

## MM UI NEWSLETTER

# GNAM Network Week Day 1



## GNAM Network Week Jakarta - Yogyakarta, 13-17 October 2025

GNAM Week 2025 at MM FEB UI officially began on Monday, October 13th, 2025, with an opening led by Vice Dean Prof. Dr. Irwan Adi Ekaputra, M.M., following introductory remarks from Dr. Arviansyah and Dr. Jonathan Marpaung.

The 2025 program brought together 25 international students from eight GNAM member universities—Fudan University (China), The Hongkong University of Science and Technology (Hong Kong), Asian Institute of Management (Philippines), IIM Bangalore (India), The National University of Singapore (Singapore), The University of New South Wales (Australia), INCAE Business School Costa Rica, and EGADE Business School, Tecnológico de Monterrey Mexico—alongside 70 Indonesian participants from Universitas Gadjah Mada, Universitas Diponegoro, Universitas Tarumanagara, Telkom University, and many more.

The first session featured Fransiskus Xavierius Teguh, Senior Advisor to the Minister of Sustainable Development and Conservation at the Ministry of Tourism and Creative Economy, who spoke on the development of a smart and sustainable tourism ecosystem. He discussed how tourism can evolve into a smart and sustainable ecosystem.

He emphasized that digital technologies such as Artificial Intelligence (AI) and data-driven tools are transforming destination management and marketing precision, supporting more efficient and inclusive growth. Introducing the concept of Tourism 4.0, he explained how innovation can strengthen sustainability within the tourism sector while ensuring that trust and community well-being remain at the center of digital transformation.





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### Session 2: Digital Transformation in the Transportation Industry

Moderated by Dr. Riani Rachmawati, the second session explored digital transformation in the transportation industry, with insights from I Gede Darmayusa, Director of Portfolio Management & IT at PT Kereta Api Indonesia (KAI), and Rizkie Maulana, Director of B2B Commercial at Grab Indonesia. They shared how their organizations are advancing digital transformation to enhance efficiency, sustainability, and inclusion.



KAI has improved operational performance through innovations such as the Access by KAI app, Robotic Process Automation (RPA), and Digital Twin technology, while integrating solar energy and green building initiatives.



Meanwhile, Grab has built a nationwide digital ecosystem supporting millions of users and over 600,000 MSMEs through initiatives like GrabElectric, the Carbon Neutral Fund, and Langkah Hijau, linking digital innovation with environmental sustainability and local business empowerment.

### Session 3: Digital Transformation in Financial Services – Pegadaian Case Study

The third session, moderated by Dr. Lukman Hanif Arbi, examined digital transformation in financial services through a case study of PT Pegadaian, presented by Ferdian Timur Satyagraha, Finance and Strategic Planning Director, and Yos Iman Jaya Dappu, IT and Digital Director.

Mr. Ferdian Timur Satyagraha, Finance and Strategic Planning Director, and Mr. Yos Iman Jaya Dappu, IT and Digital Director of PT Pegadaian, outlined the company's transformation from a traditional pawn service into a modern, digital-based financial institution centered on gold ecosystem development and ESG integration.

They highlighted innovations such as Gadai Luxury, The Gade Coffee & Gold, and digital platforms like Tring, Gadai dari Rumah, and Agen Pegadaian 4.0, which leverage advanced systems including AIOps monitoring and open API architecture to enhance efficiency, accessibility, and financial inclusion across Indonesia.





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### Session 4: Building Corporate Digital Transformation in the IT Industry

The final session of the day was led by Dr. Achmad Istamar, AI and Digital Transformation Leader, and moderated by Dr. Jonathan Nahum Marpaung. Drawing on his experience with Google, Esri, and IBM, Dr. Istamar shared insights on how corporate digital transformation in the IT industry depends on organizational culture as much as on technology. He emphasized that many transformation efforts fail not because of technical limitations, but due to a lack of leadership readiness and adaptability.



He described how Google's approach to innovation, anchored in 10x thinking, psychological safety, and radical transparency, has enabled a culture of experimentation. He also referenced Google's "20% time" policy, which encourages employees to pursue personal projects and has led to innovations like Gmail and Google Maps. Dr. Istamar concluded that sustainable digital transformation relies on continuous learning, collaboration, and a culture that empowers people to take initiative.

The first day of GNAM Week 2025 offered participants a comprehensive look at how digital transformation supports sustainability across diverse industries, including tourism, transportation, finance, and technology. Throughout the discussions, speakers emphasized that technology alone cannot ensure success, human values such as trust, collaboration, and adaptive leadership are equally vital. The sessions provided participants with practical lessons on how organizations in Indonesia and around the world are developing digital strategies that drive innovation while advancing sustainable business goals.

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