



UNIVERSITAS GADJAH MADA  
JAKARTA CAMPUS



FREE INTERNATIONAL WEBINAR 2023

# Using Brand As a Strength In University and Industry Research Collaboration

**2** NOVEMBER  
2023

9.00-12.00  
AM (UTC+7)

ZOOM  
MEETING

E-CERTIFICATE  
DOOR PRIZE

*Opening Remarks*



**Wirastuti  
Widyatmanti, Ph.D.**

*Head Bureau for Strategic  
Management UGM*

*Speaker*



**Prof. Bertha Maya  
Sopha, S.T., M.Sc.,  
Ph.D., IPU, ASEAN Eng.**

*Manager of Academic  
Development and  
Partnerships-FoE UGM and  
Vice President of IEOM  
Indonesia Chapter*

*Speaker*



**Prof. Amalia E.  
Maulana, Ph.D.**

*Marketing Professor, BINUS  
Brand Consultant,  
ETNOMARK*



Moderator  
**Reza Mahdi**  
UGM Student



MC  
**Ahmad Kailani, S.Si**  
UGM Jakarta

## Scope of Discussion

- Introduction to Branding in Research Collaboration
- The Significance of University-Industry Research Collaboration
- Building and Leveraging Institutional Branding
- Innovation and Competitive Advantage
- Interactive Engagement and Knowledge Sharing

**Registration: [ugm.id/WebinarUniversityIndustry](https://ugm.id/WebinarUniversityIndustry)**



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# CERTIFICATE

NO: 564/UNI/BMS/Set.BMS/OT.00.02/2023

PRESENTED TO:

Oei Fuk Jin

AS A PARTICIPANT

International Webinar

“Using Brand as a Strength in University and Industry Research Collaboration”

Platform Zoom, 2 November 2023

Jakarta, 2 November 2023

Head of Bureau for Strategic Management

*signed electronically*

Wirastuti Widyamanti, Ph.D.

Dokumen ini telah ditandatangani secara elektronik menggunakan sertifikat elektronik yang diterbitkan oleh BSR.E.



**International Webinar**  
**“Using Brand as a Strength in University and Industry Research Collaboration”**  
**2 November 2023**

No	Topic Session	Speaker's Name	Time
1	University Research Industry Partnerships: Significance & Lessons Learned	Prof. Bertha Maya SophaS.T., M.Sc., Ph.D., IPU, ASEAN Eng.	2 JP
2	Role of Co-branding in Successful University-Industry Collaboration	Prof. Amalia E. Maulana, Ph.D.	2 JP
Total time			4 JP

