

NEWSLETTER

SCHOOL OF BUSINESS AND MANAGEMENT BULLETIN



HEADLINE

“SBM ITB ORGANIZING FIRST WEBINAR AT SBM VERSE”

SBM ITB held the first webinar on SBM ITB’s metaverse, SBMVERSE.

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“SBM ITB ORGANIZING FIRST WEBINAR AT SBM VERSE”

Raising the topic of ESOP and Vesting for Startups, SBM ITB invited an investment professional at Alpha JWC Ventures, Dharmadi Gusanto, to share knowledge and experiences with TGL XIII participants and SBM students.



This webinar is unique and different from others. While other webinars are held offline or online via video calling applications, SBM ITB organized this webinar in its new metaverse. Participants also expressed their enthusiasm during the webinar.

“This webinar in the metaverse helps me focus more throughout the event. Usually, I’m a multi-task person while listening to webinars. However, it is different,” said one participant after the event ended.

In creating this metaverse, SBM ITB collaborated with RANS Entertainment to build the SBM building at RANSVERSE. The building itself is very detailed and built in such a way as to resemble the SBM ITB building. In addition, participants can even express their reactions by squeezing the gestures and gestures provided.

Dr. Dina Dellyana, the Director of The Greater Hub SBM ITB, stated that they are developing SBMVERSE gradually for other events in the future. According to Dina, SBMVERSE will most likely be used by SBM ITB students for guest lecturer sessions and auditorium classes in the future.

Written by Student Reporter
(Puteri Tricahya Utami, Management 2024)



January

SBM ITB LECTURERS ARE AMONG THE WORLD'S TOP RESEARCHERS

A total of 16 lecturers from the SBM ITB were listed as the top researchers in the world of business and management based on the 2022 AD Scientific Index (Alper-Doger Scientific Index) assessment.

The assessment was based on the productivity and effectiveness of researchers' work in the last five years. The total number of world business and management researchers included in the AD Scientific Index is 22,015 people from 3,514 universities in 132 countries. SBM ITB lecturers included in the ranks of the world's top researchers are Togar M. Simatupang, Wawan Dhewanto, Conrad William Watson, and Bambang Rudito.



In addition, Prawira Fajarindra Belgian, Deddy Priatmodjo Koesrindartoto, Dermawan Wibisono, Raden Aswin Rahadi, Yos Sunitiyoso, Donald Crestofel Lantu and Gatot Yudoko. Next, Dwi Larso, Mustika Sufiati Purwanegara, Santi Novani, Melia Famiola and Utomo Sarjono Putro. The AD Scientific Index is an analysis and ranking system based on scientific performance produced by researchers. To be included in the AD Scientific Index, a researcher must produce many scientific publications such as journal articles and books that have been cited in many studies. Patents produced by researchers are also an indicator of this assessment. The Google Scholar, Scopus, Publons, and other scientific pages are used to assess the indicators. The publication point for each of these sources is different.

Having many publications indicates that the researcher is productive. One of the researchers, Togar M. Simatupang said, "Indonesia faces many business and management problems because Indonesia is a developing country." The problems were so complex and authentic that he was challenged to productively research business and management issues.

He is proud that his research has become an international reference in solving business and management problems. One of his studies that has become a world reference is related to the collaboration model in the supply chain. Researchers from the Netherlands, Thailand and several other countries use his research results as a reference in solving problems.

Apart from pride, another factor that drives him to be productive in research is the desire to contribute to Indonesia. "We (researchers) must contribute to Indonesia. The outcomes of the university are two, graduates and knowledge," said Togar, Sunday (16/1/2022).

Togar appreciated the ranking carried out by the AD Scientific Index. He considered that this could motivate other researchers to work at the national level and solve state problems.

February

POST PANDEMIC EDUCATIONAL RESILIENCE



To enhance the welfare of students post-pandemic, the KM ITB Cabinet held a public discussion, entitled “AdvoTalks: Post-Pandemic Education Resilience”, Saturday, (12/2/2022). This public discussion aims to explain the function of universities as educational institutions that educate the nation and is responsible for the sustainability of its assets, especially students while they are studying.

