

UGM faculty receives UC faculty travel grant



BANGKOK, Thailand – Dr. Dyah Ismoyowati, head of the Industrial System Management Laboratory of the Faculty of Agricultural Technology at Universitas

Gadjah Mada (UGM) poses together with faculty and students of KU's Department of Agro-Industry after her lecture on Halal Supply Chain Management. Dr. Ismoyowati received the UC Faculty Travel Grant for Research in January 2014.

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Gadjah Mada (UGM) visited the Kasetsart University (KU) on 19-24 January 2014 to give five-day lecture on Halal Supply Chain Management. The said lecture was made possible through Dr. Ismoyowati's UC Faculty Travel Grant for Research.

Graduate students from KU's Department of Agro-Industrial Technology Management (AITM), Faculty of Agro-Industry were able to listen to Dr. Ismoyowati's lectures which started with an overview and understanding of halal (and haram) food, consumer behaviour, halal retail business in Indonesia, and the halal industry environment and marketing strategy.

The last two days were devoted to a workshop

where the students setup marketing strategies for their assigned halal food product, and a field trip where the group visited the Thalad Thai Wholesale Market and the Lubarno hydroponic vegetables farm.

The UC Faculty Grant for Research provides financial support for a UC graduate faculty to conduct research in another participating UC member. Every year, the consortium provides up to six grants, with each participating UC member getting one slot each.

For details about the UC Faculty Grant for Research and other UC grants, visit www.uc.searca.org.



Photos courtesy of Dr. Dyah Ismoyowati