

PROCEEDING 2018

3RD

INTERNATIONAL RESEARCH COLLOQUIUM

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

OCTOBER 13, 2018

SAT 8:00AM – 5:30PM

QUEZON CITY EXPERIENCE, QUEZON MEMORIAL, Q.C.



GRADUATE SCHOOL OF BUSINESS

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

PSBA

Manila

3IRC Proceedings

Volume III

October 2018

TABLE OF CONTENTS

Description	Page
Table of Contents	i
Concept Note	2
Program of Activities	6
Resource Speaker Profiles	11
Abstracts of the 3rd International Research Colloquium	26
“A Need Assessment of Community Based Primary Psycho Social Support Center for Children in Quezon City” Mr. Froilan San Juan.....	27
“Small Medium Enterprise Business Continuity Planning in Barangay Socorro, Cubao, Quezon City” Ms. Dominga Capistrano	28
“Determining Carbon Emission Levels among High and Low-income Households in Quezon City” Ms. Mirasol Santos	29
“Enhancing Existing Eye Examination Protocol for Clients with Color Blindness at Sunnies Specs: Mixed Bundling Strategy” Mr. Ian Emmanuel Gasolasco	30

“Enhancing Loyola Grand Villas Subdivision Emergency Evacuation Plan: A Model for Open Space Evacuation in Quezon City” Mr. Jonathan Africa	31
“Environmental Impact Assessment Compliance by Five Leading Chemical Plants in the Philippines: A Knowledge Guidepost” Ms. Jaclyn Vanessa S. Macapagal, R.Ch.	32
“An Assessment of the M.7.2 Earthquake Risk Reduction and Management of Top 5 Most Vulnerable Barangays in Quezon City” Mr. Allan Saleh F. de Vera	33
“Enhanced Cash Transfer Programming Model for Disaster Affected Areas in the Philippines” Ms. Alma Rossana Gutierrez	34
“Personnel Capacity Enhancement of DRM Unit: Lesson Learned from the APRU-IRIDeS Multi-Hazards Summer School” Mr. Ramon Iñigo M. Espinosa.....	35
“Diagnostic for Human Trafficking Level of Philippine (Filipino) Overseas Workers: An Enhanced Action Plan” Mr. Philip Michael C. Reyes.....	36
“Assessing the Impact of Social Media on Toy Industry Growth: A case of Leading 5 Toy Kingdom stores in Metro Manila, Philippines” Ms. Hanh Nguyen Thi	37
“Evaluating Employees’ Retention Factors of Five Leading Shared Services Companies: A Retention Strategy Model” Mr. Paulo Noel Mazo.....	38
“Operation Management towards Business Continuity of Marble Industry: A contingency Plan of Municipality of Romblon, Philippines” Mr. Jan Christopher Cacdac.....	39
“The Development of Seismic Fragility Curves for Bohol C1 (Confined Masonry) and CHB (Concrete Hollow Block) Type Building Structures” Engr. Rodolfo L. Arias	40
“Infant Milk Formula (SIMILAC) Strategic Plan towards Competitive Selling in Five (5) Leading Hospitals in NCR” Mr. Paul Michael Dungo.....	41
“The Impact of Television Advertisement of Five Leading Fast Food Chains on Children’s Wants: Parents’ Point of View, Pasig City” Mr. Bo Ngoc Bui	42

“The Impact of Small and Medium Enterprise in Mamburao, Occidental Mindoro” Ms. Myra Len F. Villaruel	43
“Bamboo as a Sustainable Practice in Brazil: Architecture, Entrepreneurship and Social Inclusion” Ms. Anna Clara da Costa Marcall	44
“Environmental Certification in the Building Sector of Peru” Ms. Iris Katherine Quintana.....	45
Proceedings for the 3rd International Research Colloquium.....	46
Opening Remarks	47
Dr. Tabassam Raza	
“Research and Development Perspective towards Business Continuity”	47
Dr. Fidel Nemenzo	
“Tracking the Economic Impacts of Flooding I Metro Manila: A Multi-Period CGE Analysis”	48
Dr. Philip Arnold Tuaño	
“Public Private Partnership: Business Continuity Overview”	48
Dr. Primitivo Cal	
“State of DRRM in Metro Manila: Business Continuity Perspective”	49
Mr. Marlon Henson Obligado	
“Business Resilience for Sustainable Livelihood: A Holistic Approach for Disaster Risk Reduction “	49
Ms. Afshana Parven	
“Quezon City Disaster Risk Reduction: Insurance Mechanism towards Risk Pooling”	50
Mr. Karl Michael Marasigan	
“Quezon City Local Climate Change Action Plan 2017-2027 (Development Sectoral Based Action Plan)”	50
Ms. Khaz Raza and Mr. Jonathan Quiambao, as representatives of Ms. Frederika Rentoy	
“Punjab Province: Risk Assessment and Disaster Management”	51
Engr. Rabiya Muktar	
“Business Process Impact in Changing Climate; United Arab Emirates Perspective”	51
Mr. Abdul Ghafoor	
“Governing for Sustainable Urban Development in the era of Climate Change and Risk Management”	52
Dr. Elias Sampa	

Lunch.....	53
“A Need Assessment of Community Based Primary Psycho Social Support Center for Children in Quezon City”	55
Mr. Froilan San Juan	
“Small Medium Enterprise Business Continuity Planning in Barangay Socorro, Cubao, Quezon City”	55
Ms. Dominga Capistrano	
“Determining Carbon Emission Levels among High and Low-income Households in Quezon City”	56
Ms. Mirasol Santos	
“Enhancing Loyola Grand Villas Subdivision Emergency Evacuation Plan: A Model for Open Space Evacuation in Quezon City”	57
Mr. Jonathan Africa	
“An Assessment of the Magnitude 7.2 Earthquake Impact Risk Reduction and Management of Top Five Most Vulnerable Barangays in Quezon City”	57
Mr. Allan Saleh De Vera	
“Enhanced Cash Transfer Programming Model for Disaster Affected Areas in the Philippines”	58
Ms. Alma Rossana Gutierrez	
“Personnel Capacity Enhancement of DRM Unit: Lesson Learned from the APRU-IRIDeS Multi-Hazards Summer School”	58
Mr. Ramon Iñigo Espinosa	
“Diagnostic for Human Trafficking level of Philippine (Filipino) Overseas Workers: An Enhanced Action Plan”	59
Mr. Philip Michael Reyes	
“Assessing the Impact of Social Media on Toy Industry Growth: A case of Leading 5 Toy Kingdom stores in Metro Manila, Philippines”	59
Ms. Hanh Nguyen Thi	
“Operation Management towards Business Continuity of Marble Industry: A Contingency Plan of Municipality of Romblon, Philippines”	60
Mr. Paulo Noel Mazo	
“Evaluating Employees’ Retention Factors of Five Leading Shared Services Companies: A Retention Strategy Model”	60
Mr. Jan Christopher Cacdac	

“The Impact of Television Advertisement of Five Leading Fast Food Chains on Children’s Wants: Parents’ Point of View, Pasig City”	61
Mr. Bo Ngoc Bui	
“The Impact of E-commerce to Small and Medium Enterprise in Mamburao, Occidental Mindoro”	61
Ms. Myra Len Villaruel	
“Bamboo as a Sustainable Practice in Brazil: Architecture, Entrepreneurship and Social Inclusion”	62
Ms. Anna Clara Da Costa Marcall	
“Environmental Certification in the Building Sector of Peru”	63
Ms. Iris Katherine Quintana	
“An Evaluation of Existing Fish Marketing Practices and Distribution in Navotas Fishing Port and Fish Markets in Metro Manila an Innovative Marketing Model”	63
Mr. Remigio Tiambeng	
Awarding of Certificates	64
Photo Gallery	66



**3rd International Research Colloquium (3IRC)
Business Management Resiliency towards Risk Reduction in
Changing Climate: Promoting Financial, Industrial and
Environmental Safety**

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

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

**Concept Note
Program of Activity
and
Speakers' Profile**

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

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

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



Concept Note

Activity:	THIRD INTERNATIONAL RESEARCH COLLOQUIUM (3rd IRC) Academic Year 2018-2019
Theme:	Business Management Resiliency towards Risk Reduction in Changing Climate: Promoting Financial, Industrial and Environmental Safety
Date:	13 October 2018
Venue:	Quezon City Experience (QCX) Conference Theatre, Quezon City Circle, Quezon City
Number of Participants:	We are expecting more than 100 participants that include PSBA-Manila Master and Doctorate students, Graduate School and Undergraduate Schools' Faculty members, UP-SURP students and faculty members, UP PLANADES representatives, Quezon City Government Scholars, International researchers and delegates.
Organizing Partners:	Disaster Risk Management Unit, Graduate School of Business, Philippine School of Business and Administration-Manila, Quezon City Government (QCG), School of Urban and Regional Planning, University of the Philippines, and Planning and Development Research Foundation Inc. (PLANADES).

Supporting
Partners:

Asian Institute of Technology, Global Alliance of Disaster Research Institute
(GADRI)

Background and Rationale:

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

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

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

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

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

over 17 goals, each with its own indicators to measure compliance. The 13th SDG in particular focuses on Climate Action.

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

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

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

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

1. Introducing various disaster risk financing and insurance schemes for vulnerable groups and/or communities;
2. Sharing of tools and practices in preventing new disaster risks and reducing existing disaster risks especially through the implementation of integrated and inclusive economic, structural, legal, social, health, cultural, educational, environmental, technological, political, and institutional measures that can significantly contribute in preventing and reducing hazard exposure and vulnerability to disaster, increasing preparedness for response and recovery, and thus strengthening resilience;
3. Promoting instruments, tools, methodologies, and approaches to enhance implementation capacity and capability of developing countries as well as middle-income countries facing specific challenges, including the mobilization of support through international

cooperation for the provision of means of implementation in accordance with their national priorities;

4. Providing knowledge on needed measures to reduce vulnerability and to increase capacity to cope with disaster impacts on businesses and overall economy through mainstreaming it into our daily life function in the terms of integrating in the Countries' development Programs, Projects, and Activities;
5. Promoting awareness and understanding on issues related to Disaster Risk Reduction and Management and Climate-related disasters;
6. Disseminating knowledge and sharing innovations in risk reduction towards business resiliency; and
7. Determine the relevance of business resiliency towards risk reductions in changing climate, how it affects the financial, industrial, and environmental safety of different business organizations/sectors, and how these businesses can deal/ cope-up on this changing climate.