Achmad Ghozali, ST, MAB, PhD, a lecturer at SBM ITB and Prof. Dr Juke Roosjati Siregar, M.Pd., a professor from the Faculty of Psychology, Universitas Padjadjaran, are the two keynote speakers in this event, with the hope of creating the right mindset and strategy for dealing with educational life, especially lectures, after the pandemic. Andi Muhammad, the Minister of Advocacy for Campus Policy for the KM ITB Cabinet 2021/2022, moderated this event.

To explain the challenges in the world of lectures: technological changes, demands of various stakeholders, industry trends, and global crises & events, Achmad Ghozali started his presentation entitled “Quality in Higher Education”. He emphasized Industry 5.0 and the readiness of universities to deal with it.

He believed that ITB students must face pain points in multi-campus programs, single tuition fees, and student welfare. This penetrates the new normal, which is now starting to take shape. “We face the situation in adapting new normal, but the mindset remains conventional,” said Achmad. He compared the ITB campus with other campuses abroad, even currently entering the Indonesian market.

Closing his presentation with the roles of various stakeholders in society, especially universities with the Tri Dharma of Higher Education, Achmad believes that universities can become good inputs and processes for students to be good outputs and outcomes in society. “Change your mindset, listen to your customers, watch your competitors, be creative, and be innovative,” said Achmad closing his presentation.

Written by Student Reporter (Tjia Alphani, Entrepreneurship 2022)



March

IS HALAL CERTIFICATION CONSIDERED NECESSARY FOR NON-FOOD ITEMS?

Halal certification is no longer limited to food. It also covers fashion, travel, cosmetics, pharmacy, and many other categories. Many people question the importance of non-food halal products on this basis. To address this argument, MBA ITB welcomed Aman Suparman, CEO of PT. Soka Cipta Niaga, as a guest lecturer for business practitioners working in related industries.

It should be noted that halal products are more than just certificates because a product or service's journey includes an audit or inspection process for product guarantees. Consumers can feel more secure and protected after going through this process.

"This halal certification is more than just a religious or belief element. The essence of halalness is the product certainty during its production series providing superior quality and guaranteed hygiene," stated the Council of Experts in the Masyarakat Ekonomi Syariah (MES).

The Commissioner of PT. Tampomas Cipta Pesona also explained several steps in the halal certification process. First, start with raw materials; the base and/or chemical mixture for the raw material must be free of haram elements. Second, the manufacturing machines and other supporting tools for the company's performance during the manufacturing process must not be haram tools. Finally, in term of the manufacturing environment, the product is free of najis and has a halal guarantee system certificate.

The Importance of Halal Product Education

Aman also stated that our country's halal industry has enormous potential. Indonesia, predominantly Muslim, has the world's largest Muslim population, with 227,226,404 million people in 2019. It can be seen as business opportunities and challenges in the coming years.

To meet this challenge, Aman who is also the executive of the Indonesian Young Entrepreneurs Association (HIPMI) and the Indonesian Chamber of Commerce and Industry (KADIN), continues to educate the public. From opening the door for visits through the Open Factory, conducting an edutainment program of halal products, to being a speaker in various media, seminars, and classroom discussions at various universities.

Indonesia must learn from our neighbors, such as Malaysia and Brunei Darussalam. Halal has become a way of life due to people's way of thinking and behaving. Where the concept of halal is concerned, goods and services products can be very well received by Muslims. Besides, it can be a product choice for all non-Muslim believers in these countries.



Written by Student Reporter (Erwin Josua, EMBA 2021)

April



USING BIG DATA TO FIGHT SCAM AND FRAUD

Data fraud and misuse are widespread. The use of photos, data modification, and others are happening in Indonesian society today. This type of unethical behavior is especially sensitive in the financial sector. So, how do we reduce this?. Telkom Indonesia and ITB collaborated to create a virtual webinar on Friday (1/4/2022). The event, entitled “Big Data: The Era Of E-KYC As Digital Onboarding,” featured expert speakers, such as the Director of Big Data & Business Analytics Laboratory SBM ITB, Manahan Siallagan, the Tribe Leader Big Data & Smart Platform Telkom Indonesia, Agus Laksono, and the CEO & Co-Founder Verihubs, Rick Firnando.

