

MM UI NEWSLETTER

GNAM Network Week Day 4



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

GNAM Week 2025, held by MM FEB UI as part of the Global Network for Advanced Management (GNAM), continued on Thursday, October 16th, 2025, in Yogyakarta. The day began with a seminar at the International Conference on Management and Business Research (ICMBR 2025), featuring keynote speaker Professor Dr. Salina Kassim from the International Islamic University Malaysia.

Professor Dr. Salina Kassim emphasized that digital transformation goes beyond technology, calling it a cultural and strategic shift that redefines how organizations create value for society. She underscored that true transformation aligns innovation with values, vision, and the triple bottom line of people, planet, and profit.

Through real world examples such as Grab's eco-efficient digitalization and the growth of Islamic fintech, she highlighted how purposeful use of technology can foster inclusion, transparency, and sustainability, proving that when guided by ethics and collaboration, digital transformation builds not just smarter businesses but better societies.

After the insightful seminar, the day's activities continued with a cultural visit to the historic Prambanan Temple. Participants explored Indonesia's rich heritage and gained a deeper understanding of how tradition and innovation can coexist to inspire sustainable development.



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Session 2: Crafting Heritage in the Digital Era: How Dowa Balances Tradition with Innovation for Sustainable Growth

The learning experience then extended to DOWA, a Yogyakarta-based fashion brand renowned for its handcrafted woven bags and commitment to sustainable craftsmanship. The session, moderated by Yeshika Alversia, M.Sc., featured Ms. Nina Widaryatun, Director of DOWA, who shared the company's 35-year journey from a small local enterprise to an internationally recognized brand.



Participants toured the production area, observed the intricate bag-making process. Ms. Nina explained how DOWA continues to blend traditional artistry with digital innovation, empowering local artisans and expanding its global presence while maintaining quality and sustainability.



The day concluded with a dinner at Kalibayem Resto, where participants enjoyed a Lurik fashion show that celebrated Indonesia's cultural heritage. The event showcased the elegance of Lurik as a symbol of tradition and creativity, offering a meaningful reflection on the harmony between culture, innovation, and sustainability.

Day 4 of GNAM Week 2025 showcased how sustainability, ethics, and tradition align with innovation. From Professor Salina's strategic insights to the cultural visit at Prambanan, DOWA's story of heritage and adaptation, and the Lurik fashion show at Kalibayem Resto, participants witnessed how digital transformation can empower people, preserve culture, and drive inclusive growth across industries.

The fourth day of GNAM Week 2025 offered participants an inspiring look at how sustainability, ethics, and tradition can align with innovation through meaningful experiences that blended learning, culture, and creativity. The day highlighted how transformation can empower people, preserve culture, and uphold both human values and cultural heritage.

