

3RD**INTERNATIONAL RESEARCH COLLOQUIUM****2018**

**“BUSINESS MANAGEMENT
RESILIENCY
TOWARDS RISK REDUCTION
IN CHANGING CLIMATE,
PROMOTING FINANCIAL, INDUSTRIAL
AND ENVIRONMENTAL SAFETY”**

**OCTOBER 13, 2018
SAT 8:00AM - 5:30PM
QUEZON CITY EXPERIENCE, QUEZON MEMORIAL, Q.C.**



CONCEPT NOTE

- Activity:** **THIRD INTERNATIONAL RESEARCH COLLOQUIUM (3rd IRC)**
Academic Year 2018-2019
- Theme:** **Business Management Resiliency towards Risk Reduction in Changing Climate: Promoting Financial, Industrial and Environmental Safety**
- Date:** 13 October 2018
- Venue:** Quezon City Experience (QCX) Conference Theatre, Quezon City Circle, Quezon City
- Number of Participants:** We are expecting more than 100 participants that include PSBA-Manila 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), School of Urban and Regional Planning, University of the Philippines, and Planning and Development Research Foundation Inc. (PLANADES).
- Supporting Partners:** Asian Institute of Technology, Global Alliance of Disaster Research Institute (GADRI), Sustainable Development Solutions Network – A Global Initiative for the United Nations (UNSDSN)

Background and Rationale:

The Third International Research Colloquium of the Philippines School of Business Administration – Manila (PSBA) is another step towards an intelligent search for solutions to the business continuity problems related to disaster impact in changing climate. The theme of this year’s Research Colloquium is “**Business Management Resiliency towards Risk Reduction in Changing Climate: Promoting Financial, Industrial and Environmental Safety**”.

With the latest researches that will be shared by Graduate School students and international scholars, it is hoped that not only PSBA, but also the entire country will benefit from such kind of events in promoting financial, industrial and environmental safety. This Colloquium is expected to be an event full of learning about the importance of business management resiliency; how climate-resilient is a business organization; and how firms around the world are adapting to the megatrend of the Climate Change.

The frequency and intensity of disasters, both natural and man-made, are on the rise. Their impact on our own well-being, livelihood, and economy, including industries, is ever-increasing. Essentially, the increasing impact of disasters on the numbers affected and on economic and material loss is logically explained by the increasing levels of vulnerability of people, caused by poverty, having to settle in marginal risk-prone areas due to population pressure, environmental degradation, and ill-planned development interventions.

Moreover, Climate Change is emerging as a threat to the stability of the financial system. The finance industry could be forced into making rapid adjustments if they do not gradually expose where their Climate Change risks might lie, which could trigger steep losses. Thus, there is a serious need to strengthen our chances of surviving disasters.

To deal with Disaster Risk Reduction (DRR), the United Nations (UN) and member countries showed their concern by formulating the Hyogo Framework for Action (HFA) in 2005 which set goals to reduce disaster losses by 2015. The HFA states that, “At times of disasters, impacts and losses can be substantially reduced if authorities, individuals and communities in hazard-prone areas are well prepared and ready to act and are equipped with the knowledge and capacities for effective disaster management”. In addition, 2015 was an important year for DRR and Climate Change Adaptation (CCA) in the international level. Following the end of the HFA, the Sendai Framework was developed with seven targets through four priorities for action for the year 2030 focusing on DRR. Further, in December 2015, a conference between 195 countries was held in Paris, France which set goals for Climate Change came to be known as “The Paris Agreement”. In addition, in September 2015 at the UN Sustainable Development Summit, a final document for the Sustainable Development Goals (SDGs) was developed, which lists 169 targets over 17 goals, each with its own indicators to measure compliance. The 13th SDG in particular focuses on Climate Action.

At the regional level, the Association of Southeast Asian Nations (ASEAN) has also issued joint declarations and statements on working effectively against Climate Change and for DRR. This includes adopting a protocol or legal instrument to understand more about Climate Change and DRR issues and to engage in joint efforts to address these issues.

In the Philippines, there are laws that promote DRR and CCA as mandated by two major laws: the Republic Act No. 10121, the Philippine Disaster Risk Reduction and Management Act of 2010; and the Republic Act No. 9729, or the Climate Change Act of 2009. These mandates provide the legal basis for policies, plans, and programs to deal with business management resiliency.

