

# Innovation Management in Efforts to Deal with Disruptive Change

Monday, 06 July 2020 WIB, By: Natasa Adelayanti



RISE! 1.0 | Business 101: Learning to Unlearn was held for an encore on Friday (3/7) last night. Online seminars organized by UGM through UGM STP, Innovative Academy, PT Gama Innovation Berdikari, GMUM, and Swaragama and Jogja Family as exclusive media partners this time are the fourth events.

The theme raised this time was "Managing Inevitability of Change with Innovation Management". To dissect, it was present Dr. Hargo Utomo, M. B. A., M.Com (UGM Business Development and Incubation Director) and Ahmad Yuniarto (Executive Coach & Senior Advisor Strategic Management).

Hargo Utomo began by conveying high hopes for this nation in responding to change. He wants to invite all participants to think in this online seminar to bring change for the better for this nation. He cited how to deal with inevitable changes with the current pandemic phenomenon.

According to Hargo, a pandemic is something that is not desired by everyone but the thing we must deal in the right way. Not only by reacting, but by responding through strategy, primary

stakeholders from other universities, BUMN or government agencies, and various private companies.

Hargo emphasized several statements he had written in the Jakarta Post 16 years ago. These statements include "change is a word that is often awaited but can also be feared at both the individual and organizational level", "various reasons can be revealed and used to justify the change. Positive thoughts direct us that changes (big or small), will be made to improve specific expected processes, procedures, products, or outcomes, skills and wisdom have an urgency for a person or organization to initiate and oversee change. " The last statement is relevant to the context of RISE! 1.0 is the learning to learn from a learner.

Responding to the presentation from Hargo Utomo, Ahmad Yuniarto confirmed that the process of learning, unlearn, and relearning is a process that can be applied when we become a learner. He also explained for, after all, we have to apply reflective learning that starts from pondering and then processes what we digest to be played back as the final step in the process.

"Efforts in implementing this innovation management are efforts to utilize ecosystems which are not only internal but also existing external ecosystems, one of which is the open innovation method. By using this method, existing ecosystems (internal and external) can be combined and complementary to foster innovation, " Yuniarto said.

Yuniarto called UGM a university that had an essential role as a facilitator and supporter in realizing this open innovation in various fields, namely research and development, licensing, commercial products, and product development. In this case, UGM, which acts as a source of innovation, can start from research or ideas that is possible to have collaboration with UGM's technopark.

Another method in innovation management presented by Yuniarto is frugal innovation which means achieving more with less. That is how an entity can dilute the complexity of utilization (in technology and product development) to suit its objectives.

"With these various methods, I hope UGM can try to bring resources to build ecosystems for the innovation movement. One of them can be through PT Gama Inovasi Berdikari which has a vital role in scaling up business through innovation," he concluded.

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