

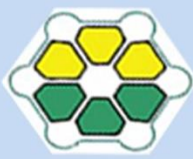
PROCEEDINGS 2018

Part 2 of 2

INTERNATIONAL SYMPOSIUM 2018

PUBLIC PRIVATE TRENDS IN BUSINESS MANAGEMENT:
**UNDERSTANDING
DISASTER RISK**
TOWARDS BUSINESS CONTINUITY

..... JANUARY 27-28, 2018
SATURDAY – SUNDAY, 8:00AM-5:30PM
QUEZON CITY EXPERIENCE , QUEZON MEMORIAL CIRCLE, QC



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PSBA

Manila

International Symposium 2018 Proceedings

Volume IV - Part 2 of 2

January 2018

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International Symposium 2018

Public-Private Trends in Business Management: Understanding Disaster Risk towards Business Continuity

27 (Saturday) - 28 (Sunday) January 2018 | 8:00 A.M. - 5:30 P.M.

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

Theme: Investing in Business Continuity

Concept Note, Program of Activities, and Speakers' Profiles



- Activity: **International Symposium 2018
Public-Private Trends in Business Management: Understanding Disaster
Risk towards Business Continuity**
- Theme: **Investing in Business Continuity**
- Date: 27-28 January 2018
- Venue: Quezon City Experience (QCX) Conference Theatre, Quezon City Circle, Quezon City
- Number of Participants: A total of 108 participants attended the International Symposium that included PSBA-Manila Master's and Doctorate program students, Graduate School and Undergraduate Schools' Faculty members; School of Urban and Regional Planning-University of the Philippines (UP-SURP) faculty members; University of the Philippines Planning and Development Research Foundation, Inc. (UP PLANADES) resource persons; Quezon City Government Scholars; International researchers and guests; and media representatives.
- Organizing Partners: Disaster Risk Management Unit (DRMU), Graduate School of Business (GSB), Philippine School of Business Administration (PSBA)-Manila; UP PLANADES; Quezon City Government (QCG); and UP-SURP, Diliman, Quezon City and Lahore College for Women University (LCWU), Lahore Pakistan.

CONCEPT NOTE

This year's International Symposium closely follows on the heels of the International Colloquium concluded in October 2017. This time, the participating institutions have expanded to include our partner from international guests, Resource Speakers, and Presenters from various linked and engaged international and local partners particularly with academia as well as private sector commercial and business establishments. The theme of this year's Research Colloquium is **"Investing in Business Continuity."**

The International Symposium comes urgently as the provisions of the Preamble of the Sendai Framework adopted by the United Nations in March, 2015. Section 2 therein asks States to build resilience into policies, plans, programs and budgets **at all levels**, a reiteration of the Hyogo Framework for Action 2005-2015 that work at all levels is needed, and that Disaster Risk Management (DRM) requires a multi-sectoral and inclusive approach. In this regard, governments are asked to engage with relevant stakeholders, identifying both public and private

sectors, civil society organizations (CSOs), academia, and scientific and research institutions to work together, and lastly – which is relevant to this Symposium’s theme – for **businesses to integrate DRM into management practices.**

It is on this note that both international Frameworks (Hyogo and Sendai) highlighted the role of stakeholders, especially citing academia, scientific and research institutions, business, professional associations, and the private sector to integrate DRM including **business continuity into business models and practices through DR-informed investments in micro- small, and medium-scale enterprises, conduct awareness raising and training for their employees and customers.**

The Sendai Framework Priority 3 identifies Investing in DRR for Resilience by means of increasing business resilience and protection of livelihoods and productive assets throughout the supply chains, ensure continuity of services and integrate disaster risk management into business models and practices; by promoting the development and strengthening of disaster risk transfer and sharing mechanisms and instruments in close cooperation with partners in the international community, business, international financial institutions and other relevant stakeholders, and by promoting and supporting collaboration among relevant public and private stakeholders to enhance the resilience of business to disasters. Investing in disaster risk reduction ensures business continuity, safeguards long-term investments, and provides protection to individuals, communities and environments.

Our own Republic Act 10121 establishing the Philippine DRRRM system, the National DRRM Framework, and Institutionalizing the National DRRM Plan, stipulates the need for the establishment of training institutes to train public and private individuals in formulating local DRRM plans. Moreover, training institutes are mandated to consolidate and prepare training materials and publications of DRRM books and manuals to assist DRRM workers in their planning and implementation of DRRM programs and activities. The training institutes also conduct research programs to upgrade knowledge and skills and document best practices on DRRM, as well as conduct periodic awareness and education programs. Integration of DRR into school curricula of secondary and tertiary levels whether public or private, including formal/nonformal technical vocational indigenous learning and out-of-school courses and programs is also mandated by the above national law.

The theme of the International Symposium indeed aligns itself with previous international frameworks and national plans and frameworks on DRRM. Cooperation with all relevant stakeholders at all levels is an imperative. In this Symposium, the focus is on academia, research institutions, and the private sector area of business and commercial establishments to assist the numerous small and medium-scale enterprises in their local plans for DRRM. Such steps are small yet big steps toward achieving what the Hyogo Framework has stressed: Disasters impede progress to Sustainable Development (SD). Put in another way, effective DRM contributes to SD, on condition that all stakeholders, at all levels participate and cooperate to build disaster-resilient communities.



International Symposium 2018

Public-Private Trends in Business Management: Understanding Disaster Risk towards Business Continuity

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

Theme: Investing in Business Continuity

PROGRAM OF ACTIVITIES

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 Remarks Prayer and National Anthem	Dr. Lualhati S. Macapagal, PSBA-Manila
8:30 – 8:40	Welcome Message	Dr. Mario Delos Reyes, Dean UP-SURP
8:40 – 8:45	Introduction of Guest of Honour	Dr. Mark De Guzman, Professor, Department of Civil Engineering, Saint Louis University, Baguio City
8:45 – 9:05	Guest of Honour Message to the Participants	Hon. Herbert Constantine M. Bautista Mayor, Quezon City
9:05 – 9:20	Soft Launching of QC- Local Climate Change Action Plan 2017-2027 & Group Photo	Frederika C. Rentoy, Head, Environmental Protection and Waste Management Department (EPWMD) Quezon City Government and LCCAP Team
Resource Speakers Session I	Plenary Session	Chair of the Session: Archt. Pedro P. Rodriguez, Head, QC-CPDO and Dr. J. V. Molina GSB, PSBA-Manila
9:20 – 9:40	Resource Speaker: Quezon City Disaster Risk Reduction: Official Perspective towards Public Private Partnership in Business Continuity	Mr. Karl Michael E. Marasigan Head, QC- DRRMO
9:40 – 10:00	Resource Speaker: Factors affecting the growth of small & medium enterprises (SMEs) in Pakistan	Lect. Sobia Hassan In-charge Department of Public Administration, Lahore College for Women University (LCWU), Lahore, Pakistan
10:00 – 10:05	Distribution of Plaque of Appreciation to Guests and Speakers	Dr. Jose F. Peralta, Dean and President & Dr. Tabassam Raza, Associate Dean and Director DRM Unit, GSB, PSBA Manila

Time	Activity/Title of the Presentation	Person or Institution In charge
10:05 – 10:25	Coffee Break and Group Photo	Quezon City Experience (QCX) Conference Hall
10:25 – 10:45	Guest Speaker: Constitutional Amendment and Its Impact on Business Continuity	Hon. Gov. Antonio Cerilles Governor, Zamboanga del Sur
10:45 – 11:05	Resource Speaker: Public Private Partnership Towards Business Continuity	Dr. Primitivo C. Cal Executive Director, UP PLANADES
11:05 – 11:25	Resource Speaker: China Pakistan Economic Corridor and Business Continuity: A Route to prosperity	Asst. Prof. Rabia Asif In-charge Department of Management Science, LCWU, Lahore, Pakistan
11:25 – 11:45	Resource Speaker: Disaster Impact towards Business Continuity in Changing Climate	Dr. Elias Sampa Programs and Curriculum Head Australian International School and United Campus of Mahatma Gandhi International School
11:45 – 12:05	Resource Speaker: Role of GIS in Development Projects: Challenges in Business Continuity	Dr. Jun T. Castro, Prof. School of Urban and Regional Planning, University of the Philippines, Diliman.
12:05 – 12:15	Open Forum and Distribution of Plaque of Appreciation	Arch. Pedro P. Rodriguez, and Dr. J. V. Molina
12:15 – 01:00	LUNCH	Quezon City Experience (QCX)
Presentation Session I 01:00 – 01:50	Plenary Session Track: Capacity Expansion	Chair of the Session: Engr. Humprey Ariel Tagapolot, Transportation Planner and Dr. Lualhati S. Macapagal GSB, PSBA-Manila
01:00 – 01:10	MBA-DRM Program Title: Personal and Institution Capacity Expansion of Villages along West Valley Fault, Quezon City	Presenter: Roman G. Sanchez, Jr. Research Methodology Class PSBA-Manila
01:10 – 01:20	MBA-DRM Program Traffic Enforcer Inclusion: Enhancing Emergency Response Capacity of QuezonCity Local Government	Presenter: Mercy Joy D. Robles Research Methodology Class PSBA-Manila
01:20 – 01:30	MBA-DRM Program Title: Analysis of Non-Engineered Buildings along Valley Fault, Quezon City	Presenter: Marlene G. Caresosa Research Methodology Class PSBA-Manila
01:30 – 01:40	MBA Program Assessing Effects of Excessive use of Electronic Gadgets on Academic Performance of Grade School Students in Sacred Heart Academy	Presenter: Mike Leander Aranas Research Methodology Class PSBA-Manila
01:40 – 01:50	Open Forum	Engr. Humprey Ariel Tagapolot and Dr. Lualhati S. Macapagal
Presentation Session II 01:50 – 02:50	Plenary Session Track: Good Governance	Chair of the Session: Dr. A. M. Lopez, GSB, PSBA-Manila and Asst. Prof. Rabia Asif, LCWU

Time	Activity/Title of the Presentation	Person or Institution In charge
01:50 – 02:00	MBA Program Title: Suffice Free Health Services in the Quezon City, Philippines: A Budget Allocation Strategy	Presenter: Marilou C. Oren Research Methodology Class PSBA-Manila
02:00 – 02:10	MBA Program Title: Strengthening the Internal Control System and Prevention of Fraud in Selected Branches of Commercial Banks in Mandaluyong City	Presenter: Almira Reyes Alcantara Research Methodology Class PSBA-Manila
02:10 – 02:20	MBA-DRM Program Title: An Assessment of the Implementation of Quezon City LDRRM Funds for 2015-2016	Presenter: Shenah Marie V. Maala Research Methodology Class PSBA-Manila
02:20 – 02:30	MBA Program Title: Establishing Client Feedback Monitoring and Evaluation System for Department of Foreign Affairs, Philippines	Presenter: Mariella S. Masiglat Research Methodology Class PSBA-Manila
02:30 – 02:40	MBA Program Title: Assessing Three Housing Models for Informal Settlers from Metro Manila: Identifying Gaps upon Relocation of Informal Settlers	Presenter: Aeron Villanueva Research Methodology Class PSBA-Manila
02:40 – 02:50	Open Forum	Dr. A. M. Lopez and Asst. Prof. Rabia Asif
Presentation Session III 02:50 – 04:00	Plenary Session Track: Business Continuity	Chair of the Session: Prof. Carmelita R.E.U Liwag, UP-SURP, and Lect. Sobia Hassan, LCWU
02:50 – 03:00	MBA-DRM Program Title: Disaster Mitigation: A Strategy of the Quezon City Local Government for Business Continuity	Presenter: Dominga M. Capistrano Research Methodology Class PSBA-Manila
03:00 – 03:10	MBA-DRM Program Title: Assessing Incident Command System on Managing Disaster in Quezon City from 2016- 2017	Presenter: Annmarie Diane T. Marquinez Research Methodology Class PSBA-Manila
03:10 – 03:30	Coffee Break	Quezon City Experience (QCX)
03:30 – 03:40	MBA Program Title: Weather Related Events and Their Effects on Philippine Stock Market Index	Presenter: Philip Angelo S. Pandan Research Methodology Class PSBA-Manila
03:40 – 03:50	MBA-DRM Program Title: Evaluating Humanitarian Logistics Management System at the Last Mile: Ondoy Victims in Antipolo City, Rizal, Philippines	Presenter: Mary Ann P. Esporas Research Methodology Class PSBA-Manila
03:50 – 04:00	Open Forum	Chair of the Session: Prof. Carmelita R.E.U Liwag and Lect. Sobia Hassan

Time	Activity/Title of the Presentation	Person or Institution In charge
Presentation Session IV 04:00 – 05:30	Plenary Session Track: Public-Private Trends in Business Management	Dr. Mark De Guzman, Professor, Department of Civil Engineering, Saint Louis University, Baguio City and Dr. Leonardo C. Medina Jr. PSBA-Manila
04:00 – 04:10	MBA Program Title: Inventory Management and Control – A Strategy for Effective Production in Selected Greenwich Stores in QC	Presenter: Melissa Guillas Research Methodology Class PSBA-Manila
04:10 – 04:20	MBA Program Title: Contribution of the Social Media Platforms (Facebook, YouTube, Instagram) on the Marketing Strategy of Main Carpet Retailers in the Philippines	Presenter: Margareth M. Pablo Research Methodology Class PSBA-Manila
04:20 – 04:30	MBA Program Title: Repatriation of Filipino Seafarers and Its Impact on Leading Pre-Employment Medical Clinics in the Philippines: An Assessment	Presenter: Lysa S. Banquiray Research Methodology Class PSBA-Manila
04:30 – 04:40	MBA Program Title: Irresponsible Advertising and Its Negative Impacts on Children: A Framework of Responsible Advertising in the Philippines	Presenter: Bo Ngoc Bui Research Methodology Class PSBA-Manila
04:40 – 04:50	MBA Program Title: Financial Sustainability of Language Centers in the Philippines: Growth Protection Trends from the Last Ten Years	Presenter: Girlie Abraham Research Methodology Class PSBA-Manila
04:50 – 05:00	MBA Program Title: Automated Language Assessed Travel Associates' Communication Performance toward United Airlines Reservations System: An Evaluation	Presenter: Ferdinand R. Nuñez Research Methodology Class PSBA-Manila
05:00 – 05:10	MBA Program Title: Process Training Effectivity on Travel Agents Performance, InterGlobe Technologies, Philippines	Presenter: Maria Rika Abraham Research Methodology Class PSBA-Manila
05:10 – 05:20	Open Forum	Dr. Mark De Guzman, and Dr. Leonardo C. Medina Jr.
05:20 – 05:30	Synthesis	Dr. Tabassam Raza PSBA-Manila

Emcees: Prof. Carmelita R.E.U Liwag & Ms. Coleen C. Balasabas
Overall Coordinator: Coleen C. Balasabas



International Symposium 2018

Public-Private Trends in Business Management: Understanding Disaster Risk towards Business Continuity

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Theme: Investing in Business Continuity

Resource Speaker's Profiles

Hon. Herbert Constantine M. Bautista
Guest of Honor Message
*Mayor of Quezon City,
Philippines*



Hon. Herbert Constantine M. 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.

Presentation Title:

Quezon City Disaster Risk Reduction: Official Perspective towards Public Private Partnership in Business Continuity

Mr. Karl Michael E. Marasigan

Head, QC- DRRMO, Quezon City, Philippines



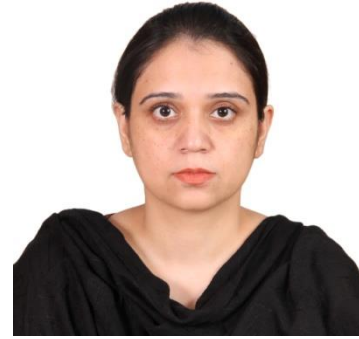
Mr. Karl Michael E. Marasigan, the Acting Chief, Disaster Control Division and Head, QCDDRRMO is an enthusiastic and dedicated professional with extensive experience across all areas of service and operation management, especially in Disaster Risk Management in Changing Climate. He is an exceptional 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.

Presentation Title:

Factors Affecting the Growth of Small Medium Enterprises (SMEs) in Pakistan

Lect. Sobia Hassan Sultana

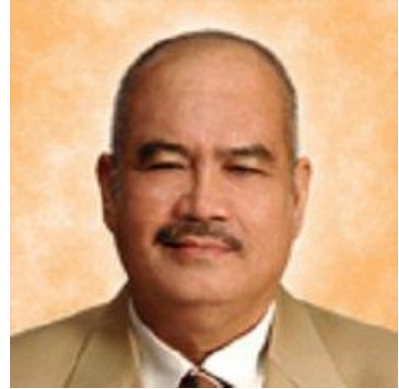
*In-charge Department of Public Administration,
Lahore College for Women University (LCWU), Lahore Pakistan*



Lect. Sobia Hassan is the office In-charge of the Public Administration Department, Lahore College for Women University. Currently, she is a PhD scholar of Administrative Sciences / Management. Lect. Hassan has finished her M. Phil in Management Science specializing in Human Resource Management and Master in Public Administration also specializing in Human Resource Management. Her work experience includes lecturing in Lahore College for Women University's Department of Public Administration since 2013. Previously, she had given her services as Research Associate in a private sector university. Currently, she is office in-charge of the Department of Public Administration, BPA Program Coordinator, BOS Coordinator, Admission Coordinator and Internship Supervisor, among others. She has a substantial number of international and local publications. Further, she has been attending international and local conferences and seminars relating current issues and trends on business and management perspectives.

Presentation Title:
**Constitutional Amendment and Its Impact on Business
Continuity**

Hon. Gov. Antonio Cerilles
Governor, Zamboanga del Sur



Hon. Gov. Antonio H. 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.

