Grasheli Kusuma Andhini

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EDUCATION

MA. (Design Management in Innovation and Entrepreneurship with Distinction) – Birmingham City University, United Kingdom, 2015

B.A(Hons). (Fashion Design) – Birmingham City University, United Kingdom, 2014

Adv. Dipl. (Fashion Design) – Raffles Design Institute, Indonesia, 2013

WORK EXPERIENCE

1. **Assistant Professor and Subject Content Coordinator**, Fashion Design Program, Product Design Department, Bina Nusantara University, Jakarta, Indonesia, April 2021 – current
   Courses : Drafting, Draping, Sewing, Production I & II, Digital Fashion Branding, Design Realisation and Promotion II
   Creative Agency Industry (*Communication Program*)
2. **Lecturer**, Fashion Design and Fashion Marketing & Management Program – Adv. Dipl. & Bachelor Program, Raffles Design Institute, Indonesia, 2017 – 2021
   Courses : Fashion Retail Operation and Management, Business to Business Marketing, Personal Selling, Introduction to Brand Management, Integrated Fashion Communication, Consumer Behaviour, Marketing Foundation, Design Research and Development, Pattern Drafting
3. **Creative Director**, Grasheli Andhini, Jakarta, Indonesia, 2016 – current
   Achievements : showcased at Jakarta Fashion Week 2018 & 2019, showcased during Paris Fashion Week 2019

RESEARCH GRANT

1. BINUS Basic Research Grant – PPB, Bina Nusantara University (2025) ($ 676). Title: Exploring Biodegradable Filament for 3D Printing in Fashion Garments (Team: **Grasheli Kusuma Andhini**, Suharjito).
2. BINUS International Research Grant – PIB, Bina Nusantara University (2025) ($ 3,000). Title: Ai-Powered Personalized Fashion Recommendations for Batik Clothing: Study Case Batik Lasem (Team: Vera Jenny Basiroen, **Grasheli Kusuma Andhini**, Ida Bagus Kerthyayana Manuaba).
3. BINUS International Research Grant – PIB, Bina Nusantara University (2024) ($ 3,000). Title: Development of 3D Printed Based Partial Finger Prosthesis Adjusted to Patient Skin Colour. (Team: Christian Harito, Muhammad Asrol, **Grasheli Kusuma Andhini**, Suharjito, Ketut Bagus Priambada, Muhammad Syafrudin).

4. BINUS International Research Grant – PIB, Bina Nusantara University (2024) ($ 3,000). Title: Design Thinking Process and AI Chatbots Technology Based on Batik Knowledge Embedding for Batik Motif Development in Karas Kepoh and Jeruk Village, Lasem, Rembang Regency. (Team: Vera Jenny Basiroen, **Grasheli Kusuma Andhini**, Ida Bagus Kerthyayana Manuaba, Raymond Bahana)
5. DIKTI (Directorate General of Higher Education in Indonesia) funded research (2023) ($ 5,600). Title: Pengembangan Produk Inovasi Prostetik Sebagian Jari Menyesuaikan Warna Kulit Pasien dengan Metode 3D Printing. (Team: Christian Harito, **Grasheli Kusuma Andhini**, M. Syafi'I, Ketut Bagus Priambada).
6. BINUS Basic-Applied Research Grant – PPB, Bina Nusantara University (2023) ($ 676). Title: Impact of Marketing Orientation, Learning Orientation, and Entrepreneurial Orientation on Business Performance of Culinary SME in Jakarta. (Team: **Grasheli Kusuma Andhini**, Achmad Seiichi Ramadhan).

PROFESSIONAL SERVICE

1. Editorial Team: Indonesian Journal of Visual Culture, Design, and Cinema (IJVCDC)

PUBLISHED RESEARCH

1. Loy, C., & **Andhini, G. K.** (2025). Womens Ready-To-Wear Collection: The Reminiscence Of Cambodian Monarch Queen Soma. ***International Journal of Creative and Arts Studies***, *12*(1), 81-91.
2. Basiroen, V. J., **Andhini, G. K.**, & Manuaba, I. B. K. (2025). Preserving Tradition: Motif Design Development for Batik Tulis Lasem. ***IAFOR Journal of Cultural Studies***, *10*(1).
3. Chainando, N., Martawidjaja, M., Darius, R.A., Yahya, L.C., Yemima, S., Tan, W.S., Harito, C., Chandra, R.C., **Andhini, G.K.**, Putra, K.B. and Lumban Tobing, C.C. (2025). Applying 3D Scanning and Printing Techniques to Produce Upper Limb Prostheses: Bibliometric Analysis and Scoping Review. ***Prosthesis***, *7*(2), 26.
4. Tan, W. S., Harito, C., **Andhini, G. K.**, Martawidjaja, M., Chainando, N., Syafi'i, M., ... & Syafrudin, M. (2024). Color Modification of Silicone-Based Prosthetic Finger by 3D-Printed Mold. ***Prosthesis***, *6*(5), 1017-1028.
5. Dewayanti, K. R., & **Andhini, G. K.** (2023). Women's ready-to-wear collection with the influence of Cottagecore. ***Mudra Jurnal Seni Budaya***, *38*(1), 84-92.
6. **Andhini, G. K.**, & Andanawarih, F. Q. (2022). The importance of brand stories towards brand perception and purchase intention in Gen Z Indonesians. ***The Winners***, *23*(2), 143-152.

PAPERS IN CONFERENCE PROCEEDINGS

1. **Andhini, G. K.**, & Ramadhan, A. S. (2023). The Role of Social Media Influencer towards Fashion Brand Sales for Indonesia's Young Consumers. In *2023 8th International Conference on Business and Industrial Research (ICBIR)* (pp. 155-160). IEEE.
2. Wandri, R., **Andhini, G. K.**, & Ramadhan, A. S. (2023). Impact of Marketing Orientation, Learning Orientation and Entrepreneurial Orientation on Business Performance of Culinary SME in Jakarta. In Proceedings of the 2023 7th International Conference on E-Commerce, E-Business and E-Government (pp. 139-147).

BOOK SECTION

1. **Andhini, G. K.**, Widyawati, Susanti, R., Bindas, A., & Indrawati, S. N. (2024) *Buku Ajar Manajemen Pemasaran.* PT. Sonpedia Publishing Indonesia. ISBN: 978-623-514-250-0.
2. Rachmad, Y. E., Wardani, K. K., **Andhini, G. K.**, & Basiroen, V. J. (2024). *Buku Ajar Manajemen Desain Komunikasi Visual (DKV)*. PT. Sonpedia Publishing Indonesia. ISBN: 978-623-8634-76-7.

AWARD

1. Femina Group. **Finalist Lomba Perancang Mode**, 2017.

RESEARCH INTERESTS

1. Brand Management and Marketing
2. Entrepreneurship
3. Creative Design and Fashion Production
4. Fashion Technology