

Dr. Agung Yoga Sembada

B.A Political Science, M.B.A Marketing, PhD (Monash)

Position: Lecturer

Email: agung@sunway.edu.my

Dr Yoga has taught subjects on marketing principles and services marketing for seven years in a variety of cultural context. Prior to his position in Sunway University, he has taught in the School of Business Management - Institut Teknologi Bandung in Indonesia and was a sessional staff in Monash University Australia. He maintains a broad research corridor under the umbrella of the psychology and behavior consumers. He is a member of the Society of Consumer Psychology, and has both presented and published in esteemed publications such as The American Marketing Association Educator's Conference and *New Media & Society*.

Dr Yoga is also a pedagogical enthusiast in the areas of applying blended learning and flipped classroom teaching in higher education.

Key research areas:

- Perceptions of customer power
- Customer's currency value appraisals
- Cross-cultural and Islamic consumer marketing
- Experimental designs

Publications:

- Nasution, R. **A.**, **Sembada**, A. Y., Miliani, L., Resti, N. D., & Prawono, D. A. (2014). The Customer Experience Framework as Baseline for Strategy and Implementation in Services Marketing. *Procedia-Social and Behavioral Sciences*, 148, 254-261.
- Tsarenko, Y., Tojib, D., **Sembada**, **A.Y.** (2014), "The facilitating role of smartphones in increasing use of value-added mobile services", *New Media & Society*, 1-21
- Mahardika, H., **Sembada**, **A.Y.**, Narhetali, E. (forthcoming), "Adapting to Zeroes: Investigating the Need for A Transition Period in the Proposed Rupiah Redenomination Plan", *Journal of International Business and Entrepreneurship Development*
- **Sembada**, **A. Y.**, Tsarenko, Y., Tojib, D., "Power Drives Consumer Perception Following Service Failures", proceedings of *The 2012 AMA Winter Marketing Educators' Conference*, St Petersburg, Florida, 17-19 Feb 2012.