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CORPORATE UNIVERSITY AS A LEARNING INITIATIVE TO IMPLEMENT CULTURE AND PREPARE FUTURE LEADERS AT ATEJA

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Abstract

Ateja, Indonesia's pioneer and market leader in technical textiles, started its journey as a small family business which has significantly grown into a company that serves interior & technical textile to domestic markets as well as to more than 80 countries around the world. Being a pioneer creates challenges that could be obstacles if it's not being taken care of properly. At the earlier years of the company's existence, the founders of Ateja were directly working and controlling almost every aspect of the company, thus creating a strong and also heart-felt corporate culture.

With the expansion of the company today, the direct involvement of the founders is now kept at the decision making level only, ultimately resulting in the quality of implementation of the corporate culture. Without the once strong corporate culture, the convenience of working at Ateja decreases, resulting in new problems like turnover and the lack of will to pursue a career at the company. On the other hand, there is also an issue with the trainings conducted for employees. A preliminary research concludes that the training received by employees is not yet sufficient, as trainings are directed mostly to close the competency gap, resulting in ineffective and unalignment with the major goals or vision of the company. The opportunity of Ateja to capture and fulfill the market demands is high, but without the proper measures to retain and develop its best talents, the said opportunity could easily be lost. This research aims at upgrading the current Learning Center of Ateja to become a Corporate University, which many successful companies use as a strategic unit to drive its employees towards the their respective vision.

Keywords: Corporate University, Learning Center, Corporate Culture, Competency.