Presentation Title:

Public Private Partnership towards Business Continuity

Dr. Primitivo Cal

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



Dr. Primitivo C. Cal is an ASEAN Engineer and is registered/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 (Transportation Engineering) degree, and Doctor of Philosophy degree in the field of transportation planning. He practices all his professions at the same time 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.

Presentation Title:

**China Pakistan Economic Corridor and Business Continuity:
A Route to Prosperity**

Asst. Prof. Rabia Asif

*In-charge Department of Management Science, LCWU, Lahore,
Pakistan*



Asst. Prof. Rabia Asif is the office in-charge of the Department of Management Science. She is working as Assistant Professor since 2011. Before becoming Assistant Professor she worked for two years as a Lecturer in the same University. In addition, she has three years of working experience as E-Lecturer in the Virtual University of Pakistan. Presently, she is a Ph.D. scholar of COMSATA Institute of Information and Technology Lahore. She has finished her Master in Commerce from Hailey College, Punjab University, Lahore Pakistan. She also has a Master of Science specialization in Finance. She has a substantial number of international and local publications. In addition, she has been attending international and local conferences and seminars related to information and Communication Technology, Green Expense Management trends on business and management perspectives.

Presentation Title:

Dr. Elias Sampa

Disaster Impact towards Business Continuity in Changing Climate

*Programs and Curriculum Head Australian
International School and United Campus of
Mahatma Gandhi 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 (ACU) 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 (VCE), 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.

Presentation Title:

Role of GIS in Development Projects:

Challenges in Business Continuity

Dr. Jun T. Castro

*Prof. School of Urban and Regional Planning,
University of the Philippines, Diliman.*



Dr. Jun T. Castro is presently working as College Secretary and Professor 4 at School of Urban and Regional Planning. He has a Bachelor of Science in Civil Engineering, and has finished his Master of Engineering in Logistics and Information Engineering. He earned his Doctor of Engineering at Tokyo University of Mercantile Marine, Japan. Dr. Jun specialize in National and Local Transport Planning, Urban and Regional Planning, Municipal Infrastructure Planning, Information Technology Application, Travel Demand Forecasting, and GIS Application/Spatial Planning.



International Symposium 2018

Public-Private Trends in Business Management: Understanding Disaster Risk towards Business Continuity

27 (Saturday) - 28 (Sunday) January 2018 | 8:00 A.M. - 5:30 P.M.

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

Theme: Investing in Business Continuity

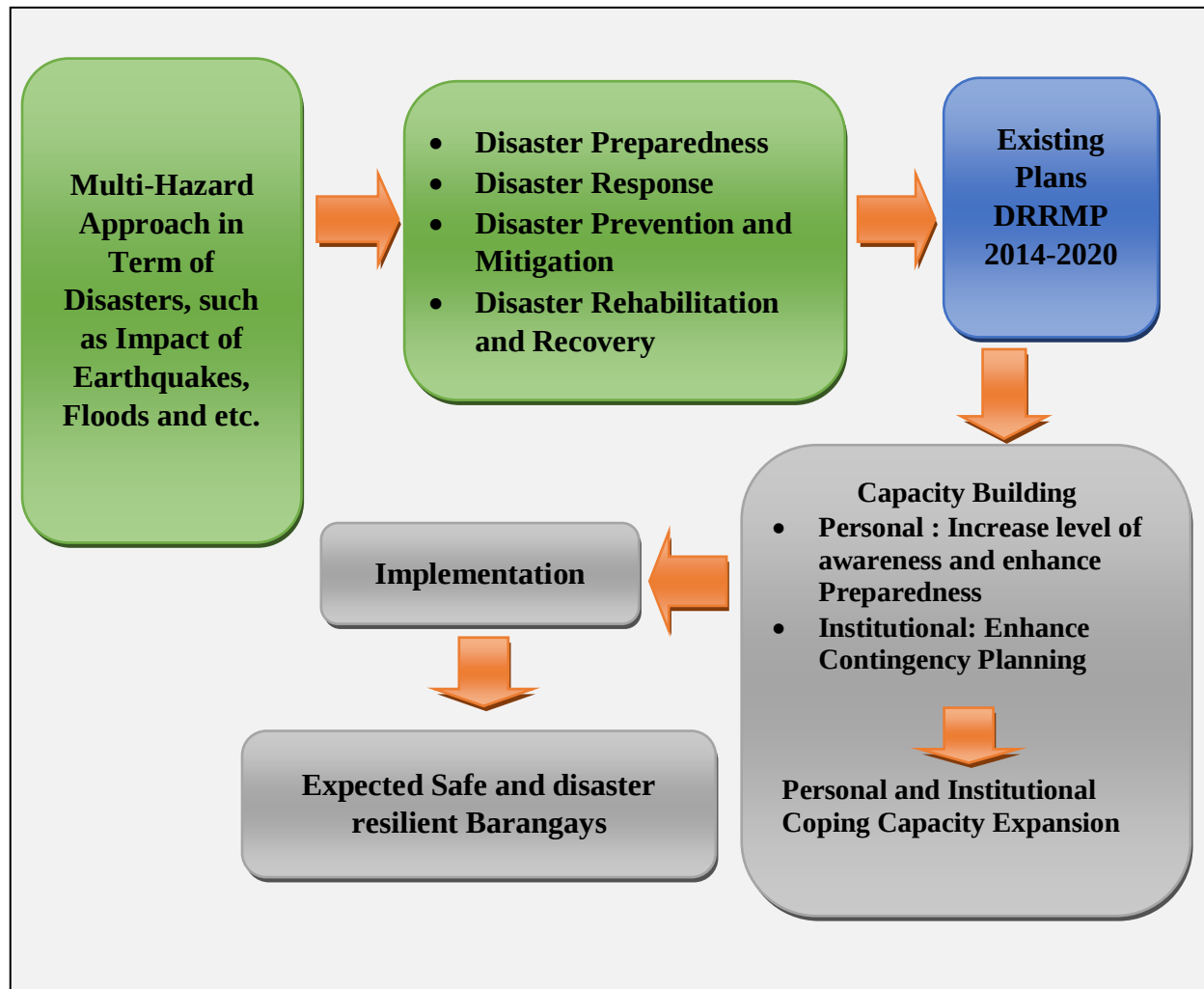
Plenary Session: Presentation Session I (Capacity Expansion)

Personal and Institutional Coping Capacity Expansion of Villages along the West Valley Fault, Quezon City

Presented by: Roman G. Sanchez, Jr., Research Methodology Class, PSBA-Manila

The last earthquake on the West Valley Fault line was recorded on March 1658. Experts believed that the likelihood of occurrence is between 2000 and 2058, that on a worst case scenario of a magnitude 7.2 seismic earthquake, 1.76 million inhabitants will be affected, with 85,000 injuries and 20,000 fatalities. The fault line traversed the eastern portion of Quezon City affecting 10 barangays within which were 91 villages/subdivisions. The question is: If the disaster happens this year, is Quezon City prepared? Are the residents capable of coping with the impact and adverse effects of such disaster? This research aims to know the vulnerability profile of the residents, the present practice or policy of Quezon City on disaster risk reduction and management; current Preparedness, Response, Prevention and Mitigation, and Rehabilitation and Recovery practices in the city and its barangays and how the personal and institutional coping capacity of the villagers and villages may be expanded. The researcher will use pre-tested survey-questionnaire in profiling, utilizing both qualitative and quantitative methods to assess the gap and come up with a model of coping capacity. This study will explore coping capacity expansion mechanism through literature, inventory and validation, capacity building by increasing the level of awareness, personal preparedness and contingency planning. The researcher will determine whether the coping capacity model is feasible in reducing the exposure of vulnerable groups from hazards and how its implementation will contribute to the city's vision of building a disaster-resilient Quezon City.

Conceptual Framework

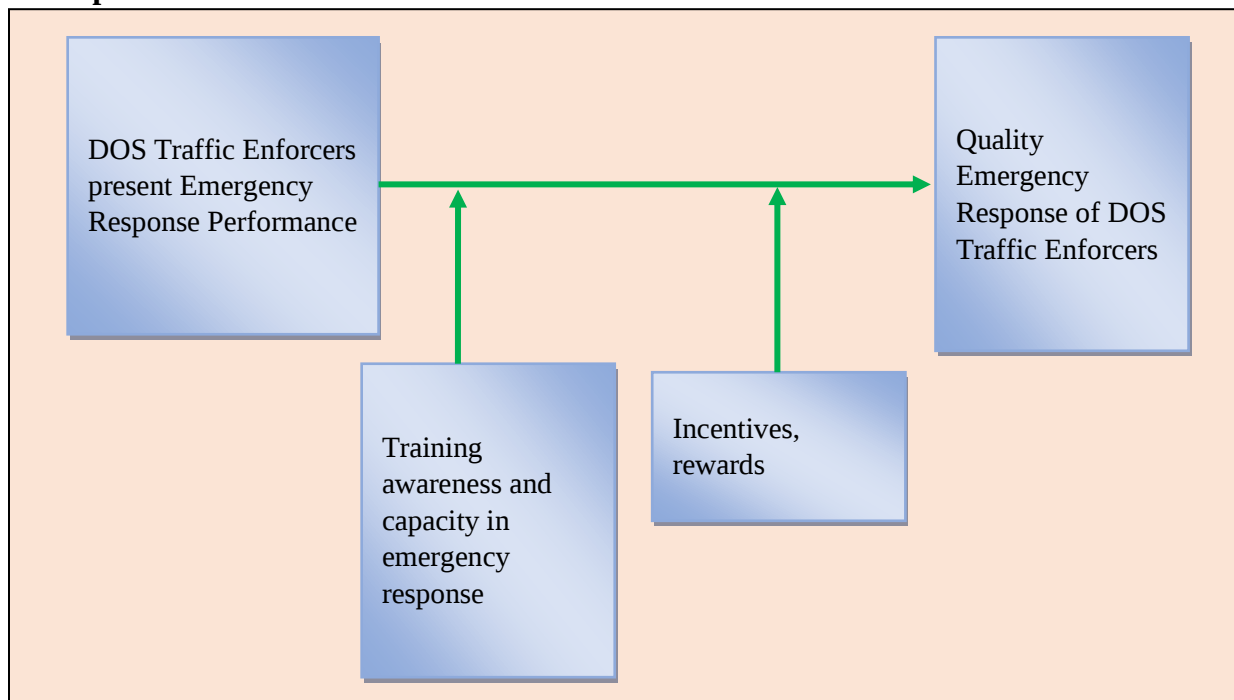


Traffic Enforcer: Inclusion in Enhancing Response Capacity Of Quezon City Local Government

Presented by: Mercy Joy D. Robles, Research Methodology Class, PSBA-Manila

Pursuant to the QC Ordinance No. MC – 140, S – 1990 and SP – 1369, S - 2004, Section 2 the Department of Public Order and Safety (DPOS) Traffic Enforcers are at the forefront in times of disaster, particularly road mishaps and accidents. That is why they have to be equipped with the knowledge and training in terms of responding and securing the scene of incidents or accidents. Through this study, the Emergency Response Capacity of the Traffic Enforcers of the Local Government of Quezon City will be assessed to determine the awareness and capacity of the QC DPOS Traffic Enforcers on the aspect of Emergency Response. Data gathered from interviews and survey will be assessed. The significance of the study is to develop the emergency response capacity of the enforcers in terms of saving lives. Moreover, the research will produce new ways to improve government service by the DPOS Traffic Enforcers as First Responders and to boost their knowledge, self-esteem and confidence. The study recommends that rewards and incentives as well as other forms of recognition be given to all DPOS personnel and traffic enforcers. They should all be well-recognized and acknowledged for effectiveness and for their sense of responsibility and efficiency. Also, there should be not only traffic enforcer trainings but other psychological motivations in terms of unending support to them from the Local Government of Quezon City.

Conceptual Framework

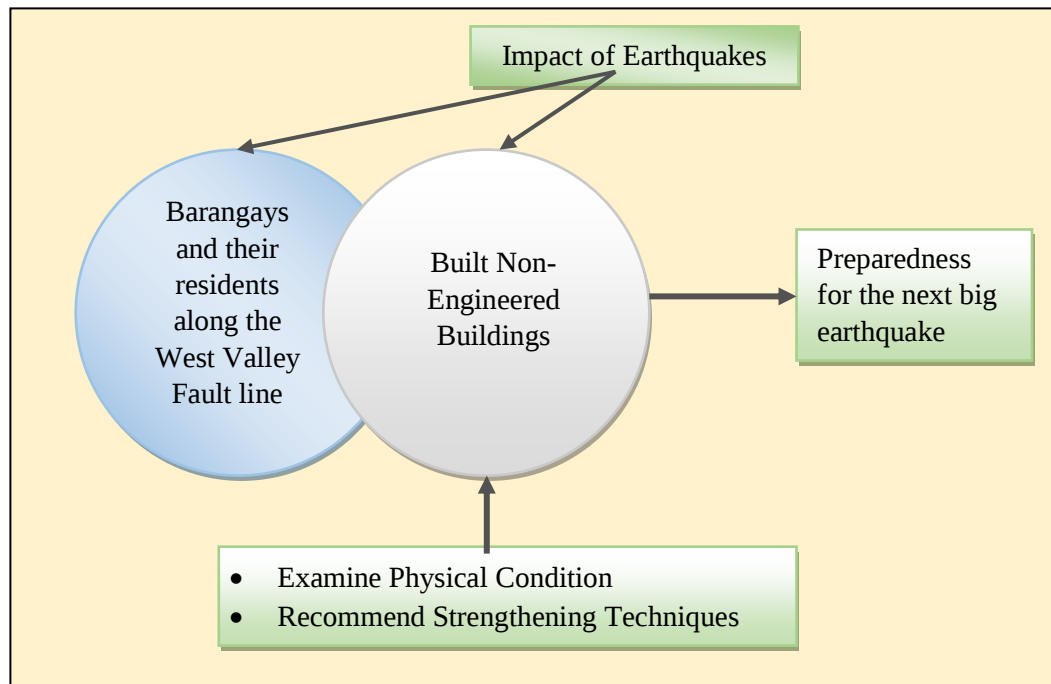


Analysis of Non-Engineered Buildings Along West Valley Fault Line in Selected Barangays in Quezon City

Presented by: **Marlene G. Caresosa**, Research Methodology Class, PSBA-Manila

Being located along the Ring of Fire, the Philippines is vulnerable to catastrophic seismic activities. Being a developing country, many house in the country are constructed informally without any or little intervention by architects and engineers. Every time an earthquake occurs, these non-engineered buildings are more likely to get damaged severely; worse, there would be a big number of casualties due to the collapse of structures. The safety of such infrastructures is a subject of highest priority especially in places where the population density is high. Populous barangays in Quezon City specifically Batasan Hills, Matandang Balara, and Bagong Silangan located along the West Valley Fault Line are estimated to have high casualties when the feared 7.2 magnitude earthquake strikes. Therefore, there is an imminent need to find out the physical condition of non-engineered buildings located along the West Valley Fault Line situated along the target barangays and to recommend practices which will help the communities prepare for the impending disaster. The existing conditions of infrastructures on a 5-meter buffer zone in these selected barangays will be examined and strengthening techniques of already built non-engineered structures will be applied to the zone where the devastating earthquake is expected to hit.

Conceptual Framework

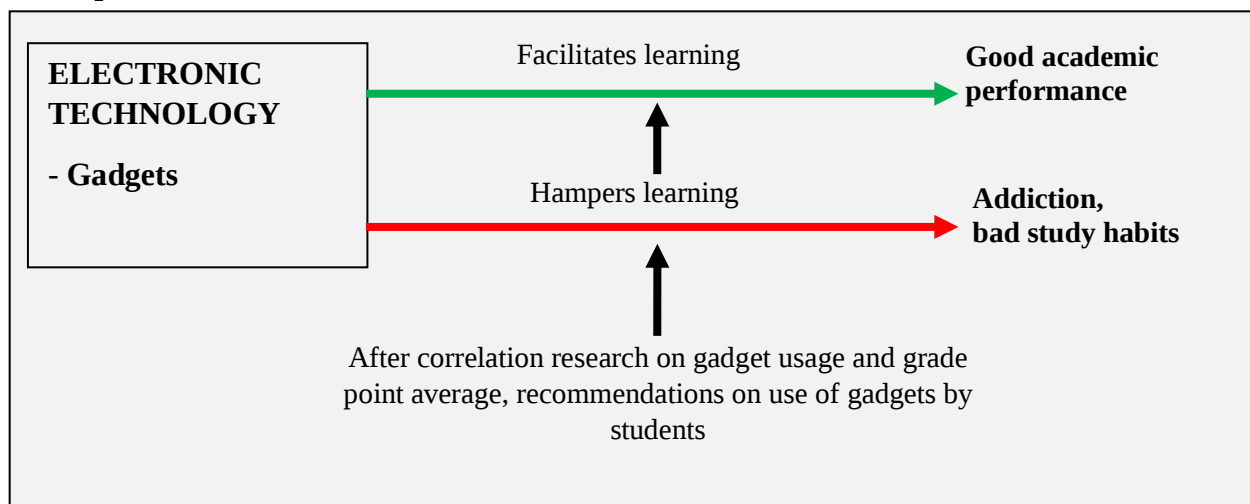


Assessing the Effects of Excessive Use of Gadgets of the Grade School Students in Sacred Heart Academy, Pasig

Presented by: **Mike Leander Aranas**, Research Methodology Class, PSBA-Manila

The Sacred Heart Academy of Pasig, just like any other quality school, plays a vital role in educating the youth to contribute to shaping the country's future. With the availability of modern tools used in learning inside and outside the institution, there are students who use their gadgets to learn more from their studies, while there are many other students who use them for fun that have led to addiction and bad study habits hampering their academic success. This research aims to determine time management mechanism used by the grade school students in utilizing gadgets for their learning and particularly how much time is spent for school non-related searches/uses and to assess the effects of excessive usage of gadgets in their learning development and academic performance. A descriptive research design will be adopted and survey will be administered for data collection. To establish connections between the purpose, duration and frequency of gadget usage and student's grade point average (GPA), a correlational analysis will be applied. The study will help both students, teachers and parents to realize that having poor grades is one of the influences of the dependence to tech-gadgets and services and make them conscious about the proper mechanism of the use of the devices. The problem of dependence needs to be emphasized for students to become more conscious so that they can learn to transform their perspective towards the electronic devices. Electronic technology is neutral. Whether it provides advantage or not, it all depends on how the students use it.