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

October 13 also happens to be the International Day for Disaster Risk Reduction which celebrates how communities all over the world are reducing their exposure to disasters. This Colloquium, in turn, is our own observance in building a more disaster-resilient business community and promoting safer financial, industrial, and environmental sectors.



3rd International Research Colloquium (3IRC)

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

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

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

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 Prayer, National Anthem and introduction of Resource Speaker	Dr. Lualhati Macapagal , Editor, GSB Business Research Journal, PSBA-Manila
8:30 – 8:40	Welcome Message, Acknowledgement of Presence to Chief of Manila DRRMO Mr. Felix L. Abad and Introduction of the Guest Speakers	Dr. Mario Delos Reyes , Dean, UP-SURP and President, UP PLANADES
8:40 – 8:55	Guest Speaker Message and Welcome to the Participants	Hon. Herbert Constantine Bautista , Mayor, Quezon City
8:55 – 9:10	Guest Speaker Message and Overview of the Colloquium	Hon. Gov. Antonio Cerilles , Governor, Zamboanga del Sur, Philippines
9:10 – 9:25	Research and Development Perspective towards Business Continuity	Dr. Fidel Nemenzo , Vice-Chancellor for Research and Development, University of the Philippines, Diliman
9:25 – 9:40	Resource Speaker Title: <i>Tracking the Economic Impacts of Flooding in Metro Manila: A Multi-Period CGE Analysis</i>	Dr. Philip Arnold Tuaño , Associate Chair and Assistant Professor, Faculty Social Involvement, Loyola Schools, Ateneo de Manila University
9:40 – 9:55	Resource Speaker Title: <i>Public Private Partnership: Business Continuity overview</i>	Dr. Primitivo Cal , Executive Director PLANADES

Time	Activity/Title of the Presentation	Person or Institution In charge
9:55 – 10:10	Resource Speaker Title: <i>State of DRRM in Metro Manila: Business Continuity perspective</i>	Mr. Marlon Henson Obligado , Plans and Programs Officer, Office of the Civil Defense (OCD)
10:10 – 10:15	Open Forum	Dr. Jose Teodorico Molina , Chair, GSB Ad Hoc Committee, PSBA-Manila
10:15 – 10:30	Coffee Break and Group Photo	Quezon City Experience (QCX)
10:30 – 10:50	Resource Speaker Title: <i>Promoting Solar Energy towards Climate Change Mitigation: SolarNRG Business Perspective in the Philippines</i>	Mr. Mike Martin Consenheim , Country Manager, Philippines, SolarNRG Netherlands
10:50 – 11:00	Title: <i>A Need Assessment of Community Based Primary Psycho Social Support Center for Children in Quezon City</i>	Presenter: Mr. Froilan San Juan , MBA-DRM, PSBA-Manila
11:00 – 11:15	Resource Speaker Title: <i>Governing for Sustainable Urban Development in the era of Climate Change and Risk Management</i>	Dr. Elias Sampa , Director, Curriculum & Programs, Australian International School
11:15 – 11:30	Resource Speaker Title: <i>Business Resilience for Sustainable Livelihood: A Holistic Approach for Disaster Risk Reduction</i> Dr. Indrajit Pal (video message)	Ms. Afshana Parven , Disaster Preparedness, Mitigation and Management, Ph.D Asian Institute of Technology, Thailand and Faculty Member in Bangladesh
11:30 – 11:45	Resource Speaker Title: <i>Quezon City Disaster Risk Reduction: Insurance Mechanism towards Risk Pooling</i>	Mr. Karl Michael Marasigan , Head, QC- Disaster Risk Reduction Management office (DRRMO)
11:45 – 11:55	Resource Speaker Title: <i>Quezon City Local Climate Change Action Plan 2017-2027 (Development Sectoral Based Action Plan)</i>	Ms. Frederika Rentoy , Head, Environmental Protection and Waste Management Department, Quezon City Government, Philippines
11:55 – 12:05	Open Forum	Prof. Carmelita Liwag & Dr. Hussein Lidasan , UP-SURP, Diliman, QC
12:05 – 13:00	Lunch with Acoustic session	Quezon City Experience (QCX)

Time	Activity/Title of the Presentation	Person or Institution In charge
Session I 13:00 – 14:10	Plenary Session	Chair of the Session: Archt. Pedro Rodriguez , Head, QC-CPDO
13:00 – 13:15	Resource Speaker Title: <i>Business Process Impact in Changing Climate; United Arab Emirates Perspective</i>	Mr. Abdul Ghafoor , Chief Executive Officer, Mangrove Services LLC, Business Bay Dubai, United Arab Emirates
13:15 – 13:30	Resource Speaker Title: <i>Punjab Province: Risk Assessment and Disaster Management towards Business Continuity</i>	Engr. Rabiya Mukhtar , Punjab Disaster Management Authority, Project Implementation Unit, Lahore Pakistan
13:30 – 13:45	Resource Speaker Title: <i>Viewing Nile Basin in a Changing Climate – Implications and impacts on Food Security</i>	Dr. Haytham Awad , Director, Entrepreneurship Office, RDI Focal Point, Engineering Sector, Alexandria University, Egypt
13:45 – 13:55	Title: <i>Small Medium Enterprise Business Continuity Planning in Barangay Socorro, Cubao, Quezon City</i>	Presenter: Ms. Dominga Capistrano , MBA-DRM, PSBA-Manila
13:55 – 14:05	Title: <i>Determining Carbon Emission Levels among High and Low-income Households in Quezon City</i>	Presenter: Ms. Mirasol Santos , MBA-DRM, PSBA-Manila
14:05 – 14:10	Open Forum	Archt. Pedro Rodriguez
14:10 – 14:15	Distribution of Plaques of Appreciation	Dr. Tabassam Raza & Dr. Jose Peralta , Associate Dean & Dean and President, PSBA-Manila
Session II 14:15 – 15:00	Plenary Session	Chair of the Session: Dr. Grace Enriquez , Professor, PSBA- Manila
14:15 – 14:25	Title: <i>Enhancing Existing Eye Examination Protocol for Clients with Color Blindness at Sunnies Specs: Mixed Bundling Strategy</i>	Presenter: Mr. Ian Emmanuel Gasolasco , MBA, PSBA-Manila
14:25 – 14:35	Title: <i>Enhancing Loyola Grand Villas Subdivision Emergency Evacuation Plan: A Model for Open Space Evacuation in Quezon City</i>	Presenter: Mr. Jonathan Africa , MBA-DRM, PSBA-Manila
14:35 – 14:45	Title: <i>Environmental Impact Assessment Compliance by Five Leading Chemical Plants in the Philippines: A Knowledge Guide Post</i>	Presenter: Ms. Jaclyn Vanessa Macapagal , MBA- DRM, PSBA-Manila

Time	Activity/Title of the Presentation	Person or Institution In charge
14:45 – 14:55	Title: <i>An Assessment of the M.7.2 Earthquake Impact Risk Reduction and Management of Top 5 Most Vulnerable Barangays in Quezon City</i>	Presenter: Mr. Allan Saleh de Vera , MBA-DRM, PSBA-Manila
14:55 – 15:00	Open Forum	Dr. Grace Enriquez
15:00 – 15:15	Coffee Break	Quezon City Experience (QCX)
Session III 15:15 – 16:00	Plenary Session	Chair of the Session: Dr. Jun Castro , Professor, UP-SURP
15:15 – 15:25	Title: <i>Enhanced Cash Transfer Programming Model for Disaster Affected Areas in the Philippines</i>	Presenter: Ms. Alma Rossana Gutierrez , DBA, PSBA-Manila
15:25 – 15:35	Title: <i>Personnel Capacity Enhancement of DRM Unit: Lesson Learned from the APRU-IRIDeS Multi-Hazards Summer School</i>	Presenter: Mr. Ramon Iñigo Espinosa , DRM E-learning Coordinator, GSB, DRM Unit, PSBA-Manila
15:35 – 15:45	Title: <i>Diagnostic for Human Trafficking level of Philippine (Filipino) Overseas Workers: An Enhanced Action Plan</i>	Presenter: Mr. Philip Michael Reyes , MBA, PSBA-Manila
15:45 – 15:55	Title: <i>Assessing the Impact of Social Media on Toy Industry Growth: A case of Leading 5 Toy Kingdom stores in Metro Manila, Philippines</i>	Presenter: Ms. Hanh Nguyen Thi , MBA, PSBA-Manila
15:55 – 16:00	Open Forum	Dr. Jun Castro
Session IV 16:00 – 17:00	Plenary Session	Chair of the Session: Dr. Eduardo Ong , Professor, PSBA-Manila
16:00 – 16:10	Title: <i>Evaluating Employees' Retention Factors of Five Leading Shared Services Companies: A Retention Strategy Model</i>	Presenter: Mr. Paulo Noel Mazo , DBA, Dissertation Student
16:10 – 16:20	Title: <i>Operation Management towards Business Continuity of Marble Industry: A contingency Plan of Municipality of Romblon, Philippines</i>	Presenter: Mr. Jan Christopher Cacdac , DBA, Dissertation Student

Time	Activity/Title of the Presentation	Person or Institution In charge
16:20 – 16:30	Title: <i>The Development of Seismic Fragility Curves for Bohol C1(Masonry) & CHB (Concrete Hollow block) Type Residential Buildings</i>	Presenter: Engr. Rodolfo Arias , MBA, PSBA-Manila
16:30 – 16:40	Title: <i>Infant Milk Formula (SIMILAC) Strategic Plan towards Competitive Selling in Five (5) Leading Hospitals in NCR</i>	Presenter: Mr. Paul Michael Dungo , MBA, PSBA-Manila
16:40 – 16:50	Title: <i>The Impact of Television Advertisement of Five Leading Fast Food Chains on Children's Wants: Parents' Point of View, Pasig City</i>	Presenter: Mr. Ngoc Bo Bui , MBA, PSBA-Manila
16:50 – 17:00	Open Forum	Dr. Eduardo Ong
Session V 17:00 – 17:40	Plenary Session	Chair of the Session: Dr. Leonardo Medina Jr. , Professor, PSBA-Manila
17:00 – 17:10	Title: <i>The Impact of E-commerce to Small and Medium Enterprise in Mamburao, Occidental Mindoro</i>	Presenter: Ms. Myra Len Villaruel , MBA, PSBA-Manila
17:10 – 17:20	Title: <i>Bamboo as a Sustainable Practice in Brazil: Architecture, Entrepreneurship and Social Inclusion</i>	Presenter: Ms. Anna Clara da Costa Marcall , Brazil, Spring Program Class, UP SURP
17:20 – 17:30	Title: <i>Environmental Certification in the Building Sector of Peru</i>	Presenter: Ms. Iris Katherine Quintana , Miralles, Peru, Spring Program Class, UP SURP
17:30 – 17:40	Open Forum	Dr. Leonardo Medina Jr.
17:40 – 17:50	Distribution of Plaques of Appreciation	Dr. Tabassam Raza & Mr. Paul Michael Dungo , Associate Dean & President of GSB Student Council, PSBA-Manila
17:50 – 18:00	Synthesis and Closing Remarks	Dr. Tabassam Raza , PSBA-Manila

