

GENESIS SEMBIRING DEPARI S.Pd, MBA, Ph.D



BUSINESS DATA MINING AND
BUSINESS ANALYTICS
(RAPIDMINER) SPECIALIST

PROFILE

An ambitious graduate with strong
Business Analytics, seeking to a jumpstart
career in developing creative innovation
campaigns in a growing organization

CONTACT

Jl Jodipati, NO 4 Medan, Indonesia
+62 853 5956 2521

GENESISSEMBIRING@GMAIL .C O M

EDUCATION

S1 **Bachelor's degree**: UNIVERSITAS NEGERI MEDAN (2011-2015)
Majoring in Economic

S2 **Master's degree**: NATIONAL KAOHSIUNG UNIVERSITY OF
SCIENCE AND TECHNOLOGY (2016-2018) (國立高雄第一科技大學)
Majoring in International Master of Business Administration (MBA)

S3 **Doctoral Degree**: SOUTHERN TAIWAN UNIVERSITY OF SCIENCE
AND TECHNOLOGY (2018-2021) (南臺科技大學)
Majoring in Business and Management (Research: Business data
mining, Business analytics, Social Media analytics)

SHORT COURSES and TRAINING

Certification: Applications and use cases Professional Certification (Issued
by Rapidminer)

Certification: Machine Learning for Data Mining Professional Certification
(Issued by Rapidminer)

Certification: CERTIFIED EXCELLENT TRAINER PROFESSIONAL (CETP)
issued by IEEE Institute

AWARDS

- **Outstanding Sales Achievement Awards** from Telin Taiwan,
period of 2018 (Awarded certificate is available)
- Achieving The **highest GPA** in Undergraduate degree at
Economic Department at State University of Medan dated
October 21, 2015
- Receiving **Full Scholarship** in National Kaohsiung First
University of Science and Technology, Taiwan
- Receiving **Full Scholarship** in Southern Taiwan University of
Science and Technology (PhD Business and Management)

WORKING EXPERIENCE

October 2025- Present : Lecturer at Universitas Sumatera Utara

May 2019-2025 : Lecturer at Universitas Pelita Harapan (UPH)

Nov 2024- 2025 : Head of International Office, Universitas Mahkota Tricom
Unggul

2023- present : Editor in Chief, International Journal of Business and
Applied Economics
(<https://journal.formosapublisher.org/index.php/ijbae>)

2022- present : Editor in Chief, Asian Journal of Management Analytics
(<https://journal.formosapublisher.org/index.php/ajma>)

VISITING LECTURER

Topik: Big Data in Marketing, Departemen Administrasi Bisnis,
Universitas Diponegoro, Indonesia

HAK KEKAYAAN INTELEKTUAL (HKI)

1. Digital Marketing: Konsep dan Strategi (No: 000259901)
2. A transnational study of kids castle franchise
Business of taiwan to indonesia using ahp analysis (000266681)
3. Manajemen Pemasaran : Saat Ini Dan Masa Depan

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MEDIA ANALYTICS
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ORGANIZATIONAL EXPERIENCE

- Advisory Board of International Association of Contemporary Researchers (IACR) <https://www.iacrworldwide.org/p/boards-of-iacr.html>
- Member of AIDI (Asosiasi Ilmuan Data Indonesia)
- Founder of www.sekolahmasyarakat.org

BOOKS

- Digital Marketing: Konsep dan Strategi (Book Chapter)
- A transnational study of kids castle franchise business of Taiwan to Indonesia using AHP analysis
- Manajemen Pemasaran : Saat Ini Dan Masa Depan (Book Chapter)
- Dasar Dasar Bisnis (Book Chapter)
- Pengantar Bisnis Manajemen, Pembiayaan, Pemasaran dan Operasional (Book Chapter)

ACADEMIC RESEARCH AND PROJECTS

Improving Social Media Engagements on paid and nonpaid advertisements: A Data Mining Approach (**Indexed by: Scopus Q4**)
Authors: Jen-Peng Huang, **Genesis Sembiring Depari*** (**Second Author and Corresponding Author**)