Conceptual Framework





International Symposium 2018

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Theme: Investing in Business Continuity

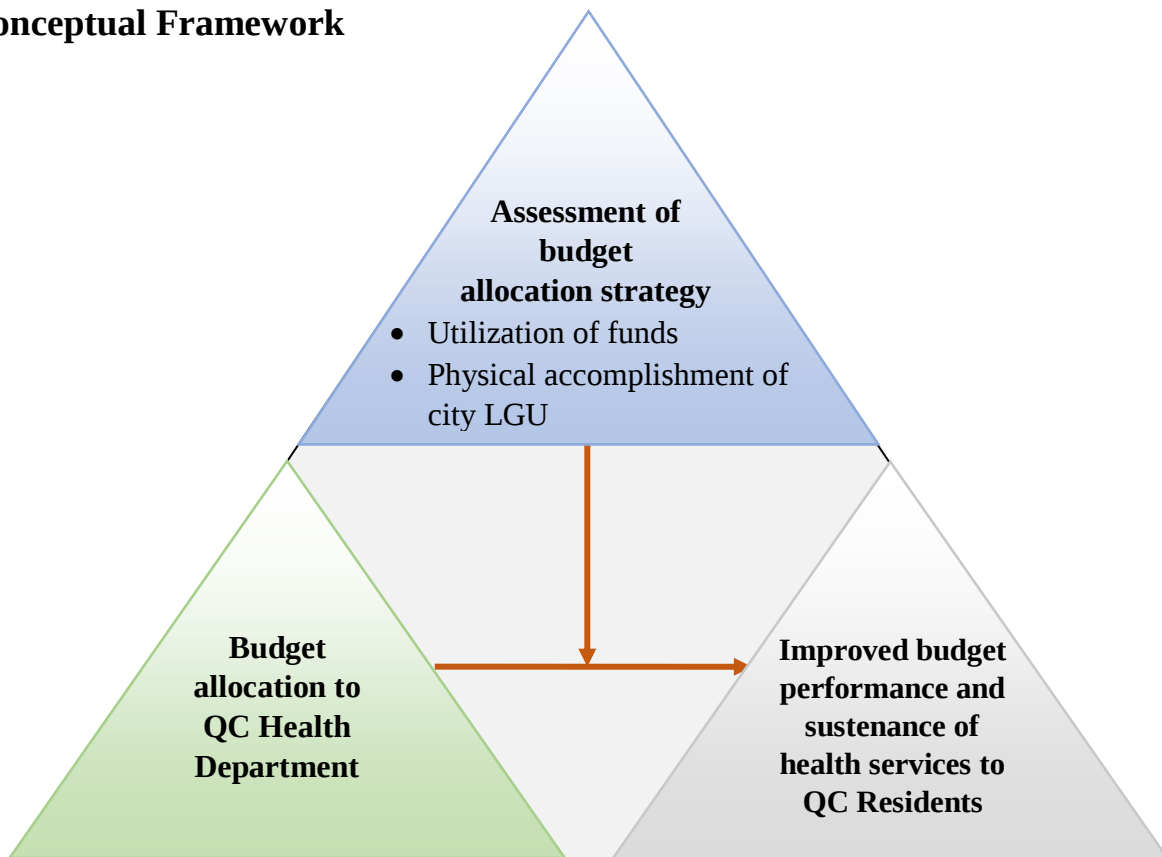
Plenary Session: Presentation Session II (Good Governance)

Suffice Free Health Services in the Quezon City, Philippines; “A Budget Allocation Strategy”

Presented by: Marilou C. Oren, Research Methodology Class, PSBA-Manila

One of the most availed of Programs of the Quezon City Local Government is the Free Health Services. The Program is carried out through the Quezon City Health Department (QCHD) with the aim of providing medical assistance to its residents free of charge. These services include maternal, child and reproductive health care, promotion of breastfeeding, nutrition, environmental sanitation and population and family planning program, control of communicable and non-communicable diseases, medical morbidity clinic, etc. In 2015 and 2016, the QCHD was allocated with a budget of PhP 582,392,578 and PhP 628,129,123.00 which is 3.9% and 4.03% of the total budget of city on those years. With an annual growth of 2.4% in population from 2014, projected budget allocations may not be enough to augment the health care needs of the city's residents in the coming years. The descriptive design with a combination of qualitative and quantitative research will be used in assessing the effectiveness of the budget allocation strategy based on the utilization of funds and physical accomplishment of the LGU. In this study, the effectiveness of the budget allocation strategy implemented by Quezon City government will be assessed in order to suffice its Program on free health services. In the end, the conclusion and a set of recommendation are given for the improvement of the financial performance that will also lead to the sustenance of the project and its effective implementation.

Conceptual Framework

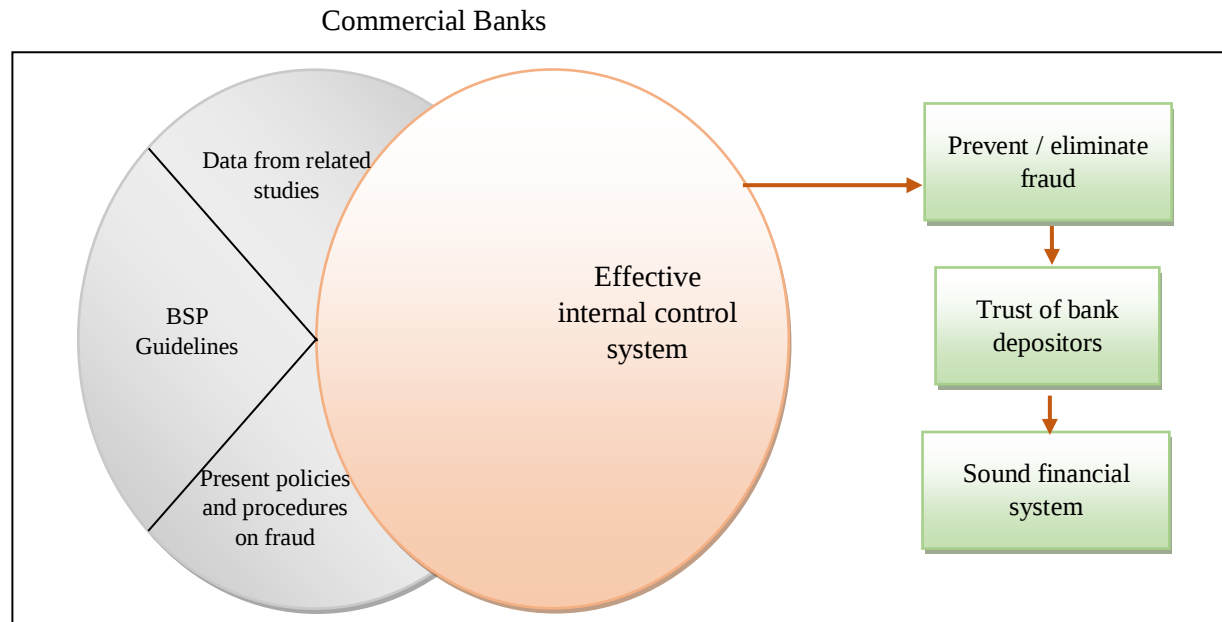


Strengthening the Internal Control System and Prevention of Fraud in Selected Branches of Commercial Banks in Mandaluyong City

Presented by: *Almira Reyes Alcantara, Research Methodology Class, PSBA-Manila*

The rapid increase of bank fraud cases involving commercial banks in the Philippines is evidence that fraud is real. This study will evaluate the effectiveness of internal control system of commercial banks in Mandaluyong City. The main objective of this study is to equip bank employees the skill of how to detect and prevent internal and external fraud, to educate them about the different consequences of involvement in any fraudulent activity, and to institutionalize the implementation of annual fraud awareness training. The researcher collected data from related studies, particularly on the fundamental elements to prevent fraud, and the Committee of Sponsoring Organizations of the Treadway Commission's (COSO) Internal Control Framework mandated by Bangko Sentral ng Pilipinas (BSP) as guidelines for sound banking operations. The Fraud Triangle Theory of Donald Cressey states that fraud happens when an employee has the opportunity to commit fraud and enough financial pressure to rationalize it. The researcher will use the descriptive method, and pertinent data will be collected using questionnaires. Using the combined theories and elements from related studies, the expected output of the study will help commercial banks to review their policies and fraud risk assessment procedures, and that a stronger internal control system will eventually prevent and eliminate the risk of fraud to happen. This study will benefit stakeholders, protecting client's hard-earned investments, maintaining the trust of bank depositors, and promoting a safe and sound financial system in the Philippines.

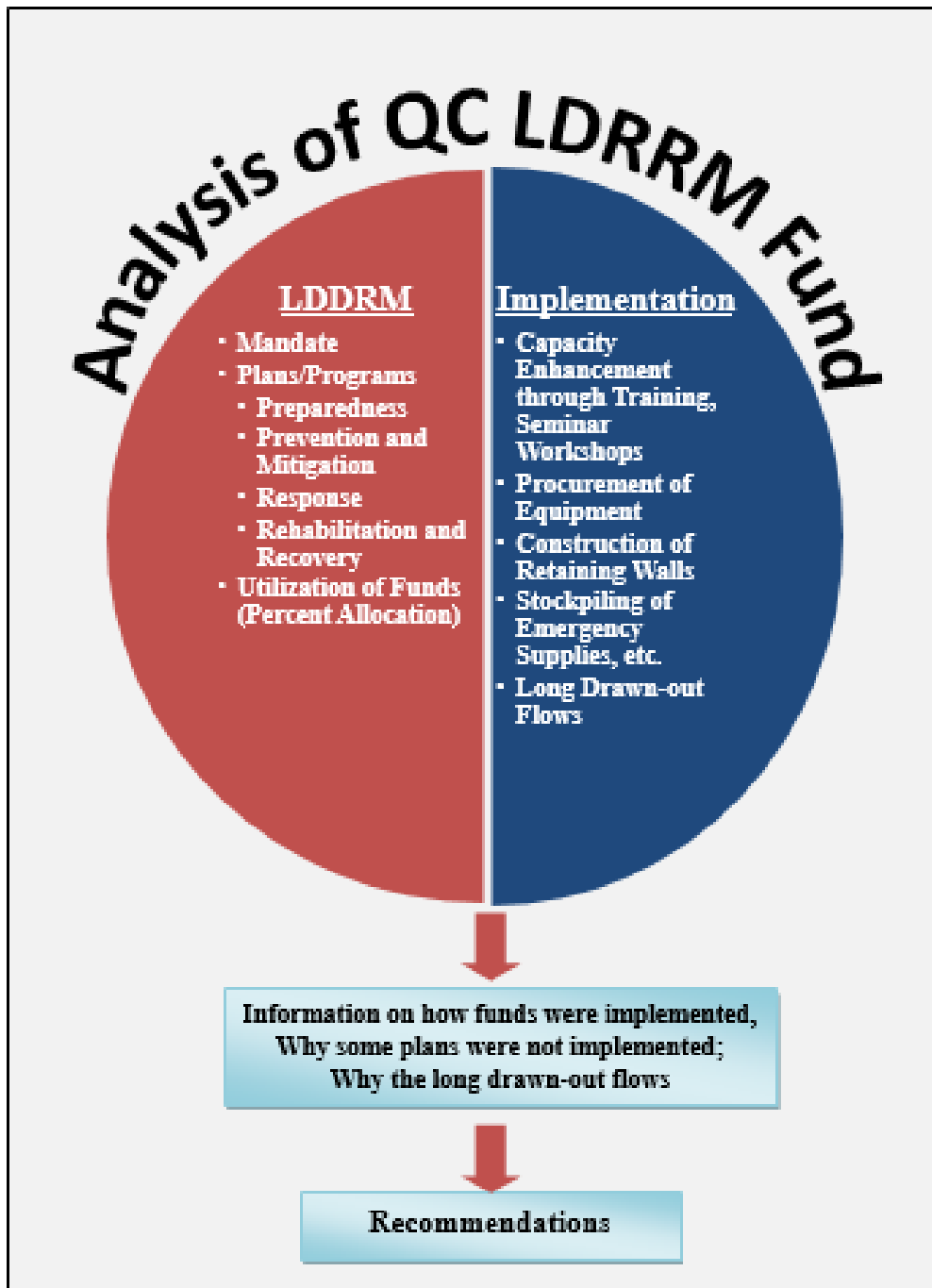
Conceptual Framework



An Assessment of the Implementation of Quezon City Local Disaster Risk Reduction and Management Fund for CY 2015 – 2016

Presented by: Shenah Marie V. Maala, Research Methodology Class, PSBA-Manila

Quezon City is affected by natural and man-made calamities which bring substantial damage to properties and loss of lives. In response, the City Mayor has made disaster preparedness on top of his list of initiatives to lessen the impact of any calamities. In view of this, the Quezon City Disaster Risk Reduction Management Council utilized the disaster funds specifically on four thematic areas (disaster preparedness, prevention and mitigation, response, recovery and rehabilitation) and conducted trainings, seminar–workshops, drills, and capacity enhancement for the respondents consisting of QC hall employees, residents, including staff and employees from different business establishments. In addition, the City procured lifesaving equipment, construction of retaining walls, stockpiling of basic emergency supplies and others. This study provides an assessment of Quezon City’s implementation of the Local Disaster Risk Reduction and Management (LDRRM) Fund for CY 2015–2016, showing the detailed analysis of the budget allocations in the LDRRM Fund Investment Plan. It also aims to provide information on why some of the planned projects were not implemented. In general, uncertainties in terms of long-drawn-out flows slow down the process of procurement. In view of this, recommendations will be presented based on the results of the study.

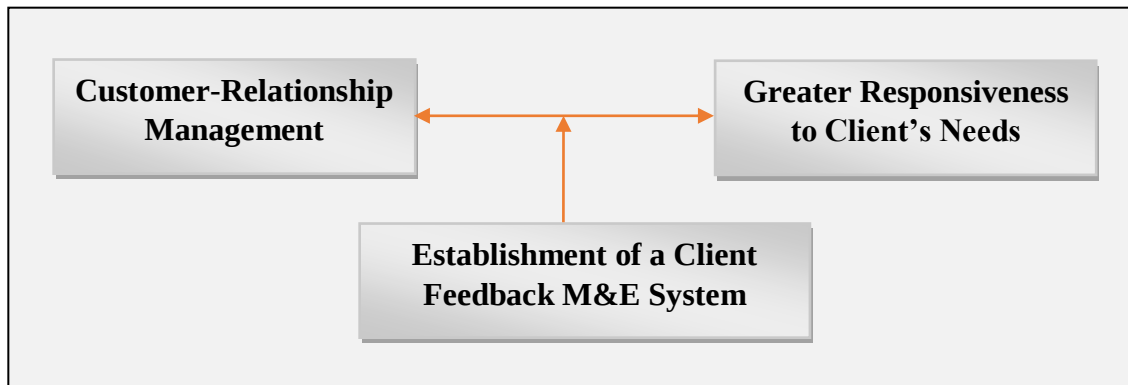


Establishing Client Feedback Monitoring and Evaluation System for the Department of Foreign Affairs, Philippines

Presented by: Mariella S. Masiglat, Research Methodology Class, PSBA-Manila

Government plays a key role in the lives of its citizens. Public sector organizations worldwide are striving to become citizen-centric. Customer relationship management (CRM) provides customer-focused solutions to solve pressures and thus meet the rising public expectations for greater government service flexibility and choice. Consular service is one of the frontline services of the Department of Foreign Affairs that handles thousands of clients a day. Client feedback consists of complaints, comments, suggestions, and queries which could be positive or negative. However, there is no presence of a system that would make it easier for cases to be monitored and evaluated by the concerned offices. The establishment of a Client Feedback Monitoring and Evaluation System will help the Department of Foreign Affairs to address citizen complaints efficiently and effectively through a timely, holistic, scientific and accurate data collection and analysis which aims to integrate and network citizen databases and adopt secure ICT advances and innovative practices for better management of citizen concerns, comments, and feedback in a systematic way. The methods used are the description of data and the population of concerned offices that have direct participation in the Client Feedback Program then measures the participation rate of each office and its current processes in dealing with client complaints, queries, and concerns. The researcher recommends to study the feasibility of the system to other government agencies which provides frontline services as well. Moreover, it is recommended that the linkages of databases of various government agencies be established as this contributes to responding to clients' needs effectively and efficiently.

