PROCEEDINGS 2019

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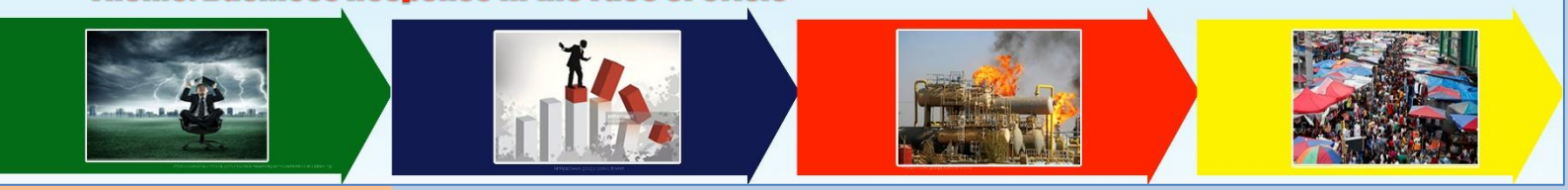
3rd International Research Symposium 2019

"Business Continuity and Disaster Risk Reduction Challenges in the Organization, Policy Formulation, and Implementation"

Theme: Business Response in the Face of Crisis



Theme:

Business Response in the face of Crisis

23 March 2019 (Saturday)

08:00 AM – 06:00 PM

Grand Auditorium, 3rd Floor, Philippine Heart Center
East Avenue, Quezon City

GRADUATE SCHOOL OF BUSINESS

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The ***PSBA THIRD INTERNATIONAL RESEARCH SYMPOSIUM PROCEEDINGS*** is an official business publication of the Graduate School of Business of the Philippine School of Business Administration – Manila. It is intended to keep the graduate students well-informed about the latest concepts and trends in business, management and general information with the goal of attaining relevance and academic excellence.

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Manila

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3rd International Research Symposium (3rd IRS)

Business Continuity and Disaster Risk Reduction Challenges in the Organization, Policy Formulation, and Implementation

Business Response in the face of Crisis

23 March 2019 (Saturday) | 08:00 AM – 06:00 PM

Grand Auditorium, 3rd Floor, Philippine Heart Center, East Avenue, Quezon City

Concept Note,

Program of Activity,

and

Speakers' Profiles

Concept Note

Activity:	**3rd INTERNATIONAL RESEARCH SYMPOSIUM (3rd IRS)** Academic Year 2018-2019
Title:	**Business Continuity and Disaster Risk Reduction Challenges in the Organization, Policy Formulation, and Implementation**
Theme:	**Business Response in the Face of Crisis**
Date:	23 March 2019
Venue:	**Grand Auditorium, 3rd Floor, Philippine Heart Center, Quezon City, Philippines**
Number of Participants:	We are expecting more than 150 participants that include PSBA-Manila and IQRA University Master and Doctorate students, Graduate School and Undergraduate Schools' Faculty members, UP-SURP students and faculty members, UP PLANADES representatives, Quezon City Government Scholars, International researchers and delegates.
Organizing Partners:	Disaster Risk Management Unit, Graduate School of Business, Philippine School of Business and Administration – Manila; Quezon City Government (QCG); IQRA University, Karachi, Pakistan; School of Urban and Regional Planning, University of the Philippines; and Planning and Development Research Foundation Inc. (PLANADES).
Supporting Partners:	Quezon City Government, IQRA University, and School of Urban and Regional Planning, University of the Philippines.

Background and Rationale:

The annual Third International Research Symposium of the Philippines School of Business Administration – Manila (PSBA-Manila) continues its mission from the School's First Symposium and Second International Symposium, as well as its Three International Research Colloquia, where PSBA-Manila's Research Fellowship Program's Research Fellows, students and experts from the local and international institutions, its local and international partner schools, and its local and international public and private organizations and partners, have contributed their knowledge in this unique platform particularly disseminated with focus on business continuity and Disaster Risk Reduction challenges. The theme of this year's International Research Symposium is "**Business Continuity and Disaster Risk Reduction Challenges in the Organization, Policy Formulation, and Implementation: Business Response in the Face of Crisis**".

A crisis is a serious event that can be either perceived or real. It disrupts normal activities and impacts negatively on the operation of businesses and can be a substantial threat to the stability of organizations. As the world is now in the midst of nature's ever-changing climate conditions with natural and man-made disasters, it results in various crises like businesses being discontinued or, worse, loss of human life. International cooperation and local initiatives are being undertaken to minimize such outcomes taking also in consideration the effects of such disasters in the business community.

The theme for this year's International Research Symposium indeed aligns itself with international frameworks, especially the Sendai Framework for Disaster Risk Reduction. This 15-year voluntary agreement, wherein the Philippines is one of its signatories and has based its National Framework for Disaster Risk Reduction and Management from, recognizes that while the State has the primary role on disaster risk, the responsibility must be shared and include the local government, the private sector, and other stakeholders. Further, one of its aims is the substantial reduction of disaster risk and loss in life, livelihoods, and health and in the economic, physical, social, cultural, and environmental assets of persons, businesses, communities, and countries. Thus, the Philippines is participatory to the commitment recitals contained in the Preamble of this International Framework to urgently address Disaster Risk Reduction and to build resilience against disasters, including its integration into the policies, plans, programs, and budgets at all levels, making the adaptation of its National Framework in the various development sectors an imperative.

Last December 2018, the United Nations (UN) Office for Disaster Risk Reduction reported that "The Philippines is emerging as a role model for engaging the private sector in building resilience to disasters". However, while the Philippines has learned many valuable lessons regarding Building Back Better in times of disasters, there are still gaps that need to be analyzed which can be benchmarked from the experiences, lessons, and inputs from other countries. The Philippines has incurred damage of at least PHP 388.74 Billion from disasters between 2011 and 2018 according to the data presented by the National Economic Development Authority; it is further estimated that the cost for recovery and rebuilding was nearly one-and-a-half times more than that. In the recent years, Super Typhoon Haiyan (locally Yolanda) turned out to be one of the strongest tropical cyclones in recorded history with the largest damage. This prompted the Philippine government to implement a National

Disaster Risk Reduction and Management Plan wherein the country's Local Government Units, together with its public and private stakeholders, are expected to build disaster resilience of its communities.

One of the successful implementations of the Sendai Framework is dependent on resilient investments. The private sector is responsible for 70-85% of capital investment in most economies. As such, it is a powerful influence over how disaster risk is addressed. Private businesses, ranging from Small and Medium-sized Enterprises (SMEs) to Multinational Corporations, are fundamental to the effort in building more resilient communities, economies, and nations.

Disaster risk management must be based on a deep understanding of disaster risk in all its dimensions: hazard (frequency, severity and location), vulnerability, exposure (asset, economic and human), and capacity. This understanding is essential to the fundamental disciplines of Disaster Risk Reduction: risk quantification, risk prevention/mitigation, risk financing, and event response. In order to manage risk effectively and build sustained resilience, a deep understanding of risk-reward trade-offs is required. To realize the full potential, we need to broaden the use of more analytical approaches to value-creation; approaches which consider the underlying risk, the drivers thereof and how they may be changing over time. Unless public and private investments become more "risk informed", the potential remains for these investments to increase accumulations of exposure and heighten concentrations of disaster risk.

Business Continuity Planning (BCP) is one of the most critical components of any recovery strategy. It is vital for survival and should not be put off indefinitely as we focus on our daily challenges. Unprecedented number of exposures are being faced by businesses as disasters come in all shapes and sizes. Without a plan for business continuity, organizations cannot recover from a significant crisis. The resiliency of the private sector is fundamental for societies to recover smoothly from disasters, and yet the private sector has little incentive, or has yet to identify the incentive, to invest in BCP and/or contingency planning. In such cases the government must facilitate BCP and contingency planning in the private sector through the enforcement of law and regulation and by providing technical guidance or financial incentives. This is especially important for SMEs that often lack expertise and financial resources to prepare such plans.

This year's International Research Symposium marks an important milestone in the roadmap towards institutionalizing Business Continuity Planning and Disaster Risk Reduction measures across organizations small and large. This event will provide a unique opportunity to promote strategic partnerships among various stakeholders in the local government, academe, and business communities. This highly educational, practical, and interactive event will cover sessions which are designed to serve as an avenue for knowledge sharing, to promote innovative and collaborative research partnerships and linkages, and to support research training and capacity building with local and international scholars, researchers, and business experts with the aim of finding solutions to pressing business continuity and Disaster Risk Reduction challenges in organizations through policy formulation and implementation.

The main objective of this International Research Symposium is to share knowledge about organization, policy formulation, and its implementation in response to crisis. The knowledge is obtained through related studies and researches within and among Disaster Risk Management planners, business administrators, and implementers. Particularly, the symposium seeks to educate and share good practices in relation to the following:

1. Introduce Disaster Risk Reduction policies used by established businesses;
2. Share tools and best practices in preventing new disaster risks and reducing existing disaster risks especially through the implementation of integrated and inclusive economic, structural, legal, social, health, cultural, educational, environmental, technological, political, and institutional measures that can significantly contribute in preventing and reducing hazard exposure and vulnerability to disaster, increasing preparedness for response and recovery, and thus strengthening resilience;
3. Promoting instruments, tools, methodologies, and approaches to enhance implementation capacity and capability of developing countries as well as middle-income countries facing specific challenges, including the mobilization of support through international cooperation for the provision of means of implementation in accordance with their national priorities;
4. Providing knowledge on needed measures to reduce vulnerability and to increase capacity to cope with disaster impacts on businesses and overall economy through mainstreaming it into our daily life functions in terms of integrating to the Countries' development Programs, Projects, and Activities;
5. Stimulate awareness and understanding on topics related to Disaster Risk Reduction Management, as well as Organization, Policy Formulation, and Implementation of such;
6. Disseminating knowledge and sharing innovations in risk reduction towards business continuity; and
7. Determine the relevance of business continuity, what are the challenges faced by the organization regarding the formulation and implementation of their policies, and how firms around the world behave when faced with crisis.

This year, our graduating scholars, most of them are working for the Quezon City Local Government, have taken charge of the helm for this event and will present their researches closely related to its theme. These future leaders, managers, and policy makers shall be the beacons to guide their respective businesses, organizations, and communities in creating their Business Continuity Plans. Equipped with the knowledge on latest trends and best practices gained from our panel of local and international Resource Speakers on this day, we can rest assured that the policies they formulate and plans they implement for their respective organizations can shield against any crisis they will face. Through this event, the entire country and international community will benefit in promoting financial, industrial, and environmental safety by learning how organizations can overcome these challenges, businesses can respond in the face of crisis.

3rd International Research Symposium (3rd IRS)

23 March 2019 | 08:00 AM – 06:00 PM | Saturday

VENUE: Grand Auditorium, 3rd Floor, Philippine Heart Center, East Avenue, Quezon City

Title: Business Continuity and Disaster Risk Reduction Challenges in the Organization, Policy Formulation, and Implementation

Theme: Business Response in the face of Crisis

Program of Activities

Time	Activity/Tile of the Presentation	Person or Institution In charge
08:00 – 08:30	Registration	PSBA-Manila & UP PLANADES
08:30 – 08:40	Opening Prayer and National Anthem	**Dr. Lualhati S. Macapagal**, Editor, GSB Business Research Journal, PSBA-Manila
08:40 – 08:55	Welcome Message and Introduction of the Guest Speaker Resource Person	**Dr. Hussein S. Lidasan,** Dean, School of Urban and Regional Planning (SURP), University of the Philippines (UP), Diliman, Q.C.
08:55 – 09:10	Guest Speaker Message and Welcome to the Participants	**Hon. Herbert Constantine M. Bautista**, Mayor, Quezon City
09:10 – 09:25	Keynote Speaker	**Dr. Wasim Qazi**, Vice Chancellor / President IQRA University, Karachi, Pakistan
09:25 – 09:40	Keynote Speaker	**Hon. Gov. Antonio Cerilles** Governor, Zamboanga del Sur Philippines
09:40 – 10:05	Resource Speaker: Title: Overview of Thailand Policy towards Business Continuity	**Dr. Indrajit Pal**, Assistant Professor and Chair, Disaster Preparedness, Mitigation and Management (DPMM), Asian Institute of Technology, Thailand
10:05 – 10:20	Resource Speaker: Public Private Partnership Policy towards Project continuation in case of Emergency	**Dr. Primitivo Cal**, Executive Director PLANADES
10:20 – 10:25	Open Forum	Chair of the Session: **Dr. Jose Teodorico V. Molina**, PSBA-Manila
10:25 – 10:40	**Coffee Break and Group Photo**	Grand Auditorium, 3rd Floor, Philippine Heart Center, East Avenue, Diliman, Quezon City, Philippines
10:40 – 12:15	**Plenary Session** **Exclusive Topics**	Chair of the Session: **Prof. Carmi Liwag**, UP-SURP, Diliman, QC
10:40 – 10:55	Resource Speaker: The Role of Provincial Disaster Management Authority towards Business Continuity of Punjab Districts	**Mr. Nisar Ahmed,** Project Coordinator, Project Implementation Unit, Punjab Disaster Management Authority, Lahore Pakistan