“Agus Laksono, the Head of Data Scientist of Big Data at Telkom Indonesia, kicked off the discussion. Agus, taking the company’s point of view, stated that this incidence is common. Hence, “Know Your Consumer” (KYC) management approach is critical. The relationship between the company and the second and third parties should be thoroughly investigated to minimize future problems.

Today, companies receive massive amounts of data. The process of sorting, verifying, and so on can be quite draining in terms of energy, time, and money. It is not uncommon for violation occurs exist in between. “This activity, however, can be avoided by utilizing big data in conjunction with various supporting analytical technologies, such as facial recognition, retina recognition, biometric recognition, and so on. It is hoped that by using this technology, the verification process will be instant, there will be an increase in security, and there will be an increase in effective and efficient productivity.” Agus stated

Manahan, as an academic, added his analysis from the social side and other impacts. Manahan stated that this KYC is governed by Bank Indonesia Regulation No.3/10/PBI/2001 and Bank Indonesia Regulation No.3/23/PBI/2001 on the Implementation of Know Your Customer Principles. However, given the sophistication of technology’s advancement, this regulation needs to be updated.

“It is unavoidable that this technology will keep advancing. What should be built in line with the development of technology are familiarity across generations, regulatory support that makes technology useful for many people, and social construction factors that can support the benefits of this technology,” Manahan explained.

Rick Fernando, the CEO and Co-Founder of Verihubs gave a brief presentation to conclude the event. Verihubs, as a provider of trust value, is here to address various concerns raised by various parties regarding data management. Manual verification can be time-consuming for businesses and can be eliminated with digital verification. It is hoped that the solutions provided by Verihubs will significantly reduce scams and identity fraud in the future.

Written by Student Reporter (Erwin Josua, EMBA 2021)

May

SBM ITB WILL JOIN METAVERSE, RANSVERSE LAND SALE IS OFFICIALLY OPEN TO THE PUBLIC

Metaverse is not only about games and entertainment. Virtual and augmented reality technologies are applicable in many sectors, including education. Especially the Covid-19 pandemic has changed many perspectives and systems; for example, offline learning shifted online.

No matter how skeptical we are about it, schools or universities are also expected to greatly benefit from the metaverse, using its immersive abilities to make virtual learning environments more lively and create more engaging learning for the student.

RANS Entertainment – the owner of intellectual property, VCGamers – the blockchain infrastructure developer, Shinta VR – the developer of the metaverse world and UpBanx – the financing and liquidity partner, will collaborate with the School of Business and Management (SBM) of the Bandung Institute of Technology in developing the world of education in the metaverse. SBM ITB's mission is to educate students to become innovative and entrepreneurial leaders and develop and disseminate business and management knowledge to advance business, government, and society. This mission can be realized in the metaverse world.

"The collaboration between SBM ITB and Ransverse will be conducted in stages. In the early stages, we will activate virtual incubation activities for SBM ITB startups and organize workshops and classes. The next step is creating metaverse versions of several labs at SBM ITB, such as the Technology Management Laboratory or MOT Lab, Incubator, Makerspace, etc. The purpose of this collaboration is to explore educational activities using new technologies to be more relatable to students while also increasing the learning experience for students. We hope that this collaboration can accelerate the development of the digital entrepreneurship ecosystem at SBM ITB," said Dina Dellyana, the Director of the GreaterHub SBM ITB.



RansVerse is the first metaverse in Indonesia using blockchain technology as the foundation to connect the physical and virtual worlds. Various items in RansVerse will be in the form of NFT. Players are provided with a RansVerse Builder where they can create & design their NFT, such as houses, costumes, vehicles, etc., which later can also be traded on the VCG marketplace using \$VCG Tokens. We also plan to expand our partnerships with brands, content creators, gamers, and game developers to establish an inclusive platform for the local and international gaming communities.