Conceptual Framework

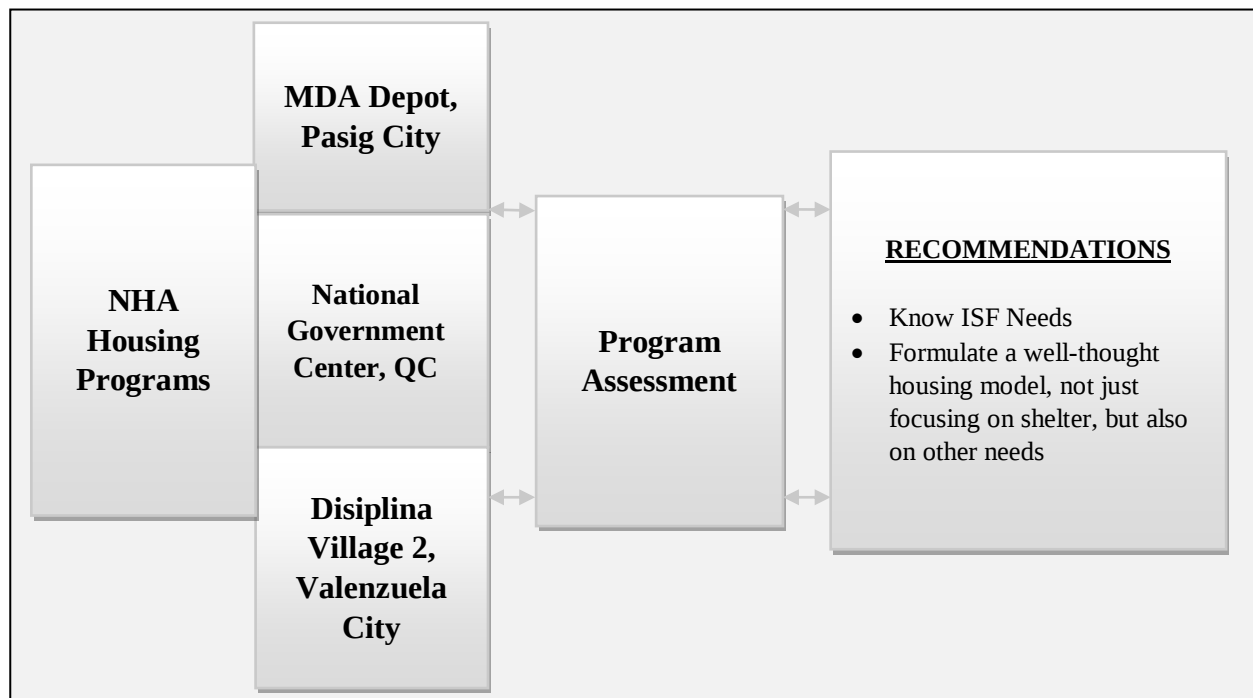


Assessing Three (3) Housing Models for Informal Settlers from Metro Manila: Identifying the Gaps upon Relocation of Informal Settlers

Presented by: Aeron Villanueva, Research Methodology Class, PSBA-Manila

One of the National Housing Authority's projects is resettlement assistance for Local Government Units to address the chronic housing backlog. It expects to provide a better life for Informal Settler Families (ISFs) living in the danger zones within the cities/municipalities, like in Metro Manila. However, there have been rising problems once the ISFs have moved to the relocation sites. Delayed power and water connection, lack of livelihood opportunities and affordability of units are some of the protests among the ISFs that appear to be the reasons why they wanted to go back to their old communities. The main intention of the study is to assess and develop a comprehensive model that will aid the ongoing concern of the ISFs towards the improvement of their lives. The study assesses three housing programs of NHA, namely, MMDA Depot in Pasig City, the National Government Center housing project in Quezon City, and Disiplina Village 2 in Valenzuela City through a descriptive research design, comparative analysis and the combination of qualitative information to identify and address the ISFs' dilemma. This is to know the strength of each program, positive ISFs experience and compliance to the law that will expound the consideration in formulating a well-thought housing model. The key to resilient programs reflects on the progressive response of ISFs that should be replicated by other cities in Metro Manila. It's important that post-relocation of the ISFs include not just letting them live in physically built structures or shelters but also to fulfil them with other dreams and goals in life.

Conceptual Framework





International Symposium 2018

Public-Private Trends in Business Management: Understanding Disaster Risk towards Business Continuity

27 (Saturday) - 28 (Sunday) January 2018 | 8:00 A.M. - 5:30 P.M.

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

Theme: Investing in Business Continuity

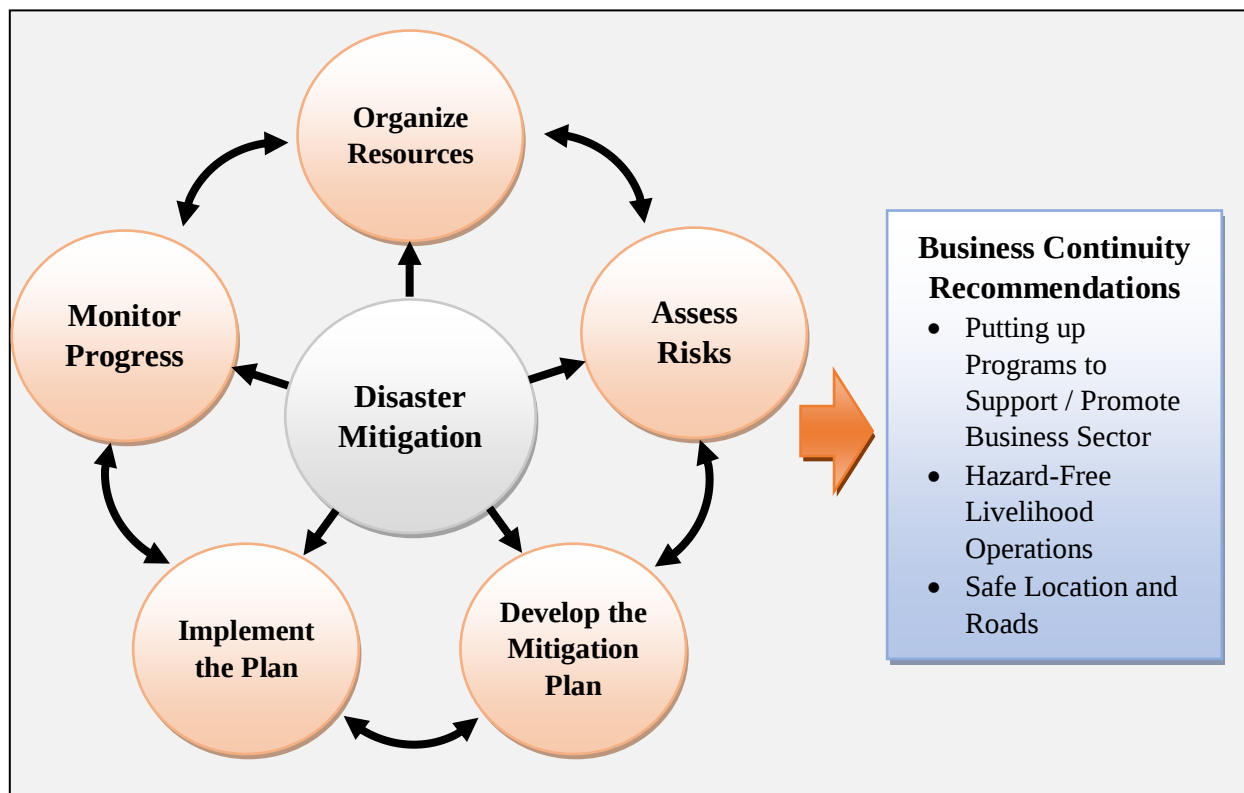
Plenary Session: Presentation Session III (Business Continuity)

Disaster Mitigation: A Strategy of the Quezon City Local Government for Business Continuity

Presented by: **Dana M. Capistrano**, Research Methodology Class, PSBA-Manila

Disaster creates an impact on the economic system of a city. Disaster mitigation involves the steps to reduce vulnerability to impacts like injuries, death, and loss of properties including livelihood. The Quezon City local government, as a highly dynamic urban center of the country, has a vision to make the city residents safe in all aspects of their lives wherein the focus on disaster management aligns it to sustainability and business continuity. Problems arise in identifying the strategies of the Quezon City local government to support business continuity, the disaster mitigation impacts on the city's overall business operators and find the level of awareness in terms of danger and safety. The descriptive, qualitative and quantitative methods and key person interviews will show results on the impacts and awareness of the businessmen on the mitigation programs of the local government related to the natural and man-made flood disaster. In conclusion, there is a significant correlation between the identified disasters and challenges of the business sector in the recent city plans and programs for disaster mitigation. Recommendations include putting up programs to support and promote its business sector towards positive innovations or growth, quality of services, hazard-free livelihood operations, safe locations and roads for business continuity to prolong its social longevity in the city especially in those areas exposed to risks, with effects of the natural and man-made induced flood hazards, and eventually resulting to business closure in the city's area of responsibility.

Conceptual Framework

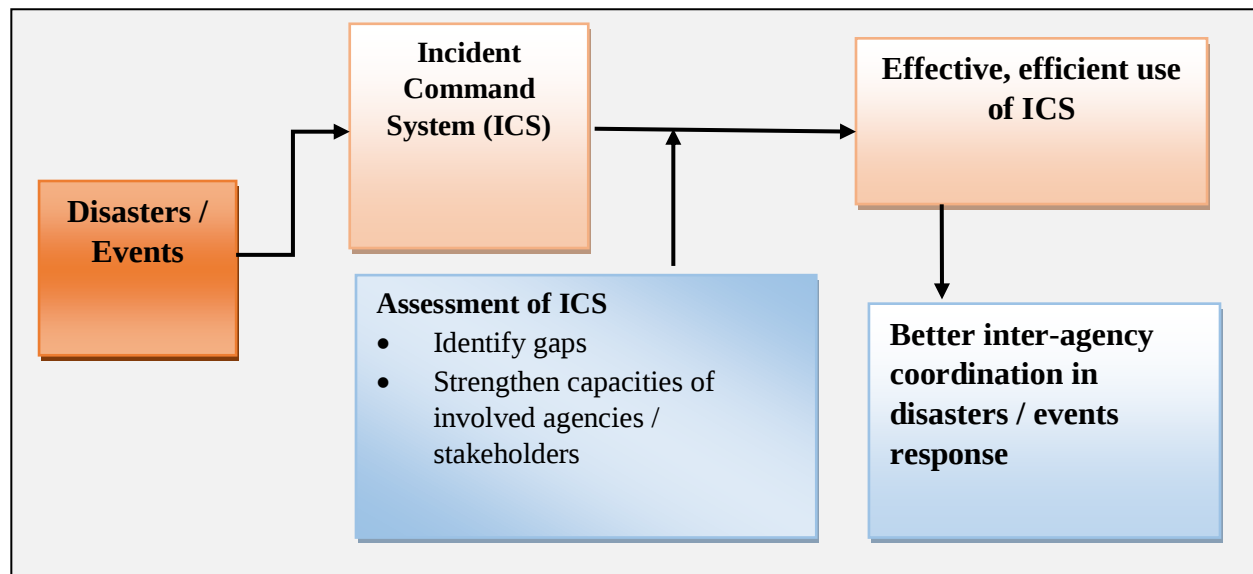


Assessing Incident Command System in Managing ASEAN 2017

Presented by: *Annmarie Diane T. Marquinez, Research Methodology Class, PSBA-Manila*

Incident Command System is a standardized Incident Management Approach, applicable to any disasters/events scenario, which is designed to improve coordination among the various agencies involved in disaster response. With the increase in disasters, the Philippine stakeholders introduced an efficient system that is capable to respond to disasters/ events more effectively using ICS to ensure that disaster risks are prevented or minimized and to address the needs of affected population when disasters occur. In the Philippines, ICS was being utilized both for disasters and planned events. The flexibility of ICS allows for an effective application of the system. Recently the Philippines hosted the Association of Southeast Asian Nations (ASEAN) 2017. However, there are still gaps and challenges that need to be addressed in the utilization of Incident Command System and the government needs to strengthen capacities among stakeholders. This study aims to assess the ICS on managing ASEAN 2017. This will help the public and private sectors to understand the effectiveness of the system for disasters or planned events hence, promoting disaster resilience. Through desktop research, interviews and participant observation with the respondents, this study will identify how effective and efficient the use of ICS in management of ASEAN 2017 and any planned events.

Conceptual Framework

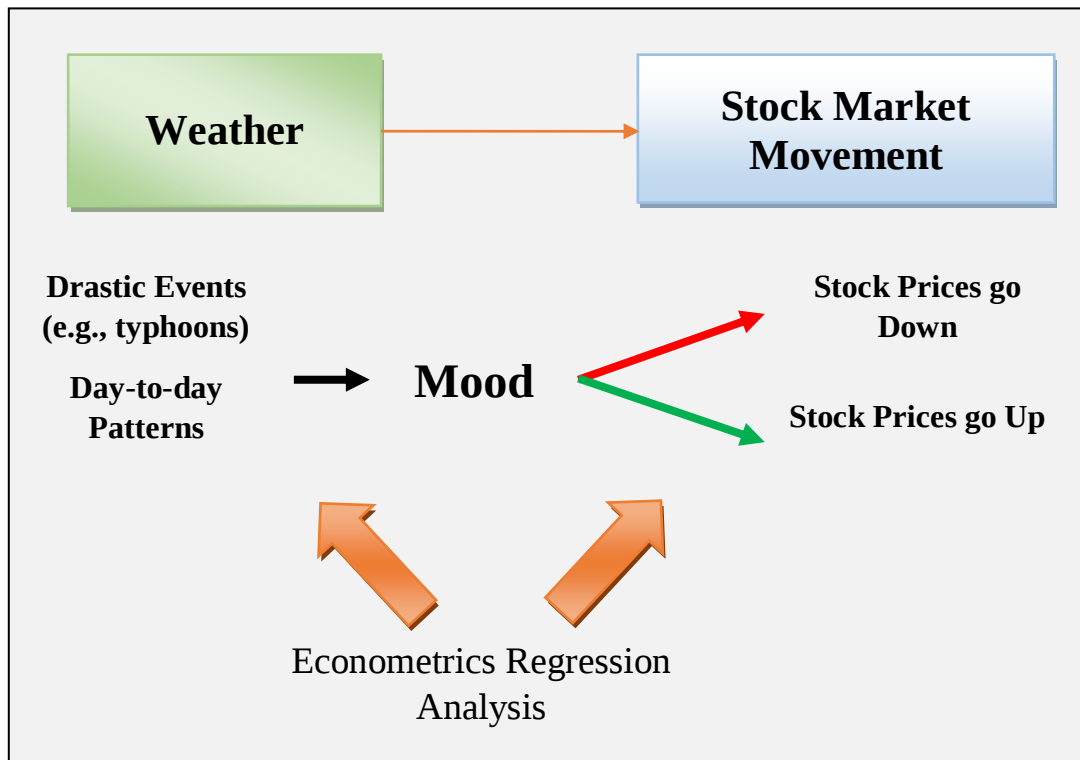


Weather and its Effects to Philippine Stock Market

Presented by: **Philip Angelo S. Pandan**, Research Methodology Class, PSBA-Manila

In this paper, the effects of Weather on the Philippine Stock Market are isolated to be able to create a predictive model that could assist Filipinos in their investment decisions. As is, the stock market is being seen as the Filipinos' escape from the culture of being content with an employee status on the way to financial freedom, that is, be one's own boss by earning through the stock market. Two effects are to be controlled in this study, one is drastic weather events such as typhoons such as El Niño; the other, the day-to-day weather patterns. There have been many psychology studies that have linked weather to mood while economic studies linked mood to stock market decisions. Mood leads to neglecting internal factors that lead to stock price movement. A positive mood leads to optimism, and a collective optimistic decision leads to high demand and thus high prices. Conversely, a negative mood leads to pessimism. The direct effects of weather especially devastating weather conditions such as storms and El Niño are determined using econometrics models to approximate the effects; a quantitative analysis that would utilize a Single Linear Regression, Instrumental Variable, 2-step Single Linear Regression, and Augmented Dickey-Fuller. With the magnitude of effects of these events calculated, we can create a predictive model. The predictive model would be a great tool to help Filipinos get the most out of their investments.

Conceptual Framework

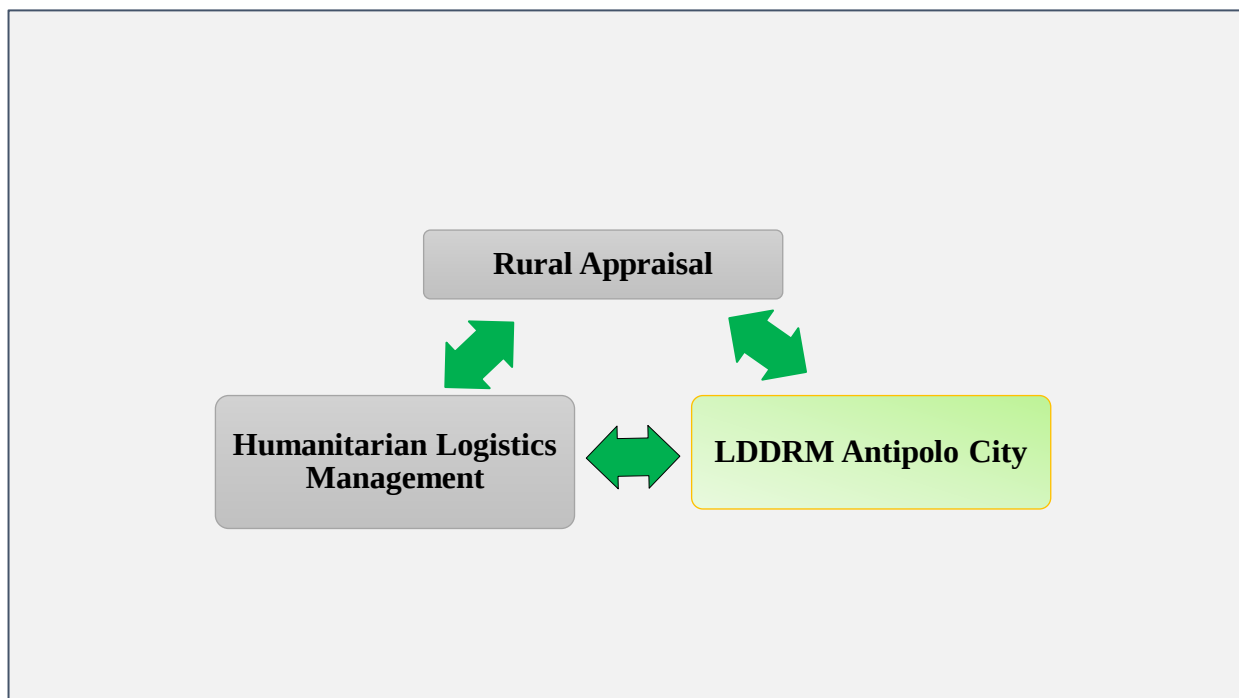


Evaluating Humanitarian Logistics Management System at the Last Mile: Ondoy Victims in Antipolo City, Rizal, Philippines

Presented by: Mary Ann P. Esporas, Research Methodology Class, PSBA-Manila

In recent years, disasters struck the Philippines several times which resulted to magnitude of challenges particularly in the field of humanitarian logistics. This study looks at the experiences of the Typhoon Ondoy victims in Antipolo City. It will answer the research problems on perception of residents to disaster risk reduction management (DRRM); assessment of residents to humanitarian logistics management (HLM); participation of locals to rural appraisal; contribution of disaster risk reduction management program to humanitarian logistics management at the last mile and vice versa; current humanitarian logistics management practices; and disaster risk reduction program with the participation of residents to rural appraisal. The significance of the study lies in the awareness of the residents on information regarding disaster risk reduction management, in improving logistics activities and developing a humanitarian logistics management model at the barangay and city levels. Methodology makes use of the determination of local perceptions on disaster risk reduction and vulnerability using primary data collection, qualitative data through conducting participatory rural appraisal, document review of socio-ecological data, quantitative data through statistical treatment of data and validation of results through triangulation approach. Expected outputs are knowledge and advantages on the practices, awareness and perception of the residents and assessment on the participation of locals using rural appraisal. The research outcome is an enhancement of the process of developing and institutionalizing humanitarian logistics management at the last mile. This process/activity will count among the more important inputs to be included in the Local Disaster Risk Reduction and Management Plan of Antipolo City.