Time	Activity/Tile of the Presentation	Person or Institution In charge
10:55 – 11:10	Resource Speaker: Environmental Protection and Waste Management Department Initiatives towards Business Continuity	**Ms. Frederika C. Rentoy,** Head, Environmental Protection and Waste Management Department, Quezon City Government, Philippines
11:10 – 11:25	Resource Speaker: Quezon City Disaster Risk Reduction: Insurance Mechanism towards SMEs	**Mr. Karl Michael E. Marasigan,** Head, Disaster Risk Reduction Management Office, Quezon City Government, Philippines
11:25 – 11:40	Resource Speaker: Meaning and Essence of Integrating Disaster Risk Reduction Framework in Business	**Dr. Elias Sampa**, Director, Curriculum & Programs, Australian International School
11:40 – 11:55	Resource Speaker: Business Continuity and Network Recovery – The Australian Queensland State Context and Challenges	**Mr. Nadeem Latif,** Principal Manager (Assurance)**,** Department of Transport and Main Roads**,** Queensland Government, Brisbane, Australia
11:55 – 12:15	Open Forum, Group Photo and Distribution of Plaques of Appreciation	Chair of the Session: **Prof. Carmi Liwag**, **Dr. Jose F. Peralta,** Dean and President & **Dr. Tabassam Raza**, Associate Dean PSBA-Manila and **Mr. Karl Michael E. Marasigan**, Head, QC-DRRMO
12:15 – 13:00	**LUNCH**	Grand Auditorium, 3rd Floor, Philippine Heart Center, East Avenue, Diliman, Quezon City, Philippines
Session I **13:00 – 14:15**	**Plenary Session** **MBA-DRM Graduating Class**	Chair of the Session: **Prof. Ata Ur Rahman** IQRA University, Head of Department and International Media Consultant, Canada
13:00 – 13:10	Title: Identifying Major Problem and Regulation towards Disaster Risk Reduction Action Plan on Selected Subdivision in Quezon City	Presenter: **Arch't. Pedro P. Rodriguez Jr.**, MBA-DRM Thesis Candidate, PSBA-Manila
13:10 – 13:20	Title: Coping and Adaptive Capacities Expansion of the Non-Government Organizations (NGO's) accredited as member of Quezon City Development Council	Presenter: **Ms. Coleen C. Balasabas**, MBA-DRM Thesis Candidate, PSBA-Manila
13:20 – 13:30	Title: Multi-hazard Risk Mapping of Daycare Centers in Quezon City: An Action Plan towards Decision Making	Presenter: **Ms. Ruth G. Genato**, MBA-DRM Thesis Candidate, PSBA-Manila
13:30 – 13:40	Title: Enhancing the Evacuation Plan for Subdivision in Quezon City: A Model For Open Space Evacuation Center	Presenter: **Mr. Jonathan E. Africa**, MBA-DRM Thesis Candidate, PSBA-Manila
13:40 – 13:55	Resource Speaker: Dubai Financial Crises and Solution towards Business Continuity	**Prof. Abdul Ghafoor**, Chief Executive Officer, Mangrove Services, LLC, Dubai, United Arab Emirates
13:55 – 14:05	Open Forum	**Prof. Ata Ur Rahman** IQRA University, Head of Department and International Media Consultant, Canada
14:05 – 14:15	Distribution of Plaques of Appreciation	**Dr. Jose F. Peralta,** Dean and President & **Dr. Tabassam Raza**, Associate Dean PSBA-Manila

Time	Activity/Tile of the Presentation	Person or Institution In charge
Session II **14:15 – 15:05**	**Plenary Session** **MBA Research Methodology Class**	Chair of the Session: **Arch't. Pedro P. Rodriguez Jr**, QCG
14:15 – 14:25	Title: Assessing Hazard Preparedness Level of a Hotel and Casino's Employees	Presenter: **Ms. Mary Ann J. Caballeda**, MBA - Research Methodology Class, PSBA-Manila
14:25 – 14:35	Title: Impact of Mode of Payments on Purchasing Power of Consumers in Selective Casual Dining Restaurants in Makati City	Presenter: **Ms. Maria Carmel E. Molina**, MBA - Research Methodology Class, PSBA-Manila
14:35 – 14:45	Title: Policy Framework on Universal Charge thru Gradual Removal of Missionary Electrification Subsidy in the Philippines	Presenter: **Dr. Tabassam Raza and Mr. Jonnel S. Acoba**, MBA - Research Methodology Class, PSBA-Manila
14:45 – 14:55	Title: Church Governance and Ethical Standard as an Essential Elements for Preservation of Church Unity	Presenter: **Mr. Leo D. Parotina**, MBA - Research Methodology Class, PSBA-Manila
14:55 – 15:05	Title: Assessing Relationship between Individual Development Program and Employees' Retention in ICRC, Philippines	Presenter: **Mr. Mark C. Magno**, MBA - Research Methodology Class, PSBA-Manila
15:05 – 15:15	Open Forum	**Arch't. Pedro P. Rodriguez Jr**, QCG
15:15 – 15:30	**Coffee Break**	Grand Auditorium, 3rd Floor, Philippine Heart Center, East Avenue, Diliman, Quezon City, Philippines
Session III **15:30 – 16:10**	**Plenary Session** **PSBA and Other Universities**	Chairs of the Session: **Dr. Jun Castro**, UP-SURP and
15:30 – 15:40	Title: Financial literacy towards a Sustainable Development: A Social Intervention Perspective	Presenter: **Mr. Jan Michael R. Las Marias**, DBA - Social Responsibility Class, PSBA-Manila
15:40 – 15:50	Title: Micro-Small-Medium Enterprises Entrepreneurs Leadership: An Employee Engagement Crisis Framework	Presenter: **Ms. Janet Guerrero-Poja**, Ateneo de Naga University
15:50 – 16:00	Title: A Global perspective of Governance and Policy Process in Business Continuity and Disaster Risk Reduction.	Presenter: **Dr. Kamran Raza**, Dean, IQRA University
16:00 – 16:10	Title: The Impact of Television Advertisement of Four Leading Fast Food Chains on Children's Wants: Parent Point of View, Pasig City, Philippines	Presenter: **Mr. Bo Ngoc Bui**, MBA Candidate, PSBA-Manila
16:10 – 16:20	Open Forum	**Dr. Jun Castro**, UP-SURP and **Prof. Ata Ur Rahman,** IQRA University International Media Consultant, Canada
Session IV **16:20 – 17:00**	**Plenary Session** **PSBA and Other Universities**	Chair of the Session: **Dr. Eduardo G. Ong**, PSBA-Manila
16:20 – 16:30	Title: Mitigating anomalies in business: A Social Responsibility of the Accounting Profession	Presenter: **Mr. Rafael R. Veloso III**, DBA - Social Responsibility Class, PSBA-Manila
16:30 – 16:40	Title: Enhanced Cash Transfer Model for Disaster Impact Areas in the Philippines	Presenter: **Ms. Alma Gutierrez**, DBA Dissertation Candidate, PSBA-Manila

Time	Activity/Tile of the Presentation	Person or Institution In charge
16:40 – 16:50	Title: Sweet Potato-Based Products Value Chain Analysis for Input-Market Challenged Business Resiliency in Albay, Philippines	Presenter: **Mr. Nolan G. Belaro**, Ateneo de Naga University
16:50 – 17:00	Open Forum	**Dr. Eduardo G. Ong** PSBA-Manila
Session V 17:00 – 18:00	**Plenary Session** **PSBA and IQRA University**	Chair of the Session: **Dr. Leonardo C. Medina Jr.** and **Dr. Grace Enriquez,** PSBA-Manila
17:00 – 17:10	Employees as an Effective Marketing Arm: A Corporate Social Initiative	Presenter: **Ms. Caroline S. Mateo**, DBA Social Responsibility Class, PSBA-Manila
17:10 – 17:20	Title: Role of Media in Disaster Management	Presenter**: Prof. Ata Ur Rahman**, Head of Department, IQRA, University
17:20 – 17:30	Title: The Role of Corporate Social Responsibility in the Mining Industry of Zambales	Presenter: **Ms. Michelle Acuavera**, DBA Social Responsibility Class, PSBA-Manila
17:30 – 17:40	Open Forum	**Dr. Leonardo C. Medina Jr.**
17:40 – 17:50	Distribution of Plaques of Appreciation	**Dr. Tabassam Raza & Mr. Paul Michael Dungo**, Associate Dean & President of GSB Student Council, PSBA-Manila
17:50 – 18:00	Synthesis and Closing Remarks	**Dr. Tabassam Raza**, PSBA-Manila

Emcees: Prof. Carmi Liwag & IQRA University Representative

3rd International Research Symposium (3rd IRS)

Business Continuity and Disaster Risk Reduction Challenges in the Organization, Policy Formulation, and Implementation

Business Response in the face of Crisis

23 March 2019 (Saturday) | 08:00 AM – 06:00 PM

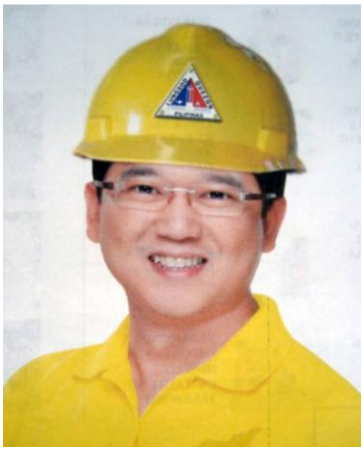
Grand Auditorium, 3rd Floor, Philippine Heart Center, East Avenue, Quezon City

Resource Speaker's Profiles

Welcome to the Participants

Hon. Herbert Constantine Bautista

Mayor of Quezon City, Philippines



Hon. Herbert Constantine Bautista is the mayor of Quezon City, having won in a landslide in the May 2010 elections. He also won a landslide victory in his 2007 vice-mayoral re-election bid. He has been vice mayor of Quezon City, serving under then Mayor and former House Speaker Sonny Belmonte. He became a two-term city Councilor from the fourth district. He graduated from the San Beda College of Manila with a baccalaureate degree in Philosophy and Letters. He was adjudged Most Outstanding Centennial Bedan Alumnus in recognition of his contribution and leadership in civil governance and politics. He has a Master of Arts degree in Public Administration from the National College of Public Administration and Governance (NCPAG) at the University of the Philippines Diliman. Bautista is an alumnus of the National Defense College of the Philippines where he obtained his Master in National Security Administration (MNSA) degree. He is working towards his Doctorate degree in Political Science from UP Diliman. One of the younger officials of the country, who has had a long and fruitful experience in government and the youth movement, Bautista is active in socio-civic activities.

Welcome Message and Introduction of the Guest Speaker

Dr. Hussein S. Lidasan

Dean, School of Urban and Regional Planning (SURP), University of the Philippines (UP), Diliman, Q.C.

Dr. Hussein Sinsuat Lidasan earned his PhD in Urban and Regional Planning from the Institute of Planning and Policy Sciences (formerly Institute of Socio-Economic Planning) in 1995 and Master in Environmental Sciences from the Institute of Environmental Sciences in 1991, both from The University of Tsukuba, Japan. He also has a Certificate in Development Economics (1987) and Bachelor of Arts in Economics (1982) from the School of Economics, UP Diliman. He was deputy director of the UP Office of Design and Planning Initiatives (2013-2017) and director of Graduate Studies of The SURP (2012-2016). He joined the University in 1982 as staff at the then Transport Training Center, now the National Center for Transportation Studies (NCTS). From then on he served in various capacities such as faculty of The SURP and NCTS, director of NCTS (1999 to 2002) and college secretary of The SURP (2005). He is presently the corporate secretary of the Philippine Center for Islam and Democracy, a non-partisan, non-profit organization dedicated to the study of Islamic and democratic political thought and the search for peace, democracy and development in Muslim communities.