In addition, the RansVerse Initial Land Offering (ILO) Wave 1, most awaited by \$VCG holders, will be officially opened to the public at 21:00 WIB on May 30, where \$VCG holders will finally get the opportunity to buy virtual land in this 'R' shaped archipelago and are neighbors to the celebrity couple, Raffi Ahmad and Nagita Slavina. Technically, prospective buyers can access the website (<https://ransverse.vcgamers.com/maps>) ; by connecting the cryptocurrency wallet via trust wallet, metamask, safepal, or wallet connect, they can directly select and buy white land.



About VCGamers

VCGamers, the pioneer of the web3 social trading platform for gamers in Indonesia, has earned US\$2.6 million or IDR 37 billion in the initial round, driven by BEENEXT and Rans Venture in mid-2021. Supported by Blockchain technology, VCGamers launched a cryptocurrency, \$VCG, which can be used to support the VCGamers ecosystem. \$VCG operates on the Binance Smart Chain, built on a platform-agnostic and game-agnostic social trading network; staking tokens and NFT assets will be universally integrated through the existing Infrastructure and communities benefiting any metaverse connected to it.

Written by Media Relations



June

GANESHA BUSINESS FESTIVAL 2022 IN REVIEW

The annual business event organized by the SBM ITB student association, Ganesha Business Festival, is back in 2022 with the theme “Encouraging Youth to Participate in Digital Transformation through Post Pandemic Opportunities.” Launched in 2021, this event aims to promote SBM ITB through various business competitions and exhibitions. However, unlike the previous year, which was held online, the 2022 Ganesha Business Festival has a series of offline events, namely the Business Exhibition and Awarding Night. In the series of events, singers Yura Yunita and Nadin Amizah, as well as Risa Saraswati, were also present as guest stars to enliven the event. In addition, Ganesha Business Festival 2022 also collaborates with Gojek and Schoters as case contributors for implementing the Business Case Competition and Mini Case Competition. In the Business Case Competition, participants, who are undergraduate students, are challenged to evaluate the problems presented by Gojek. There is also a competition for high school students, namely the Business Plan Competition with the theme “The Future of Business: Unlocking Youth’s Potential to Capture Digitalization Opportunities in the Post Pandemic Era.” Frisca Nadya Febrianty, as Project Officer of the 2022 Ganesha Business Festival, expressed all gratitude to God Almighty because the event has run smoothly and had a significant positive impact on all business enthusiasts in Bandung, especially college students. She hoped that the Ganesha Business Festival in the following years could have a greater impact on increasing the entrepreneurial mindset of young people in Indonesia.

Written by Student Reporter (Janitra Nur Aryani, Management 2023)



July



CONGRATULATIONS! 3 STUDENTS BECOMING THE GLOBAL WINNER IN LORÉAL BRANDSTORM 2022

Three ITB students, Angela Thrisananda Kusuma, Salma Yasifa, and Yumna Dzakiyyah, made impressive achievements in the international arena. While representing ITB and Indonesia in the Brandstorm International Final, they managed to become one of the three winning teams, beating 83,000 other teams. The team, which they named 'Mon Soleil', won the 2022 L'Oréal Brandstorm in the Tech Track category with their hormone-based hyper-personalized skincare innovation called "HyperSync". To hear the story behind this success, the Marketing and Communications team of SBM ITB interviewed the Mon Soleil team on Saturday (02/07/2022).

The creation of this innovation stems from a podcast that Yumna listens to on the go. "I sometimes listen to podcasts on the road. One time, there was one podcast that talked about skin problems due to hormones, where they say they had to take hormone tests many times, which is expensive. Then, I felt that the hormone was very influential on the skin, so I discussed it with Salma and Angela," said Yumna. "After we know from journals that there is a link between skin health and hormones, we contact experts for validation," he added.

Yumna also mentioned several ITB lecturers who helped them in the HyperSync development process. "We contacted the SITH lecturer who specializes in endocrinology, Dr. Lulu Lusianti Fitri, M.Sc., also SF Lecturer Amirah Adlia, S.Si., M.Sc., for initial validation. After that, we validated our device to an STEI Lecturer, Isa Anshori, Ph.D., and we even went to a dermatologist to validate this idea. So, we are multidisciplinary, and we get a lot of help from professionals, lecturers, even L'Oréal Indonesia," said Yumna.