Emcees: Prof. Carmelita Liwag & Dr. Hussein Lidasan



3rd International Research Colloquium (3IRC) Business Management Resiliency towards Risk Reduction in Changing Climate: Promoting Financial, Industrial and Environmental Safety

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

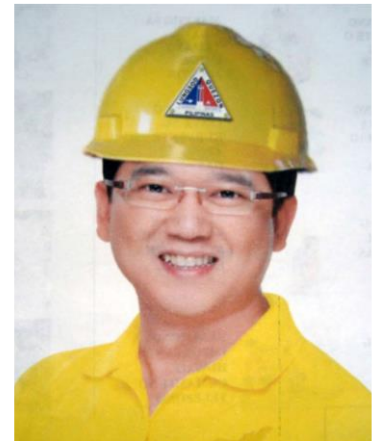
Venue: Quezon City Experience (QCX) Conference Hall, Quezon City Circle, Quezon City

Resource Speaker's Profiles

Welcome to the Participants

Hon. Herbert Constantine Bautista

Mayor of Quezon City, Philippines



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

Overview of the Colloquium

Hon. Gov. Antonio Cerilles
Governor, Zamboanga del Sur



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

Welcome Message, Acknowledgement, and Introduction of the Guest Speakers

Dr. Mario Delos Reyes

Dean, UP-SURP and President, UP PLANADES



Dr. Mario Delos Reyes is the president of the University of the Philippines Planning and Development Research Foundation, Inc. (PLANADES) and the Dean of the School of Urban Regional Planning (SURP) in the University of the Philippines, Diliman. He is a professor with strong expertise in environmental and natural resource planning in management and earned his Doctor in Natural Science from the Institute of Geography of the University of Hamburg's Faculty of Earth Sciences in Germany in 1995. He has a post-graduate Certificate in Mathematical Methods and Modelling in Earth Sciences which he attained from the Free University Berlin, Germany, a post-graduate Diploma in Higher Education and International Development at the University of Kassel/Witzenhausen, Germany, and a post-graduate certificate in Hydrobiology from the Institute of Hydrobiology and Fisheries Science of the University of Hamburg, Germany. He completed his Master of Science in Fisheries/Coastal Management at the University of the Philippines, Diliman in 1986. He began his service to the University of the Philippines, Diliman as a senior lecturer at SURP in 1998 where he became project leader in the CIDS' Case Studies in Academic-Institutional-Private Sector Collaboration on Urban Environment from 2001 to 2002. He was the Director for SURP's Training and Extension Services Division from 2004 to 2007 and later headed the SURP's Development of Teaching Materials on Land Administration and Management for the Enhanced Urban and Regional Planning Program for the Department of Environment and Natural Resources in 2010. Dean Mario is a member of the Advisory Board for the United Nations Human Settlements Programme (UN HABITAT) Philippines and is also the Regional Node Coordinator for Southeast Asia and the Pacific of the United Nations' Public-Private Partnership for the Urban Environment - Collaborative Learning Course in Johannesburg, South Africa.

Research and Development Perspective towards Business Continuity

Dr. Fidel Nemenzo

*Vice-Chancellor for Research and Development, University of the
Philippines, Diliman*



Dr. Fidel Nemenzo is the current Vice-Chancellor for Research and Development of the University of the Philippines, Diliman and the son of Dr. Francisco “Dodong” Nemenzo, former president of the University of the Philippines. He completed his Doctor of Science in Mathematics at Sophia University, Japan in 1998 where he also completed his Master of Science in Mathematics at the same university in 1992. The Office of the Vice-Chancellor for Research and Development (R&D) formulates policies and guidelines on R&D and aids in the generation of resources for R&D. His office also coordinates with offices, agencies, and institution in the regular dissemination of information to the UP Diliman research community. Dr. Nemenzo does research in areas of number theory, elliptic curves, coding theory and cryptography. His other interests include philosophy of mathematics and Science, Technology, and Society (STS).

Tracking the Economic Impacts of Flooding I Metro Manila: A Multi-Period CGE Analysis

Dr. Philip Arnold Tuaño

Associate Chair and Assistant Professor, Faculty Social Involvement, Loyola Schools, Ateneo de Manila University



Dr. Philip Arnold Tuaño is the Associate Chair at the Department of Economics at the Ateneo de Manila University. He completed his Ph.D. in Economics at the University of the Philippines and received his Master's in Development Economics at the University of Sussex. He is currently a lecturer at the Economics Department of the Ateneo de Manila University. He served as Director III of the Macropolicy Unit of the National Anti-Poverty Commission (NAPC) where he represented NAPC in meetings with the National Economic and Development Authority, Department of Budget and Management, United Nations Development Program, World Bank, and other policy and aid organizations. He also coordinated with the Social Weather Stations in using social surveys for poverty measurement and anti-poverty planning and programming. He also had engagements with the Caucus of Development NGO Networks and the Foundation for Media Alternatives.

Public Private Partnership Business Continuity Overview

Dr. Primitivo Cal

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



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

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

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

The State of DRRM in Metro Manila

Mr. Marlon Henson Obligado

*Chief, Plans and Programs Section, Office of Civil Defense,
National Capital Region, Philippines*



Mr. Marlon Henson Obligado, the current Chief of the Plans and Programs Section of the Office of Civil Defense, National Capital Region, a Master of Science in Public Policy and Management from the Carnegie Mellon University, Australia, and Master of Arts in Teaching Social Sciences from De La Salle University, Dasmariñas, was also a Member and Technical expert for the Disaster Risk Reduction and Climate Change Adaptation of the Philippine Negotiating Team during the 21st Conference of Parties to the United Nations Framework Convention on Climate Change where the Paris Agreement on Climate Change was approved in 2015. He formed part of the team that developed major policy instruments and plans such as the National Disaster Risk Reduction and Management Plan and Framework, the APEC Disaster Risk Reduction Framework, the Memorandum of Understanding for a Joint Collaboration Program for Disaster Risk Reduction and Climate Change Adaptation, and the Philippine Position paper for UNFCCC negotiations for COP21. He is also a member of the National and Regional Selection Committee of the Gawad KALASAG and the lead evaluator for Cities and Municipalities categories, evaluating the DRR programs and projects of partner agencies. He is also involved in project development and strengthening institutional linkages and partnership with different stakeholders to international development partners such as JICA, AusAID, AECID, WFP, and UNICEF.

Promoting Solar Energy towards Climate Change Mitigation: SolarNRG Business Perspective in the Philippines

Mr. Mike Consenheim

Country Manager, SolarNRG



Mr. Mike Consenheim is an entrepreneur involved in multiple start-ups and a managing partner in existing businesses. He specializes in Solar Energy with certified training done by REC and SolarNRG Netherlands. He is a Country Manager for the Philippines of SolarNRG—a Netherlands-based company that designs, procures, installs, and maintains solar systems for residential, commercial, and industrial applications. He also acts as the President and CEO of SolarNRG Philippines where he runs the manages sales and marketing, finance, and operations as well as coordinating with its HQ in Netherlands. He is also concurrently a managing partner in FLEX Home Automation, a new Philippine start-up focused on home automation, operating as a sister company FLEX Brazil. In addition, he is a founding board member of the Dutch Chamber of Commerce in the Philippines and was formerly an Executive Board Member for Philippines-Netherlands Business Council – Netherlands Embassy and the Philippine Chamber of Commerce and Industry. He holds a Master in Strategic Management with specialization in Corporate Venturing. Further, he has implemented a non-government organization project with ASSIST in collaboration with the University of Makati.

Governing for Sustainable Urban Development in the era of Climate Change and Risk Management

Dr. Elias Sampa

*Director, Curriculum & Programs,
Australian International School*



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

Business Resilience for Sustainable Livelihood: A Holistic Approach for Disaster Risk Reduction

Ms. Afshana Parven

Disaster Preparedness, Mitigation and Management, Ph.D Asian Institute of Technology, Thailand and Faculty Member in Bangladesh



Ms. Afshana Parven completed her Bachelor's in Science in Fisheries from Bangladesh Agricultural University, Mymensingh and completed her Master's in Philosophy from the Asian Institute of Technology, Thailand in Aquaculture and Aquatic Resources Management. She pursued another Master's in Philosophy from the Wageningen University, The Netherlands, as part of the Netherlands Fellowship Program while majoring in Environmental Science with minor in Environmental System Analysis. After completing her higher studies, she joined as a Lecturer at the Noakhali Science & Technology University, Bangladesh to the Department of Fisheries and Management. Later, she was promoted as an Assistant Professor at the same department and while pursuing her Ph.D. at the Asian Institute of Technology, Thailand in Remote Sensing and Geographic Information Systems as a scholar from the Japanese Government. She is also part of the Fellowship from the Asian Institute of Technology, Thailand and NORAD for better academic performance.

Quezon City Disaster Risk Reduction: Insurance Mechanism towards Risk Pooling

Mr. Karl Michael Marasigan

Head, QC- DRRMO, Quezon City, Philippines



Mr. Karl Michael 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.