Keynote Speaker

Dr. Wasim Qazi

Vice Chancellor/President IQRA University,
Karachi, Pakistan

Dr. Wasim Qazi is a Vice Chancellor of IQRA University, having previously served as an Executive Director of the IU from 2004 to 2010. Dr. Qazi initiated his career in 1995-96 from Hamdard University as a Special Assistant to the Chancellor and Vice Chancellor. In 1999, he joined the University of Lahore as an Advisor to the Rector and Director in the Institute of Liberal Arts and Social Sciences at the University of Lahore. He was also engaged as an Advisor to the Board of Governors, University of Faisalabad. Dr. Qazi received his post doctorates from the Australian Catholic University (Australia) and Eastern Kentucky University (EKU) and was an International Visiting Scholar at the Western Michigan University (USA). He earned a PhD in Educational Administration from Hamdard University and Masters in Philosophy from the University of Karachi. He also contributed his expertise as the Director Operation for Teacher's Training for ESRA and RTI–USAID and is a Senior Management Consultant to European Commission. As a Consultant and Project Director, the efforts of Dr. Qazi have materialized into connecting IU to a multitude of international donor organizations: USAID, UNICEF, World Bank, British Council and European Commission amongst others. At present, he is involved in diverse assignments in the Department of Education and Learning Sciences; specifically, in the area of Continuous Professional Development.

Keynote Speaker
Hon. Gov. Antonio Cerilles
Governor, Zamboanga del Sur

Hon. Gov. Antonio Cerilles is the present Governor of Zamboanga del Sur, Philippines, since June 30, 2010. Prior to governorship, he was a member of the House of Representatives of the Philippines as the representative of the second district of Zamboanga del Sur. He also worked as the Secretary of Department of Environment and Natural Resources (DENR) during the tenure of the Philippine President Joseph Estrada from 1998–2001. He earned his Bachelor of Arts degree in Political Science from the University of Santo Tomas and his Bachelor of Laws degree from University of the East. He then earned his Master in Urban and Regional Planning from the University of the Philippines, Diliman Quezon City. He is an active member of Alpha Phi Omega fraternity. He was the National President of JCI Senate Philippines 2012. He is also the National Senior Vice President of the Boy Scouts of the Philippines and the current Council Chairman of BSP Zamboanga del Sur-Pagadian City Council. He is also a member of various organizations including the Knights of Columbus, Council 8188 and the Parliamentary Government Foundation. Among the laws he authored during his congressional stint was House Bill No. 3950 (now Republic Act No. 6975 otherwise known as the "Department of the Interior and Local Government Act of 1990," which established the Philippine National Police under a Reorganized Department of the Interior and Local Government) and House Bill No. 9347 (now Republic Act No. 8047 otherwise known as the "Book Publishing Industry Development Act," which formulated and implemented a National Book Policy and a National Book Development Plan). After serving as DENR Secretary from 1998-2001, he was elected again as a representative in 2004. He was one of the signatories of House Resolution 1109 calling for a constituent assembly to amend the Constitution.

Resource Speaker: "Overview of Thailand Policy towards Business Continuity"

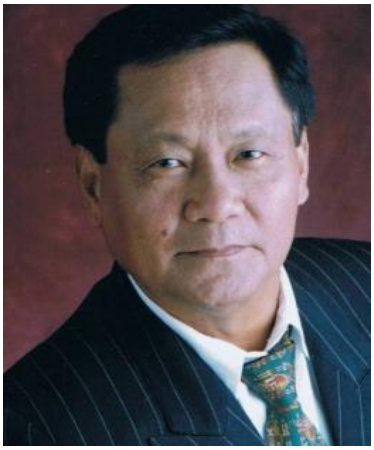
Dr. Indrajit Pal
Assistant Professor and Chair, Disaster Preparedness, Mitigation and Management (DPMM), Asian Institute of Technology, Thailand

Dr. Indrajit Pal presently working as Assistant Professor at Disaster Preparedness, Mitigation and Management program at Asian Institute of Technology, Thailand. Prior to joining at AIT, Dr. Pal served as faculty member at Centre for Disaster Management at Lal Bahadur Shastri National Academy of Administration, Mussoorie, India (Premier National Institute for training Indian Administrative Services Officers) for more than eight years. He has done extensive work on capacity development of decision makers, risk assessment, disaster governance and case documentation from field situations. Dr. Pal has engaged extensively with disaster risk reduction preparedness and response management through Incident Command System (ICS) within developing country contexts, and also supervising and committee member for several current doctoral and masters projects in disaster management, mitigation and preparedness. He has also closely engaged with various international organizations like USAID, UNDP, UNISDR and UNESCAP on capacity development, response management and recovery planning in Asian disaster risk reduction context. Dr. Pal having about thirteen years of experience on research and training activity primarily focused on the teaching, training, research and capacity development on Disaster Risk Management and Governance.

Resource Speaker: "Public Private Partnership Policy towards Project continuation in case of Emergency"

Dr. Primitivo Cal

Executive Director, UP Planning and Development Research Foundation, Inc (PLANADES)



Dr. Primitivo Cal is an ASEAN Engineer and is registered and accredited in the Philippines as civil engineer, transportation engineer, environmental planner, construction arbitrator, and lawyer. He holds Bachelor's degrees in Civil Engineering and in Law, Master of Engineering in Transportation Engineering, and Doctor of Philosophy in the field of Transportation Planning. He practices his professions concurrently in his capacity as:

- Executive Director of PLANADES since 2012, a consulting firm specializing in urban and regional planning;
- Accredited Construction Arbitrator, having handled more than 35 construction disputes since 2005; and
- Consultant in the fields of urban and regional planning, transportation planning and infrastructure planning.

Dr. Cal used to serve as Undersecretary for Transportation during the Ramos Administration and Dean of the UP School of Urban and Regional Planning, among others. He is a Returning Scientist Awardee of the Philippine Government and a recipient of awards from the Professional Regulation Commission as Outstanding Professional.

Resource Speaker: "The Role of Provincial Disaster Management Authority towards Business Continuity of Punjab Districts"

Mr. Nisar Ahmed
Project Coordinator, Project Implementation Unit,
Punjab Disaster Management Authority, Lahore Pakistan

Mr. Nisar Ahmed is a Disaster Risk Management and Disaster Risk Reduction expert. He joined the Provincial Disaster Management Authority (PDMA), Government of the Punjab in 2010 after a rigorous selection procedure. In 2016, he was assigned the responsibility of Project Coordinator in Project Implementation Unit, PDMA for the initiation and implementation of two integral international projects: Disaster and Climate Resilience Improvement Project (DCRIP) and Flood Emergency Reconstruction & Resilience Project (FERRP) funded by World Bank and Asian Development Bank (ADB) respectively. DCRIP is a US$125 million aims at enhancing fiscal and physical resilience through climate change mitigation methodologies. Similarly, FERRP is an over US$ 200 million project targeting the restoration of flood protection infrastructure and the capacity building of the government department to manage disasters and climate variability. These are ongoing projects and his target is to achieve all deliverables within the stipulated time frame including completion of Multi Hazard Vulnerability and Risk Assessment (MHVRA) in 20 highly vulnerable districts of Punjab. Mr. Ahmed is a committed professional, and a permanent officer of this organization with 9 years + diversified experience and vast practical institutional knowledge in the field of Disaster Risk Reduction (DRR), Disaster Risk Management (DRM) and Multi Hazard Vulnerability and Risk Assessment (MHVRA). He also represented the PDMA, Government of the Punjab at various National and International forums.

Resource Speaker: "Environmental Protection and Waste Management Department Initiatives towards Business Continuity"

Ms. Frederika C. Rentoy
Head, Environmental Protection and Waste Management Department, Quezon City Government, Philippines

Ms. Frederika Rentoy currently heads the Environmental Protection and Waste Management Department, whose main task is to carry out a comprehensive environmental program anchored on the City's vision of becoming a Low-Carbon and Sustainable City. Specifically, she supervises the implementation of an efficient Solid Waste Management System and enforces regulations on water and air pollution as well as the City's Ordinances on environmental protection while taking into consideration the global challenge of addressing the impacts of climate change. Before her current position she was the Executive Director, Task Force Clean & Green, Quezon City Government, 1999 up to 2002. Ms. Rentoy has attended substantial number of local and international conferences workshops and training programs. Her study tours include Plant Visit for a Waste to Energy Project in Baltimore, Maryland, USA; Study Tour of Korea's Waste Management Facility, Gyeonggi Province, Korea; and Visited the Landfill Gas (LFG) facilities and General Headquarters of PANGEA (Green Energy) in Turin, Italy are among others. The EPWMD under her Stewardship was awarded with 2015 LGU Eco Champion, under the National LGU Eco Champions Project of Green Convergence and Kagawaran ng Kapaligiran at Lakas Yaman; 2014 National and Regional Environmental Compliance Audit (ECA) Award of the DILG, for the government's level of compliance to the six key legal provisions of Republic Act 9003 or the Ecological Solid Waste Management Act of 2000.

Resource Speaker: "Quezon City Disaster Risk Reduction: Insurance Mechanism towards Risk Pooling"

Mr. Karl Michael E. Marasigan

Head, Disaster Risk Reduction Management Office, Quezon City Government, Philippines

Mr. Karl Michael Marasigan, the Chief, Disaster Control Division and Head, QCDRRMO is an enthusiastic and dedicated professional with extensive experience across all areas of service and operation management, especially in Disaster Risk Management in Changing Climate. He is an exceptional leader who has developed and motivated others to achieve set targets and demonstrated strong ability to manage projects from conception through to successful completion. A proactive individual with a logical approach to challenges, he performs effectively even in a highly pressured working environment. He has been supervising Disaster Preparedness and Mitigation Trainings and Seminars for Government and Non-Government Organizations to include the inspection of disaster vulnerable areas and lead the Quezon City Rescue in providing the highest standards towards medical care to victims of disaster within the city. Mr. Marasigan graduated with a B.S. in Respiratory Therapy from Emilio Aguinaldo College and Master's degree in Public Administration from the Lyceum of the Philippines. He has been a resource person for Local and International forums, conferences, seminars, workshops and symposiums. He has attended a substantial number of local and international meetings, conferences and events representing the Quezon City government. He has been an advocate of partnership building on Disaster Risk Reduction and Climate Change Adaptation.

Resource Speaker: "Meaning and Essence of Integrating Disaster Risk Reduction Framework in Business"

Dr. Elias Sampa

Director, Curriculum & Programs, Australian International School

Dr. Elias Sampa is a Director of Curriculum and Programs with the responsibility of initiating Outcome Based thinking and implementation across its various programs in K-12, undergraduate and post graduate degree levels. Today, he is concurrently responsible for Mahatma Gandhi International School, Australian International School, and the Australian Institute for Higher Education, a transnational provider of Bachelor's Degrees in Accountancy with the Australian Catholic University and the MBA Executive program with Bradford University's School of Business and Law. Dr. Sampa designs and delivers faculty development trainings in a wide range of capacity building areas and he oversees curriculum implementation of various programs, including DepEd K-12, the Victorian Certificate of Education, IB Diploma, and IGCSE. He has lectured and continues to do so at Bradford University School of Management's MBA Program in Manila (including mentoring students in Management Project Paper writing); at the Australian Catholic University in Manila; at Trinity University of Asia; Northern Quezon Community College Inc., and at Arellano University Graduate School of Education. Dr. Sampa has authored and co-authored several University and Senior High School textbooks, published research, and presented papers at education conferences locally and internationally on topics of significance. His research on faculty readiness for OBE in Higher Education (2014) has guided his conduct of faculty OBE training at various universities, colleges and schools on: curriculum design, alignment and implementation; facilitating learning; and auditing protocols related to institutional readiness, curriculum, learning experience, and assessment – all related to OBE and Technology Integration.