Apart from the support from ITB, Salma thinks that this achievement is thanks to their different backgrounds. "Our team's background is diverse. I'm from the Department of Pharmaceutical Science and Technology, Yumna from Electrical Engineering, and Angela from Entrepreneurship, so we can divide roles based on the knowledge we have. Our idea is hormone-based and digital, so the hormone part, such as the type of product or serum is my responsibility, technical and digital is Yumna's part, and for Angela, business, marketing or partnerships," said Salma.

Angel also talked about the formation of the team. "We met at the same non-profit organization in 2020, so we have known each other since 2 years ago. At that time I was the leader of the organization, while Yumna and Salma were in the same division. Salma and I often teamed up for competitions, we have also participated in Brandstorm 2021 but did not win. After that, the three of us decided to take part in L'Oréal Brandstorm 2022," said Angela.

"Because L'Oréal Brandstorm is an innovation competition, it is different from regular business case competition. We must be able to convey the innovation end-to-end from the technical side to the business side. Thus, our diverse backgrounds complement each part," Angela added.

Written by Student Reporter (Erwin Josua, EMBA 2021)

However, their different backgrounds also become one of obstacles in their journey. “We have different majors, different activities, so it’s difficult to match the schedule. To deal with this problem, we share schedules with each other, so if, for example, I’m busy with my thesis this week, we’ll change the schedule. Or if Yumna or Salma are busy with practicum, we will work at night,” said Angela. Another challenge that Mon Soleil faced while developing HyperSync was the complexity of the product. “There are many things we don’t know or only know on the surface, so we have to validate it with the experts. And that becomes a challenge, as in how do we find people who are capable to validate our idea, and how do we communicate with them,” said Angela.

Mon Soleil’s journey with HyperSync will continue in Paris. As the winner of L’Oréal Brandstorm 2022, Mon Soleil has the opportunity to start Intrapreneurship under the auspices of the world’s largest startup campus, Station F. Angela hopes that, through this opportunity, Mon Soleil can meet many experts and gain a lot of knowledge to mature HyperSync. Angela aim for HyperSync to become an integrated all-in-one solution to prevent skin problems that may arise in the future. Through HyperSync, people can invest in the health of their skin in one device, aligning with HyperSync’s slogan, “One test, one device, long-term result.”



Written by Student Reporter (Janitra Nur Aryani, Bachelor of Management 2023)



August

ICMEM 2022: UTILIZING METAVERSE TO BOOST INDONESIA'S DIGITAL ECONOMY



The Covid-19 pandemic has caused a hike in demand for online platforms and services, especially in Southeast Asia, where the digital economy is projected to reach a value of USD 222 billion in 2022. As the country with the highest digital economy value in the region, Indonesia aims to lead the digital economy evolution, as declared by the Minister of Tourism and Creative Economy, Sandiaga Uno, in the Plenary Session Speech of the 7th International Conference on Management in Emerging Markets (ICMEM) 2022 on Wednesday, 10/08/2022.

"The digital economy has become a new force in the Indonesian economy, with an Internet Economy Value of USD 70 billion in 2021 and is projected to reach double digits in 2025 with a value of USD 146 billion. We are seeing a massive digitalization process which also catapulted to a total investment of 38.7% in digital platforms, the largest number in Southeast Asia," the Minister claimed.

With such extensive numbers, it is only appropriate that the Ministry of Tourism and Creative Economy take advantage of technology to get ahead of the game. Some of the technologies they use in their strategy are metaverse and blockchain, as seen in the Project Portamento and Wonderverse Indonesia Project.

Project Portamento is one of the ministry's programs that will adopt blockchain technology to grow the music industry's intellectual property and protect artist copyrights. It will load Indonesian musicians' work into a database to track and monitor online downloads and usage.

"This program will help greatly in calculating royalties, as well as opening the possibility for creative works such as songs to be used as collateral when applying for a loan or mortgage," Sandiaga explained.

Meanwhile, Wonderverse Indonesia is a metaverse world where users can interact with each other using avatars and experience Wonderful Indonesia in the virtual universe.