QC-LCCAP 2017-2027 Significance in Risk Sensitive Land Use and Development Planning, Quezon City

Ms. Frederika Rentoy

*Head, Environmental Protection and Waste Management
Department, Quezon City Government, Philippines*



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

Business Process Impact in Changing Climate; United Arab Emirates Perspective

Mr. Abdul Ghafoor

*Chief Executive Officer, Mangrove Services LLC, Business Bay
Dubai, United Arab Emirates*



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

Punjab Province: Risk Assessment and Disaster Management towards Business Continuity

Engr. Rabiya Mukhtar

Punjab Disaster Management Authority, Project Implementation Unit, Lahore Pakistan

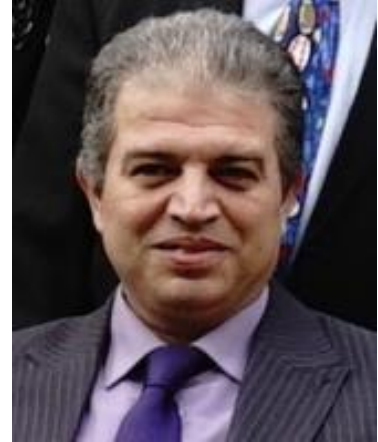


Engr. Rabiya Mukhtar has about 10 years of diverse and multidisciplinary experience of working with private sector, academia and government sector in the field of Civil Engineering and Disaster Risk Management. Currently, she is working as Disaster Risk Management Specialist at Project Implementation Unit of Provincial Disaster Management Authority (PIU-PDMA), Punjab Pakistan, and provides technical advisory support for the development and implementation of policies/ frameworks/ action plans related to disaster risk management, disaster risk reduction, climate change adaptation and sustainable development. Rabiya is a Professional Engineer, with specialization in Civil / Structural Engineering. She has been involved in the design, reconstruction and rehabilitation of numerous earthquake and flood resilient facilities in Pakistan. She holds MSc. in Disaster Management and Earthquake Engineering from University College London, UK and M.Sc. in Civil Engineering from University of Engineering and Technology, Lahore, Pakistan. She also possesses numerous professional trainings in Assessment and Management of Geological and Climate Related Risks, Multi-Hazard Risk Assessment and Disaster Impacts Mitigation from Germany and Switzerland.

Viewing Nile Basin in a Changing Climate – Implications and impacts on Food Security

Dr. Haytham Awad

Director, Entrepreneurship Office, Alexandria University, Egypt



Dr. Haytham Awad is the acting Head of the Irrigation Engineering and Hydraulics Department, Faculty of Engineering, Alexandria University, which has a history of cross-disciplinary research in the area of water resources management, including systems thinking and research, hydraulic structures, irrigation engineering, modelling, simulation, optimisation, decision support, data-mining and evolutionary computing. Dr. Awad has over Twenty years of research and consulting experience in various water engineering disciplines, both in Egypt and abroad. He obtained his PhD in Engineering from Kyushu University in 2005. He worked for 4 years in the Japanese water industry and another 2 years as research fellow at the University of Exeter in a research project funded by the Engineering and Physical Sciences Research Council (EPSRC) in UK. He was responsible for the design of various complex water engineering systems and structures, including water and wastewater infrastructure systems, flood/river systems, irrigation/drainage systems and systems of large open reservoirs with dams and hydro power plants. His research interests include design and calibration of water systems, hydroelectric power generation, risk and uncertainty analysis, decision support systems, modeling, genetic algorithms and evolutionary programming in water management and water Supply. Dr Awad has (co)authored over 30 publications and filed two patents.



3rd International Research Colloquium (3IRC)
Business Management Resiliency towards Risk Reduction in
Changing Climate: Promoting Financial, Industrial and
Environmental Safety

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

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

Abstracts
of the
3rd International Research
Colloquium

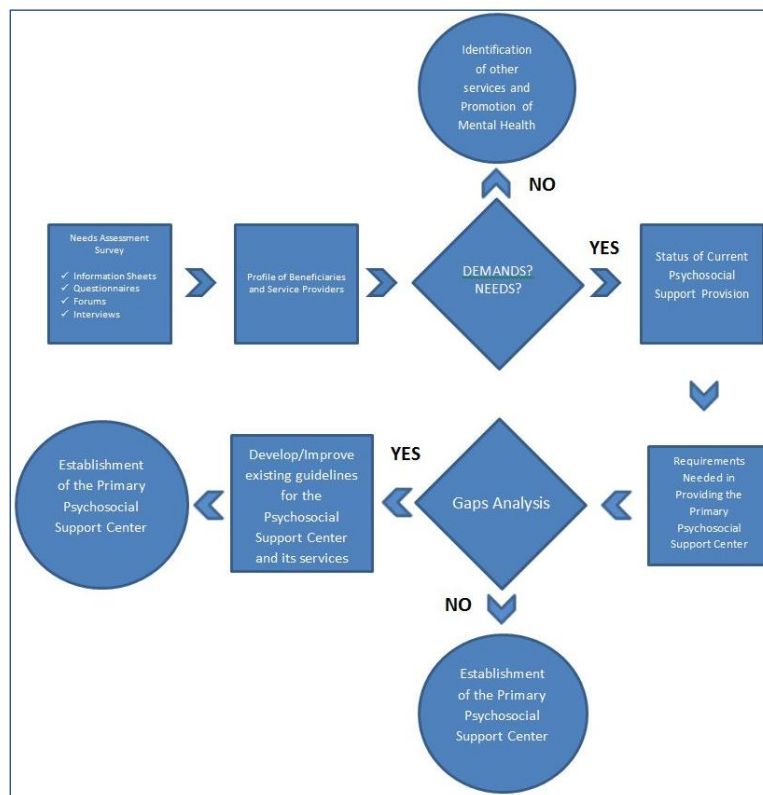
A Need Assessment of Community Based Primary Psycho Social Support Center for Children in Quezon City

MBA-DRM, PSBA-Manila

Presented by: **Mr. Froilan San Juan**

In the Philippines, provision of psychosocial support is still facing various constraints. There are two (2) major obstacles such as limited number of mental health professionals and the limited knowledge about the provision of psychosocial support for disaster survivor. In addition, cultural values and common local beliefs play a significant role in diversifying psychological distress that form symptoms and unhealthy habits which people cause to seek psychological assistance. As a result, mental health professionals and organizations have to consider both in order to provide people with effective psychosocial support. Understanding the psychological distress expressions and unique symptoms from the survivors are essential to give appropriate and effective interventions through psychological assistance. The purpose of this study is to conduct a needs assessment of a community based primary psychosocial support center for children in Quezon City (QC). In doing so, this research have five (5) main objectives: 1. Establish the need for psychosocial support center for children in QC and provide importance in doing so; 2. Profile potential beneficiaries and service providers; 3. Describe the status of the current psychosocial support provision and document gaps between what is truly needed; 4. Find out what are the requirements needed in providing the primary psychosocial support center; 5. Develop or improve existing guidelines for the Psychosocial Support Center and its services

Conceptual Framework



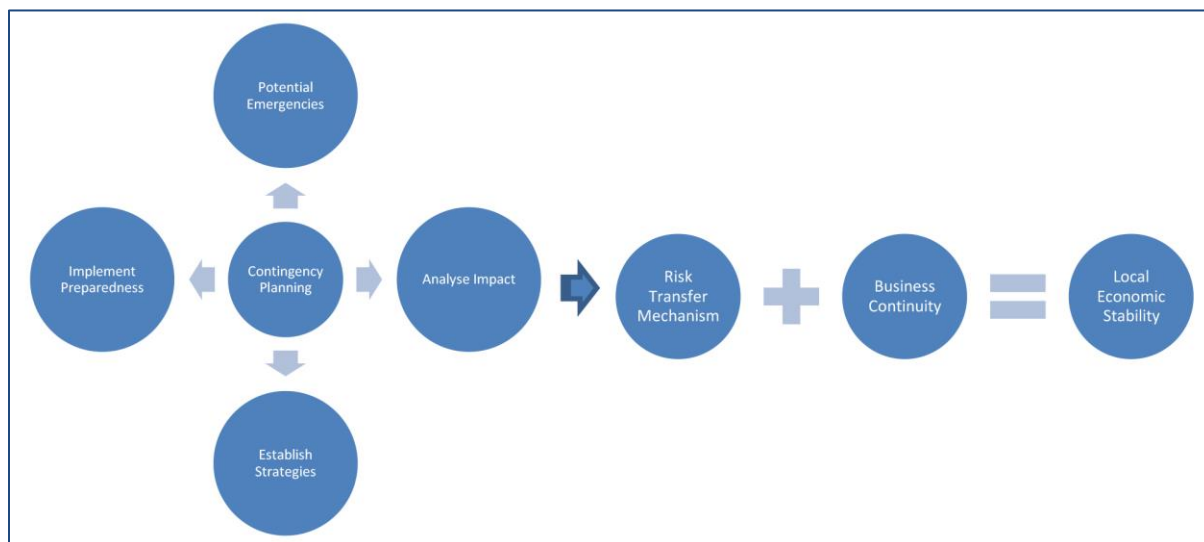
Small Medium Enterprise Business Continuity Planning in Barangay Socorro, Cubao, Quezon City

MBA-DRM, PSBA-Manila

Presented by: Ms. Dominga Capistrano

Small businesses are important in providing opportunities for entrepreneurs and the workers alike. They contribute to the city's economy and the society work as a whole. Barangay is the smallest administrative division in the Philippines and is the native Filipino term for a village. Barangay Socorro is one of the 42,029 Barangays in the country and it is situated in Cubao, Quezon City which is the largest city of Metropolitan Manila, Philippines. An assessment of the city identified this barangay to be flood-prone. Since it is a business area, this study aimed to make the locality as prepared and productive during and after a hydro meteorological event. Contingency planning involves preparations for predictable and quantifiable crises as well as preparing for unexpected a fortuitous event in the locality to allow business operations to continue despite the storm warnings. To minimize the impact of flooding and to plan for the normal operations of the business after a disaster is the objective of the Barangay for stability of the local economy.

