



UPH Universitas
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WINNING THE RIGHT GAME

VOL. 3
2024 - 2025

THE INTRODUCTION TO THE THIRD EDITION 2024 – 2025

In this edition of Research with Impact series in the Winning the Right Game, we introduce our faculty members works with various companies in various industry in Indonesia. Some of the research are done in the down streaming industries in plantation, mining and green energy. These industries are getting important in Indonesian economy due to their potential in contribution to the national GDP and job creation.

The role of the faculty members in this research with industry is to bridge the theoretical and conceptual perspective to the practice. This is an important link to connect the industry experience to their teaching in the class room and to create also an alignment between the teaching and the research. Research in down-streaming industry has gained momentum in the past few years because they are expected to create more jobs in the economy and push the growth in the economy

Some of the research are translated into course materials in the form of case studies to illustrate the decision making process, leadership and organization challenges and managing self and team. The cases are expected to help the students in the class room to do real-life application and putting their reflection on the issue brought up from the case in their personal learning journals

Faculty connections with the industry open the opportunity to understand the real needs of the corporations on the type skills and behavior needed from our students to develop and fit in to the industry's need.



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AN ECONOMIC FEASIBILITY STUDY OF THE USAGE OF KEMIRI SUNAN (LATIN:REUTEALIS TRISPERMA (BLANCO) AIRY SHA) AS BIODIESEL: AN ECO-FRIENDLY SOLUTIONS

BUILDING AN INTEGRATED
TRAVEL AGGREGATE PLATFORM
TO REDUCE THE TRAVEL COST IN
THE COAL-MINING INDUSTRY.





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THE DIGITALIZATION OF FUEL DELIVERY SYSTEM

BUILDING AN INTEGRATED SUPPLIERS MANAGEMENT SYSTEM (SUPLIO) FOR LARGE COAL MINING COMPANY





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THE FEASIBILITY STUDY OF BUILDING WHATSAPP E- COMMERCE SYSTEM FOR DIGITIZING THE PHARMACY UI/UX

NEW BRAND DEVELOPMENT STRATEGY FOR PRIVATE LABEL IN RETAIL PHARMACY BUSINESS





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PRECISION MANURING AS SMAR SOLUTIONS FOR SUSTAINABLE PLANTATIONS

IOT-BASED SYSTEM FOR CONTROLLING PALM KERNEL MOISTURE IN PLAM- OIL PLANTATION





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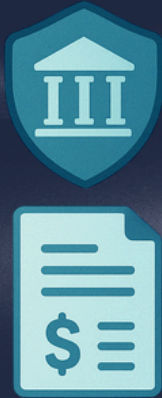
GO-TO-MARKET STRATEGY
FOR TAP-TO PAY OF CREDIT
CARD PRODUCTS.

POSITIONING STRATEGY
FOR ELECTRIC BATTERY
STORAGE SYSTEM FOR
GREEN ENERGY INDUSTRY



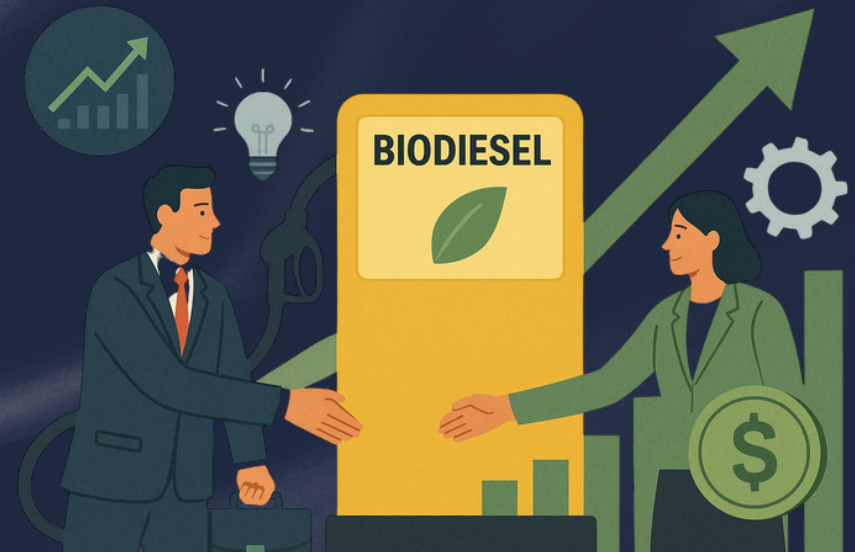


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DEVELOPING NEW DIGITAL
SECURED LOAN PRODUCTS.

STRENGTHENING
BIODIESEL BUSINESS
STRATEGY





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DEVELOPING PLANNING AND
FORECASTING TOOLS FOR
MARKET TO SOURCE FOR
COMMODITIES PRODUCT

STRATEGY TO SUPPORT
LOGISTIC COMPANY FOR
GROWTH BY DIVERSIFICATION
TERMS OF COMMODITY AND
PRODUCT BY GEOGRAPHICAL





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REVITALIZATION OF BUSINESS MODEL FOR TRADITIONAL PHARMACY RETAIL INDUSTRY

STRATEGY TO IMPLEMENT AI IN FINANCIAL INDUSTRY





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