Resource Speaker: "Resource Speaker: Business Continuity and Network Recovery The Australian Queensland State Context and Challenges"

Mr. Nadeem Latif

Principal Manager (Assurance), Department of Transport and Main Roads, Queensland Government, Brisbane, Australia

Mr. Nadeem Latif manages the "Assurance Service" function of the Program Delivery Branch (PDO) within the Department of Transport and Main Roads (TMR) - Queensland Government. He is responsible for providing strategic and operational assurance advice to the management on the progress and achievements of TMR's multi-million-dollar programs, projects and high risk areas. Mr. Latif's abilities to focus on critical governance, assurance, risk and project management activities, stems from his 27 years' experience in key public and private sector roles, overseeing the management and delivery of programs and projects both globally and within Australia. He has worked as a Commercial Manager for Civil Aviation Authority, where one of his key achievements was the development of a Commercial Management Policy for the airports, which addressed the deficiencies around airport management and significantly enhanced airport commercial revenues. He has also worked as an Aviation Management Instructor and delivered several trainings for airport management staff from 23 countries. During his career with ANZ Bank and AMP Bank, he led customer relations, mortgage operations and loan servicing operations. His professional Education MBA form Philippine School of Business Administration, Manila. He received his Post Gradate Diploma in Authenticity in Leadership from Harverd Kennedy School. He also received his Post Graduate Diplomas in Delivering Better Outcomes for Lower Cost-Leading Public Sector Innovation, and Leading and Sustaining Integrity in Organisations, academic Career from the Australia and New Zealand School of Government. Mr. Nadeem's energy and positive drive enabled him to successfully lead several TMR roles as such Project Director (Next Generation Ticketing), Director (Governance, Assurance and Stakeholder Management), Director (Assurance), Principal Manager (Program Assurance), Project Manager, Principal Internal Auditor and Director (Road System Governance).

Resource Speaker: "Dubai Financial Crises and Solution towards Business Continuity"

Prof. Abdul Ghafoor
Chief Executive Officer, Mangrove Services LLC, Business Bay Dubai, United Arab Emirates

Mr. Abdul Ghafoor completed his Masters of Administrative Sciences in Public Administration in 1985 at the University of the Punjab and his Master's in Business Administration in 1989 at the Lahore University of Management Science, both in Lahore, Pakistan. His professional banking career spanned for 8 years where he progressed through the hierarchies of different local and multinational banks, including Chase Manhattan Bank NA (JP Morgan Chase). In 1997, he moved to Dubai and ventured into entrepreneurship where he started offering Management Consultancy to Small and Medium Enterprises. While in Dubai, with its unparalleled growth, Mr. Ghafoor delved in the booming Real Estate Sector where he sold properties in two states of the United Arab Emirates and was also one of the pioneers of Short-Lets Self-Catering Apartments in Dubai. In November 2011, he founded Mangrove Cleaning Services LLC, a domestic and commercial cleaning business following the Blue Ocean Strategy and adopted Steam Cleaning as a principal method of its service delivery. It has since then become the most sought after Deep Cleaning company in Dubai, with its Unique Selling Proposition #GreenCleaning. His specialties include idea generation, conceptualization, strategy, business modeling, motivation, leadership, new business development, startups, and public speaking.

Plenary Session I:

MBA-DRM Graduating Class

Identifying Major Problem and Regulation towards Disaster Risk Reduction Action Plan on Selected Subdivision in Quezon City

MBA-DRM Thesis Candidate, PSBA-Manila
Presented by: ***Arch't. Pedro P. Rodriguez Jr.***

Abstract

The Philippines, with Quezon City (QC) in particular is no stranger to disaster. Disasters take place almost every year in this part of the world. QC has experienced disastrous floods and landslides to typhoons or incessant rainfalls. In addition, QC is seemingly in tenterhooks due to the presence of the West Valley Fault and the Manila Trench, among other fault lines near the National Capital Region that could trigger 7.2-magnitude earthquakes. The study intends to come out with a comprehensive and operational model for regulating the use of subdivision roads in specific areas in an urban city for disaster risk reduction. It has to be noted that due to the inappropriate construction material, inadequate gutter and drainage system, the subdivision face time-to-time flooding. Further during peak hours, the subdivision can face serious problems regarding road congestion and parking that will surely hamper during emergency situations such as when the "Big One" occurs To resolve this kind of problem, a holistic and comprehensive approach will be used in coming up with a Subdivision Regulation in coming up with Subdivision Disaster Risk Reduction Action Plan. Hence, the Action PLan will not be limited to specific factors alone, like drafting of a city ordinance, but would also include subdivision road construction, interconnecting linkages of adjoining subdivisions, tree planting along subdivision roads, a traffic management plan, security concerns and other factors necessary for developing a sustainable community. Institutional mechanisms needed for these regulatory measures will also be considered.

Coping and Adaptive Capacities Expansion of the Non-Government Organizations (NGO's) accredited as member of Quezon City Development Council

MBA-DRM Thesis Candidate, PSBA-Manila
Presented by: ***Ms. Coleen C. Balasabas***

Abstract

The study is focused on coping and adaptive capacity expansion of Quezon City Development Council accredited non-government organizations (NGOs) toward disaster risk reduction in the changing climate. The primary purpose of an Advocacy NGO is to defend or promote a specific cause as opposed to operational project management; these organizations typically try to raise awareness, acceptance and knowledge by lobbying, press work and promoting activist events. Tehre are Quezon City Development Council accredited NGOs and, in view of the changing climate that poses many challenges to the local government and people of Quezon City, due to the lack of appropriate coping and adaptive capacity, thus, there is need to undertake the study in order to find out how to harness these NGOs towards reduction in the study area. The study will adapt the methodology used in Disaster Risk Reduction Master Plan (DRRMP) 2014-2020 and Local Climate Change Action Plan (LCCAP) 2017-2027 studies to measure the level of coping and adaptive capacities of NGOs. This will allow to provide appropriate Programs, Projects, and Activities (PPAs) to enhance the coping and adaptive capacities of accredited NGOs and it will eventually help in creating resilient societies.

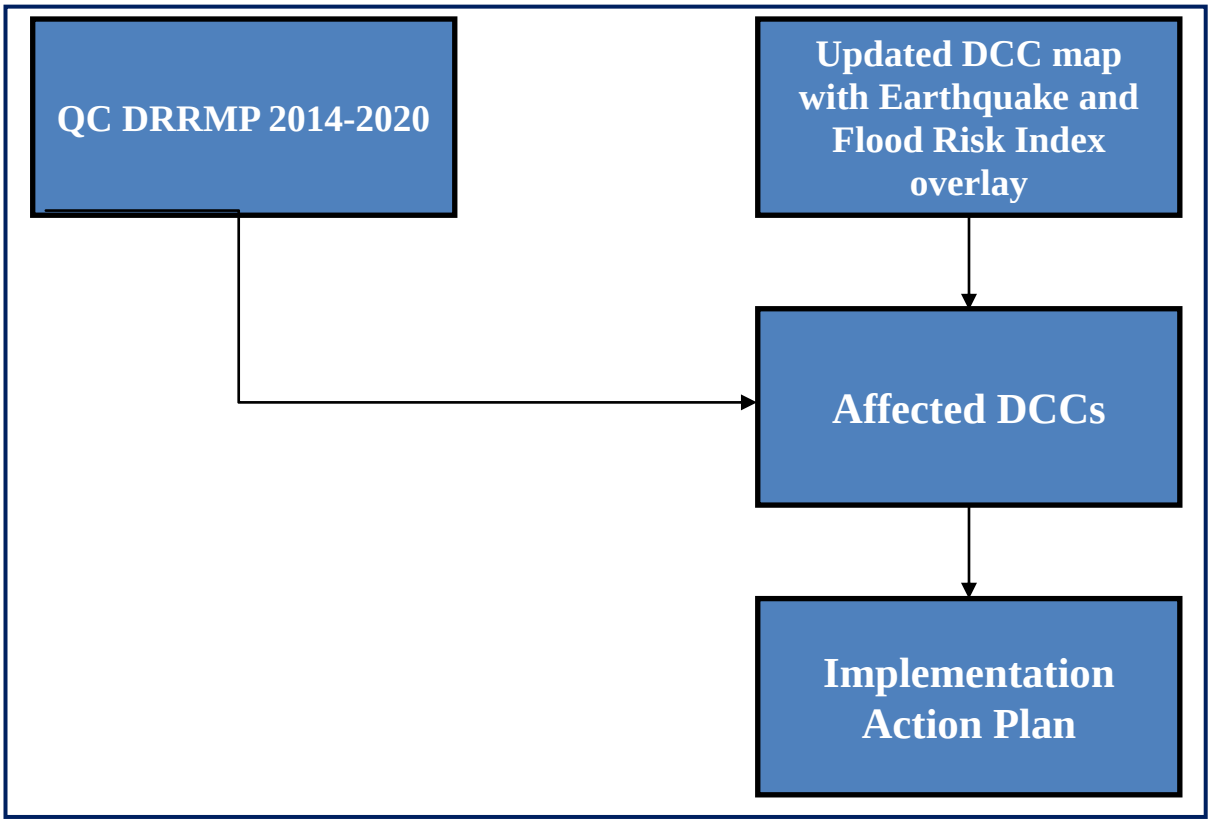
Multi-hazard Risk Mapping of Daycare Centers in Quezon City: An Action Plan towards Decision Making

MBA-DRM Thesis Candidate, PSBA-Manila
Presented by: ***Ms. Ruth Erica G. Genato***

Abstract

Day care centers are critical structures because they house children aged 3 to 4 who are still in a period of rapid development. What occurs in this stage of life sets a great precedent for what comes next? During this stage, the mind is very vulnerable, and any inadequate stimulation might result in developmental changes that would be tough to undo later on. As centers established in order to defend the right of children to assistance and to provide them with special protection against all forms of neglect, abuse, cruelty, exploitation, and other conditions prejudicial to development, day care centers are critical structures which need to be safeguarded against flood- and earthquake-related hazards. The study seeks to review the implementation of the Quezon City Disaster Risk Reduction and Management Plan (QC DRRMP) 2014-2020 regarding day care centers as critical facilities and see if there are gaps. There might be day care centers in flood- or earthquake-prone areas that have not received necessary interventions. This implementation action plan can provide the local government an insight regarding the necessary adjustments should there be gaps learned through this study.

Conceptual Framework



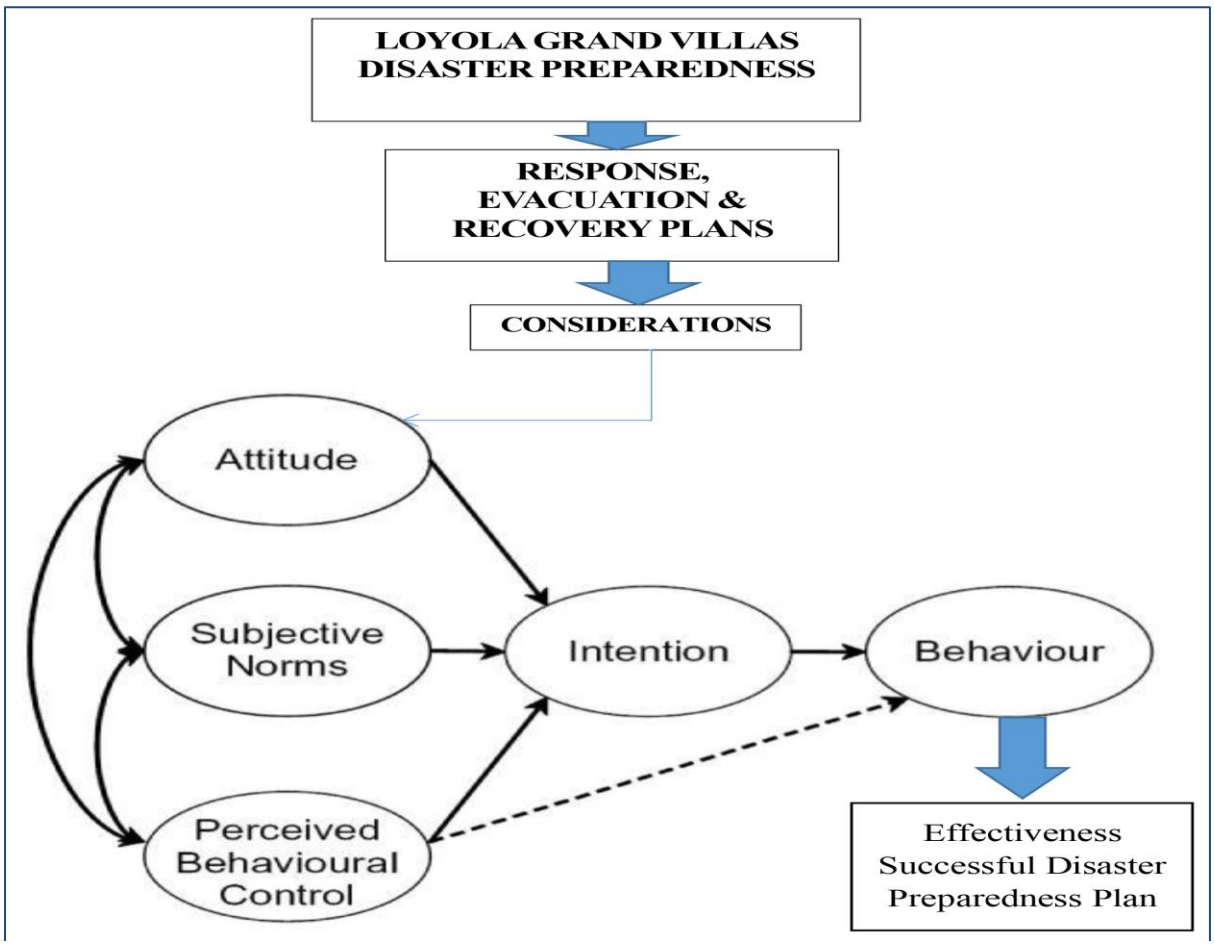
Enhancing the Evacuation Plan for Subdivision in Quezon City: A Model for Open Space Evacuation Center

MBA-DRM Thesis Candidate, PSBA-Manila
Presented by: ***Mr. Jonathan E. Africa***

Abstract

The study aims to find out how to enhance the evacuation plan of Loyola Grand Villas for it to become a model for open space evacuation for subdivisions in Quezon City. There are measures currently put in place by the Loyola Grand Villas Homeowners Association, Inc. (LGVHAI). It seeks to answer the questions on the levels of preparedness of Loyola Grand Villas focused on some deadly and disastrous natural disasters like typhoon and flood preparedness; fire preparedness; and earthquake preparedness. It also attempts to answer questions on the plans of the LGVHAI to enhance family preparedness in times of disaster; level of preparedness of the subdivision homeowners in terms of the five basic needs for disasters; and improvements, if any, are needed to enhance the preparedness of Loyola Grand Villas in case of natural and man-made disasters.