Conceptual Framework





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Disaster Risk towards Business Continuity

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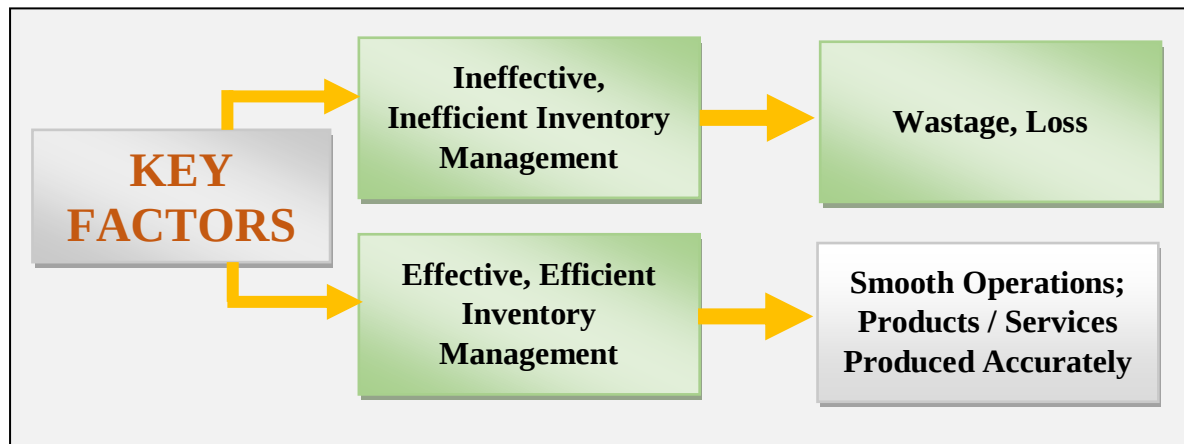
Plenary Session: Presentation Session IV (Public Private Trends in Business Management)

Inventory Management and Control: A Strategy for the Effective Management Production in Selected Greenwich Stores in Quezon City

Presented By: Melissa Guilas, Research Methodology Class, PSBA-Manila

Inventory management and control is a challenging problem area in some restaurant industry. In this paper, I focus on inventory management and control of selected Greenwich stores (a subsidiary of Jollibee Foods Corporation) in Quezon City. Inventory management and control is concerned with the day to day running of the system. The primary purpose of managing and controlling the inventory is to ensure that the operation runs effectively and produces products and services accurately. Any wrong move in planning inventory activities may lead to wastages and losses to the company. This study aims to identify the key factor that influence inventory management and control practices, investigate efficient and effective inventory management approaches. A case study approach is used to identify the key factors that influence inventory management and control in a food industry. Efficient and effective inventory management and control practices will be derived from the case study and may provide practical guidance for other food establishments in Quezon City. This will study provide a valuable tool for identifying the key factor in inventory management and control which can be applied to similar problems encountered in actual restaurants.

Conceptual Framework

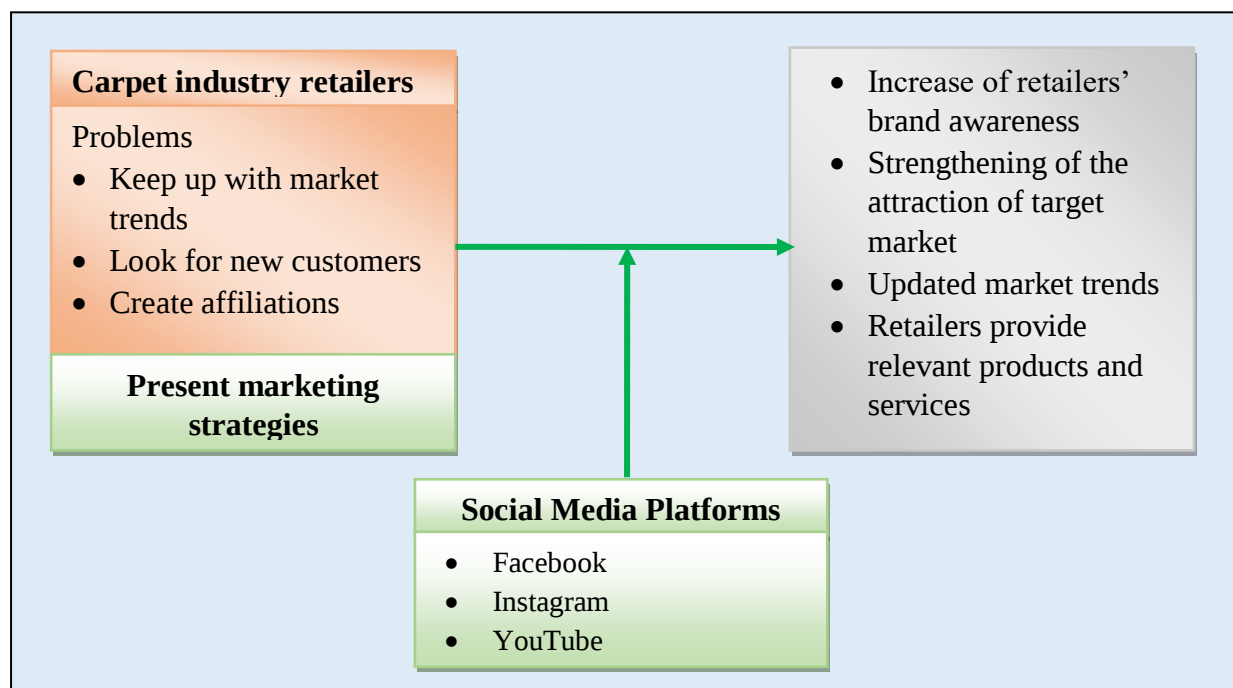


Contribution of the 3 Major Social Media Platforms (Facebook, Instagram and Youtube) on the Marketing Strategy of the Main Carpet Retailers in the Philippines

Presented by: **Margareth M. Pablo**, Research Methodology Class, PSBA-Manila

The construction industry in the Philippines is set to grow at a rapid pace over the period 2017–2021 (Source: Timetric's Construction Intelligence Center), among the industries that will benefit from this is the carpet industry. However, there are certain problems that hinder the industry's continuous growth. The major challenges of the main carpet retailers in the country include keeping up with the constantly changing market trends, and since its products are durable goods, they need to regularly look for new customers and lastly to create affiliations. Social media platforms like Facebook, Instagram and Youtube serve as a great solution to this problem but it is essential to know how to integrate these platforms with the retailers' marketing strategies in order to create a positive synergy and address its major challenges which is the objective of the study. The study is based on descriptive qualitative research method to gather required data. The findings of the study might assist the carpet retailers and other small and medium enterprises on how to integrate the major social media platforms with their corresponding marketing strategies in order to attain their objectives. The study concludes that these platforms significantly increase the retailers' brand awareness through segmentation; hence, attracting its target market. Creating affiliations may be made easier since there are numerous businesses of the same industry who are also engaged in social media marketing. Being updated with the current trends, the retailers can also provide relevant products and services based on current demand.

Conceptual Framework

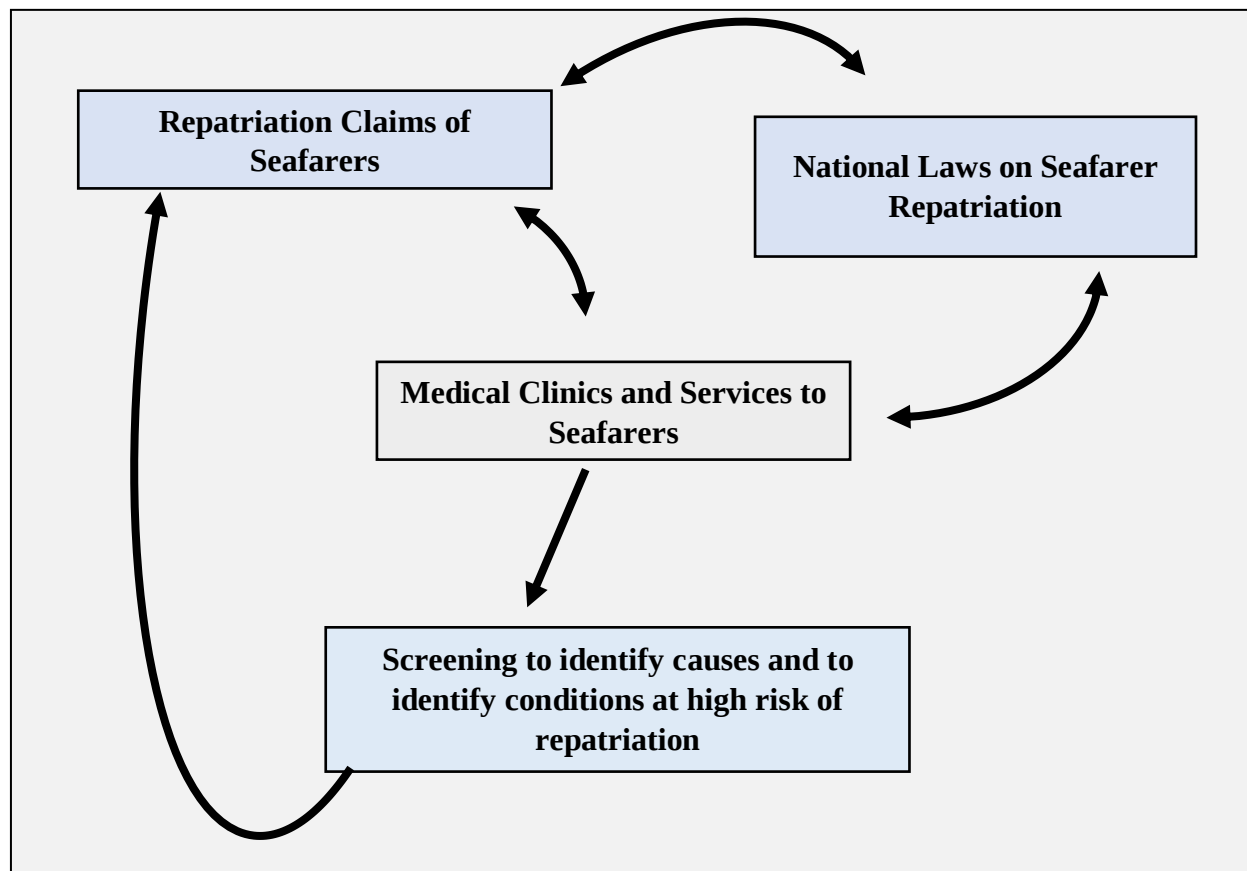


Repatriation of Filipino Seafarers and its Impact on three Leading Pre-Employment Medical Clinics in the Philippines: An Assessment

Presented by: Lysa S. Banquiray, Research Methodology Class, PSBA-Manila

A seafarer has been deemed repatriated if he has been landed in the country to which he belongs, or at the port to which he was engaged, or at a neighboring port, or at which the voyage commenced. Repatriation due to medical illness is a serious issue for pre-employment medical clinics because it could affect its credibility as an institution which provides health services to its clients. Laws on medical repatriation of seafarers will thus be reviewed and cases of claims from seafarers will be studied to assess its impact on clinics. This study aims to help the clinics develop preventive measures on the occurrence of repatriation to avoid expensive claims in the future. A number of studies have tried to discuss the cause of repatriation in various nationalities, and reported that low back pain was the largest cause of injuries among Filipino seamen. The importance of identifying the causes of medical repatriation is to help the examining physicians identify those conditions that are at a high risk of repatriation and help the clinics intensify their process in medical screening and government agencies formulate national health policies with regard to medical screening. By determining the impact of repatriation, the financial and operational risks are being addressed to ensure that continuous high-quality service is being rendered to its clients.

Conceptual Framework

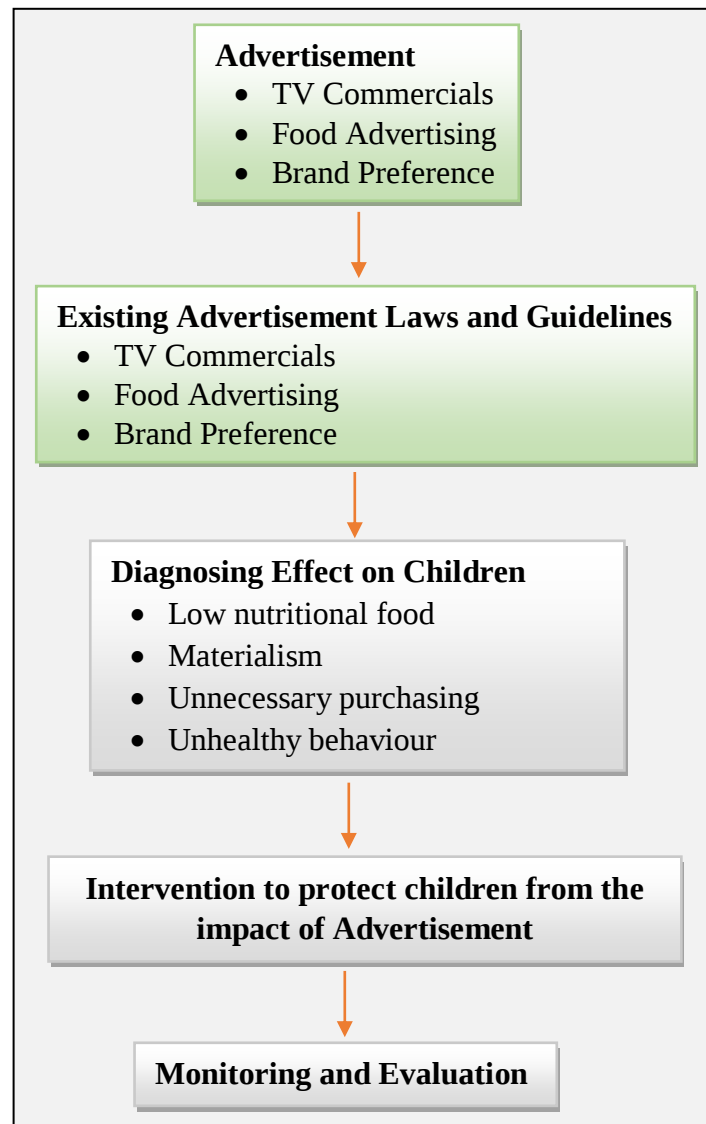


Irresponsible Advertising and Its Negative Impacts on Children: A Framework of Responsible Advertising in the Philippines

Presented by: Bo Ngoc Bui, Research Methodology Class, PSBA-Manila

Advertising to children is often the subject of debate, relating to the alleged influence on children's consumption needs because they are still developing. It is known that children until about 12 years of age have not developed critical thinking. The intention of this research is to examine how advertising impacts on the children with the specific objective of finding out the extent of negative influence (Television advertisement, Food advertising, Brand Preference and Purchase behavior) on children by commercial advertising in the Philippines, and how to prevent the negative impact on the children. Low nutritional food, materialism, unhealthy behaviors and unnecessary purchasing are due to advertising. A questionnaire using five-point Likert scale was administered to 300 parents of children aged between 6-14 years, and studying in schools. Samples were collected from Metro Manila. The data were analyzed and correlation test was run by means of SPSS. In conclusion, advertising is affecting children by increasing their food consumption pattern, their preference for low-nutrients that are high in sugar, fat & salt (SFS) foods and beverages, and molding in them attitudes that are aggressive and violent in nature tending to incline them towards unnecessary purchasing. This study will be beneficial for all parents, children in the Philippines by allowing them to understand the effects of negative factors on the children and to provide therein some recommendations how to protect children from that impact. Moreover, this study may help the advertisers to be aware of the negative effects of advertisement on the children and make them act as responsible advertisers.