Conceptual Framework



Determining Carbon Emission Levels among High and Low-income Households in Quezon City

MBA-DRM, PSBA-Manila

Presented by: Ms. Mirasol Santos

The confluence of unique geological and geographical features in the Philippines makes it one of the most disaster-prone places on earth. The growing concern to abate the effects of climate change has spurred various efforts both at the national and local levels. In Quezon City, Local Climate Change Adaptation plans have been formulated, and efforts to mainstream this plan into the Comprehensive Development Plan and the Comprehensive Land Use Plan has also been undertaken. In terms of vulnerability, most areas in Quezon City that are at-risk as a result of changes in temperature, weather and precipitation, are those areas that are largely occupied by informal settlers and low-income groups. While there are high-income residential areas that are likewise prone to some degree of risks, there is a lack of information as to the resident's appreciation and awareness on the effects of climate change, as well as specific inventory of households as regards their respective carbon emissions. The study is intended to provide a sample of carbon emission inventory which will help the City Government determine top sources of emissions at the household level. The comparison between low and high income resulting data will also provide an idea if income is an attributing factor to the levels of carbon emissions. The study will also cover climate change risk perception at the household level. This will provide policy-makers and planners an idea as to the depth of information and education campaigns needed to advocate for reforms in support of climate change adaptation and mitigation at the city level.

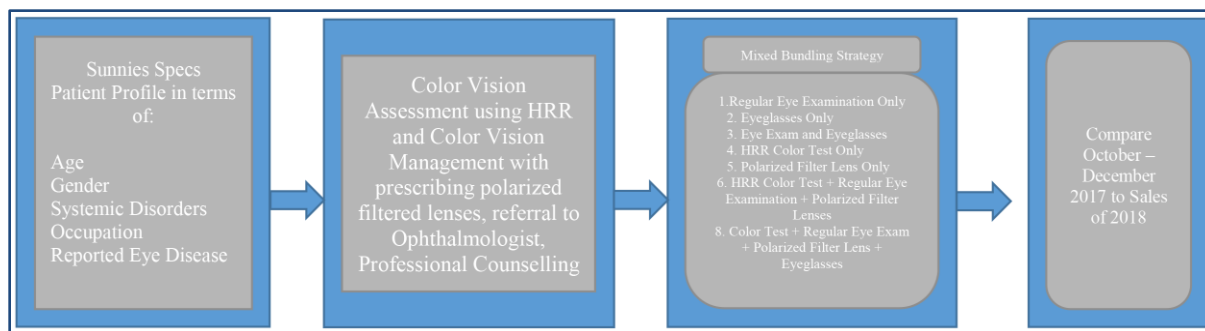
Enhancing Existing Eye Examination Protocol for Clients with Color Blindness at Sunnies Specs: Mixed Bundling Strategy

MBA-DRM, PSBA-Manila

Presented by: **Mr. Ian Emmanuel Gasolasco**

Meeting the demands of the consumer is a driving force for profit at business. Additionally, service providers including allied health professionals should keep up with the demand of their patients. Traditionally in optometric industry, persons mostly being catered are ones with refractive error or suffering from blurring of vision only. Not to mention that there are people suffering from color blindness. Most of them, acquired congenitally or present since birth has affected their daily living, quality of life, choice of career and some have been excluded from their chosen occupation. Also, in Philippine optometric practice, color vision assessment and management is rarely done and at the moment there is not much literature addressing this. Hence, the demand must be met accordingly. On the other hand, mixed bundling, a form of bundling strategy in which a firm sell both the bundle and all the separate products in the bundle separately will be used to market the enhanced proposed eye examination protocol employing assessment of color vision. This study aims to give an enhanced eye examination protocol at Sunnies Specs to meet the demands of people with color blindness by employing color vision assessment using HRR (Hardy-Rand Reittler) and managing them by dispensing polarized filtered lenses, professional counseling or referral to an ophthalmologist for further examination. This additional clinical work-up in assessing and managing color vision blindness will be added in the company's product line and employing a mixed bundling allowing the company to gain profit or improve revenue and improve brand recognition value.

Conceptual Framework

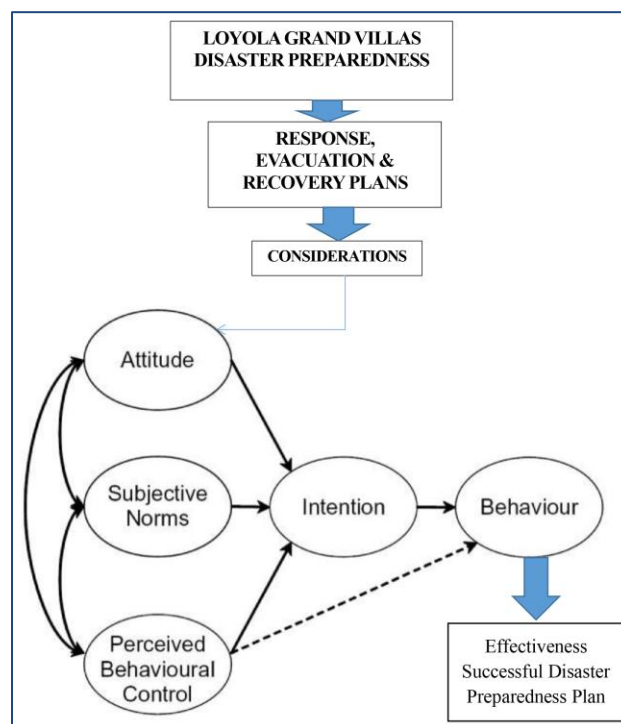


Enhancing Loyola Grand Villas Subdivision Emergency Evacuation Plan: A Model for Open Space Evacuation in Quezon City

MBA-DRM, PSBA-Manila
Presenter: **Mr. Jonathan Africa**

The proposed study attempts to find out how to enhance the evacuation plan of Loyola Grand Villas for it to become a model for open space evacuation for subdivisions in Quezon City. There are measures currently put in place by the Loyola Grand Villas Homeowners Association, Inc., or LGVHAI. But whether the disaster risk and emergency preparedness plans of the village homeowners is effective needs to be analyzed in view of the much feared “The Big One.” The LGV (Loyola Grand Villas) Community Disaster Council, in partnership with the LGVHAI and Foresight Life Resilience Corporation, organized seminars on disaster risk reduction and readiness. The study seeks to answer questions on the levels of preparedness of Loyola Grand Villas focused on some deadly and disastrous natural disasters like typhoon and flood preparedness; fire preparedness; and earthquake preparedness. It also attempts to answer questions on the plans of the Loyola Grand Villas Homeowners Association, Inc. (LGVHAI) to enhance family preparedness in times of disaster; level of preparedness of the subdivision homeowners in terms of the five basic needs for disasters; significant difference between the plans of the Loyola Grand Villas Homeowners Association, Inc. (LGVHAI) to enhance family preparedness and the level of preparedness of the subdivision homeowners in terms of the five basic needs for disasters in times of disaster; and improvements, if any, are needed to enhance the preparedness of Loyola Grand Villas in case of natural and man-made disasters.

Conceptual Framework



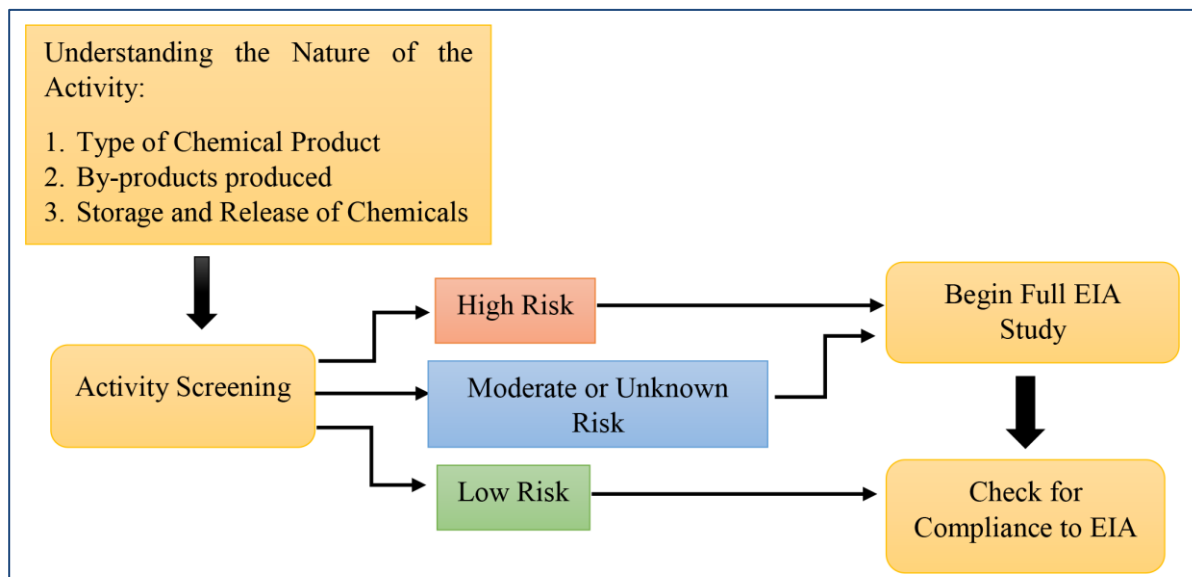
Environmental Impact Assessment Compliance by Five Leading Chemical Plants in the Philippines: A Knowledge Guidepost

MBA-DRM, PSBA-Manila

Presented by: *Ms. Jaclyn Vanessa S. Macapagal, R.Ch.*

The purpose of this study is to assess the environmental compliance of the five leading chemical plants in the Philippines through an analysis of the procedures of Environmental Impact Assessment (EIA) which guarantees that environmental considerations are incorporated in the development of projects or decision-making. A qualitative research method will be utilized with the use of focus group discussion (FGD) technique and documentary analyses to gather the needed data. Specifically, the study will describe the (1) nature of the chemical product process, (2) identification of the risks, (3) implementation process of safety measures of the chemical plants; (4) compliance of the company according to EIA; and (5) effectivity of the safety measures on the people and environment surrounding the chemical plant. Five or more participants from the selected areas will compose the FGD that will provide answers and insights on five prepared open-ended questions.

