

DINI HAJARRAHMAH, Ph.D.

Norfolk State University
School of Business
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EDUCATION

Virginia Tech, Blacksburg, Virginia - USA May 2026
Ph.D. Business Administration (Hospitality and Tourism Management Department, Pamplin College of Business)

Boston University, Boston, MA - USA August 2017
Master of Science, Dual Concentration: Economic Development and Tourism Management & Innovation and Technology (Full Scholarship: Indonesia Endowment Fund for Education/LPDP)

Diponegoro University, Semarang - Indonesia May 2011
Bachelor of Arts, American Cultural Studies, English Department, Faculty of Humanities

RESEARCH INTERESTS

Social Entrepreneurship, Innovation, Regenerative Business, Regenerative Tourism

ACADEMIC AND PROFESSIONAL EXPERIENCE

Norfolk State University, School of Business (Norfolk, VA) 2026-Present
Assistant Professor of Entrepreneurship

Virginia Tech, Pamplin College of Business (Blacksburg, VA) 2022-2026
Howard Feiertag Hospitality and Tourism Management Department
Graduate Research/Teaching Assistant, Instructor

Bandung Institute of Technology, School of Business & Management Jan 2019-June 2022
(Bandung, Indonesia)
Lecturer and Researcher

Boston University, Metropolitan College (Boston, MA) Jan 2016-August 2017
Graduate Research/Teaching Assistant

Global Health Tourism Assistance (Bandung, Indonesia) Jan 2021-2026
Consultant

Massachusetts Office of Travel and Tourism (Boston, MA) May 2016 -July 2016
Marketing and Research Intern

Groupe Danone Indonesia (Jakarta, Indonesia) July 2012-April 2015
Human Resources Executive

Canada World Youth (Halifax, Canada and Indonesia)
Youth Leaders in Action Program

Sept 2011-March 2012

ENTREPRENEURSHIP EXPERIENCE

Wanderlust Indonesia - *Co-Founder and Co-Owner*
Barokah Coffee Shelter - *Co-Founder and Co-Owner*
Aiko Coffee (Specialty Coffeeshop) – *Co-Founder*

Sept 2017-Present
Jan 2018-Present
July 2020-July 2022

RESEARCH and PUBLICATIONS

Peer-Reviewed Publication

Hajarrahmah, D., McGehee, N. G., Nicolau, J. L., & Pandelaere, M. (2026). Which message resonates with you? Unveiling effective framing strategies for regenerative tourism. *Tourism Management*, 114, 105351. <https://doi.org/10.1016/j.tourman.2025.105351>

Hajarrahmah, D., McGehee, N. G., & Soulard, J. (2024). The road to success: Tourism social entrepreneurs' quest for regenerative tourism. *Annals of Tourism Research*, 108, 103818. <https://doi.org/10.1016/j.annals.2024.103818>

Pratama, A. P., Maryunani, S. R., Badriyah, M. J. K., & Hajarrahmah, D. (2024). A preliminary study of regional creative vision: insights from creative enterprises' founders in Indonesia. *Creativity Studies*, 17(1), 101-116. <https://doi.org/10.3846/cs.2024.16079>

Widiastini, N. M. A., Arsa, I. K. S., Syah, A. M., & Hajarrahmah, D. (2023). How do Micro, Small, and Medium Enterprises (MSMES) in Bali Survive the Pandemic? A Qualitative Study in Buleleng, Tabanan, Gianyar, and Denpasar. *International Journal of Professional Business Review*, 8(3), Article 10. <https://doi.org/10.47264/ijpbr.v8i3.829>

Syah, A. M., & Hajarrahmah, D. Approaches to Indonesia Cultural Tourism Policy: Stakeholders' Perspectives on the Cultural Tourism Governances in Bayan (October 2, 2019). *E-Journal of Tourism* Vol.6. No.2. (2019): 178-195, Available at SSRN: <https://ssrn.com/abstract=3463193>

Hajarrahmah, D., & Daniels-Llanos, M. (2017). Developing culinary tourism to support local tourism development and preserving food heritage in Indonesia. In *Proceedings of the 6th International Conference of Arte-Polis: Imagining Experience: Creative Tourism and the Making of Place* (pp. 21-30). Springer Singapore. https://doi.org/10.1007/978-981-10-5481-5_3

Under Review

Hajarrahmah, D., McGehee, N.H., Townsend, D. Diffusion of Regenerative Agritourism Innovation through Co-Creation Process.