Conceptual Framework



Plenary Session II:

MBA Research Methodology Class

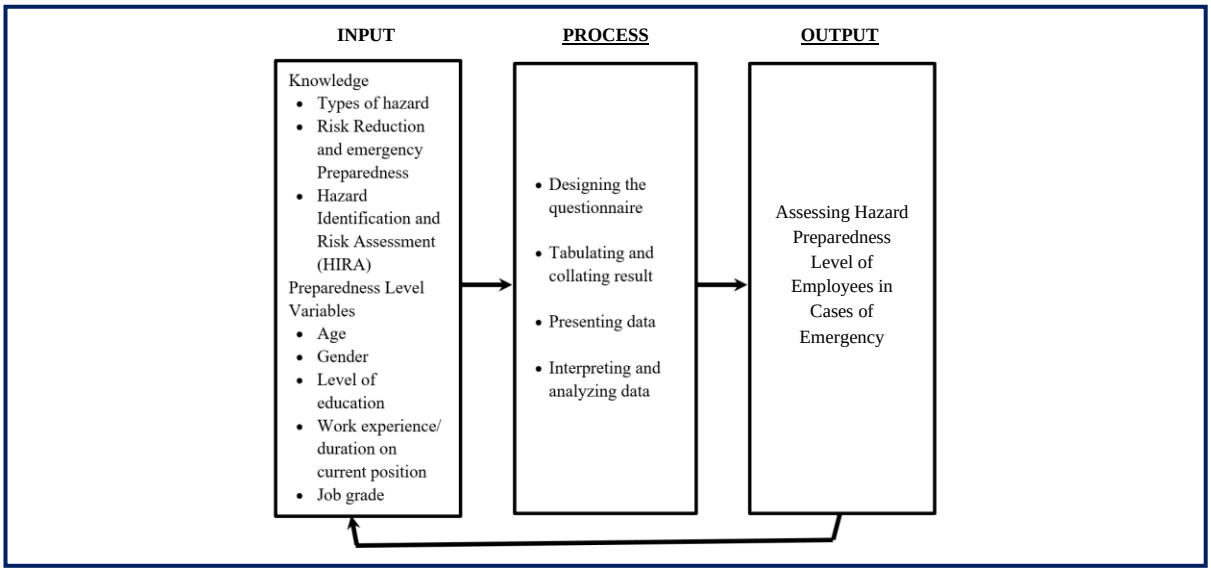
Assessing Hazard Preparedness Level of a Hotel and Casino's Employees

MBA - Research Methodology Class, PSBA-Manila
Presented by: ***Ms. Mary Ann J. Caballeda***

Abstract

An emergency in the workplace is any situation that threatens the lives of workers, customers, or the public. The research was designed to explore mainly the Hazard Preparedness Level of a hotel and casino's Employees in term of their coping capacity once any emergency arises. The exploratory research design is considered for this study and for sampling, stratified random sampling will be used. The data gathering will be through self-administered questionnaire. Indeed, the reliability of the questionnaire will be tested using Cronbach's alpha. The analysis of the variances test will be used as a statistical tool in determining significant differences in employees' preparedness using different criteria (age, gender, level of education, work experience/duration on current position and job grade). The researcher hypothesized that there is a significant difference in Hazard Preparedness Level of Employees in Cases of Emergency vis-à-vis said criteria. This study will eventually provide mitigating and preventing options in reducing the negative impact of the disasters, especially in terms of decreasing the number of casualties. Further, this study expects to provide contingency action plan, comprising of programs, projects and activities with corresponding short-, medium-, and long-term strategies. The results of this study will also be used to convince similar establishments to evaluate their coping capacities and learn from good practices like this study. Further, the methodology used in this study can also be replicated or customized to do similar studies in different areas of interest. In addition, this proposed study output implementation will help in creating resilient employees.

Conceptual Framework



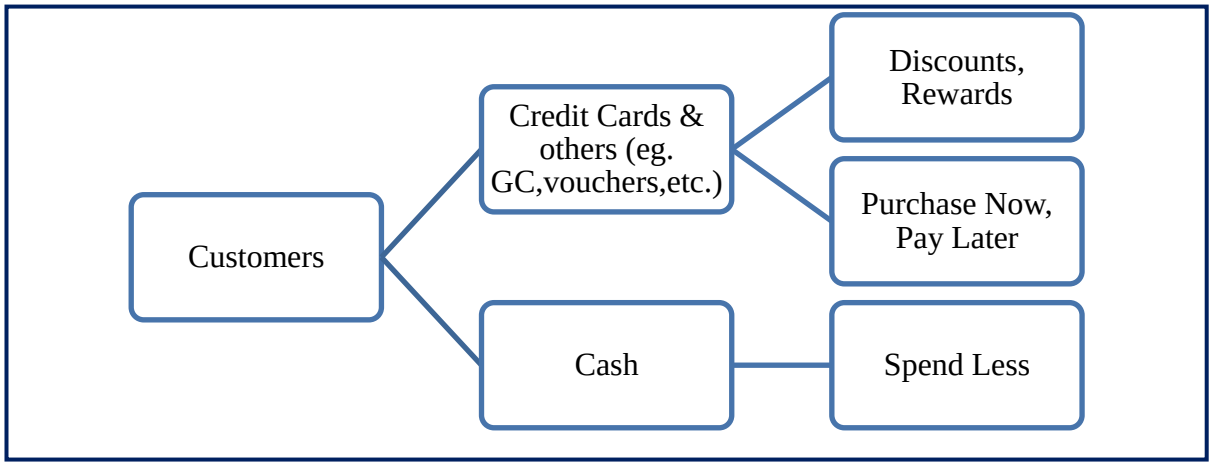
Impact of Mode of Payments on Purchasing Power of Consumers in Selective Casual Dining Restaurants in Makati City

MBA - Research Methodology Class, PSBA-Manila
Presented by: ***Ms. Maria Carmel E. Molina***

Abstract

The onset of digital technology made one mode of payment popular: the use of credit cards. For the past years, we witnessed the increase in usage of this plastic cards in replacement of carrying huge amount of cash with us whenever we go out. Credit cards gave people options in dealing with their finances. Dining restaurants are everywhere. Nowadays, it is normal to encounter the establishment's partnership with various issuing banks' cards, offering perks and discounts every time you use your credit card as payment for your transaction. Further engaging the consumers in using their credit cards more and more, proving its impact and significance because of the benefits they have gotten from it like paying a much smaller bill or having a free dessert or entrée whatever the case may be. Questionnaires would be given out to dining customers in order to determine how likely they will be using their credit card as payment and how recurrent they use it when dining in a casual dining restaurant that accepts credit cards as payment. Random interviews maybe done also to have an alternative understanding on why credit cards are popular with consumers. This research will give us an impression on the effectiveness of credit card in contrast with paying in cash or other modes of payment. The results of which can serve as basis on future marketing and promotions for casual dining restaurants in order to attract credit cardholders to dine-in and spend a fraction of their card's limit for food consumption. In conclusion for this research, the information gathered will encourage exploring more of the credit cards and other modes of payment's certainties in the future for we are now in a society wherein carrying cash outside is being deemed unsafe because of the rise in petty crimes. Further studies are recommended since technology is always evolving - what is applicable and popular now might not be practical in the coming years.

Conceptual Framework



Policy Framework on Universal Charge through Gradual Removal of Missionary Electrification Subsidy in the Philippines

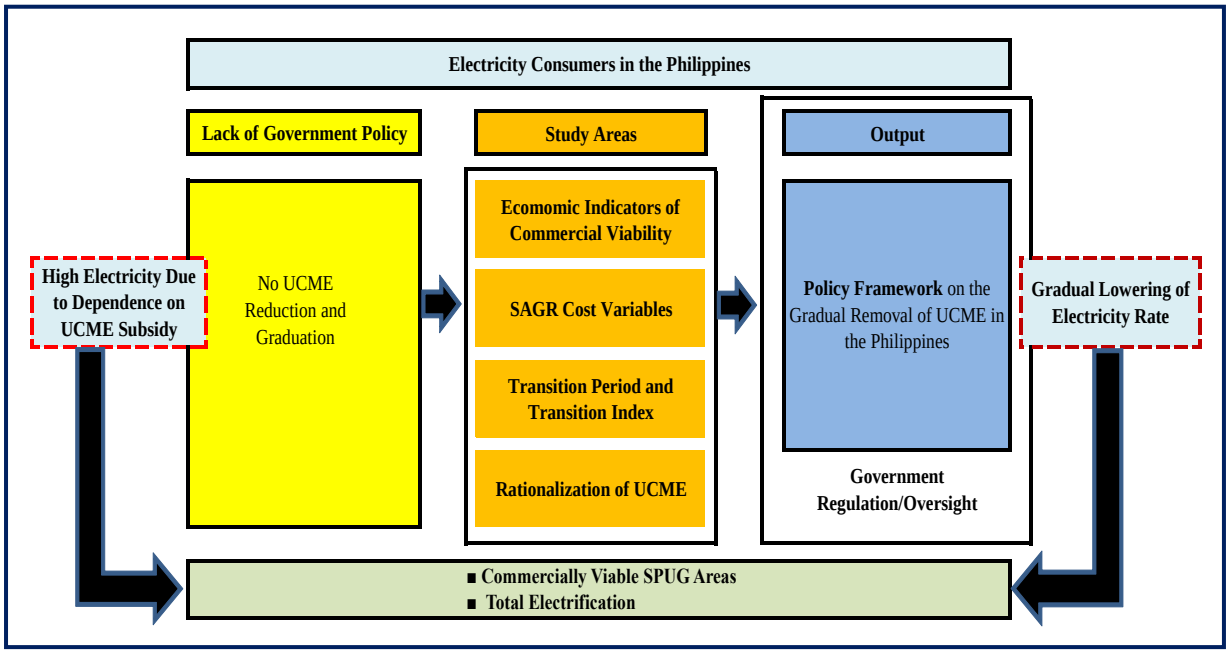
MBA - Research Methodology Class, PSBA-Manila
Presented by: ***Dr. Tabassam Raza*** *and* ***Mr. Jonnel S. Acoba***

Abstract

Republic Act (R. A.) No. 9136 or Electric Power Industry Reform Act of 2001 (EPIRA) prescribed the imposition of a Universal Charge for Missionary Electrification (UCME) to all electric consumers nationwide as a socialized subsidy mechanism for off-grid areas in the Philippines. The UCME institutionalized the provision of subsidies in areas that are not interconnected to the main grids, with the view that this consumer-subsidized electrification program can impel development and progress in these remote and unviable areas at par with those in the main grids (Mendiola, 2016). However, due to lack of a government policy on UCME reduction and graduation, the consumers will be expected to indefinitely subsidize the electricity consumption of the off-grid recipients, even those areas or consumers who have already attained commercial viability status. The lack of a clear-cut policy directive for the implementation of the UCME Subsidy Program redounds to the burden of all electricity consumers, as the UCME subsidy forms part of their electric bill.