Conceptual Framework



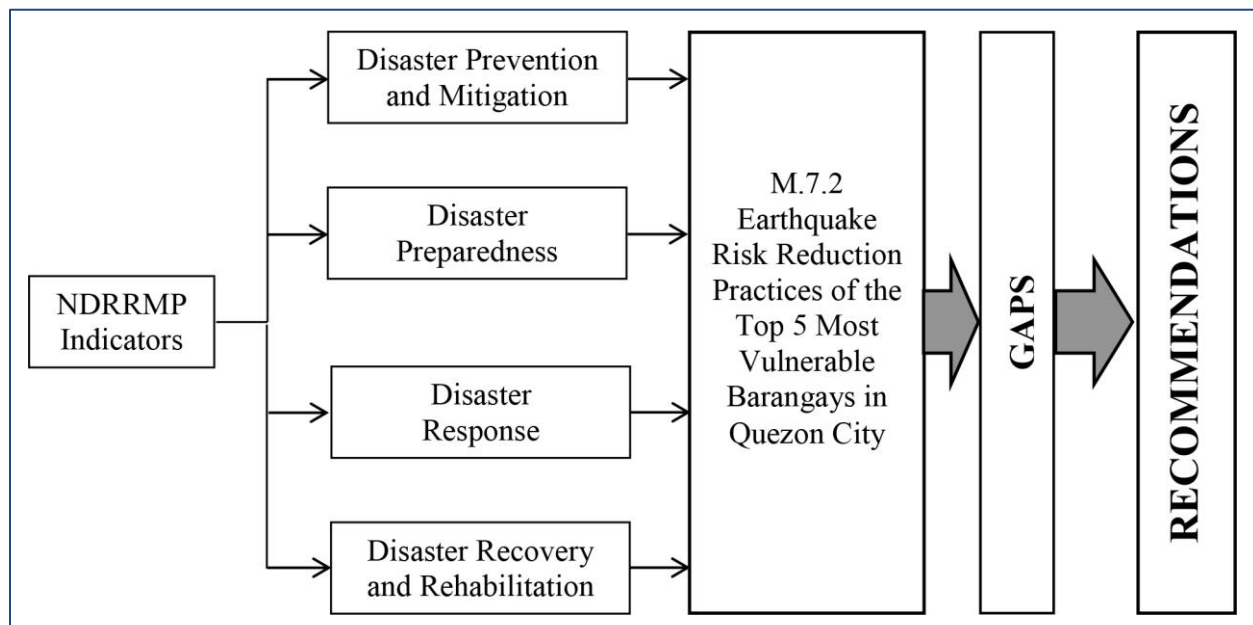
An Assessment of the M.7.2 Earthquake Risk Reduction and Management of Top 5 Most Vulnerable Barangays in Quezon City

MBA-DRM, PSBA-Manila

Presented by: Mr. Allan Saleh F. de Vera

Earthquakes are the most devastating of all natural hazards which result to loss of lives and damage to properties in shortest possible time, however, the risk exists only when the people and properties are exposed to an earthquake. Reduction of exposure and making the structures or the properties resilient to earthquake are some ways to lessen its negative impacts. Legal and institutional basis for risk reduction and management are adopted in national and local level to develop policies, plans and implementation of actions. The objective of the study is to assess the current state of the M.7.2 earthquake risk reduction and management of the top 5 most vulnerable barangays in Quezon City which is based on the City's Hazard, Vulnerability and Risk Assessment. Purposive sampling will be used to gather data from different local government institutions, homeowners' associations, school administration and vulnerable communities. The instrument which will be used to gather data is based from the indicators set in the National Disaster Risk Reduction and Management Plan's four thematic areas. The outcome of the study will help to find the gaps in implementation and strengthen the resiliency of the vulnerable barangays in Quezon City towards the reduction of risk imposed by the M.7.2 earthquake along the West Valley Fault.

Conceptual Framework



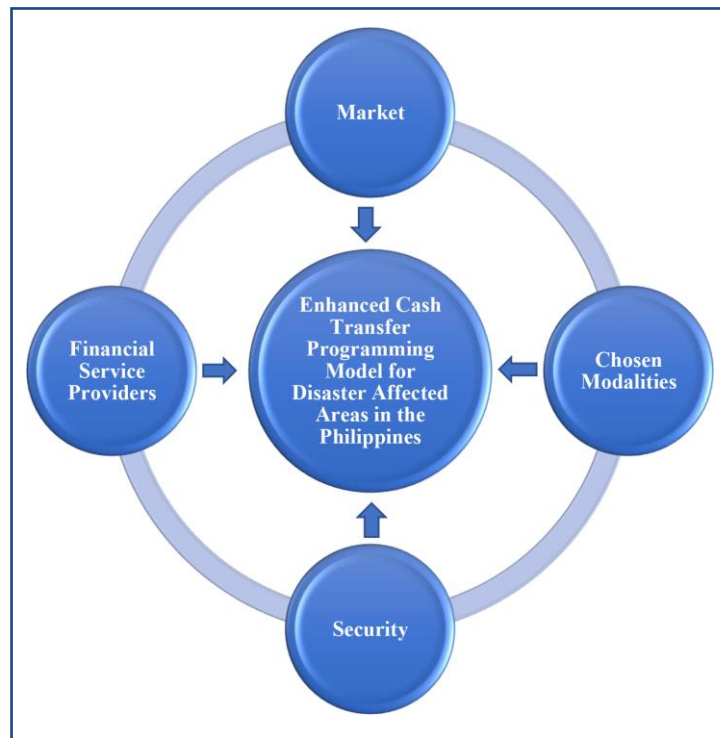
Enhanced Cash Transfer Programming Model for Disaster Affected Areas in the Philippines

DBA, PSBA-Manila

Presented by: *Ms. Alma Rossana Gutierrez*

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

Conceptual Framework



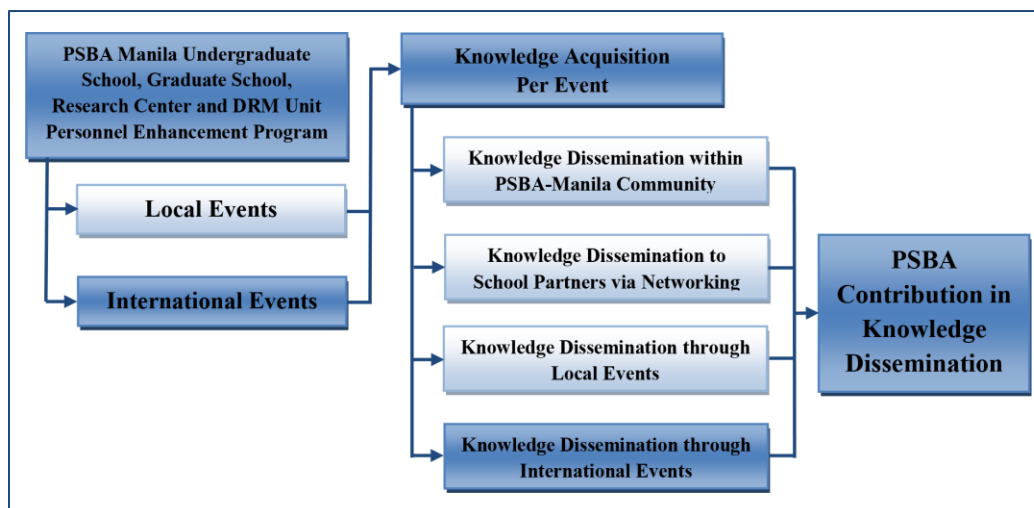
Personnel Capacity Enhancement of DRM Unit: Lesson Learned from the APRU-IRIDeS Multi-Hazards Summer School

E-Learning Coordinator, GSB, DRM Unit, PSBA-Manila

Presented by: Mr. Ramon Iñigo M. Espinosa

Philippine School of Business Administration (PSBA) Manila is geared towards improving the capacity of its personnel. Thus, the School's Disaster Risk Management (DRM) Unit personnel are also required to attend various local and international events. The main objective in attending these events is to acquire knowledge to enhance the capacity of personnel and disseminate it at immediate (within PSBA-Manila), school partners, local community, and international community levels. To achieve this, the PSBA-Manila DRM Unit sent their DRM E-Learning Coordinator to participate in the Asia Pacific Rim Universities (APRU) International Research Institute of Disaster Science (IRIDeS) Multi-Hazards Summer School held at Tohoku University, Sendai, Japan from July 24 to 27. Here, lessons learned from local and international stakeholders and various experts regarding the 2011 Great East Japan Earthquake and Tsunami were shared. Major lessons the participant has drawn from this event are of twofold: First, DRR requires Multi-Disciplinary knowledge and cooperation to achieve the priority areas of Sendai Framework for Disaster Risk Reduction, the Paris Agreement for Climate Change and Sustainable Development Goals. Second, disasters are both calamities and opportunities. The participant visited the aftermath of tsunami-torn areas emphasizing the importance of memories in DRR and saw first-hand the rebuilding efforts showing opportunities to "Build Back Better". Thus, the 3rd International Research Colloquium will be the venue for dissemination of the above knowledge towards the local and international communities. The framework of this program can be replicated by other schools or organizations as an integral part of their personnel capacity enhancement program and to become part of knowledge dissemination communities.

Conceptual Framework



Diagnostic for Human Trafficking Level of Philippine (Filipino) Overseas Workers: An Enhanced Action Plan

MBA, PSBA-Manila

Presented by: Mr. Philip Michael C. Reyes

Working overseas is a usual setting where Filipinos experience their first work away from their families; be it legal or illegal works such as bonded labor, debt bondage and involuntary servitude among laborers, involuntary domestic servitude, forced child labor, child soldiers, sex trafficking and prostitution. In the overseas, Filipinos are treated as slaves creating the possibility for human trafficking to take place. This study aims to give an enhanced action plan to equip our Filipino overseas workers and be prepared with the necessary legal documents, trainings, orientations, and seminars that would help them not to be a victim of this world known problem in Humanity. The paper discusses issues and rights in the Migration: legal, education and ethics. It is suggested that all laws governing or pertinent to the relationship between employers and employees overseas be recorded and tracked in one government agency applicable to all nature and perspective of work in all countries across the globe. It is not the intention of this paper to cover in minute detail the legal relations between employer-employee relationships nor are the cases, herein presented, chosen to show the hair-splitting stands of courts. If certain ramifications of the laws and of court decisions find their way into the annotative efforts of the writers, they were intended to bring enhanced action plans to the laws and make it into sharper focus out of the obfuscating mass of seemingly equivocal, if not apparently contradicting court decisions, rules promulgated by the administrative bodies concerned.