"This will enable us to create a meaningful journey in discovering Wonderful Indonesia with the collaboration of technology, cultural, natural heritage, and creative economy. It's an ecosystem that connects Indonesia's wonder to the world," said Sandiaga.

Furthermore, Sandiaga mentioned that other than the government, private companies have also created a metaverse. For example, Banks have started to build virtual branch offices in the metaverse. Bappenas is also preparing to build a new capital city in the metaverse.

Written by Student Reporter (Janitra Nur Aryani, Management 2023)

September

DOZENS OF PARTNERS ATTEND SBM ITB INDUSTRIAL GATHERING

More than 30 industrial partners of the SBM ITB attended the Industrial Gathering held by SBM ITB on Friday (23/9) in Bandung. It is a collaboration of the Directorate of Communication and Alumni Relations of SBM ITB with the Entrepreneurship Study Program to strengthen the relationship between SBM ITB, alumni and industry.

Dozens of industrial partners attending the gathering were those who had and will collaborate with SBM ITB. Currently, 120 industrial partners have collaborated with SBM.

This number does not include companies collaborating with centers or laboratories in SBM, including non-profit institutions, such as foundations and the government. The Industrial Gathering was opened by the Head of the SBM ITB Entrepreneurship Study Program, Akbar Adhi Utama, and the Acting Deputy Dean for SBM ITB Resources, Prof. Ignatius Pulung.

"SBM ITB aims to produce entrepreneurial leaders who can make decisions quickly and apply creative ideas," said Pulung in his speech. "Graduates are expected to have work readiness to face the working world after graduating."

This Industrial Gathering was also marked by the signing of a cooperation agreement between Prof. Chandra Anggaraeni as Acting Deputy Dean for Academic Affairs of SBM ITB with Arnita M, the Vice President of Human Capital Management at PT Jakarta Industrial Estate Pulogadung (JIEP).

The scope of this collaboration includes joint research and development in business

Written by Student Reporter (Tjia Alphani, Entrepreneurship 2022)



management, writing business case studies or teaching cases with local companies, invitations for practitioners as visiting lecturers, course teaching teams, development of industry and certified joint courses, mini MBA or MBA programs, and in-house scholarships for outstanding underprivileged students. Many alumni of the Entrepreneurship Study Program and practitioners also attended and spoke at this Industrial Gathering, including the Chief Evangelist of Shinta Virtual Reality, SBM ITB 2022 Alumni, Angela Thrisananda, who won Global Loreal Brandstorm 2022, and Sodiko Hidayad, 2019 SBM ITB Alumni and the Founder of Eduka System.

To get feedback on the performance of SBM ITB alumni in industrial partners, the Industrial Gathering also held a Focus Group Discussion. This is an attempt by SBM ITB to achieve key performance indicators (KPIs). The Industrial Gathering was closed with door prizes by Bank Jabar Banten.



October



HUNDREDS OF SBM ITB STUDENTS CELEBRATING GRADUATION, 21 GET AWARDS

SBM ITB can finally hold an annual graduation ceremony offline, attended by 655 graduates, at Eldorado Dome Bandung on (21/10/22).

The graduates consisted of 299 undergraduate program graduates (200 predicated cum laude), 351 the master's program graduates (123 predicated cum laude), and five doctoral program graduates (three predicated cum laude).

"The pandemic has hampered the last two years of your studies. Despite these difficulties and limitations, you have overcome them and have finally made it to this point. Congratulations!" said Ignatius Pulung Nurprasetio, Deputy Dean for Resources.

The graduation began with a puppet show about the journey of an SBM ITB student, followed by a traditional dance performance. To symbolically open the ceremony, the Head of the SBM ITB Student Alumni Association removed the graduation tassels of two student representatives as a sign of graduation. Lusi Lesminingwati, Head of BUMD Bureau, Investment and Development Administration of the Regional Secretariat of West Java Province, gave a speech on behalf of the Governor of West Java, Ridwan Kamil, who was unable to attend.

In the celebration, 21 awards were given to outstanding graduates from undergraduate to postgraduate programs, from Young Entrepreneur Award to Motivator of the Year Award.