In line with this, we need to reinforce our institutional capacity for disaster risk reduction and management and build up the resilience of our communities, including the financial, industrial, and environmental sectors. In recent times where factors contributing towards vulnerability are widespread, the challenges posed to humankind by disasters, whether natural or man-made, are larger than ever. Disaster vulnerability is a problem we have been facing for over hundreds of years. Indeed, businesses will inevitably be impacted. These impacts include reduced revenues due to operational disruptions and decrease in business activities; increased maintenance costs of damaged infrastructure; shortening of assets' lifetime and decrease in value; and a substantial increase in insurance premiums and retrofitting costs as more infrastructures are damaged and regulations/technology standards evolve.

The main objective of this International Colloquium is to contribute to business continuity and resiliency planning by sharing knowledge acquired through relevant studies and researches within and among DRM planners, business administrators, and implementers in this region of Asia. It is also the intention of the Colloquium to raise the general awareness of the MBA and DBA students of PSBA and the other participants of the Colloquium on this subject. Particularly, this Colloquium seeks to disseminate knowledge and share good practices in terms of following:

1. Introducing various disaster risk financing and insurance schemes for vulnerable groups and/or communities;
2. Sharing of tools and 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 function in the terms of integrating in the Countries' development Programs, Projects, and Activities;
5. Promoting awareness and understanding on issues related to Disaster Risk Reduction and Management and Climate-related disasters;
6. Disseminating knowledge and sharing innovations in risk reduction towards business resiliency; and
7. Determine the relevance of business resiliency towards risk reductions in changing climate, how it affects the financial, industrial, and environmental safety of different business organizations/sectors, and how these businesses can deal/ cope-up on this changing climate.

Further, the Colloquium will provide students the much-needed space to present their ideas that could form part of the country's reservoir of practices in the hope of mitigating the effects of climate change in business. The participants in this Colloquium will include students in graduate studies, the faculty of PSBA, and speakers from other countries that specialized in this topic.

October 13 also happens to be the International Day for Disaster Risk Reduction which celebrates how communities all over the world are reducing their exposure to disasters. This

Colloquium, in turn, is our own observance in building a more disaster-resilient business community and promoting safer financial, industrial, and environmental sectors.

Contact:

Mr. Ramon Inigo Espinosa, DRME-Learning Coordinator, Disaster Risk Management Unit, Philippine School of Business Administration – Manila, Email: inggo@psba.edu, Mobile: +639065558311.

Dr. Tabassam Raza, Associate Dean & Director Disaster Risk Management Unit, Philippine School of Business Administration – Manila, Email: tabassamr@psba.edu, Mobile: +639188780041.



3rd International Research Colloquium (3IRC)

13 October 2018 | 08:00 AM – 05:30 PM | Saturday

VENUE: Quezon City Experience (QCX) Conference Hall Quezon City Circle, Quezon City

Theme: *Business Management Resiliency towards Risk Reduction in Changing Climate: Promoting Financial, Industrial and Environmental Safety*