Dynamic Parameters and Algorithm in Predicting Bank Telemarketing Success (**Indexed: scopus Q2**)
Authors: Theera Prompreing, Kattareeya Prompreing, **Genesis Sembiring Depari*** (**Corresponding Author**), Jen-peng Huang

Computational Cost Reduction Strategies for Business Cases (**Indexed: scopus Q3**)
Author: Genesis Sembiring Depari

Forecasting Bitcoin Return: A Data Mining Approach (**Indexed by: Scopus Proquest, Econlit, etc**)
Authors: Jen-Peng Huang, **Genesis Sembiring Depari*** (**Second Author and Corresponding Author**)

Paid Advertisement On Facebook: An Evaluation Using Data Mining Approach (**Indexed by: Scopus, ProQuest, EconLit, dll**)
Authors: Jen-Peng Huang, **Genesis Sembiring Depari*** (**Second Author and Corresponding Author**)

Leveraging social media metrics in improving social media performances through organic reach: a data mining approach (**Indexed by : Econlit, ProQuest, Copernicus, etc**)
Authors: Jen-Peng Huang, **Genesis Sembiring Depari**, Srivandayuli Riorini, Pai-Chou Wang

Real Estate Segmentation: A Model of Real Estate Decision Support System
(Sinta 4)

Author: Genesis Sembiring Depari

Positive determinants word-of-mouth of supermarket consumers in the
COVID-19 pandemic Era (SINTA 2, Second Author)

Author: Sri Vandayuli Riorini, Genesis Sembiring Depari

**Marketing Mix and Repurchase Intention of Cafe Industry During
Covid-19: A Statistical and Data Mining Analysis (SINTA 2, Second
Author)**

Author: Alfonsius, Genesis Sembiring Depari, Jen Peng Huang

Iklan Berbayar di Social Media: Sebuah Sistem Pendukung Keputusan
(Published by UPH's Journal)

Author: Genesis Sembiring Depari

The Influence of Social Media Marketing, Hedonic Shopping Motivation, And
Electronic Word of Mouth Towards Impulse Purchases For Shopee's
Customers In Medan (Indexed by DOAJ, EBSCO, COPENICUS)

Author: Candice Yap, Genesis Sembiring Depari

Big Data and Metaverse toward Business Operations in Indonesia (Indexed
SINTA 4)

Author: Genesis Sembiring Depari, Efin Shu, Indra Indra

Pairwise Comparison Method Implementation for Chicken Supplier Selection
Decision Making at CV. Gatsu Jaya Perkasa Abadi (Indexed SINTA 4)

Author: Sylvia Sylvia, Genesis Sembiring Depari

Customer's Responses towards In-Vehicle Coupon Recommendation: an
Implementation of Business Analytics Concept (Indexed SINTA 4)

**Author: Genesis Sembiring Depari, Efin Shu, Cut Alya Fachriza, Joceline
Chow, Jerica Wijaya, Ryanto Winata**

The Influence of Online Customer Review and Perceived Quality toward
Customer Purchase Decisions at Lazada Online Retail Company (Indexed
by SINTA 6)

Author: Genesis Sembiring Depari, Natasya Ginting

**A Robust Algorithm in Predicting Bank Telemarketing Success (STUST
Conference)**

**A Telemarketing Guide in Selling Banking Services: A Data Mining
Approach (The 4th International Conference On Management,
Economics and Business)**

**Doctoral Dissertation: Machine Learning Algorithms with Dynamic
Parameters: Applications in real business cases**

**Master Thesis: Change and adaptation: A Transnational Study of Kids
Castle Franchise Business of Taiwan to Indonesia**

**Bachelor Thesis: The effect of Learning Interest and Motivation
towards Year 10 Student's Learning Achievement in Economics at
State Senior High School 1 of Berastagi Academic Year 2014/2015**