Conceptual Framework

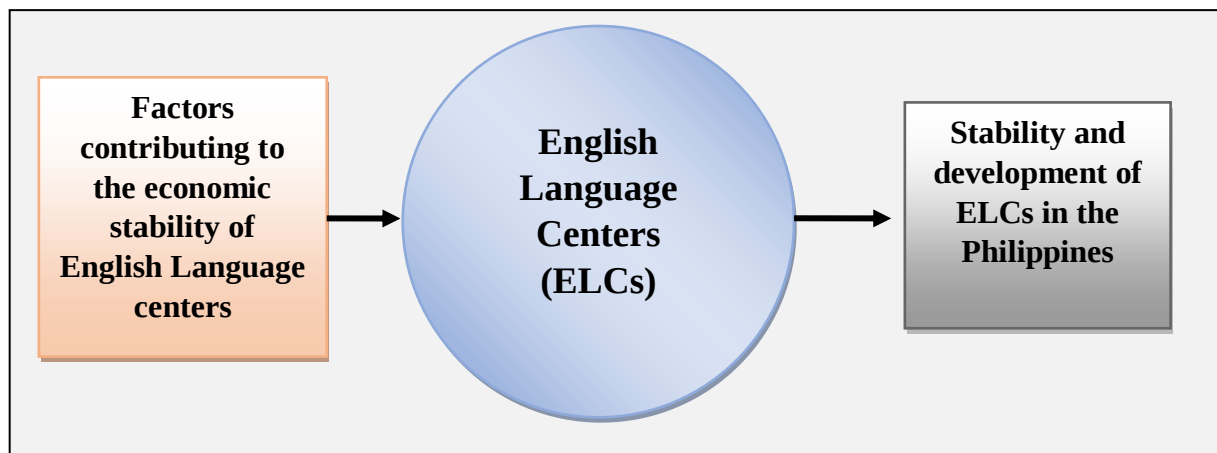


Financial Sustainability of Language Centers in the Philippines: Growth Projection Trends from the Last Ten Years

*Presented by: **Girlie Abraham**, Research Methodology Class, PSBA-Manila*

For many years, people have debated if English Language Centers in the Philippines will be progressive or not. However, little research has been done to explore the Economic Stability of Language Centers in the Philippines. This research derives from an in –depth study of using Descriptive survey design of data collection. It has presented and discussed findings from the method used the factors that contribute to the stability and development of the business of teaching English in the Philippines. Drawing on economic reports of foreigners coming to Makati City and reports from different English Language Centers, this paper examines the factors that affect the English Language Centers in Makati City such as the strength of Labor Markets and Global Forms and Trends. After presenting some of the data collected, it has been determined that the Philippines’ GDP affects the influx of English learners to come and study in Metro Manila especially in Makati City which is one of the centers of business in the metro. This paper affirms that the stability of the Philippines’ economy has a profound influence on the financial sustainability of English Language Centers in Metro Manila specifically in Makati City.

Conceptual Framework

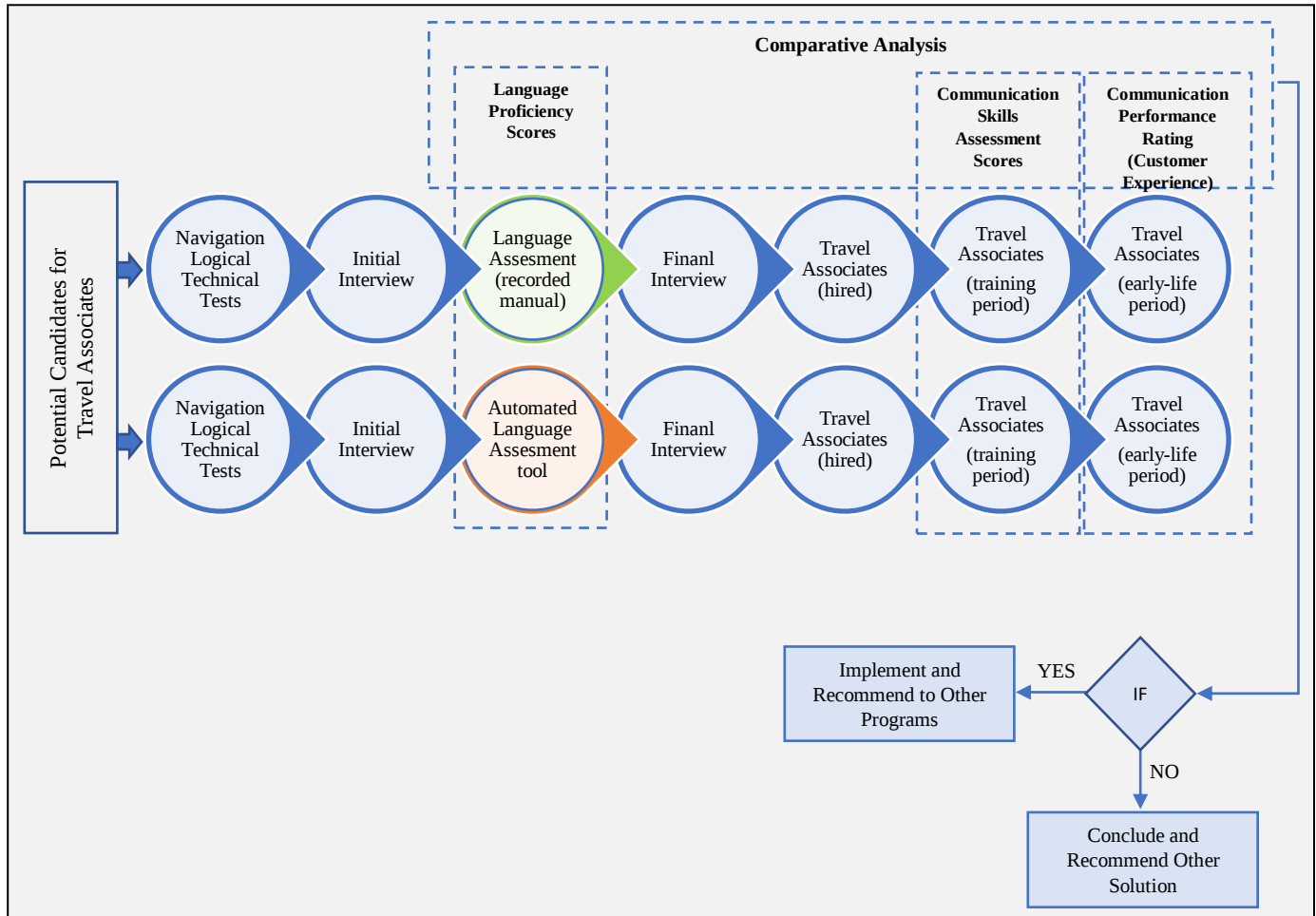


Automated Language Assessed Travel Associates' Communication Performance toward UA Reservations System: An Evaluation

*Presented by: **Ferdinand R. Nuñez**, Research Methodology Class, PSBA-Manila*

The Philippines, as the third largest English-speaking country in the world, has become an ideal location for business off shoring. The English-speaking Filipinos' level of language proficiency translates into smooth working communication with minimum to zero barriers. Effective communication provides superior service, improve efficiency and customer interactions. Through effective communications, customer service experience will be greatly enhanced. However, this is not the case for InterGlobe Technologies Philippines, Inc., specifically with its Travel Associates' communication performances who are servicing United Airlines Reservations System. In this regard, the company has acquired the Automated Language Assessment tool to gauge applicants' language proficiency in hiring selection. The main objective of this study is to evaluate the newly acquired system's effectiveness and the level of improvements in enhancing communication performance of automated language assessed Travel Associates. The experimental research design will be used to generate comparative analysis in language proficiency scores, communication skills assessment scores, and communication performance rating between automated (experimental group) and non-automated (control group) language assessed Travel Associates. The findings of this study are expected to illustrate significant differences between the experimental and control groups in Travel Associates' communication performance. The Automated Language Assessment tool will enable InterGlobe Technologies Philippines, Inc. in selecting better candidates with satisfactory English language proficiency to become Travel Associates. Accordingly, the significant improvement in communication performance and consistency will serve as an effective aspect for the company to maintain its partnership with United Airlines.

Conceptual Framework

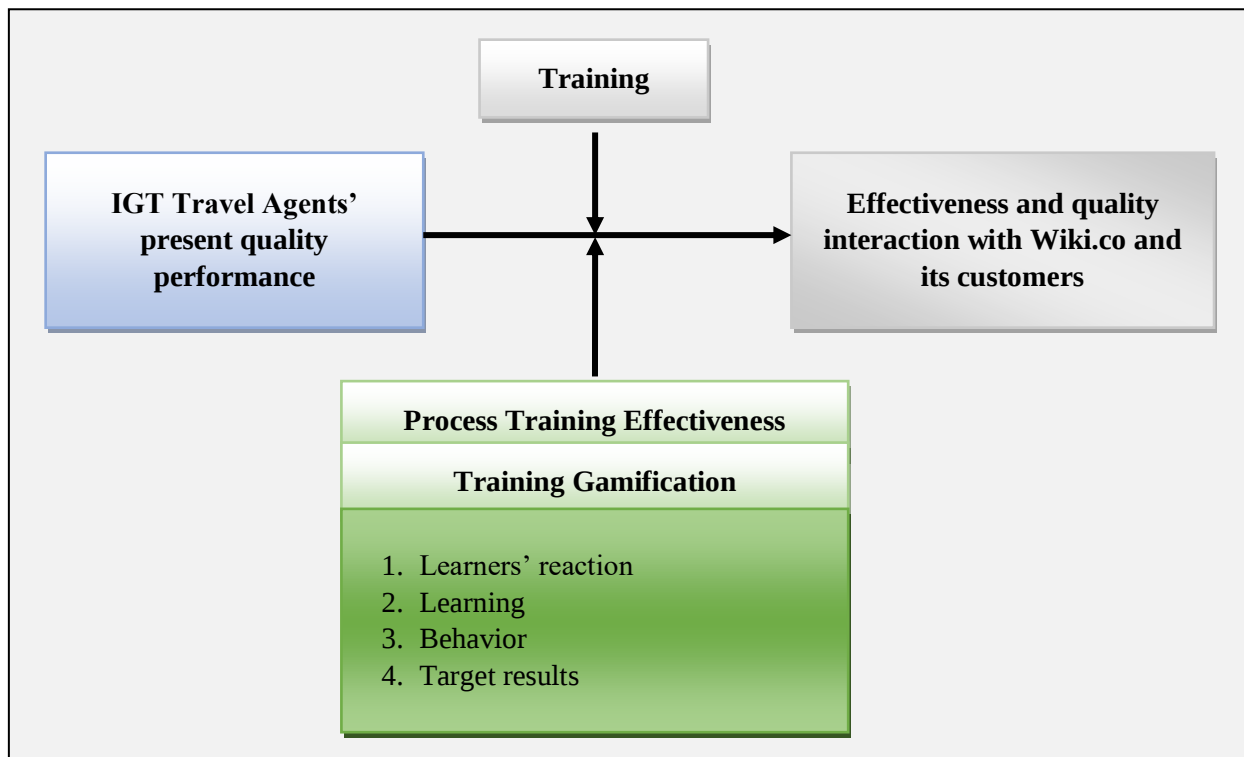


Process Training Effectiveness on Travel Agents' Performance, InterGlobe Technologies, Philippines

Presented by: Maria Rika Abraham, Research Methodology Class, PSBA-Manila

InterGlobe Technologies (IGT) is an IT-BPO company that provides integrated IT-BPO services across aviation, hospitality, and technology domain. IGT's differentiator among its competitors is its 100% focus on travel. With this specialization (and limitation), IGT ensures quality performance on each program to maintain its business. Learning and training delivery is a key ingredient towards the company's success. The purpose of this study is to measure Process Training Effectiveness for Kiwi.com – one of the new clients acquired by IGT Philippines in May 2017. Currently, the average Quality Performance of IGT travel agents is 14.15% below the target set by the client. This study aims to measure improvement on training effectiveness with the use of training gamification in its training delivery. Training effectiveness will be measured using Kirkpatrick's Level Four of his Training Evaluation Model – measuring learners' reaction, learning, behaviour, and results targeted for the study. Quality Performance is based on the required technical and customer service standards that the client considers to be critical to success. This evaluation method gauges the quality of interaction provided by the IGT travel agents to Kiwi.com's customers.

Conceptual Framework





International Symposium 2018

Public-Private Trends in Business Management: Understanding Disaster Risk towards Business Continuity

27 (Saturday) - 28 (Sunday) January 2018 | 8:00 A.M. - 5:30 P.M.

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

Theme: Investing in Business Continuity

Proceedings of the International Symposium 2018

Part 2 of 2

PROCEEDINGS OF THE INTERNATIONAL SYMPOSIUM 2018

PUBLIC-PRIVATE TRENDS IN BUSINESS MANAGEMENT: UNDERSTANDING DISASTER RISK TOWARDS BUSINESS CONTINUITY

Theme: Investing in Business Continuity

Venue: Quezon City Experience, Quezon City Memorial Circle, Quezon City, Philippines
January 27, 2018

Program Emcees: In addition to Prof. Carmelita R.E.U. Liwag & Ms. Coleen C. Balasabas, Ms. Maria Rika Abraham and Mr. Mike Leander Aranas, also assisted in the emceeing the program.

Prayer and National Anthem: Dr. Lualhati S. Macapagal, PSBA-Manila



Opening prayer led by Dr. Macapagal



Guests singing the Philippine National Anthem

Welcome Message: Dr. Mario Delos Reyes, Dean, University of the Philippines – School of Urban and Regional Planning (UP-SURP), Diliman, Quezon City

Dean Delos Reyes welcomed the guests, speakers, presenters and participants. He then shared that the symposium and its theme is very relevant, and that the academe, of which UP-SURP is a representative, is trying out ways to build resiliency in communities by means of:

1. Integrating Climate Change and Adaptation (CCA) and Disaster Risk Reduction (DRR) into UP-SURP's curriculum, both in the core and elective courses;
2. Supporting LGUs in mainstreaming CCA and DRR into local development planning;
3. Involving in projects to build up resilience;
4. Conducting training on CCA and DRR for local governments, barangays, chief executives, mayors, local government officials, employees, and staff;



5. Conducting public lectures organized by UP-SURP; and
6. Collaborating with local/international universities and schools in pursuing a Master's program with the end view of encouraging the sharing of knowledge and expertise.

Plenary Session: Resource Speaker Session 1

Chair: Archt. Pedro P. Rodriguez, Head, Quezon City – City Planning and Development Office (QC-CPDO)

Architect Rodriguez, Chair of the Resource Speakers Session 1 under Plenary Session, provides an introduction.



Resource Speaker: Lect. Sobia Hassan, In-Charge, Department of Administration, Lahore College for Women University (LCWU), Lahore, Pakistan – “Factors Affecting the Growth of Small-Medium Enterprises (SMEs) in Pakistan”

Lect. S. Hassan cited several factors that affect the growth of small and medium enterprises (SMEs) in Pakistan. She described first the profile of the SMEs and after identifying the factors, she recommended that the State Bank of Pakistan facilitate loan assistance to SMEs.



Resource Speaker: Dr. Primitivo C. Cal, Executive Director, UP-Planning and Development Foundation, Inc. (UP-PLANADES) – “Public-Private Partnership towards Business Continuity.”

Dr. Cal began by sharing that past and present administrations have made use of PPP as a key strategy in the implementation of development projects. Its main advantages are: 1) Budget augmentation; 2) Improves efficiency in project implementation and operation; and 3) Sharing of risks.



He then presented the three kinds of PPP schemes, namely:

1. The official scheme as legislated by Republic Act 6957 (the Build-Operate-Transfer or BOT Law, as amended by Republic Act 7718);
2. The joint venture; and
3. The hybrid PPP.

Under the first category of PPP schemes are several variants: BOT, BT, BLT, BOO, BTO, CAD, DOT, ROT, and ROO. He then proceeded to the modes of bidding under the BOT scheme. One is the public bidding mode; the other is the unsolicited proposal mode. In public bidding, the government identifies and prepares the project and then invites bidders. In the unsolicited proposal mode, the initiative comes from the proponent (usually, the private sector) which proposes a project to the government. Negotiation follows although the government also invites comparative proposals all of which go through the usual process of public bidding.

The joint venture scheme was issued by Executive Order 423 of April 2005. In this scheme, private or public sector entities contribute money/capital, services, assets, or a combination of these, thus sharing risks in undertaking a project.

Dr. Cal also discussed on the failure of competitive selection when no proposals or only a single proposal has been submitted. In this case, he presented options for what becomes a limited negotiation process.

Finally, he talked about the hybrid type of PPP scheme, frequently resorted to by the administration of President Duterte. Under this scheme, the government entity concerned both finances and constructs the facility while the private entity involved operates and maintains the facility.



Resource Speaker: Karl Michael E. Marasigan, Head, QC DRRMO – “Quezon City Disaster Risk Reduction: Official Perspective Towards Public Private Partnership in Business Continuity.”

Disasters impact small scale retail businesses to large establishments. They may lose uninsured stock and more losses due to prolonged power cuts; blocked roads lose the ability of businesses to take their produce or merchandise to the markets; and employees

may face short- or long-term loss of employment or income. To address such challenges, Quezon City has taken steps to address these perils in consultation with various partners. The steps include:

1. Re-organizing the QC DRRM Council;
2. Engaging with the private sector;
3. Investing in livelihood programs;
4. Exploring risk transfer mechanisms; and
5. Building capacity particularly for first responders.

In consonance with Republic Act 10121 (Philippine DRRM Act of 2010), QC Mayor Herbert Bautista signed EO 23, series of 2010, organizing the QC DRRM Council (QCDRRMC). This body is composed of various city offices and departments. Recently added were the following: Persons with Disability Affairs Office (PDAO), SikapBuhay (through which QC reaches out to SMEs), PESO (for employment opportunities to victims), Office of Senior Citizens Affairs (OSCA), City Tourism Department, and the City Veterinary Department.

The private entities that QC has engaged with include private organizations, NGOs, and business institutions. Various memoranda of agreement were signed for this purpose.