Xu, Shaogui., Hajarrahmah, D., Law, R., Zhang, Mu. Public Service Motivation of Rural Tourism Elites: Scale Development and Validation.

Working Papers

Hajarrahmah, D., McGehee, N.H., Pandia, S. Balancing High- and Low- Technology Innovation in Regenerative Agritourism Experiences.

Syah, A. M., Binesh, N., Hajarrahmah, D. AI Fairness and Debiasing Governance in Hospitality and Tourism: A Pragmatic Sociological Approach.

TEACHING EXPERIENCE

Norfolk State University - School of Business Aug 2026 – Present

Course Instructor

- ☐ BUS 175: Introduction to Business & Entrepreneurship
- ☐ BUS 417: International Business

Virginia Tech - Pamplin College of Business Aug 2022 – May 2026

Course Instructor:

- ☐ HTM 3484: Socio-Cultural Impacts of Tourism 2024-2026

Teaching Assistant:

- ☐ HTM 6524: Seminar in Tourism Management Research Fall 2022
- ☐ HTM 5944: Graduate Seminar Spring 2023
- ☐ HTM 6434: Theory in Hospitality and Tourism Management Spring 2023
- ☐ HTM 5554: Qualitative Research in Business Spring 2024

Bandung Institute of Technology - School of Business & Management Jan 2019-June 2022

Course Instructor:

- ☐ Cross-Cultural and Conflict Management 2019-2022
- ☐ Integrated Business Experience 2021-2022
- ☐ Understanding Diversity in Businesses Summer Course 2020

Boston University – Metropolitan College Jan 2016-Aug 2017

Teaching Assistant:

- ☐ MET AD 514: Innovation Process: Developing New Products & Services 2016-2017
 - ☐ MET AD 650: Economic Development via Tourism in the Developing World 2017
(14-day fieldwork study in Tanzania)
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GRANTS and FUNDING

AICEF (American Indonesian Cultural & Educational Foundation) 2025 Overseas Travel Grant.
<https://www.aicef.org/2025-overseas-travel-grant-recipients.html>. Amount: USD 3,000

McGehee, N., Townsend, D., **Hajarrahmah, D.** (2025-2026). Pamplin Duo+ SEED Grant (Entrepreneurship Track): Development of a Regenerative Tourism Digital Platform Innovation – A Customer Discovery Journey. Source: Pamplin College of Business at Virginia Tech. USD 25,000

Pamplin Doctoral Summer Research Grant (Summer 2025). Source: Pamplin College of Business at Virginia Tech. Amount Awarded: USD 7,500

Michael D. Olsen Memorial Graduate Fellowship in Strategic Management (Fall 2024). Source: HTM Department, Pamplin College of Business. Amount Awarded: USD 1,000

Ph.D. Summer Research Grant Funding (2023-2024). Source: Hospitality and Tourism Management Department at Virginia Tech. Amount Awarded: USD 6,000 each summer

Hajarrahmah, D., Arlizar, A., Wahyudi, H. (2019-2020). Sesar Lembang Disaster Mitigation Education through Social Enterprise's Impact Travel Experience. Australia Awards Indonesia – Alumni Grant Scheme. Amount Awarded: AUD 10,000

Hajarrahmah, D., Siswanto, F. (2016). Boston University BuzzLab Start-Up Summer Accelerator Program. Boston University Questrom School of Business. Amount Awarded: USD 2,500

CERTIFICATION AND SHORT COURSES

CAHTA (Certification in Advanced Hospitality and Tourism Analytics) August 2026
CoStar Group

