

# YAPIS REIMAGINED: OPTIMIZING TRADITIONAL PRACTICES WITH MODERN MANAGEMENT SCIENCE

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## ABSTRACT

Yapis, Papua's indigenous shell-based “currency”, faces challenges in a globalized world. This paper explores how modern management science can optimize Yapis practices. Limited reach, inconsistent valuation, and a lack of standardization hinder Yapis' effectiveness. Supply chain management, market expansion strategies, and auction mechanisms can address these issues. Blockchain technology can further enhance transparency and security. However, cultural preservation is paramount. Community involvement and integrating traditional knowledge are crucial. Yapis Reimagined can revitalize the system, ensuring economic viability while safeguarding its cultural heritage. This approach empowers Papuan communities, creates a sustainable model, and offers a valuable case study for integrating indigenous practices into the modern world.

**Keywords:** Traditional Practices Modern Management Science, Indonesia

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