10.30892/Gtg.394spl22-795> (Scopus Q2)
17. **Fenitra, R. M.**, Handriana, T., Gancar, C. P., & Usman, I. (2021). Understanding Younger Tourist' Intention Toward Environemntally Responsible Behavior. *Geojournal of Tourism and Geosites*, 36(2), 646–653. <https://Doi.Org/10.30892/Gtg.362spl12-694> (Scopus Q2)
18. **Fenitra, R. M.**, Handriana, T., Usman, I., Hartani, N., Premananto, G. C., & Hartini, S. (2021). Sustainable Clothing Disposal Behavior, Factor Influencing Consumer Intention Toward Clothing Donation. *Vlákna a Textil*, 28(1), 7–15. (Scopus Q3)
19. **Fenitra, R. M.**, Praptapa, A., Suyono, E., Kusuma, P. D. I., & Usman, I. (2021). Factors Influencing Preventive Intention Behavior Towards COVID-19 in Indonesia. *The Journal of Behavioral Science (TJBS)*, 16(1), 14–27. (Scopus Q4, TCI 1, ESCI)

Conferences And Workshops

1. 13th December 2024, **Keynote speaker**, The 8th Djuanda International Conference Social Sciences (DICSS) & The 8th Djuanda International Conference on Social Sciences (DICSS), Djuanda University, Bogor, Indonesia
2. 18th- 19th November 2024. **Guest Lecturer**, Faculty of Economics and Business, Universitas Negeri Yogyakarta, Indonesia
3. 15th- 22nd September 2024, Early career research workshop, Brunel University, London, United Kingdom
4. **Speaker**, Workshop on advanced research methodology, academic writing and publication – faculty of Economics and Business, Universitas Lampung, Indonesia 10-11 October 2024; Magister Management Program, Universitas Diponegoro, Semarang, Indonesia 21, 28 October, 11 November 2023, 8 March 2024; ISCAM Business School, Antananarivo, Madagascar; 17th March 2023,- UNS Vocational School, Universitas Sebelas Maret, Surakarta, Indonesia, 24th February 2022.
5. 10th-12th Sep 2024, **Main Speaker**, Workshop and Sharing experience on Academic Research and Publication & Manuscript Monitoring, Faculty of Economics and Business, Universitas Lampung, Indonesia
6. 23rd July – 3rd August 2024, **Speaker**, the ACU Summer Enrichment Program in parallel with the 8th Summer Course Program 2024, *“Harmony in Animal and Agricultural Production for Global Food Security.”* Faculty of Animal Science, Universitas Gadjah Mada, Yogyakarta, Indonesia
7. 3rd July 2024, **Speaker**, the 6th Strada International Conference on Health *“Strengthen Research and Development for Advancing Global Healthcare Innovation”*, University Strada Indonesia, Kediri, Indonesia
8. 26th June 2024, **Speaker**, EICOMB 1st Economics International Conference on Management Business *“Green value Creation on Sustainability Economics for Gold Indonesia 2045”*, Magister Management Program, Universitas Diponegoro
9. 18th May 2024, **Speaker**, 1st International Conference on Cultural Policy and sustainable development (ICPSD) *“Cultural Policies Democratic and non-democratic regimes”*, Law faculty, Universitas Sebelas Maret
10. 15th May 2024, **Speaker**, 1st International Conference on Legal Business, Public Policy, and Green Technology *“Legal Business, Public Policy, And Green Technology for Sustainable Development.”*, Universitas Djuanda, Bogor, Indonesia