Conceptual Framework



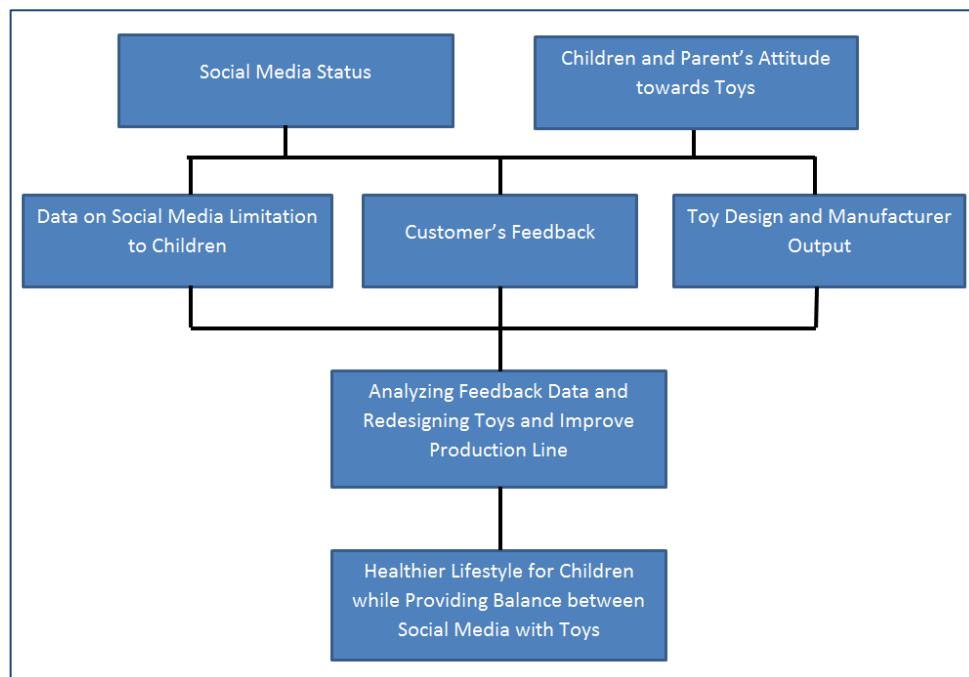
Assessing the Impact of Social Media on Toy Industry Growth: A case of Leading 5 Toy Kingdom stores in Metro Manila, Philippines

MBA, PSBA-Manila

Presented by: **Ms. Hanh Nguyen Thi**

Today's web and social media underpin the ability to create new videos, images and music. From Facebook, YouTube and other video sharing platform, a new video can advance from zero to millions of views with 24 hours. The viral nature of this highly social, user-driven environment enables parents gather their children to focus on social media and videos without having actual toys and or objects to play with. In what we refer to as the "information age" or "digital age" our technological advancements in the area of ICT has helped overcome the limitations of time and space in information sharing and networking. This not only affects how we make decisions for our children, but also affects our children curiosity, openness to others and their learning capability. Children nowadays have been more and more relying on mobile phones, tablets and other electronic devices. Parents are buying less toys for their kids; in return most of them might rather choose to allow them to access social media than playing toys. In that context, social media can be considered as a potential tool of controlling learning and decision making of our future generations as well as the growth of children related business such as toy manufacturers and distributors. For example, when a new toy was announced, parents might decide to show to their children videos related to that toy or any other children' videos instead. In this matter, Toy manufacturer and distributors might not make enough revenue and income to maintain their business. This study will focus on how parent's decision and children' freedom of accessing the internet and social media will affect the growth of the toy manufacturer and distributor in the Philippines.

Conceptual Framework



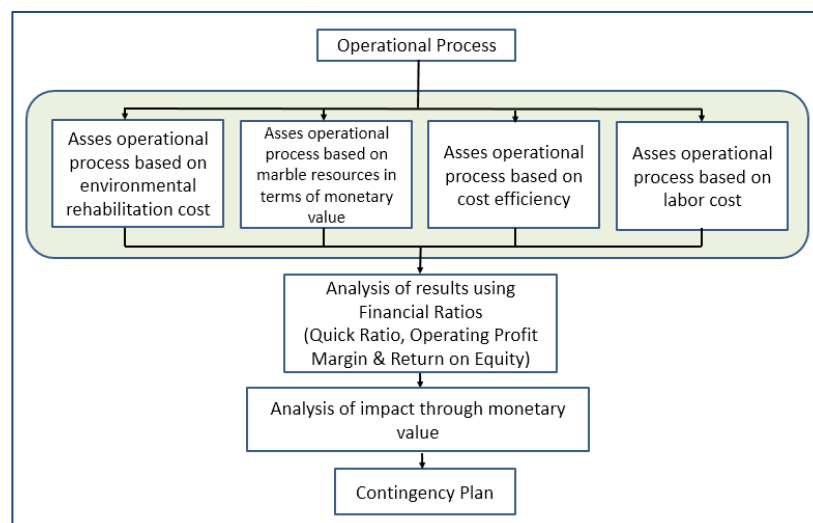
Evaluating Employees' Retention Factors of Five Leading Shared Services Companies: A Retention Strategy Model

DBA, Dissertation Student, PSBA-Manila

Presented by: **Mr. Paulo Noel Mazo**

This study will explore and assesses the operating and waste management process of the large marble mining companies in the Municipality of Romblon and its impacts on business continuity of the marble industry. The focus of this study will be on the marble mining activities that produce a huge volume of marble waste that affects the profitability of the industry. The large amount of waste generated by the marble mining industry resulted from lack of technical operational and waste management procedures on extraction and production of marble products. It is a great threat to the marble industry in term of their profitability due to the additional capital and operating expenditures to manage land degradation, dump area requirement, air pollution, water pollution, soil pollution and many other hazardous effects to the environment as well as to the people in the Municipality of Romblon. The objective of this research is to formulate a contingency plan for the large marble mining companies and to develop efficient operation and waste disposal techniques to be used in the industry for business continuity of the marble industry in the Municipality of Romblon. This research aims to investigate the stages, activities, and technologies needed to effectively execute the efficient operating and waste management process. This research will examine the fundamental concepts of operational plan and various related marble waste management practices in terms monetary value. This study enhances the knowledge and ability in conducting a research study about the marble industry in the Municipality of Romblon. It also serves as a foundation for them to have a better point of view in understanding the nature and operation of the marble industry, organizing and managing operating strategies for business continuity.

Conceptual Framework



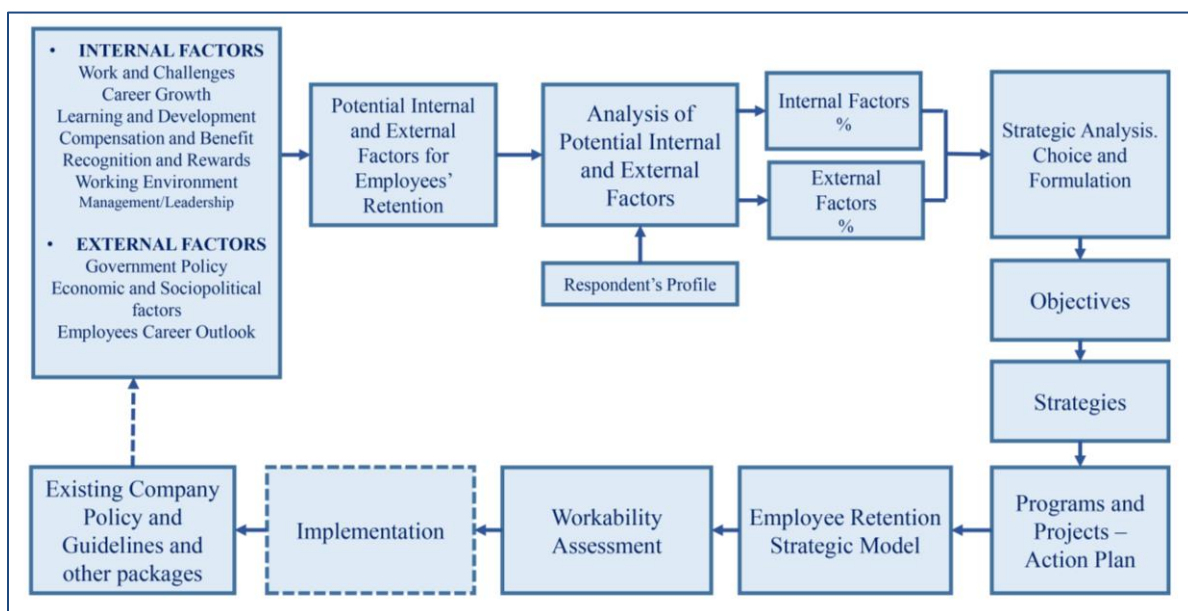
Operation Management towards Business Continuity of Marble Industry: A contingency Plan of Municipality of Romblon, Philippines

DBA, Dissertation Student, PSBA-Manila

Presented by: **Mr. Jan Christopher Cacdac**

The researcher being connected with a shared services company, has observed during his several years of working with the company that employees come and go; and, because of this, he was baffled as to why people leave; but the more pressing question in his mind is- why employees stay. The purpose of this study is to create Retention Strategy Model. Research says that most of the employees leave an organization out of frustration and constant friction with their superiors or other team members. In some cases low salary, lack of growth prospects and motivation compel an employee to look for a change. In recent days, Employees' Retention has become an important factor for the profitable and smooth operations of business. But the more it is important, the more it has become difficult to achieve stiff market competition and huge diversity in the design of competing employee benefit packages from different companies. Also, come into consideration, the Government policy, sociopolitical and economic factors. This research aims to provide a Retention Strategy Model for Employees Retention by identifying what internal factors and External Factors will contribute on why employees in these five leading Shared Services Companies stay. The Internal factors that were identified by the researcher are, Work and Challenges, Career Growth, Learning and Development, Working with Colleagues, Compensation and Benefits, Recognition and Awards, Working Environment and Management/Leadership while External factors are, Government Policy, Economic and Sociopolitical factors and employees career outlook. A quantitative research method will be with the use of open-ended questionnaire. After having knowledge on this, the Shared Service Companies will have a retention strategic model they can use to retain their employees.