Tentative Program

Time	Activity/Title of the Presentation	Person or Institution In charge
8:00 – 8:20	Registration	PSBA-Manila & UP PLANADES
8:20 – 8:30	Opening Prayer, National Anthem and introduction of Resource Speaker	Dr. Lualhati S. Macapagal , Editor, GSB Business Research Journal, PSBA-Manila
8:30 – 8:40	Welcome Message and Research and Development Perspective towards Business Continuity	Dr. Fidel R. Nemenzo , Vice-Chancellor for Research and Development, University of the Philippines, Diliman
8:40 – 8:50	Acknowledgement of Presence to Chief of Manila DRRMO Mr. Felix L. Abad and Introduction of the Guest Speaker	Dr. Mario Delos Reyes , Dean, UP-SURP and President, UP PLANADES
8:50 – 9:10	Guest Speaker Message and Welcome to the Participants	Hon. Herbert Constantine M. Bautista , Mayor, Quezon City
9:10 – 9:25	Resource Speaker Title: <i>Business Process Impact in Changing Climate; United Arab Emirates Perspective</i>	Mr. Abdul Ghafoor , Chief Executive Officer, Mangrove Services LLC, Business Bay Dubai, United Arab Emirates
9:25 – 9:40	Resource Speaker: Title: <i>Public Private Partnership Business Continuity overview</i>	Dr. Primitivo Cal , Executive Director PLANADES
9:40 – 9:55	Resource Speaker Title: <i>QC-LCCAP 2017-2027 Significance in Risk Sensitive Land Use and Development Planning, Quezon City</i>	Ms. Frederika C. Rentoy , Head, Environmental Protection and Waste Management Department, Quezon City Government, Philippines
9:55 – 10:10	Resource Speaker Title: <i>State DRRM in Metro Manila: Business Continuity perspective</i>	Mr. Marlon Henson Obligado , Plans and Programs Officer, Office of the Civil Defense
10:10 – 10:15	Open Forum	Dr. Jose Teodorico V. Molina , Chair, GSB Ad Hoc Committee, PSBA-Manila
10:15 – 10:30	Coffee Break and Group Photo	Quezon City Experience (QCX)
10:30 – 10:50	Resource Speaker Title: <i>Promoting Solar Energy towards Climate Change Mitigation: SolarNRG Business Perspective in the Philippines</i>	Mr. Mark Martin Consenheim , Country Manager, SolarNRG

Time	Activity/Title of the Presentation	Person or Institution In charge
10:50 – 11:00	Title: <i>A Need Assessment of Community Based Primary Psycho Social Support Center for Children in Quezon City</i>	Presenter: Mr. Froilan D. San Juan , MBA-DRM, PSBA-Manila
11:00 – 11:15	Resource Speaker Title: <i>Governing for Sustainable Urban Development in the era of Climate Change and Risk Management</i>	Dr. Elias M. Sampa , Director, Curriculum & Programs, Australian International School
11:15 – 11:30	Resource Speaker Title: TBA Dr. Indrajit Pal (video message)	Ms. Afshana Parven , Disaster Preparedness, Mitigation and Management, Asian Institute of Technology, Thailand and Faculty Member, Bangladesh
11:30 – 11:45	Resource Speaker Title: <i>Quezon City Disaster Risk Reduction: Insurance Mechanism towards Risk Pooling</i>	Mr. Karl Michael E. Marasigan , Head, QC- DRRMO
11:45 – 12:00	Open Forum	Prof. Carmi Liwag & Dr. Hussein Lidasan , UP-SURP, Diliman, QC
12:00 – 13:00	Lunch	Quezon City Experience (QCX)
Session I 13:00 – 14:15	Plenary Session	Chair of the Session: Archt. Pedro P. Rodriguez , Head, QC-CPDO
13:00 – 13:15	Resource Speaker Title: <i>Tracking the Economic Impacts of Flooding I Metro Manila: A Multi-Period CGE Analysis</i>	Dr. Philip Arnold P. Tũaño , Associate Chair and Assistant Professor, Faculty Social Involvement, Loyola Schools, Ateneo de Manila University
13:15 – 13:30	Resource Speaker Title: TBA	Prof. Kaoru Takara , Deputy Executive Director, Kyoto University and Director, DPRI
13:30 – 13:40	Title: <i>Small Medium Enterprise Business Continuity Planning in Barangay Socorro, Cubao, Quezon City</i>	Presenter: Ms. Dominga M. Capistrano , MBA-DRM, PSBA-Manila
13:40 – 13:50	Title: <i>Determining Carbon Emission Levels among High and Low-income Households in Quezon City</i>	Presenter: Mirasol M. Santos , MBA-DRM, PSBA-Manila
13:50 – 14:00	Open Forum	Archt. Pedro P, Rodriguez
14:00 – 14:15	Distribution of Plaques of Appreciation	Dr. Tabassam Raza & Dr. Jose F. Peralta , Associate Dean & Dean and President, PSBA-Manila
Session II 14:15 – 15:20	Plenary Session	Chair of the Session: Dr. Grace E. Enriquez , Professor, PSBA- Manila
14:15 – 14:25	Title: <i>Enhancing Existing Eye Examination Protocol for the Color Blinds: Mixed Product Strategy Model</i>	Presenter: Ian Emmanuel Gasolasco , MBA, PSBA-Manila
14:25 – 14:35	Title: <i>Enhancing Loyola Grand Villas Subdivision Emergency Evacuation Plan: A Model for Open Space Evacuation in Quezon City</i>	Presenter: Jonathan E. Africa , MBA-DRM, PSBA-Manila