The recipient of the Academic Excellence of the Year award, Tiara Millania, achieved the highest academic achievement this year with a GPA of 3.98. In addition to her outstanding grades, Tiara is actively participating in internships and has won various competitions.

Tiara said that in studying, she tries to find out what is best for her and looks for study partners who can complement her weaknesses. She also advised all her juniors at SBM ITB to allocate their learning priorities according to their respective strengths. Tiara's parents are also very supportive.

Meanwhile, Sry Rashida Sofyan, the recipient of the Best Young Professional award, advised students to be themselves.

"Increase curiosity, stay engaged in the classroom, and be passionate about what you do," said Sry.

Written by Student Reporter (Puteri Tricahya Utami, Management 2024)



November

THE IMPORTANCE OF ESG IN TODAY'S BUSINESS

Some people have different motives when building a business. Some think the financial factor is the most important when selling the value of products and services. Although, earning income in any form is indeed important, it will not be enough to be sustainable. Today, most people are familiar with the term Environmental, Social, and Governance (ESG). So, can ESG benefit a business?

Two guest speakers shared their knowledge and insights about ESG in a guest lecture at SBM ITB on Wednesday (9/11/22). They are Sonny Sukada, the Director of Corporate Sustainability at Landscape Indonesia, and Venansius Bangun Nuswanto, the Manager of Learning & Development at PT Kaltim Prima Coal.

According to Sonny, creating a business is to produce solutions to address the problems for the people and the earth instead of generating profits and problems. Currently, said Sonny, ISO 26000 is voluntary and three conditions still need to be monitored: impact management, risk management, and stakeholder expectations.

Sonny studied the theory of evolution. Sonny elaborated that today, humans are in a "value system" where businesses can involve CSR and consider ESG prospectively. However, many use the theory of "shareholder value" and "share value" with the main interests only revolve around financial returns, profits, losses, and negative impacts rarely internalized.

Written by Student Reporter (Diva Aurelia Tanudjaja, International Business 2024)



According to Sonny, CSR is only considered as a donation. Sonny recommended business schools join the Principles for Responsible Management Education (PRME), study initiatives from well-known business schools, integrate CSR or business ethics in SBM courses, and focus on a briefing about business in the future.

Venansius Bangun Nuswanto, the Manager of Learning & Development PT. Kaltim Prima Coal assesses the importance of HR to ESG. As an extractive company, KPC complies with regulations so that the company's image is favorable among the public.

Venan believed that HR can support ESG as a solution in a company. These include building mindset and capabilities, improving the well-being of employees and families, continuously improving engagement and performance, and maintaining harmonious industrial relations.



December



LEADERSHIP NIGHT 2022 INVITES RIDWAN KAMIL AND GIVES NUMBER OF AWARDS

SBM ITB Jakarta campus successfully held the annual Leadership Night 2022 event in Jakarta, Hotel JS Luwansa, on Tuesday (11/12). The event also took place in a hybrid way which can be watched online.

The Leadership Night contains an agenda of leadership insights and an award event for the best students, alumni, and academics of SBM ITB Jakarta Campus who are dedicated to the campus. Consistent for 11 years inviting inspirational leaders from across the archipelago to become Public Lectures, this year Leadership Night 2022 invited the governor of West Java, Ridwan Kamil, to share some of his experiences and achievements while serving as Mayor of Bandung and Governor of West Java until now.

The theme of the public lecture that Kang Emil brought was "In Harmonia Progressio: From Ganesha, West Java is a Champion". Kang Emil said that we are all leaders. Most fundamentally, we are leaders for ourselves.

For example, in every decision we make, it already describes the role of a leader: making decisions. The next stage of the leader after the leader himself is the leader of the family and the leader of the community.

As a leader, Kang Emil adheres to the principles taught from Islam, namely the intention of leadership for worship, a commitment to benefit many people, and the awareness that power is only temporary. The variety of benefits referred to are not only in the form of material benefits, but also benefits with time, benefits with energy, benefits with knowledge, and benefits with power. This must also be carried out sincerely.

