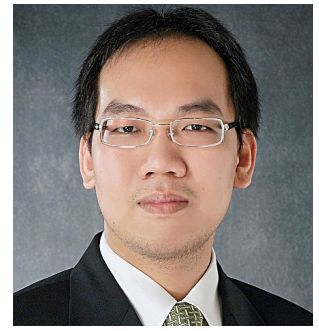


# Guest Professor Eddy Junarsin from Indonesia



Last summer, Eddy Junarsin visited the Business School Pforzheim for the fourth time as a guest lecturer to teach in the International Study Program (ISP). In the interview with student reporter Felix Fürst, the Indonesian professor explains his views on our faculty and gives recommendations for enjoying international exposure, including at his home university in Yogyakarta.

BY FELIX FÜRST AND LIA SOPHIE WILMES

**Mr. Junarsin, you have visited Pforzheim several times. How did the first contact between you and our Business school occur?**

In 2006, Professor Thomas Cleff, then the Director of International Program, went to Yogyakarta, Indonesia, and we got a wonderful chance to meet there. As far as I am concerned, I was among the first visiting professors who came to Pforzheim in 2007. And I remember that the School had yet to be accredited by the AACSB, but the visionary leadership of the Deans (from Rudi Kurz to Thomas Cleff), and other leaders did pave the way for the excellent progress and recognition in the years to come. As I always say, I do not take this opportunity for granted as we know that Germany is not lacking in high-caliber professors from all over the world. Rather, I feel privileged and honored, and always endeavor to give my best here.

**Which means that you know our faculty pretty well. What do you like best about it?**

I think the Business School is very serious academically and professionally managed since it has to meet – and even exceed – the standards of the AACSB accreditation. Also, the commitment and vision of the Administration – the Dean, Vice-Deans, Program Directors – and the staff are really good here. You have a lot of visiting professors and a vast array of international classes, too. The first time I came to Pforzheim, I remember that most of the students were international exchange or double degree students whereas this year, I have many German students in my course. I also see a much better organization of curricula and study programs.

**Do you see differences between the people here and the people in Indonesia?**

Asian people are subtler, less straightforward than the Anglo-Saxon culture. Sometimes they say yes, but they mean no, and vice versa, that could happen easily. I have lived in Australia and the U.S., and visited Europe many times, and could reckon that in average, Anglo-Saxon culture is more open and straightforward. It is just a different culture. Nevertheless, we also realize that the globe is somehow moving toward the center, so, both Eastern and Western civilizations are interacting with one another, leading to a middle-ground culture.

**During your stay here in Germany, what do you miss most?**

I really feel at home here, although I certainly miss my wife and children as well as the food. The cuisine in Germany and Europe is absolutely delicious and of high quality, but still I miss the spicy food in Indonesia. To be honest, if you go to Asia, in general you can find and enjoy an immense number of food alternatives, but with respect to cuisine, Europe is the center of excellence. In addition, I love the fresh air and beautiful, historical places. I am living at Villa Trautz in Pforzheim, and it is like living in a castle, with delightful surrounding sceneries.

**So, you have been to other European countries, too?**

Yes, I like travelling a lot. I have been to European countries for research, teaching and conferences. What I love about Europe is the mix between old traditions and modern civilizations. You could still see ancient churches, castles, palaces, ... They are historically rich, and we can certainly learn a lot from those treasures.

**But in Indonesia you have very nice temples and historical heritage, too.**

Yes, that is true, although we are not as good as European countries in maintaining them. We could have had an extensive number of artefacts, but unfortunately many have been lost due to wars and lousy maintenance.

**Most of our students spend a semester abroad. In your opinion, why should they choose Indonesia or Yogyakarta in special?**

Gadjah Mada University is also accredited by the AACSB, so that is a very important rationale. Additional reasons might be that it is well located near the ocean and there are many mountains and beautiful places to visit nearby. But again, I think the foremost reason should be the quality. We are among the best business schools in the country. Besides, Indonesian language is very easy to learn. Its grammar is very simple, so you only need to memorize the vocabulary.

### Universitas Gadjah Mada

(UGM) in Yogyakarta is considered one of the oldest universities in Indonesia. More than 56,000 students, both domestic and international, are studying at 18 different faculties. Among others, the range of faculties includes Economics and Business, Law, Engineering, Philosophy or Psychology. The university's vision is to become a pioneer, world-class university striving for excellence and innovation. The city of Yogyakarta is culturally rich and not far from the seaside, surrounded by impressive volcanos and tropical rainforests.

<https://ugm.ac.id/en>