Investments in capacity development for communities include the implementation of information, education and communication (IEC) campaigns to increase their knowledge and awareness. Capacity training has also been given in terms of the financial literacy, social preparation and livelihood alternatives through the MOVE UP Project (Moving Urban Poor Communities toward Resilience). The training also incorporates disaster preparedness orientations and the promotion of insurance mechanisms.

In exploring risk transfer mechanisms, QC has recently inked a project with the Department of Finance (DoF) and the Asian Development Bank (ADB) in designing the Philippines' City Disaster Insurance Pool. The output of the project is a case study with QC's benchmark data on disaster risk financing, cost-effective disaster risk insurance, and other strategies as a way of sharing knowledge and experience among LGUs.

Capacity building for response capabilities has been implemented by QC through the QC Barangay Emergency Response Team (BERT) to provide life preservation and meet the basic subsistence needs of affected populations, as well as the provision of ambulance units to enhance the capability to respond immediately to incidents.

He quoted Mayor Bautista that "DRR + Environmental protection = Urban Development."



Introduction of the Guest of Honor - Dr. Mark de Guzman, Professor, Department of Civil Engineering, Saint Louis University, Baguio City

Dr. De Guzman provides an introduction for the Guest of Honor of the Event, Mr. Aldrin Cuña, representing Mayor Herbert Bautista of the Quezon City Government.



Response of the Guest of Honor - Mr. Aldrin Cuña, QC City Administrator (proxy of Mayor Herbert Bautista)

Mr. Cuña thanked Dr. Raza for helping QC to become the first city/LGU with a complete Local Climate Change and Adaptation Framework/Plan and its integration into the Comprehensive Land Use Plan (CLUP) and City Development Plan (CDP). He also thanked Dr. Raza for partnering with QC in crafting the academic program (the MBA

program) wherein QC staff may enroll and thus come up with theses and studies especially on the need for relevant policies in relation to DRRM and LCCA concerns.

Signing of the Memorandum of Agreement (MOA) between PSBA-Manila and the Quezon City Government (QCG)

Dr. Jose Peralta (on behalf of PSBA-Manila) and Mr. Aldrin Cuña (on behalf of the QCG) sign the MOA between PSBA-Manila and QCG. This was witnessed by Archt. Pedro Rodriguez, Head of Quezon City's City Planning Development Office (QC-CPDO), and Mr. Rogelio L. Reyes, Executive Director of Scholarship and Youth Development Program (SYPD) – Quezon City.



Soft launching of the book-to-be, QC Local Climate Change and Adaptation Plan, 2017-2027 (QC LCCAP 2017-2027)

Representatives from the QCG, PSBA-Manila, and Guests of Honor present the soft-launching of the QC LCCAP 2017-2027.





Copies of QC LCCAP 2017-2027 during the soft launching



Representatives from the QCG, PSBA-Manila, and Guests of Honor hold their copies of the book, QC LCCAP 2017-2027, during the soft launching.

Partners and Linkages Acceptance of QC Local Climate Change and Adaptation Plan, 2017-2027 Book



Prof. Asif of LCWU accepting the LCCAP book from Hon. Aldrin Cuña



Dr. Cal of UP-PLANADES accepting the LCCAP book from Hon. Aldrin Cuña



Dr. Raza of PSBA-Manila receiving the LCCAP book from Hon. Aldrin Cuña



Mr. Marasigan of QCRRMO receiving the LCCAP book from Hon. Aldrin Cuña

Awarding of Certificate of Recognition to the Philippine School of Business Administration – Manila



Arch. Rodriguez of QC-CPDO presenting the Certificate of Recognition for PSBA-Manila



Dr. Peralta with Dr. Raza receiving the Certificate of Recognition from Hon. Aldrin Cuña

Distribution of Plaque of Appreciation to the Resource Speakers



Lect. Hassan of LCWU receiving a Plaque of Appreciation as Resource Speaker



Dr. Cal of UP-PLANADES receiving a Plaque of Appreciation as Resource Speaker



Mr. Marasigan of QCDRRMO receiving a Plaque of Appreciation as Resource Speaker

Morning Coffee Break



Clockwise from front-left: Dr. Cal, Dr. Delos Reyes, Gov. Cerilles, Pres. Peralta, Dr. Raza, Hon. Cuña, and Archt. Rodriguez



MBA-DRM students having their coffee break



From left to right: Dr. Delos Reyes, Dr. Cal, Lect. Hassan, Asst. Prof. Asif, and Prof. Liwag



MBA-DRM students having their coffee break



MBA students having their coffee break



Clockwise from front-left: Dr. Cal, Dr. Delos Reyes, Gov. Cerilles, Pres. Peralta, Dr. Raza, Hon. Cuña, and Archt. Rodriguez



Guest Speaker: Hon. Gov. Antonio H. Cerilles – “Constitutional Amendment and Its Impact on Business Continuity.”

He tackled the issue of federalism and its impact on economic survival of the regions. He believed in the wisdom of the former Chief Justice Hilario Davide who gave the scenario that only NCR and the Southern Luzon Region will survive; the rest, quoting Davide, “can go to hell.” I am against federalism because my province, Zamboanga de Sur, will have a problem.

Moreover, the regional governor will be an all-powerful guy. He can appoint, transfer, promote, and dismiss anybody. He can therefore create a political dynasty. I also agree with Gerry Sicat, former NEDA Governor, who said that if federalism becomes a reality, there will be a problem in bureaucracy. In this event, again, the poorer regions will suffer.

The 1987 Constitution is a good constitution, according to Justice Davide. In this regard, Gov. Cerilles proposes for a Constitutional Convention just the way President Marcos called for one such in 1971.

Finally, he sounded out a rhetorical question if what the QC LCCAP project is doing, or if the existence of the city government’s DRM unit, is in conflict with UP-SURP’s program. The shaking of heads among the concerned officials sitting at the front row seats demonstrated that there is no such conflict; in fact, they voiced out that the two are cooperating with each other.



Resource Speaker: Asst. Prof. Rabia Asif, In-Charge, Department of Management Science, LCWU, Lahore, Pakistan – “China-Pakistan Economic Corridor and Business Continuity: A Route to Prosperity.”

She gave first a background of the China-Pakistan Economic Corridor (CPEC) saying that the two countries reached an agreement on CPEC with the signing of CPEC in April 2015. This is in alignment with

China’s regional connectivity policy and its One Belt One Road (OBOR) regional program. After citing the various infrastructure projects especially in seaport building, road building, and hydropower/energy construction, Prof. Asif enumerated the benefits of CPEC to China as well as to Pakistan.

The benefits to China include: 1) more trade between China and the Middle East and Africa; 2) access for China to the Indian Ocean; and 3) an independent political and economic path from India and the USA.

On the other hand, Pakistan gains the following benefits: 1) improvement of the economy; 2) opportunities are availed of in its relationship with China; and 3) creation of new employment openings with the implementation of CPEC.



Reaction of Gov. Cerilles to Prof. Asif's presentation

The CPEC reminds him of UP PLANADES' project with Pakistan that involves planes in redevelopment of Islamabad master plan during the time of President Pervez Musharraf. Unfortunately, CPEC may make India uncomfortable as an old rival of Pakistan. He then brought up the issue of the Bataan Nuclear Plant, which was snowballed although the Philippines paid for

it already. It is there, he said, but we are not using it. He expressed in Filipino, "*Ayanna, ayaw pang gamitin!*"

Resource Speaker: Dr. Elias Sampa, Programs and Curriculum Head, Australian National School and United Campus of Mahatma Gandhi International School – “Disaster Impact towards Business Continuity in Changing Climate.”



Dr. Elias Sampa presenting “Disaster Impact towards Business Continuity in Changing Climate”

According to Dr. Sampa, of all environmental issues, CC is the one that is harder to address. He proceeded to show his Mitigation and Adaptation Framework showing Human Settlements at the center of all human activity, be it service, shelter, and infrastructure, which emphasizes what the Sendai Framework and the Hyogo Framework have already emphasized.

He focused on human as well as business settlements, tackling first congestion issues, land ownership issues, for example, which only obstruct the solution of the problem. In resilience, people need to give up something.

He then gave six reminders in risk management for business continuity, namely:

1. Create the future, not protect the past;
2. Go multidisciplinary, not rely on one discipline;

3. Connect and collaborate, not compete;
4. Learn to unlearn, and relearn rather than just being learned;
5. Embrace ambiguity rather than look for certainty; and
6. Rely on real cases/challenges rather than on old practices

He came up towards the end of his presentation with thought-provoking insights:

1. Shift consciousness from territorial integrity to people integrity;
2. Need to depart from our arrogance of power;
3. Climate change will succeed where globalization failed;
4. In local, national, and global governance, we need to think and work public-private;

The last idea of thinking and working public private is to him the framework of business resilience. By extension, Mitigation and Adaptation = Public Private = Business Resilience

Resource Speaker: Dr. Jun T. Castro, College Secretary and Professor, UP-SURP – “Role of GIS in Development Projects: Challenges in Business Continuity”



Dr. Jun T. Castro presenting “Role of GIS in Development Projects: Challenges in Business Continuity”

He first defined what Geographic Information System (GIS) is, that it is a computer tool to collect data, analyze, process it, and present it in graphical outputs or maps. GIS serves and supports planning, management and decision-making. He briefly touched on business continuity, saying this is related to logistics among the business companies, to assure the smooth flow of goods and services.

He gave examples of the need for GIS in urban management, such as in sanitary landfill site selection, in disaster risk assessment (DRA), and in logistics facility planning.

He identified the major challenges of GIS for business continuity:

1. Lack of information and institutional infrastructure;
2. Limited data because, for one, data are not openly shared; and
3. Development plans do not take into account logistics planning.

Distribution of the Plaque of Appreciation to the Guests and Speakers



Gov. Cerilles of Zamboanga del Sur receiving a Plaque of Appreciation as Guest Speaker



Prof. Asif of LCWU receiving a Plaque of Appreciation as Resource Speaker



Dr. Sampa receiving a Plaque of Appreciation as Resource Speaker



Dr. Castro receiving a Plaque of Appreciation as Resource Speaker



Dr. M. Delos Reyes receiving a Plaque of Appreciation as Resource Person

Open Forum

Q:

Engr. Humprey Ariel Tagapolot (freelance transportation planner) to Asst. Prof. Rabia Asif

“CPEC reminds me of China investing one time for a seaport project in Sri Lanka. The latter had difficulty in paying back. Have you thought that the Chinese investment in Sri Lanka may also be hard for Pakistan to pay back to China? The main issue lies on the interest rate. That is why the Sri Lanka port facility was not able to pay. Have you considered this possible scenario in CPEC?”



A:

Asst. Prof. Asif

“In CPEC, the funding is from China and management by Pakistan. If the project succeeds, this will be good for the Pakistani economy. The various revenue sources from the project means that Pakistan will be able to pay back.”



Q:

Mr. Allan Saleh F. de Vera (MBA-DRM, PSBA student) to Asst. Prof. Asif

“I see that CPEC has many hydropower projects. Have you examined some of the obstacles or problems regarding the construction of such projects? I come from an indigenous community. One problem with big infrastructure projects is removing or relocating indigenous peoples from where the projects would be set up. Are there such problems in the case of CPEC?”





A:

Asst. Prof. Asif

“Feasibility studies and reports have already been made and the planning about these have already taken care of the problem presented by indigenous communities who live in the affected sites.”



Q:

Mr. Federico Figueroa, Jr. (MBA-DRM, PSBA student) to Dr. Primitivo Cal

“This is a question of clarification that has to do with several two-connector routes. Why is it that the construction of these routes is delayed?”

A:

Dr. Tabassam Raza (on behalf of Dr. Cal who was not around)

“We will extend to Dr. Cal your question and so the answer would be given a little late, sometime after. He is not around and so we have to wait for the appropriate answer.”



Q:

Engr. Tagapolot to Dr. Jun Castro

“Data gathering is really a challenge to be able to get the accurate information. How effective is GIS then in planning considering what you said as data limitations.”

A:

Dr. Castro

As they say, garbage in, garbage out. The GIS data are mostly collected by private companies. But their data is not optimal, and only for their usage. In other words, GIS has not been used as a system-optimal tool. At the moment, optimization of data in GIS is not the case. The government may have to start to look at and help the private companies in this regard, that is, on how to optimize data collection.”



Dr. Mario de los Reyes (adding to Dr. Castro’s answer):

“We do need research and the government should fund these. GIS can produce data for policy purposes. That is why we at UP-SURP are constructing a laboratory to convince planners to be able to implement policies. We also have plans like virtual reality. Some data are not around and so we do modeling and projection in terms of years.”



Lunch Break



Clockwise from front-left: Asst. Prof. Asif, Lect. Hassan, Pres. Peralta, Dr. Delos Reyes, Mr. Siddiqui, Dr. Raza, and Prof. Liwag



Archt. Rodriguez (front-left) with MBA-DRM students having their lunch



Clockwise from front-left: Dr. Macapagal, Dr. Librando, Ms. M. R. Abraham, Mr. Aranas, Ms. G. Abraham, Mr. Nuñez, and Mr. Pandan



Clockwise from front-left: Dr. De Guzman, Engr. Tagapolot, Dr. Sampa, and Dr. Castro



MBA students having their lunch



MBA students having their lunch

Plenary Session: Presentation Session I (Capacity Expansion)

Chairs – Engr. Humprey Ariel Tagapolot, freelance transportation planner; Dr. Lualhati S. Macapagal, GSB, PSBA-Manila

Presenter 1: Roman G. Sanchez, Jr. (Research Methodology Class, PSBA-Manila) – “Personal and Institution Capacity Expansion of Villages along West Valley Fault, Quezon City.”

He presented the abstract of his research study as well as its conceptual framework. The problem his study asks is: In the event of a 7.2 magnitude earthquake, is Quezon City especially the ten barangays through which the fault line traverses



prepared? Are the residents capable of coping with the impact and adverse effects of such disaster?

Presenter 2: Mercy Joy D. Robles (Research Methodology Class, PSBA-Manila) – “Traffic Enforcer: Inclusion in Enhancing Response Capacity of Quezon City Local Government.”

She presented both the abstract and the conceptual framework of her study. She explained why she chose to pursue the study. She was employed at the QC Department of Public Order and Safety (DPOS) for seven years, and there she underwent traffic enforcer training for 45 days. She added that most



of the traffic enforcers at DPOS are licensed criminologists.



Presenter 3: Marlene G. Caresosa (Research Methodology Class, PSBA-Manila) – “Analysis of Non-Engineered Buildings along Valley Fault, Quezon City.”

She presented the abstract of her proposed study as well as the conceptual framework. The study will examine physical conditions of the non-engineered buildings and determine their preparedness for the next big earthquake. She then recommends strengthening techniques for these buildings.

Presenter 4: Mike Leander Aranas (Research Methodology Class, PSBA-Manila)– “Assessing the Effects of Excessive Use of Gadgets of the Grade School Students in Sacred Heart Academy, Pasig.”

He expounded on the abstract and conceptual framework that he presented. He said that his study is significant because most other studies on the topic looked at the disadvantages of gadget usage while his



focuses on the advantages aspect. He will use experimental and control groups and compare their gadget usage with their grade point average. He will present recommendations on gadget usage that will facilitate learning.

Open Forum



Q:

Mr. Jonathan Africa (MBA-DRM, PSBA-Manila student) to Mr. Roman Sanchez

“What coping capacity do you wish to expand?”

A:

Mr. Sanchez

“Coping capacity to be expanded includes increasing level of awareness and enhancing the affected villages’ contingency planning.”



Q:

Engr. Tagapolot to Mr. Sanchez

“Do you think there is no redundancy in your work with the government of Quezon City since the latter certainly may already have done a similar study?”

A:

Mr. Sanchez

“I will focus on the gaps only. Quezon City has already made a good study but mine will focus on the gaps.”



Q:

Dr. Mark de Guzman (Professor, Department of Civil Engineering, St. Louis University, Baguio City) to Ms. Mercy Joy Robles

“How long does it take for Emergency Responders to respond?”

A:

Ms. Robles

“Thank you for the question. I will input that in my study.”



Q:

Mr. Luther Apalis (MBA-DRM, PSBA-Manila student) to Mr. Mike Aranas

“Are you planning to stop the use of electronic technology by means of gadgets, or are you just planning for policy purposes?”

A:

Mr. Aranas

“I recommend strong parental control in my study. Some parents cannot really monitor their children’s use of gadgets.”



Q:

Ms. Rosario Corazon Arzaga (DBA candidate, GSB, PSBA-Manila) to Ms. Robles

“What method are you using? I am referring to the dimensions of quality in your study to set the parameters as a gauge of services?”



A:

Ms. Robles

“I use the survey and inventory validation, for example, in early warning systems.”

Q:

Ms. Arzaga’s follow-up question

“How many are the vulnerable groups? The women and children? What is the vulnerability profile? How many have insurance, access to credit?”

A:

Ms. Robles

“Thank you for the suggestions. I will keep in touch with you to enrich my study.”



Plenary Session: Presentation Session II (Good Governance)

Chairs – Dr. A.M. Lopez, GSB, PSBA-Manila; Asst. Prof. Rabia Asif, LCWU



Presenter 5: Marilou C. Oren (Research Methodology Class, PSBA-Manila) – “Suffice Free Health Services in Quezon City, Philippines: A Budget Allocation Strategy.”

She presented the abstract and the conceptual framework of her study. She said that her topic was a timely one given the controversy that has embroiled the Department of Health (DOH). This led her to decide on the topic of budget allocation strategy.



Presenter 6: Almira Reyes Alcantara (Research Methodology Class, PSBA-Manila) – “Strengthening the Internal Control System and Prevention of Fraud in Selected Branches of Commercial Banks in Mandaluyong City.”