Kang Emil added that the size of leadership is assessed from two aspects, personality and transformational power. Kang Emil is known for his leadership style which is relaxed, humorous, and likes to greet people directly. Based on his experiments, this is what makes people trust and close to their leaders. However, not only from personality, a leader must also have professional competence, adaptive to change, visionary, and innovator.

At the end of the event, during the question and answer session Kang Emil said that we must be individuals who can listen to other people. Accept positive criticism and always try to be better every day. If you have a problem, you have to face it optimistically. Get along with a good environment because networking is everything.



After the public lecture, Leadership Night 2022 continued with awarding the best students, alumni, and the academic community of SBM ITB Campus. The following are the award recipients and their categories:

Best Student Business Leadership Executive MBA award

Fiona Diserty Sebayang and Weni Levin R. Blegur

MBA Best Student Entrepreneurship Award

Rahma Hanum Kusuma Putri and Siti Azzahra Khairunnisa

Best Student General Management MBA Award

Reza Rhamadany and Marco David Hamonangan

Best Student Strategic Marketing Executive MBA Award

Noski Pandapotan Samosir

Best Student Energy Management Executive MBA Award

Rahardian Aji Saputra

Best Student Sustainability Executive MBA Award

Joyanta Chakraborty

Best Student Doctor of Science Award in Management

Akhmad Hadi Susanto

Best Academic Lecturer Award

Amilia Wulansari

Best Practitioner Lecturer

Rivana Meyaza

The Distinguished Alumni

Nicky Claraentia Pratiwi

10 Years of Service and Dedication (Civitas Academica)

Desmiarti

The Most Outstanding Staff of SBM ITB Jakarta Campus

Kinanti Utami

Written by Student Reporter (Defrina Dwifani, MSM 2022)



Rangkaian Acara HUT SBM ITB ke 19 tahun

SBM ITB DAN INDONESIA POWER TEBAR BIBIT POHON DAN IKAN DI SAGULING

SBM ITB and PT Indonesia Power collaborate in a series of events on the 19th anniversary of SBM ITB to plant productive trees and spread fish seeds at Burayak Integrated Farm, IP's fostered partner near the Power Plant Water (PLTA) Saguling Indonesia Power, West Bandung Regency (22/12). The event was attended by the General Manager of PT Indonesia Power, Lukman Nulhakim, Deputy Dean for Academic Affairs at SBM ITB, Prof. Tjandra Anggaraini, PRME Coordinator and Chair of ESG SBM Melia Famiola, as well as SBM ITB lecturers and staff, as well as students and PT Indonesia Power's fostered partners.

With the theme of sustainable development, the women attended wore kebaya and planted 19 productive trees, namely mango trees, longan trees, avocado trees, water guava trees, and sown 19 kilograms of fish seeds or 1900 fish. General Manager of PT Indonesia Power Lukman Nulhakim said there are various challenges in the environment around the Saguling Reservoir. Furthermore, the impact of this existing issue flows along the Citarum River to the tributaries downstream. Starting from the imbalance in the capacity and carrying capacity of the river, waste, sedimentation, incompatibility, and incompatibility of cropping patterns and management.



"The challenge is social society, regulation, environment, making supply chains, and making products. The solution we need to pursue in the future is to integrate technical and non-technical aspects between one party and another, to finally achieve the social mission by empowering the community and creating a sustainable economy," said Lukman.

Through this collaboration, it is hoped that SBM ITB can support and help strengthen national energy security, build industrial collaborations to support the educational ecosystem as a living laboratory for future generations, and improve welfare for the wider community.



Rangkaian Acara HUT SBM ITB ke 19 tahun



“The year 2023 will be used as momentum by SBM ITB to prove the commitment to collaborate with various parties who have implemented Environmental, Social, and Governance (ESG) to create an ecosystem of share value through the Principles of Responsible Sustainable Management Education (Principles for Sustainable Management). Responsible Management Education (PRME),” said Prof. Tjandra Anggareni.

By December 31, 2022, SBM ITB is 19 years old. At the age of 19, SBM has a strong desire to support an economy principled in environmental, social, and governance (ESG) sustainability so that it has more impact on society. Hence, SBM ITB is ready to collaborate with all parties, including the government, business world, community, and society.

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