This paper is aimed at conducting a comprehensive study with the end view of formulating a policy framework on UCME reduction and graduation. Among the aspects of the program that necessitate the formulation of a policy framework are: a.) lack of standards or indicators on the determination of commercial viability status; b.) absence of transitional index and period that will be used to set the gradual increase in the Subsidized Approved Generation Rate (SAGR); c.) obsolete cost variables that were used to compute the current SAGR; and d.) indifference of the context of affordability for each type of consumers which aver the relationship of consumption or spending pattern and commercial viability. This study involves both a quantitative and qualitative approach using policy research analysis and evaluation as data collection method. The research will also utilize both empirical studies to collect primary data thru observation, thematic analysis and field interviews and desk reviews to analyze and synthesize secondary data thru content analysis of visual and textual materials. The significance of this study can be measured in terms of the end of achieving lower electricity rates that will redound to the benefit of all electricity consumers in the Philippines. The output of this research may become a considerable input for policy makers in the electricity industry as this study presents factual, comprehensive and practical approach of policy analysis and evaluation. The policy framework is also envisioned to encourage societal values of industry and hard work to attain self-sufficiency and to uplift community and individual living with less to no dependence from government subsidies, equity among consumers, and total electrification as the graduated funds can be made available to energize other missionary areas.

Conceptual Framework



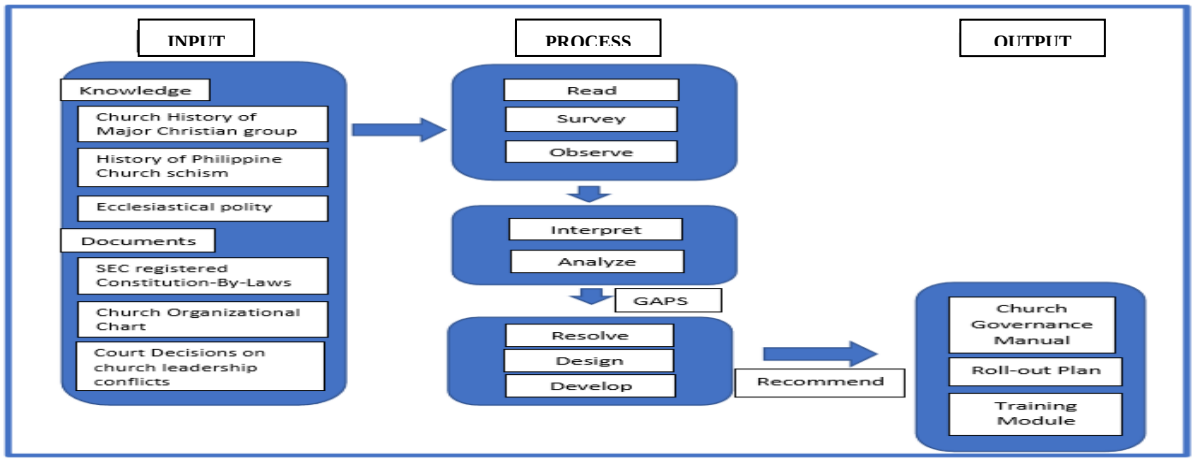
Church Governance and Ethical Standard as an Essential Element for Preservation of Church Unity

MBA - Research Methodology Class, PSBA-Manila
Presented by: ***Mr. Leo D. Parotina***

Abstract

Church usually fail or disintegrate due to financial or operational scandals. These scandals are brought by absence or lack of good church governance and ethical standards throughout the organization. It is also important that the organization define its values that promotes trust and confidence, fairness and truthful behavior. The purpose of the study is to determine the best church governance and ethical standard applicable to church organization to sustain unity, growth and organization's continuity considering the Biblical doctrines, socio-cultural economic and political environment. It is also the objective of the study to provide framework of good church governance that will guide the organization's growth and sustainability and to set ethical standard based on principles that complements the church governance. And finally, to provide analysis of Lutheran Church in the Philippines (LCP) internal conflicts and the resolution to mitigate the risks of disunity among the member congregations. The researcher will do case study, conduct survey through questionnaire, interview, and indirect observation for 5 churches with 2,000 worshippers every Sunday. Analyze the data, resolve issues, and design and develop church governance policy. Recommend the adoption of church governance manual, develop and implement roll-out plan. Good and strong church governance ensures church success and growth and maintains donors' and members' confidence. It also minimizes wastages, corruption, risks and mismanagement. The main benefactor of the study is LCP. The church has dual need for leadership, spiritual and legal form. The clergy provides the needed spiritual leadership, whereas, the legal form should be guided by the church written governance and ethics. Thus, there is a need for good church governance and ethical standard for all congregations.

Conceptual Framework



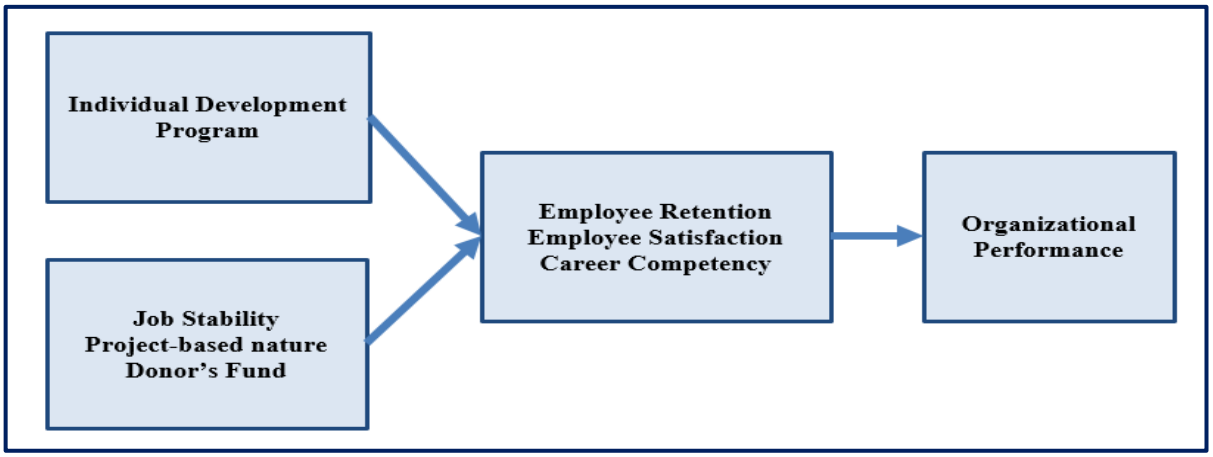
Assessing Relationship between Individual Development Program and Employees' Retention in International Committee of the Red Cross, Philippines

MBA - Research Methodology Class, PSBA-Manila
Presented by: ***Mr. Mark C. Magno***

Abstract

Most companies are struggling to design an appropriate strategy that could enhance the retention rate and pull the turnover rate downward. As the organization is dependent on the performance of its employees to ensure achievement of organizational goals, it is critical that the skills, competencies, and expertise of employees are of highest standards. Working in an international organization like the International Committee of the Red Cross (ICRC) is considered unstable. Its project and donor-based nature which tends to cease operation as soon as a project is finished or when there is insufficiency of donor's fund. The focus of this research is to assess the relationship of individual development program and employee retention in the ICRC, Philippines. Also, to come up with concrete recommendation which will eventually be valuable to the organization in deciding whether such program can be extended for a long term. A quantitative research approach of the data collection was adopted using a questionnaire of which questions asked from 100 respondents were based on 5-points Likert scale. The results of this research is useful for organizations to understand that individual development program could be shaped into a retention strategy. There is a high probability that if organization fulfills the employee's needs regarding polishing existing skills and preparing them for upcoming challenges, retention rate will be improved. This research recommends the same practice of having individual development program in the organization especially to other intergovernmental and non-governmental institutions. It will enable them to structure their training and development programs to make them more effective in terms of helping to improve the efficiency of the workforce and lead to less employee turnover.

Conceptual Framework



Plenary Session III:

PSBA

and

Other Universities

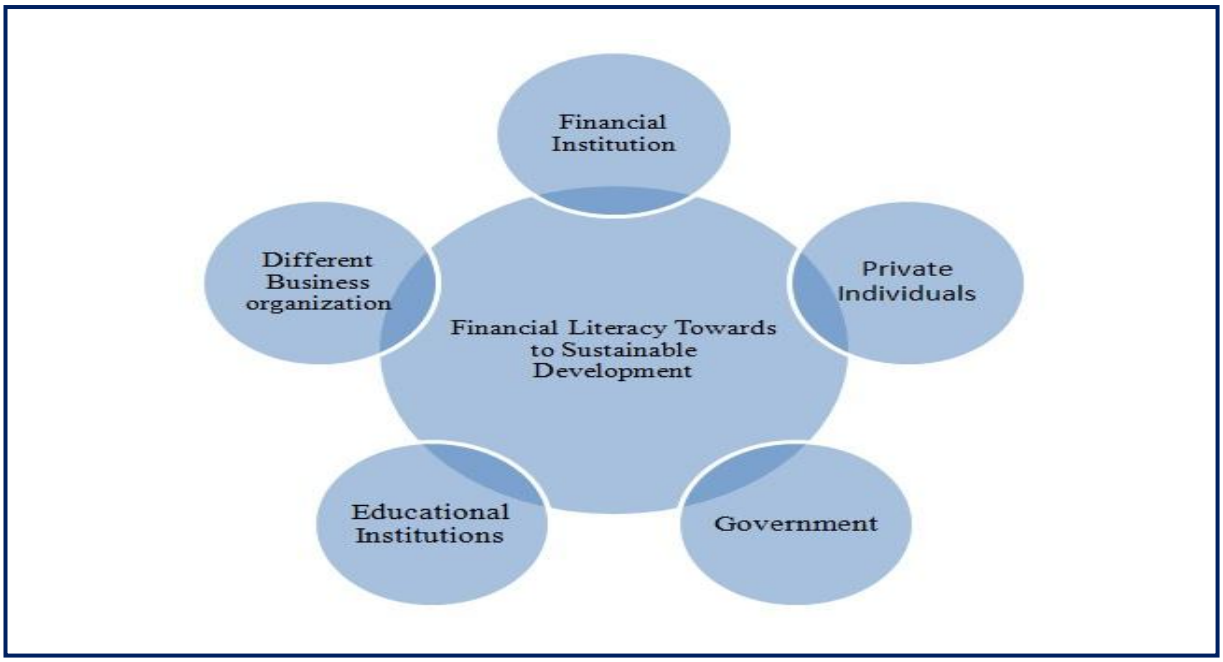
Financial Literacy towards a Sustainable Development: A Social Intervention Perspective

DBA - Corporate Social Responsibility in Business Class, PSBA-Manila
Presented by: ***Mr. Jan Michael R. Las Marias***

Abstract

This study will explain how Financial Literacy is very crucial which involves social intervention of the government, financial institution, different business organization and even private individuals are also part of this framework. Learning and understanding the importance about Financial Literacy will teach us how to appreciate the value of saving any amount for the future, investing to receive a higher return, or budgeting of daily expenses. However, the level of Financial Literacy in the Philippines compare with neighbor countries, it was very upsetting due to higher demand of different gadgets, higher inflation and lack of Financial education that could resulted to Financial incapability like large debt from different financial institutions, cooperative or even their close friends or relative. The main objective of this study to identify the gaps of the Government, Financial Institutions, different Business Organization, Educational Institutions and Private individuals and fill-up the gaps with appropriate solutions regarding the issues on Financial Literacy. For this study, the research will use the quantitative approach as a research method. The gathering of data will be through interview and questionnaire and document analysis with a quota sampling. The resulted of this research includes evaluating if the proposed model is adequate and acceptable in the Philippines. Perhaps, it is also serve as future references for those researchers that are doing for further studies related on this topic.

Conceptual Framework



MSME Entrepreneurs Leadership: An Employee Engagement Crisis Framework

Ateneo de Naga University
Presented by: ***Ms. Janet Guerrero-Poja***

Abstract

The MSMEs are economic development drivers in most countries in the world. The movement to advance the promotion and development of MSMEs continues not only in the country but in the ASEAN region in a wider scale making our MSMEs globally significant. There are still challenges to address for business continuity. The success of MSMEs is dependent on one of the important factors in the organization which is the leadership style of the entrepreneur. This study was conducted to understand the leadership structure and styles of the MSME Entrepreneurs and come up with 21st century responsive leadership learning program of MSMEs for them to better handle the new breed of millennial workers in their businesses as this sector faces the people handling crisis, known as "High Rate of Employee Turnover" that is being experienced by MSMEs as they compete for talent with big corporations.