She presented the abstract and the conceptual framework of her study. It is a descriptive study to assess the internal control system of commercial banks in Mandaluyong City. It is expected that with an effective

internal control system, the banks under study will be able to prevent if not eliminate fraud, gain the trust of bank depositors, and promote the existence of a sound financial system.



Presenter 7: Shenah Marie V. Maala (Research Methodology Class, PSBA-Manila) – “An Assessment of the Implementation of Quezon City Local Disaster Risk Reduction and Management Fund for 2015-2016.”

She presented the abstract and conceptual framework of her study. The study aims to determine how the QC DRRM Council has utilized the disaster funds and how this was distributed along four areas—disaster

preparedness, prevention and mitigation, response, and recovery and rehabilitation—for 2015 to 2016.

Presenter 8: Mariella S. Masiglat (Research Methodology Class, PSBA-Manila) – “Establishing Client Feedback Monitoring and Evaluation System for the Department of Foreign Affairs, Philippines.”

The abstract and conceptual framework that she presented pointed out that at present, client feedback in the form of complaints, comments, suggestions, and queries does not have the benefit of a systematic feedback, or customer-relationship management. A Monitoring and Evaluation System would respond to this gap. In this way, the Department of Foreign Affairs (DFA) would have greater responsiveness to client needs.



Presenter 9: Aeron Villanueva (Research Methodology Class, PSBA-Manila) – “Assessing Three Housing Models for Informal Settlers from Metro Manila: Identifying the Gaps upon Relocation of Informal Settlers.”

On the basis of the abstract and conceptual framework that he presented, the study is going to assess three housing programs of the National Housing Authority (NHA) in relation to the resettlement of Informal Settler Families (ISFs). Using comparative analysis, he will examine the strengths and weaknesses of each program, address gaps, and formulate a housing model that includes not just the physical shelter aspect but also all other aspects that respond to the total needs of man.



Open Forum



Q:

Ms. Gillian May Tibule (QC Government staff) to Mr. Aeron Villanueva

“I once worked in a project for ISFs. I suggest you study, consult the DILG project on ISFs concerning other factors you need to look at. The factor of settlement governance on how ISFs can organize themselves is important too.”

A:
Mr. Villanueva
“Yes, thank you.”

Q:
Ms. Myra Santos (MBA-DRM, PSBA-Manila student) to Mr. Villanueva
“There are other criteria to look at. These include compliance with the law, affordability, amenities in the project. I suggest you have a levelling or bracketing. This is because in Quezon City, one other important factor is internal migration. I like you to consider that.”

A:
Mr. Villanueva
“My target is only limited to ISF housing.”

Q:
Ms. Santos to Ms. Marilou Oren
“What period is covered by your study?”

A:
Ms. Oren
“Only the years 2015 to 2017.”

Q:
Ms. Santos (follow-up question) to Ms. Oren
“Are you also going to cover agency performance, output, outcome, and impact?”

A:
Ms. Oren
“My study may have to include everything, especially the impact to find out if the project is beneficial or not.”



Mr. Villanueva responding to Ms. Tibule and Ms. Santos's questions



Ms. Oren responding to Ms. Santos's questions

Plenary Session: Presentation Session III (Business Continuity)

Chairs – Prof. Carmelita R.E.U. Liwag, UP SURP; Lect. Sobia Hassan, LCWU



Presenter 10: Dominga M. Capistrano (Research Methodology Class, PSBA-Manila) – “Disaster Mitigation: A Strategy of the Quezon City Local Government for Business Continuity.”

Her abstract and conceptual framework aim to determine the awareness of businessmen on the mitigation programs of the local government on disasters. She tentatively concludes that there is a significant correlation between disasters of the business sector and the recent plans and programs for disaster mitigation of Quezon City. It is the hope that QC support and promote its business sector towards hazard-free livelihood operations for business continuity to prolong their longevity.



Presenter 11: Annmarie Diane T. Marquez (Research Methodology Class, PSBA-Manila) – “Assessing Incident Command System in Managing ASEAN 2017 Summit.”

On the basis of her abstract and conceptual framework, the presenter explained that Incident Command System (ICS) is designed to improve coordination among agencies involved in disaster response. The question is how was the ICS utilized in managing the ASEAN 2017 Summit? The study will identify how effective and efficient was ICS in managing ASEAN 2017. The assessment will identify gaps and strengthen capacities of involved agencies. With effective and efficient use of ICS, a better inter-agency coordination results to respond to disasters.



Presenter 12: Philip Angelo S. Pandan (Research Methodology Class, PSBA-Manila) – “Weather-Related Events and Their Effects on the Philippine Stock Market Index.”

He presented his abstract and conceptual framework linking mood due to weather events with stock market decisions. Based on hypothesis from the literature that a positive mood leads to optimism and inversely,

a negative mood leads to pessimism, his study tests the prediction that positive moods cause stock prices to go up while negative moods cause stock prices to go down. Using econometric models and quantitative analysis, the magnitude of effects are calculated and a predictive model is created.



Presenter 13: Mary Ann P. Esporas (Research Methodology Class, PSBA-Manila) – “Evaluating Humanitarian Logistics Management System at the Last Mile: Ondoy Victims in Antipolo City, Rizal, Philippines.”

Based on her abstract and conceptual framework, she examines the awareness of Antipolo City Typhoon Ondoy victims and their perceptions to DRRM and current humanitarian logistics management practices.

The aim of the study is to enhance humanitarian logistics management which has to be factored into the LDRRM Plan of Antipolo City.

Open Forum



Q:

Lect. Sobia Hassan (Lahore College for Women University, Lahore, Pakistan) to Mr. Philip Pandan

“How do you estimate the mood?”

A:

Mr. Pandan

“A study has already considered the factor of local magnitude and for this I use single linear methodology.”



Q:

Engr. Tagapolot to Mr. Pandan

“This mood is the behavior of the stock, or the behaviour of the individual? And what is your methodology of getting the mood?”

A:

Mr. Pandan

“Mood is the behaviour of the individual. As to my methodology, I use PAGASA data on everyday weather events.”

Q:

Engr. Tagapolot (follow-up question)

“It is cloudy today, and so what is the mood?”

A:

Mr. Pandan

“Mood is proxied by day-to-day weather patterns. But I use not only cloudiness. Actually, I use the model of the Hong Kong and Shanghai market which correlated day-to-day patterns and the stock market.”



Mr. Pandan responding to Engr. Tagapolot and Prof. Asif's questions

Q:

Asst. Prof. Asif (LCWU, Lahore, Pakistan) to Mr. Pandan

“Mood is proxied by cloudiness?”

A:

Mr. Pandan

“Aside from the focus on mood, I also control macroeconomic factors.”



Q:

Engr. Mark de Guzman to Ms. Anne Marie Marquinez

“Are you only going to assess Metro Manila? The problem during the ASEAN Summit was not in Metro Manila but in Baguio.”

A:

Ms. Marquinez

“I agree. There were very little problems in the Metro except the one caused by Isabel Lopez’s traffic violation of the lanes. During the ASEAN Summit, most went up to Baguio, causing heavy traffic in going up there and in Baguio City’s streets. But I only limit my study to Metro Manila.”



Q:

Mr. Benjamin Macapagal (MBA-DRM, PSBA-Manila student) to Ms. Dominga M. Capistrano
“What is your prime concern? Are you going to resolve a problem in business continuity?”

A:

Ms. Capistrano

“I want to identify the plans and programs of QC in terms of flood-related disasters.”



Q:

Ms. Marisa Isip (MBA-DRM, PSBA-Manila student) to Ms. Marquinez
“Since there was no problem during the ASEAN Summit here in Metro Manila, what gaps are you going to focus on?”

A:

Ms. Marquinez

“I will focus on the capabilities of incident planning. Are the incident teams capable in responding? Are they knowledgeable? Are they equipped?”



Afternoon Coffee Break



Group photo before afternoon coffee break



From left: Mr. Espinosa, Dr. Raza, Dr. De Guzman, Engr. Tagapolot, Mr. Siddiqui, Prof. Liwag, Asst. Prof. Asif, and Lect. Hassan



PSBA MBA students pose before the camera during their afternoon coffee break



PSBA MBA students smile before the camera for a group photo while enjoying their afternoon coffee break

Plenary Session: Presentation Session IV (Public Private Trends in Business Management)
Chairs – Engr. Mark de Guzman, Prof., St. Louis University, Baguio City; Dr. Leonardo C. Medina, Jr., PSBA-Manila



effective inventory management and control products/services are produced accurately.

Presenter 14: Melissa Guilas (Research Methodology Class, PSBA-Manila) – “Inventory Management and Control: A Strategy for Effective Production in Selected Greenwich Stores in QC.”

She presented her abstract and conceptual framework on inventory management and control of selected Greenwich stores in Quezon City. Ineffective, inefficient inventory management and control leads to wastage and loss while efficient and paves the way for smooth operations and



Facebook, Instagram, and YouTube will help in the solution of its problems. With the use of social media, carpet retailers will increase their brand awareness, strengthen the attraction of their market, update market trends, and they are able to provide relevant products and services.

Presenter 15: Margareth M. Pablo (Research Methodology Class, PSBA-Manila) – “Contribution of the Three Major Social Media Platforms on the Marketing Strategy of the Main Carpet Retailers in the Philippines.”

Her abstract and conceptual framework focuses on the carpet retail industry in the Philippines, and how it can be assisted in its marketing strategies. She explained that the three social media of



Presenter 16: Lysa S. Banquiray (Research Methodology Class, PSBA-Manila) – “Repatriation of Filipino Seafarers and Its Impact on Leading Pre-Employment Medical Clinics in the Philippines: An Assessment.”

She presented the abstract and conceptual framework of her study. Seafarers are repatriated back to their country and among the frequent reasons are injuries.

Medical clinics are most affected by such repatriation claims. The study identifies the conditions at high risk of repatriation by assisting clinics in intensifying their process of medical screening. Such service aims to promote high-quality service to clients of these medical clinics.



Presenter 17: Bo Ngoc Bui (Research Methodology Class, PSBA-Manila) – “Irresponsible Advertising and Its Negative Impacts on Children: A Framework of Responsible Advertising in the Philippines.”

His abstract and conceptual framework pointed out that he is using the questionnaire administered to 300 parents of children 6-14 years of age to find out if advertising is affecting children in terms of food consumption patterns, molding in them

aggressive and violent attitudes, and inclining them to unnecessary purchasing. The study recommends an intervention to protect children from the impact of advertising.



Presenter 18: Girlie Abraham (Research Methodology Class, PSBA-Manila) – “Financial Stability of Language Centers in the Philippines: Growth Projection Trends from the Last Ten Years.”

She shared her abstract and conceptual framework with the objective of finding out the reasons for the decline of English Language Centers in Makati City. Factors she will examine include strength of labor markets and global forms and trends. Initial data

revealed that the Gross Domestic Product have effects on the influx of English learners to come and study in Metro Manila, especially Makati City.



Presenter 19: Ferdinand R. Nuñez (Research Methodology Class, PSBA-Manila) – “Automated Language Assessed Travel Associates’ Communication Performance toward United Airlines Reservations System: An Evaluation.”

He presented his abstract and conceptual framework. He is going to assess the effectiveness of the Automated Language Assessment Tool in gauging the language proficiency of applicants for the position of

Travel Associates for the client (United Airlines) of InterGlobe Technologies Philippines, Inc.

This tool will enable InterGlobe to select better candidates for the client who have satisfactory language proficiency and communication performance.



Presenter 20: Maria Rika Abraham (Research Methodology Class, PSBA-Manila) – “Process Training Effectiveness on Travel Agents’ Performance, InterGlobe Technologies, Philippines.”

With her abstract and conceptual framework, she discussed how to measure Process Training Effectiveness for one of InterGlobe’s clients – Kiwi.com. One of the metrics to measure is quality, to be measured through the training tool of gamification. Here, we gamify, or play quizzes online. The tool is interactive and so learning sticks in the mind. The results of the training gamification as indicated in the quality scores of new hires will assist the client to gauge the quality performance of learners undergoing said training.

Open Forum

Q:

Engr. Tagapolot to Ms. Girlie Abraham

“What may be the main reasons for the decline in the number of English Language Centers?” I know that foreign students like Baguio and Cebu, why? Is it because of the weather or the environmental conditions?”

A:

Ms. G. Abraham

“Yeah, a lot of our students transfer to Baguio City perhaps they like the environment, the cool climate there. They also like Cebu because they think it is safer there.”

Q:

Engr. Tagapolot to Mr. Ferdinand Nuñez

“One has to understand the language of the client. While one may be good in English, there might be difficulty due to the similarity of certain words in two languages and yet have different meanings. For example, in India, ‘ten’ is ‘three.’ You have to factor this into the study.”



Ms. G. Abraham responds to Engr. Tagapolot’s question



Presenters engaging in Open Forum during Presentation Session IV

A:

Mr. Nuñez

“My study is limited to just the port of North America.”

Comment from Dr. Raza:

“Advertisers must be responsible. First, different agencies in the government have varying policies in relation to advertising. This is confusing. One time, I saw an ad on an underarm product and yet the female model was wearing two-piece. On the other hand, the advertising is neither good nor bad.

Only that it must be responsible. In the movies, there is the Parental Guidance advice. We need to come up with letting the audience know, we need advocacy, we need to come up with an appraisal method. I had wanted before to do research on this and have done initial data gathering and materials compilation. So if you (addressing Bo Ngoc Bui) want to have them, I can share them with you.”



Mr. Nuñez responds to Mr. Tagapolot's question



Q:

Dr. Leonardo Medina (PSBA-Manila) to Ms. Maria Rika Abraham

“Ten years from now, the tourism and hospitality industry may become extinct due to technology, and we are preparing for this eventuality. I advise that your company link with programs of universities. You think of other programs to save the tourism and hospitality industry.”

A:

Ms. M.R. Abraham

“Yes, with technology, the BPOs will suffer reduction in manpower size. Transactions are easier online. But with technology, the transactions are also complex which means that skills are needed and the challenge is answered through training processes.”



Dr. Medina with a follow-up question to Ms. M. R. Abraham

Q:

Dr. L. Medina (follow-up question)
“Which universities are you looking into for partnership or help? You have to talk with these universities.”

A:

Ms. M.R. Abraham

“We provide free training in our school. We are developing talent and find out the right talent. Once applicants are in, the question is how to develop them further.”



Q:

Mr. Tariq Siddiqui (DBA, PSBA student) to
Ms. M.R. Abraham

“What is Kiwi.com and who do you want to train?”

A:

Ms. M.R. Abraham

“One client of ours is Kiwi.com, our online travel agent client. We’re servicing customers of Kiwi.com. Our employees are supporting the customers of Kiwi.com.”

Q:

Mr. Siddiqui to Ms. M.R. Abraham

“Whom do you want to train?”

A:

Ms. M.R. Abraham

“We train our own employees who cater to Kiwi.com, the ones who take the call of Kiwi.com. The training is limited to these employees serving our client, Kiwi.com.”

Q:

Mr. Siddiqui to Ms. M.R. Abraham

“How can you compete with other online agencies?”



Ms. M. R. Abraham responding to Mr. Siddiqui's questions

A:

Ms. M.R. Abraham

“How other online agencies perform depend on their own marketing strategies.”

Comment from Mr. Siddiqui:

“I think you still need a little marketing for Kiwi.com. Anyway, it is a nice study.”

Synthesis: Dr. Tabassam Raza, Dean, PSBA-Manila



Dr. Raza delivering the synthesis and closing remarks for the Symposium

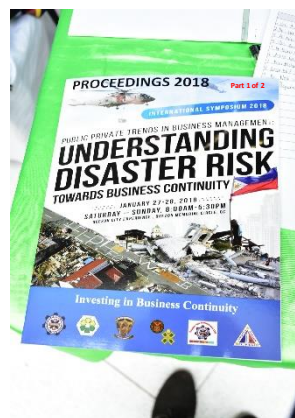
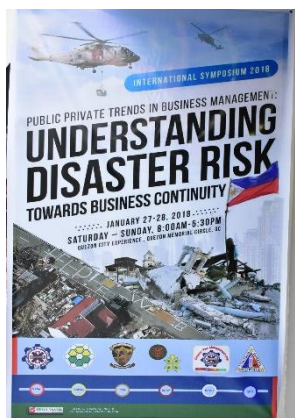
“I assume that when there are more questions from the audience, then everybody is interested and actively participating. So what is the synthesis of this session? We were able to achieve the objectives of this event all because of the presence of many questions from you and addressed to both the resource speakers and to fellow graduate students who presented their abstracts.

“I thank everyone, especially those who did their assignment in the various committees. I only request that everyone read his or her email on a daily basis, and carefully read the message sent to understand these. This will help you by being able to concentrate and digest what is being communicated.

“Now that you have presented your papers, I say that so many opportunities are open to you. So build up yourself. Knowledge acquisition is the best asset that you can have. Tell people in your organization that you are needed because you have the assets.”

PHOTO GALLERY

Banner and Proceedings

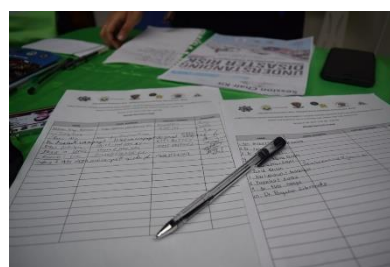


Arrival of Organizers and Guests



Registration Area





Prayer and National Anthem



MOA Signing and Soft launching of the book, QC Local Climate Change and Adaptation Plan, 2017-2027



Organizers, Guest Speakers, and Guests of Honor



MBA & DBA students of PSBA-Manila, QCG MBA-DRM Scholars, PSBA-Manila Associate Dean and Resource Persons



Participants and Observers



MBA & MBA-DRM Presenters



Interview with the Associate Dean of PSBA-Manila, Dr. Tabassam Raza



Interview with the QCG City Administrator, Hon Aldrin C. Cuña



Miscellaneous Events Photos





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