Time	Activity/Title of the Presentation	Person or Institution In charge
14:35 – 14:45	Title: <i>Environmental Impact Assessment Compliance by Five Leading Chemical Plants in the Philippines: A Knowledge Guide Post</i>	Presenter: Jaclyn Vanessa S. Macapagal , MBA- DRM, PSBA-Manila
14:45 – 14:55	Title: <i>An Assessment of the M.7.2 Earthquake Impact Risk Reduction and Management of Top 5 Most Vulnerable Barangays in Quezon City</i>	Presenter: Allan Saleh F. de Vera , MBA-DRM, PSBA-Manila
14:55 – 15:05	Open Forum	Dr. Grace E. Enriquez
15:05 – 15:20	Coffee Break	Quezon City Experience (QCX)
Session III 15:20 – 16:10	Plenary Session	Chair of the Session: Dr. Jun Castro , Professor, UP-SURP
15:20 – 15:30	Title: <i>Enhanced Cash Transfer Programming Model for Disaster Affected Areas in the Philippines</i>	Presenter: Alma Rossana Gutierrez DBA, PSBA-Manila
15:30 – 15:40	Title: <i>Lessons from the APRU-IRIdES Multi-Hazards Summer School</i>	Presenter: Mr. Ramon Iñigo M. Espinosa GSB, DRM Unit, PSBA-Manila
15:40 – 15:50	Title: <i>Diagnostic for Human Trafficking level of Philippine (Filipino) Overseas Workers: An Enhanced Action Plan</i>	Presenter: Mr. Philip Michael C. Reyes MBA, PSBA-Manila
15:50 – 16:00	Title: <i>Assessing the Impact of Social Media on Toy Industry Growth: A case of Leading 5 Toy Kingdom stores in Metro Manila, Philippines</i>	Presenter: Ms. Hanh Nguyen Thi , MBA, PSBA-Manila
16:00 – 16:10	Open Forum	Dr. Jun Castro
Session IV 16:10 – 17:00	Plenary Session	Chair of the Session: Dr. Eduardo G. Ong , Professor, PSBA-Manila
16:10 – 16:20	Title: Title: TBA	Eng. Rabiya Mukhtar Punjab Disaster Management Project Implementation Unit
16:20 – 16:30	Title: <i>The Development of Seismic Fragility Curves for Bohol CI (Masonry) & CHB (Concrete Hollow block) Type Residential Buildings</i>	Presenter: Engr. Rodolfo L. Arias , MBA, PSBA-Manila
16:30 – 16:40	Title: <i>Infant Milk Formula (SIMILAC) Strategic Plan towards Competitive Selling in Five (5) Leading Hospitals in NCR</i>	Presenter: Mr. Paul Michael Dungo , MBA, PSBA-Manila
16:40 – 16:50	Title: <i>Assessing the Impact of Television Advertisement of Selected Fast-Food Chains on Teenagers, District 1, Pasig City, Philippines</i>	Presenter: Mr. Ngoc Bo Bui , MBA, PSBA-Manila
16:50 – 17:00	Open Forum	Dr. Eduardo G. Ong
Session V 17:00 – 17:30	Plenary Session	Chair of the Session: Dr. Leonardo C. Medina Jr. , Professor, PSBA-Manila
17:00 – 17:10	SURP Spring Program Class Title: TBA	Presenter: Spring Program Class, UP SURP
17:10 – 17:20	DBA Dissertation Writing Class Title: TBA	Presenter: Ms. Lea Aquino, DBA Dissertation Writing Class, PSBA-Manila
17:20 – 17:30	Open Forum	Dr. Leonardo C. Medina Jr.

Time	Activity/Title of the Presentation	Person or Institution In charge
17:30 – 17:40	Distribution of Plaques of Appreciation	Dr. Tabassam Raza & Mr. Paul Michael Dungo , Associate Dean & President of GSB Student Council, PSBA-Manila
17:40 – 17:50	Synthesis and Closing Remarks	Dr. Tabassam Raza , PSBA-Manila

Emcees: Prof. Carmi Liwag & Dr. Hussein Lidasan

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