This study is a descriptive study done with the combination of qualitative and quantitative approaches. The leadership practices of the MSME entrepreneurs where identified using the Leadership Practices Inventory. There is no much discrepancy between MSME Entrepreneurs' leadership practices and MSME Workers' leadership preferred practices. It was found from the study that MSME entrepreneurs and workers already recognized the importance of leadership in business organizations even among MSMEs. It is also concluded that Five Exemplary Leadership Practices are "Most Frequently" practiced by MSME entrepreneurs and are also "Most Frequently" preferred by the MSME Workers. It also concluded that "Shared Vision" is not yet well practiced in the MSMEs as compared to corporate businesses and this is mostly the recommendation should focus on. Business Continuity will be achieved as an agenda in the Shared Vision of the organization.

A Global Perspective of Governance and Policy Process in Business Continuity and Disaster Risk Reduction

Dean, IQRA University
Presented by: ***Dr. Kamran Raza***

Abstract

To be provided later n the Proceedings soft copy.

The Impact of Television Advertisement of Four Leading Fast Food Chains on Children's Wants: Parent Point of View, Pasig City, Philippines

MBA Candidate, PSBA-Manila

Presented by: ***Mr. Bo Ngoc Bui***

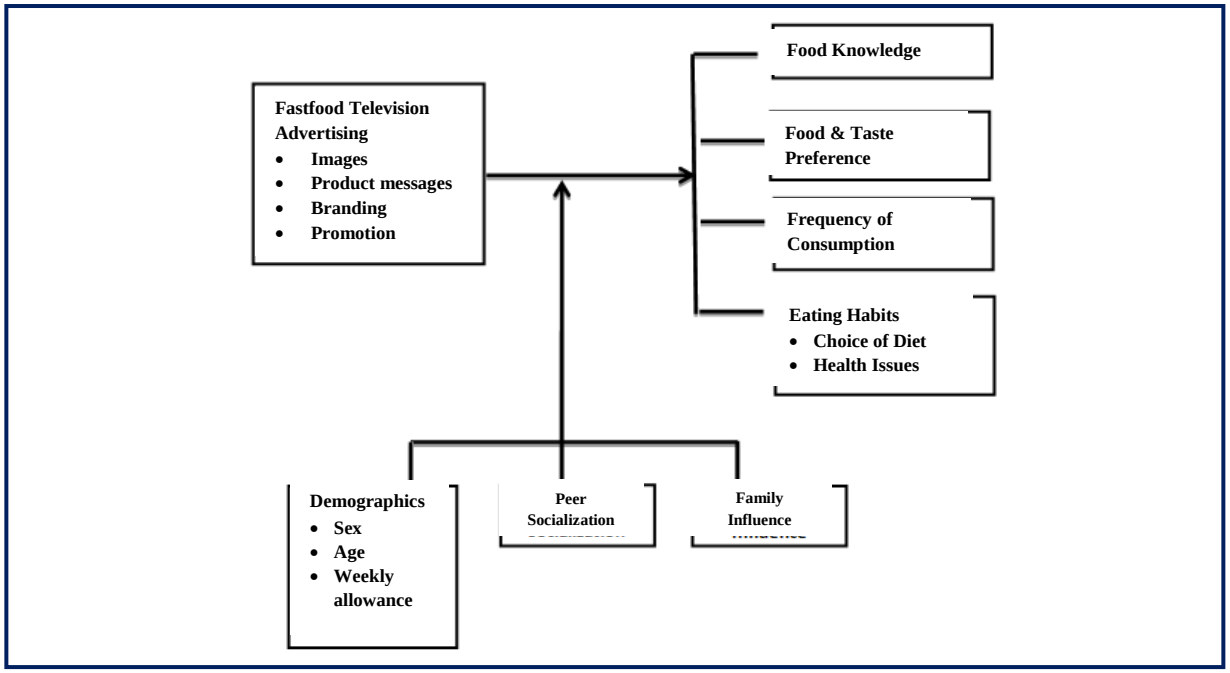
Abstract

The popularity of fast food television advertising is a concern for everyone. It is one of the most effective modes of enticing consumers to patronize fast foods. While there are nutritious foods sold in fast food centers, there are unhealthy foods serve in these outlets. However, children are easily attracted to fast food television advertisements. Therefore, this research will particularly focus of the point of view of parents living in Pasig City on the impact of the television advertisements of four fast food chains on their children's wants.

Essentially, this study will look into how parents evaluate their children peer socialization and family influence; analyze how television advertising by fast foods companies present their images, product messages, and promotion, as well as, rate their children with respect to their food segment awareness, food and taste preference, frequency of consumption, and eating habits.

To determine the extent by which fast food television advertising contribute to the children's food segment awareness, food and taste preference, frequency of consumption, and eating habits, linear regression will be used. The study will compute for the sample sized based on the population households of Pasig City and subsequently use stratified and random sampling. This study is important in that it will show how detrimental fast food television advertising is on the eating behavior of children. It will show whether they positively or negatively contribute to children's eating habits and behavior.

Conceptual Framework



Plenary Session IV:

PSBA

and

Other Universities

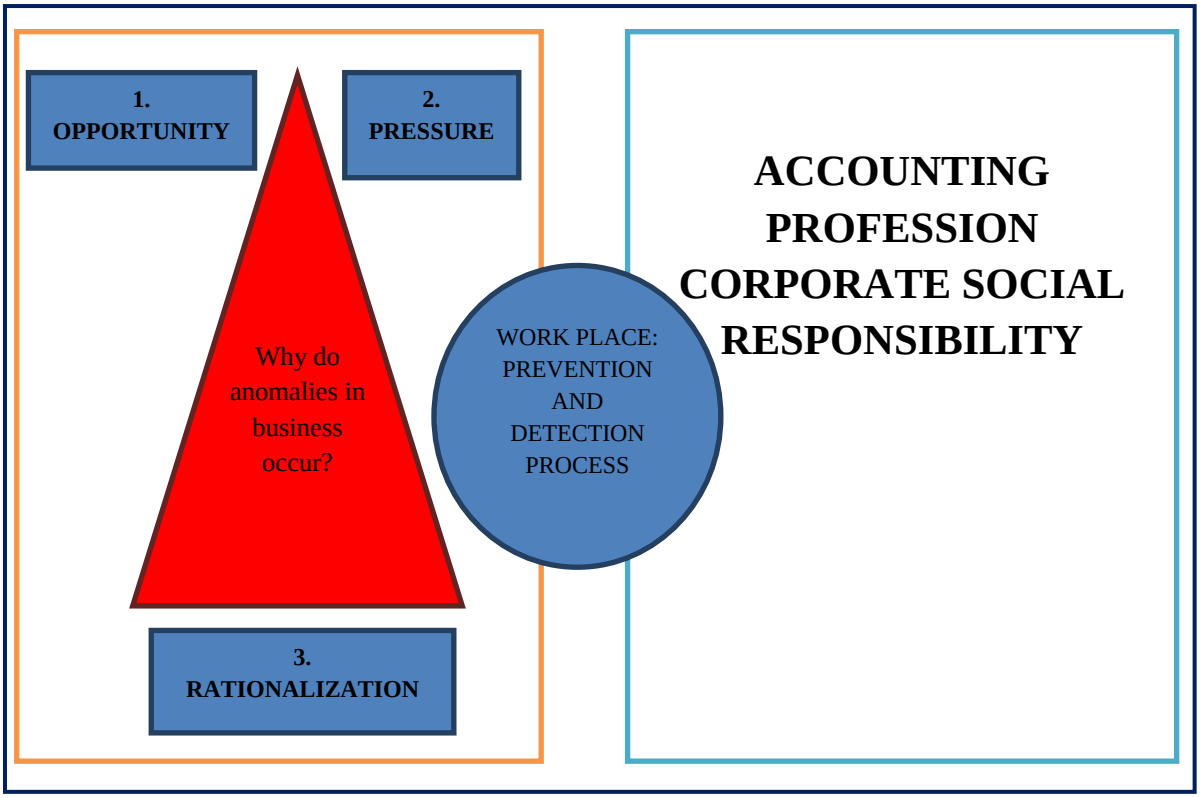
Mitigating Anomalies in Business: A Social Responsibility of the Accounting Profession

DBA - Corporate Social Responsibility in Business Class, PSBA-Manila
Presented by: ***Mr. Rafael R. Veloso III****, CPA, MBA*

Abstract

This research study aims to explore the development and communication of corporate social responsibility (CSR) activity within accounting-related profession and understand how the Accountancy profession help mitigate anomalies in business particularly the organization's financial reporting. A broad range of documents produced by accounting firms were considered and to review these documents a systematic technique called content analysis was applied. The result of this study revealed that Big four accounting firms have relatively sophisticated agendas and programs for CSR activity with four key components namely community, environment, marketplace, and workplace. Furthermore, a framework is designed by the Institute of Internal Auditors (IIA) to explain the reasoning for business anomalies namely pressure, opportunity and rationalization. The IIA also provide prevention and detection control process to mitigate anomalies in business particularly the financial shenanigans. As part of an organization's governance structure on the other hand, a fraud risk management program should be in place, including a written policy (or policies) to convey the expectations of the board of directors and senior management regarding managing business anomalies or risk.

Conceptual Framework



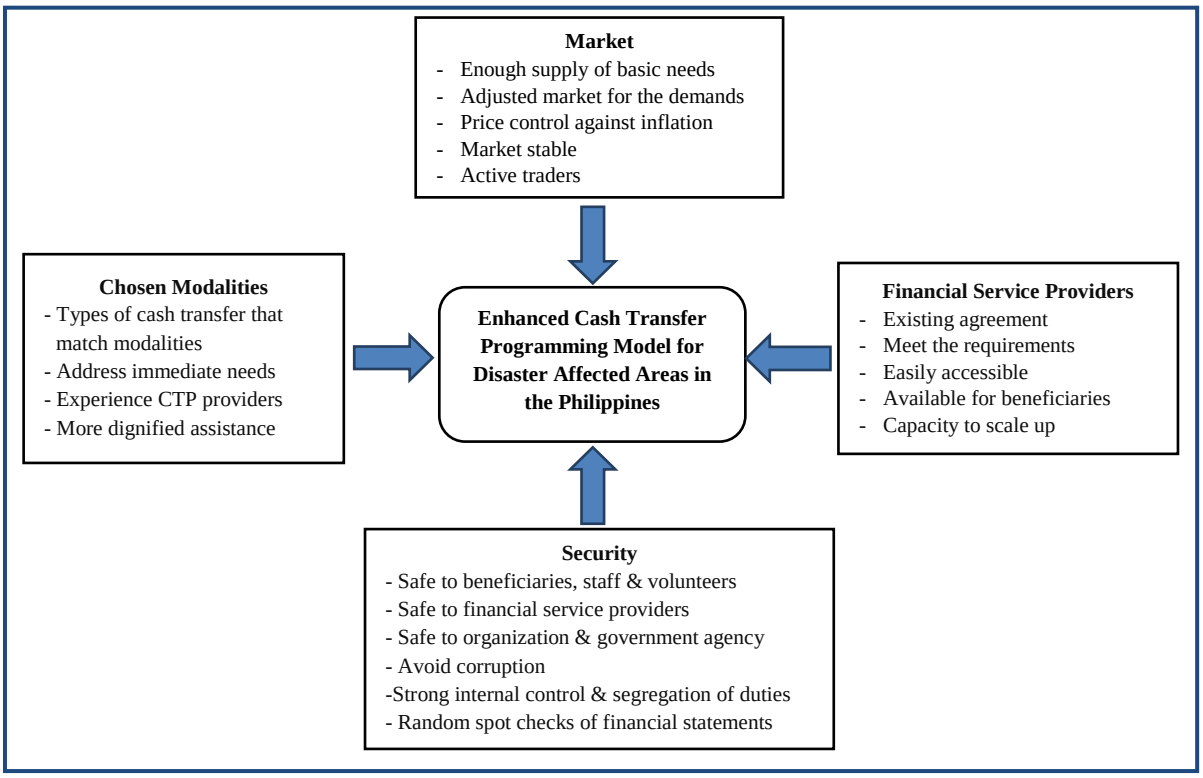
Enhanced Cash Transfer Model for Disaster Impact Areas in the Philippines

DBA Dissertation Candidate, PSBA-Manila
Presented by: ***Ms. Alma Gutierrez***

Abstract

As one of the most disaster-prone countries in the world, with about twenty typhoons a year, the Philippines is exposed to the disastrous impact of at least four to five typhoons every year. During and after disasters, the affected areas are at the frontline of response and rescue operations through the country's strong network of relief agencies and tested contingency mechanisms. Cash transfer to the beneficiaries is an instrument that can be used to address basic needs for food and shelter, establish livelihood or productive capacity. However, the cash transfer systems are not adequate to meet the requirements of the beneficiaries in disaster-affected areas. Thus, the main purpose of this study is to find out gaps in the market, choice of modalities, financial service providers and security in cash transfer programming; and fill-up the gaps with appropriate solutions. The proponent used mixed design of quantitative and qualitative approach. The gathering of data was through a survey questionnaire, key informant interviews, and document analysis. Indeed, this research intended to provide vital information based on an enhanced cash transfer programming model that can be used by humanitarian organizations, government agencies, donors, financial service providers, focal persons, technical cash working group, key program and support services staff, volunteers, and stakeholders in disaster affected areas in the Philippines. The outcome of this study included evaluating if the proposed model is acceptable and suitable in this country. This developed model will serve as future reference for researchers for more in-depth empirical studies.