CIRTL (Center for Integration of Research, Teaching, and Learning) Spring 2025
Virginia Tech's Associate Teaching Program Certification (<https://cirtl.vt.edu/teaching-program.html>)

Virginia Tech, Blacksburg, Virginia - USA December 2024
Graduate Certificate: Collaborative Community Leadership
Department of Agricultural, Leadership, and Community Education – Virginia Tech

Travel Unity Certified DEI Travel Professional (CDTP) Nov 2024
Inclusive & Equitable Leadership; Crafting a Strategic DEI Action Plan

Tourism CoLab x the Centre for Good Travel New Zealand (Online) Oct 2023-Nov 2023
Short Course "Stories of Active Hope", Regenerative Storytelling

Linnaeus University, School of Business & Economics (Online) Oct 2022-April 2023
Online Ph.D. Course on "Entrepreneurship, Rurality, and The Role of Space"
Led by Entrepreneurship Professor William B. Gartner

Flinders University, Adelaide, Australia September 2018
Short Course, Start-Up Ecosystems Program in Adelaide, Melbourne, Sydney.
Full Scholarship: Australia Awards

PRESENTATIONS

Refereed Conference Presentations

Hajarrahmah, D., McGehee, N. (2026). Diffusion of Regenerative Agritourism Experience through the Co-Creation Process. Annual International Travel and Tourism Research Association (TTRA). Greenville, South Carolina. June 24-26, 2026.

Hajarrahmah, D., McGehee, N. (2026). Diffusion of Regenerative Agritourism Experience through the Co-Creation Process. 31st Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Auburn, Alabama. January 8-10, 2026.

Hajarrahmah, D., McGehee, N. (2025). Solutions for Creating an Effective Narrative for Regenerative Tourism: A Social Movement Perspective. 2025 American Association of Geographers (AAG) Annual Meeting. Detroit, Michigan. March 24-28, 2025.

Hajarrahmah, D., McGehee, N. (2024). The road to success: Tourism social entrepreneurs' quest for regenerative tourism. CREST World Tourism Day Forum. Atlanta, Georgia. September 24-25, 2024.

Hajarrahmah, D., McGehee, N. & Soulard, J. (2024). Regenerative Tourism and Tourism Social Enterprises Engagement. Travel and Tourism Research Association. Burlington, Vermont. June 11-13, 2024.

Hajarrahmah, D., Chun, J., Everett, A., Ortiguera, L. (2024). Regenerative Tourism: Why should you care – and what can you do about it? Travel and Tourism Research Association. Burlington, Vermont. June 11-13, 2024.

Hajarrahmah, D. Syah, A. M., Llanos, M.D. (2017). Re-constructing the Brand and Identity of Indonesian Tourism: A Case Study from Flores, East Nusa Tenggara.. The 2nd Tourism and Leisure Studies Conference. Vancouver, Canada. April 6-7, 2017

Hajarrahmah, D. Llanos, M. D. Developing Culinary Tourism in Indonesia. (2016). The 6th International Conference of Arte-Polis – Imagining Experiences: Creative Tourism and the Making of Place. Bandung, Indonesia. August 4-5, 2017

Invited Talks, Guest Lectures, and Webinars

Hajarrahmah, D. McGehee, N. G., Setiyorini, H. (2024). Rural Tourism, Regenerative Tourism, and Technological Innovation. Virginia Tech & Indonesia Education University. October 2024

Hajarrahmah, D. (2024). The road to success: Tourism social entrepreneurs' quest for regenerative tourism. B Tourism Monthly Member Webinar. Tourism CoLab Member Spotlight Webinar. October 2024

Hajarrahmah, D. (2024). Wanderlust Indonesia: A Pursuit of Regenerative Tourism Approach. Invited Guest Lecture for TOU 6121 Special Topic in Tourism. Algonquin College Ottawa. August 2024

Hajarrahmah, D. (2024). Career Development Exploration – Student and Alumni Panel. Boston University. July 2024

Hajarrahmah, D. (2023). Assessing the Impact of Rising Sea Levels on Travel and Tourism in APEC Economies, Case Study: Responsible Tourism and Conservation from Wanderlust Indonesia Guest Speaker. Asia Pacific Economic Council (APEC). Seattle, WA. August 2023