Conceptual Framework



Sweet Potato-Based Products Value Chain Analysis for Input-Market Challenged Business Resiliency in Albay, Philippines

DBA Student, Ateneo de Naga University
Presented by: ***Mr. Nolan G. Belaro***

Abstract

Albay, as "Vatican of Disaster", bank on sweet potato as potential armament to combat food scarcity once hit by typhoons and other calamities yet are constraints of what specific supports must be given to sweet potato farmers and processors for continuous utilization of sweet potato excess production in cases calamity doesn't occur. This study determined specific measures in supporting organized sweet potato farmers-processors to develop strategies and value-creating activities within the industry to assure continuous production of sweet potato by the farmers and guarantee business continuity by having competitive sweet potato-based products. Employing descriptive research with documentary analysis, there are three farmers' organization engaged in sweet potato-based food processing producing chips, flour, cupcakes, muffins, polvorons, cookies, vacuum fries, and enriched noodles made from sweet potatoes. Each organization has their own processing building provided through tie ups between LGUs-NGOs and LGUs-DA-PRDP. Engaging plant visits and FGD revealed that although semi-mechanization was evident, some processing facilities and equipment are still needed to increase sweet potato consumption and processing efficiency.

Three value chain maps were drawn for each enterprise and observe having similar actors along the chain and markets. Differences were noted on products having similar name but differs in texture, price, appearance, taste, and packaging. There is only one processor produces unique vacuum fried sweet potato fries. Consumption of sweet potato by the processors increases from 2% in 2016 to 4% estimates in 2018 and records directly proportional relationship with the number of sweet potato processors and volume of processed goods produced annually. Higher value addition was noted along reselling and retailing activities that ranges from 30-40% mark-ups while lowest value addition was noted on wholesalers of products having 16-18% of the transactions.

Measures identified are: a.) increase sweet potato processing enterprises to assure continuous utilization and production of inputs, b.) synchronize scheduling of planting sweet potato among farmers to avoid over supply and assure sweet potato availability all year round, c.) LGUs and other support groups to extend financial assistance/grants for automation of production processes and acquisition of equipment, d.) establish marketing cooperative that will manage the distribution of sweet potato-based products from Albay or one from among those enterprises to expand its operation to products distribution within and outside Albay, and e.) universities to continue build coordinative researches and extension services for product development, efficiency in production and profitability.

Plenary Session V:

PSBA

and

IQRA University

Employees as an Effective Marketing Arm: A Corporate Social Initiative

DBA - Corporate Social Responsibility in Business Class, PSBA-Manila
Presented by: ***Ms. Caroline S. Mateo****, MBA*

Abstract

The main objective of this study is to recognize the role of employees as the most effective marketing arm a company may use as their link to their customers and competitions. Moreover, this study aims to show that it is important to take care of their internal stakeholders first, which is their employees, in performing the company's corporate social responsibility before extending the same to the public. In doing so, while the company is fulfilling their social responsibility, they are at the same time strengthening their marketing support through their people. In order to fulfil this objective, the researcher will analyze the social responsibility practices of the corporate sector of the Philippines extended to their employees; the benefits that they are giving to their people; and their corporate reputation as perceived by the society. The study will analyze the cases of some prominent companies in the Philippines. Information will also be collected from the sources like newspapers, articles, and websites. Through analysis, the study will try to look at the relationship of two different perspectives, the marketing and the corporate social responsibility, how they will be tied with the strongest link and the most important resources of any organization, the human assets.

Role of Media in Disaster Management

Head of Department, IQRA University & Associate Dean, PSBA-Manila
Presented by: ***Prof. Ata Ur Rahman*** *and* ***Dr. Tabassam Raza***

Abstract

Media always play a vital role especially at the time of disasters which bring the government and private disaster management related organizations on the same page. However, after two or three days, the media lose its effectiveness due to the other pressing issues once arises. The core task of Media Management is to build a bridge between the theoretical disciplines of management to the practical specificities of media and its application to the disaster risk management in context of this study. Indeed, the media assists in the management of disasters by educating the public and disaster risk reduction (DRR) and management organizations. It has to be noted that without harmonious relationship between media and disaster risk management organizations, it is not prudent to disseminate information about early warning systems; affected areas; needs of the victims; reality on the ground; and what needs to be prepared in evacuating the victims from impacted areas to the evacuation centers. The objective of this study is to come up with a term paper by collecting secondary data towards a strategy that can create a permanent relationship between media and DRR governance. In this regard, a strategic framework is to be produced with operational guidelines that can be shared on both parties in order to come up with permanent-based protocols and procedures that need to be followed once a disaster occurs. This framework can also be adapted by other organizations and institutions, like academia, in order to play a similar role.

Corporate Social Responsibility as a Marketing Strategy of Allied Energy Service (AES) Philippines, Inc., Masinloc, Zambales

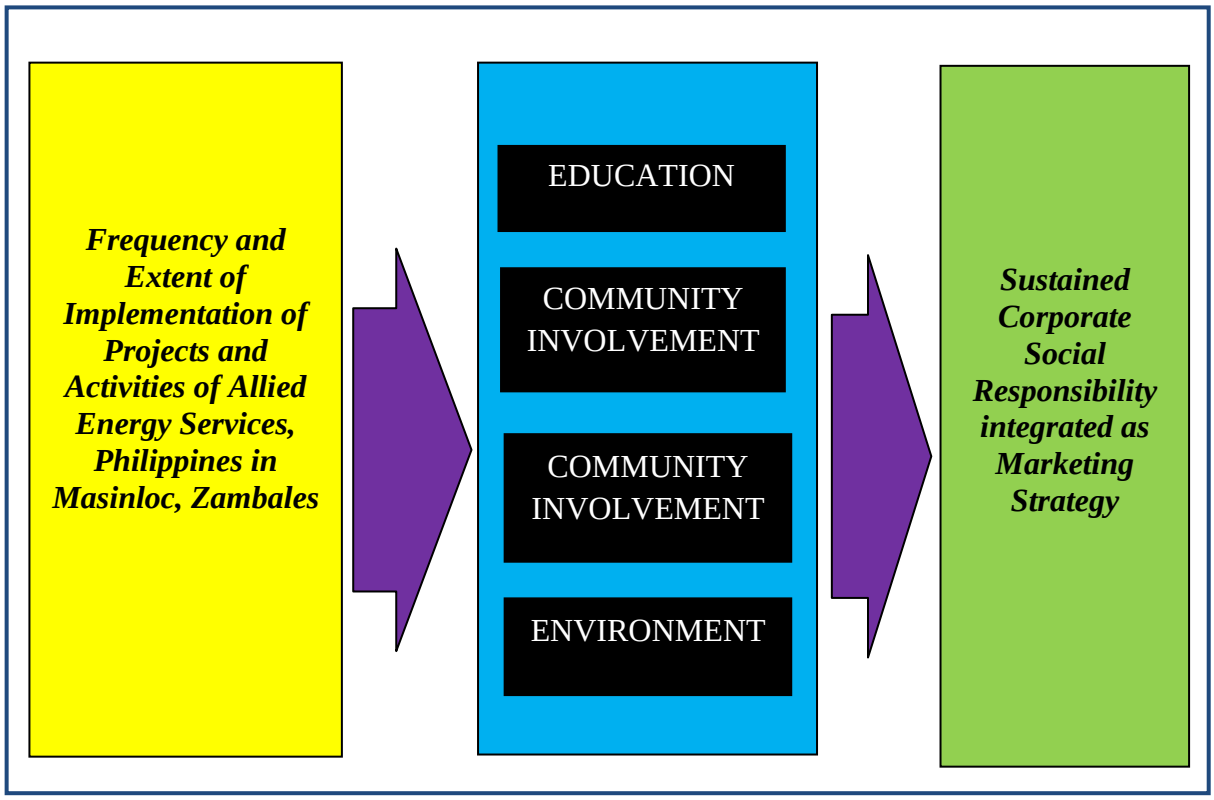
DBA - Corporate Social Responsibility in Business Class, PSBA-Manila
Presented by: ***Ms. Michelle G. Acuavera***

Abstract

Businesses are no longer viewed as only the economic entities but perceived to be inseparable part of the society. Corporate Social Responsibility (CSR) is basically a concept strategy whereby companies decide voluntarily to contribute a better society and a cleaner environment. Over the last years, an increasing number of companies worldwide started promoting their business through CSR strategies because the customers, the public and the investors expect them to act sustainable and responsible. The government also suggests to the business units that the corporate should enact a framework related to CSR and include them in their vision, mission and strategic planning. CSR initiatives, if being implemented by all the corporations for rural development will have a positive impact in overall development of the society and their business.

This study aimed to determine the frequency an extent of implementation for the past two years on the projects and activities of Allied Energy Services (AES) Philippines and its effectiveness as Corporate Social Responsibility integrated as their Marketing Strategy.

Conceptual Framework



Online Booking System in Bicol Central Station

Ateneo de Naga University & Bicol State College of Applied Sciences and Technology
Presented by: ***Jonathan Sargento Dela Cruz*** *and* ***Debbie Abiog Adriano***

Abstract

Formulating new face – Bicol Central Station or BCS ("*2014 - 007 Transport and Traffic Ordinance*," n.d.) while running to meet the current trends in the country's transport industry has created an impressive impact to the stakeholders. Considering this development, this study analyzed the implementation of the online booking and registration services of BCS. Specifically, it determined the awareness of the online booking and reservation services; assessed the promotions on the use of the Online Booking and Reservation; ascertain the problems faced by ticket buyers. The study further revealed that 28% of the respondents who are aware of the online booking system are composed of 18-24-year olds; more male than female; degree holder; and family income of 7-15,000. Based on the responses three major issues were identified such as: knowledge on the utilization of the online services (24%); access to the internet (22%); and the alternative payment method (16%). On the evaluation of the satisfactory level of utilization, the online booking system is rated "satisfactory" ($\tilde{x}$=3.13). Literacy/Training/Capacity program (19%) and Promotion Services to any mass media (16%) were the perceived promotional activities. Thus, it is recommended that promotions should be strengthened to capture the interest of all stakeholders.

Impact of Lean and Agile Strategies on Supply Chain Risk Management

IQRA University, Karachi
Presented by: ***Waqar Ahmed***

Abstract

In this competitive era when there are unforeseeable changes and high level of environmental instability in the market, supply chains are more focused on implementing dynamic strategies to get rapid response with minimal cost. The purpose of this study is to propose a conceptual framework to analyse driving factors for leagile strategy and further it provides empirical evidences of effectiveness of lean and agile supply chain strategies on risk management in term of creating robust and resilient supply chain. Data were collected from 140 supply chain professional working in manufacturing industry for hypotheses testing via structural equation modeling. The findings of this study reveal that market orientation (MO) as an external force has a greater impact on driving agile strategy as compared to lean, while Quality management system (QM) as an internal force is highly related to developing lean supply chain strategies. Furthermore, lean and agile strategies also have a significant impact on robust supply chain and resilient supply chain. The suggested model would help organizations to understand and create ideal supply chain by implementing the right combination of both supply chain strategies which in turn helps to create robust and resilient supply chain.

NOTES

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