Hajarrahmah, D. (2023; 2024). Wanderlust Indonesia: Can Travel Business be a Force for Good? HTM 3484: Socio-Cultural Impacts of Tourism. October 2023; March 2024

Hajarrahmah, D. (2019). FAIL Night: Story behind Wanderlust Indonesia Social Enterprise. @America Jakarta, Indonesia. <https://www.youtube.com/watch?v=RYAp1jRI7Sk>. April 2019

Hajarrahmah, D. Marina, S. (2017). Kick Andy National TV Guest Speaker Eps. “Not Usual Travel” - Wanderlust Indonesia. <https://www.youtube.com/watch?v=zApJQVvrc9o>. September 2017

SERVICE

Indulge Me Apps – *Game Creator & Research Team* Nov 2024-2026
<https://indulgeme.app>

Peer-Review Journal Reviewer April 2025-present
Annals of Tourism Research, Tourism Geographies

Administrative Assistant - *Journal of Travel Research* August 2024-May 2026

Indonesia Student Association in the US at Virginia Tech (PERMIAS VT) June 2024-June 2025
President

Indonesia Mengglobal – Writer Contributor for US Region Sept 2022-May 2026
<https://www.indonesiamengglobal.com/author/dinihajarrahmah/>

Zero Waste Coffee Project – Research Contributor for Indonesia Region Jan 2021-Sept 2022
<https://www.thezerowastecoffeeproject.com/author/dini-hajarrahmah>

SSEAYP (Ship for Southeast Asia Youth Program) Youth Conference 2021 Dec2021-March2022
Discussion Facilitator: SDG #8 Employment and Decent Work

AWARDS

Pamplin College of Business Outstanding Doctoral Student Finalist Spring 2026

Virginia Tech Chapter of Beta Gamma Sigma (BGS) Spring 2026
The International Business Honor Society

Edward A. Bouchet Graduate Honor Society at Virginia Tech February 2026

Pamplin Doctoral Summer Research Grant Program Awardee 2025 Summer 2025

Feiertag HTM Virginia Tech Outstanding Doctoral Student Spring 2025

Michael D. Olsen Memorial Graduate Fellowship in Strategic Management	Fall 2024
Feiertag HTM Virginia Tech Best Research Poster	Spring 2023
Australia Awards Alumni Indonesia Delegate 'Regional Women's Leadership Initiative' (Phnom Penh, Cambodia)	April 2019
Boston University Award for Excellence in Graduate Study	May 2017
Indonesia Endowment Fund for Education – Master Degree Scholarship Awardee	2015-2017
Danone Best Practice Award in Culture & Social Innovation	December 2014
US Embassy x Jolkona Catalyst Social Entrepreneurship Bootcamp in Seattle	Aug-Sept 2014
British Council Social Entrepreneurship Challenge Finalist	2015
Young Leaders for Indonesia by McKinsey and Company	Jan-Dec 2011
Indonesia Delegate for Harvard National Model United Nations	February 2010

PROFESSIONAL AFFILIATIONS

Travel and Tourism Research Association (TTRA), *Member*

B Academics, *Research Committee*. <https://bacademics.org>

B Tourism, *Social Entrepreneur & Academia Member*. <http://theforgoodmovement.com/btourism/>

Australia Awards Indonesia Alumni Association

LPDP Indonesian Government Scholarship Alumni Association

Canada World Youth Indonesia Alumni Association

SKILLS

- ☐ Project management, start-up ideation, stakeholder engagement, partnership development, workshop facilitation, design thinking, teaching, gamification, and grant writing
- ☐ Data & Research Tools: NVivo, MAXQDA, VOSviewer, Biblioshiny; SPSS, RStudio, Stata, Qualtrics, QuestionPro
- ☐ Research Methods: In-depth interviews, fieldwork, experimental design, surveys, netnography, ethnography, content analysis, arts-based methods, systematic literature review, case studies