Conceptual Framework



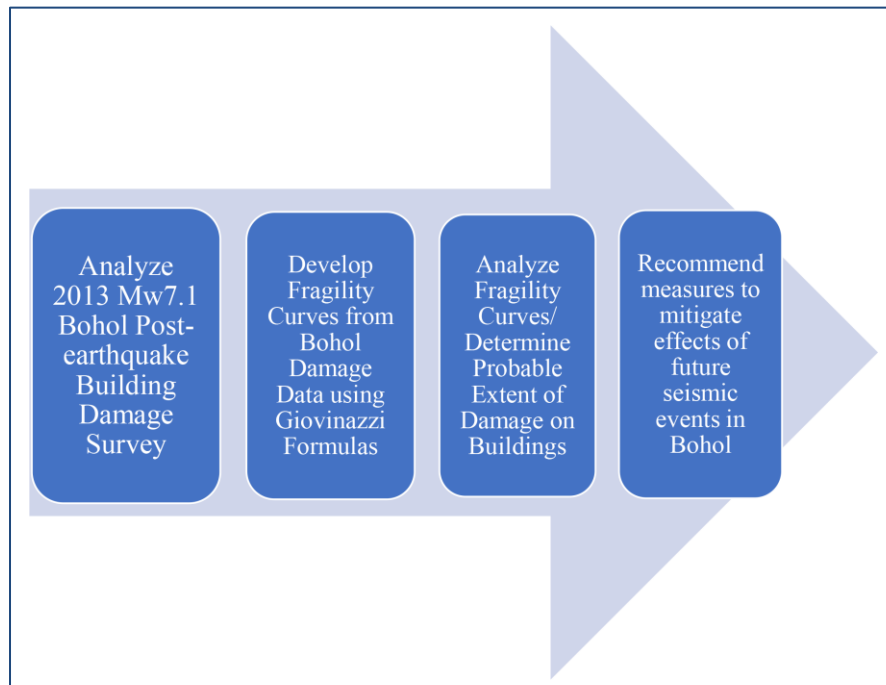
The Development of Seismic Fragility Curves for Bohol C1 (Confined Masonry) and CHB (Concrete Hollow Block) Type Building Structures

MBA, PSBA-Manila

*Presented by: **Engr. Rodolfo L. Arias***

Fragility Curves have been used extensively for pre-earthquake disaster planning as well as for post-earthquake recovery efforts and implementation of mitigation measures. Basically, Fragility Curves provide estimates for the probabilities of a population of structures reaching or exceeding damage states at given levels of ground shaking. The information derived from Fragility Curves can be used to evaluate the seismic performance of structures and to develop measures in reducing the level of vulnerability to seismic events. This research aims to add to previous research material on the use of fragility curves for risk assessment particularly those that focused on the assessment of the effects of earthquakes that occurred in the Province of Bohol, the tenth largest island in the Philippines. The study made by Naguit et al., in 2015 and in 2016, included a damage assessment survey of the residential buildings in Bohol which were affected by the Oct. 15, 2013 M7.2 earthquake. This research will subject this survey data to statistical analysis and consequently develop fragility curves following the empirical method and principles used in generating Probability Density and Cumulative Density Functions using the Giovinazzi formulas.

Conceptual Framework



**Infant Milk Formula (SIMILAC) Strategic Plan towards Competitive Selling
in Five (5) Leading Hospitals in NCR**

MBA, PSBA-Manila

Presented by: Mr. Paul Michael Dungo

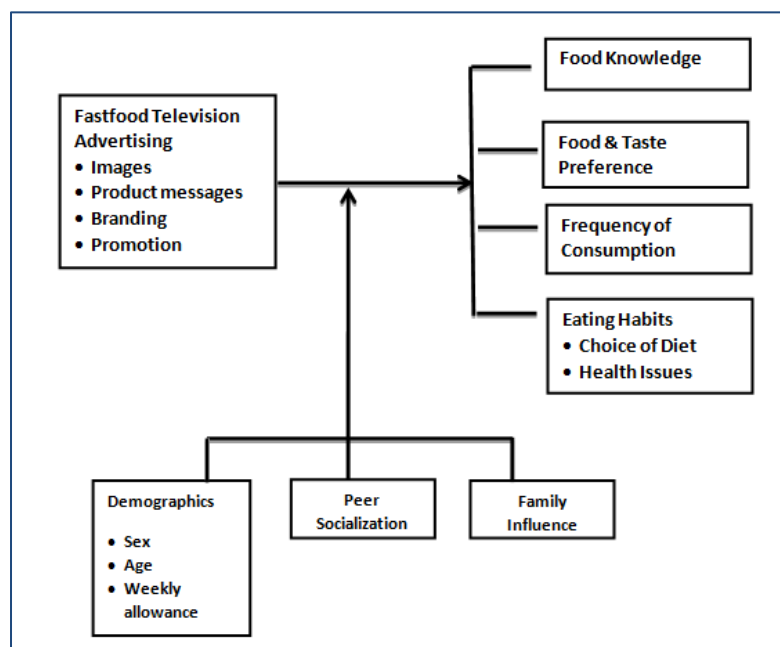
The Impact of Television Advertisement of Five Leading Fast Food Chains on Children's Wants: Parents' Point of View, Pasig City

MBA, PSBA-Manila

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

The popularity of fast food television advertising is a concern for everyone. It is one of the most effective modes of enticing consumers to patronize fast foods. While there are nutritious foods sold in fast food centers, there are unhealthy foods serve in these outlets. However, children are easily attracted to fast food television advertisements. Therefore, this research will particularly focus on the point of view of parents living in Pasig City on the impact of the television advertisements of five fast food chains on their children's wants. Essentially, this study will look into how parents evaluate their children peer socialization and family influence; analyze how television advertising by fast foods companies present their images, product messages, and promotion, as well as, rate their children with respect to their food knowledge, food and taste preference, diet, and eating habits. Linear regression will be used to correlate the extent by which fast food television advertising contribute to the children's food knowledge, food and taste preference, diet, and eating habits. Also, stratified and random sampling will be used to calculate the sample size based on the population households in Pasig City. The study also correlates the detrimental effect of fast food television advertising on the eating behavior of children. Expected result show whether they positively or negatively contribute to children's eating habits and behavior. The parents should be limiting the time of their children watching fast food advertisement and regulate the eating habits of their children.

Conceptual Framework



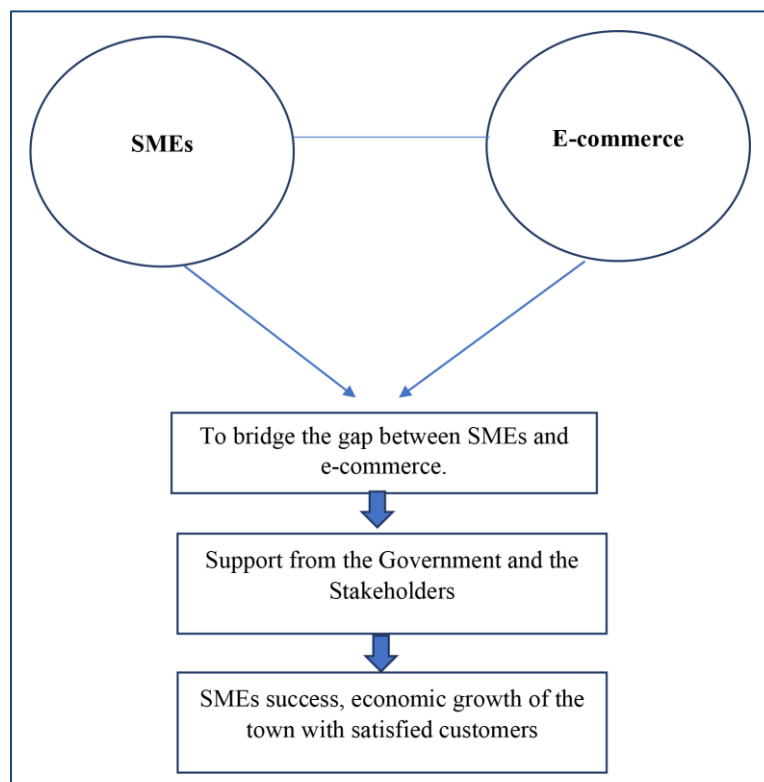
The Impact of Small and Medium Enterprise in Mamburao, Occidental Mindoro

MBA, PSBA-Manila

Presented by: Ms. Myra Len F. Villaruel

E-commerce provides substantial benefits most especially to the businesses, including Small and Medium Enterprise. It improves the performance of the SME's by having effective, efficient business operations and raise its revenues. Through E-commerce, it offers creation of opportunities to new businesses and helps to develop and sustain competitive advantage. The electronic transaction is beneficial to business owners, suppliers, the community and the government. Small and Medium Enterprise owners in Mamburao, Occidental Mindoro encountered hindrances or barriers in adapting E-commerce in their business. Here are some of the barriers in embracing the E-commerce by SME's: lack of awareness and knowledge of e-commerce, fear of using new technology, lack of skill and time to investigate and implement e-commerce, cost of implementation and lack of the realization of the benefit associated with the implementation of e-commerce, concerns with security and privacy, lack of suitable software standards, lack of easily accessible, independent, and inexpensive advised and assistance to SMEs. Addressing these hindrances/barriers through the full support of the local government, the business owners, and the stakeholders to SME's in Mamburao, Occidental Mindoro would result to fully embracing the E-commerce. E-commerce would be a great help to SMEs as well as to stakeholders as it will become more efficient in business transactions. The purpose of this research is to identify the impact of E-commerce to SMEs, whether it will be a good or bad effect to the business.

Conceptual Framework



**Bamboo as a Sustainable Practice in Brazil: Architecture, Entrepreneurship and
Social Inclusion**

Brazil, Spring Program Class, UP SURP

Presented by: Ms. Anna Clara da Costa Marcall

Environmental Certification in the Building Sector of Peru
Miralles, Peru, Spring Program Class, UP SURP
Presented by: Ms. Iris Katherine Quintana



3rd International Research Colloquium (3IRC)
Business Management Resiliency towards Risk Reduction in
Changing Climate: Promoting Financial, Industrial and
Environmental Safety

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

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

Proceedings for the
3rd International Research
Colloquium

Opening Remarks

Dr. Tabassam Raza, Associate Dean Graduate School of Business, Philippine School of Business Administration, Manila



“The Colloquium is a periodic event held to support researches of PSBA and introduce them into a bigger audience. The Colloquium also aims to improve said researches by finding their weak spots through questions and answers. Although some questions might not be readily answered please know that we will deliver the answers or adjust the papers as necessary.”

“Research and Development Perspective towards Business Continuity”

Dr. Fidel Nemenzo, Vice-Chancellor for Research and Development, University of the Philippines, Diliman



Dr. Nemenzo informed the audience that our country has achieved a milestone with the launching of the very first Filipino satellite named DIWATA SATELLITE which helps predict the weather and gives features of natural resources. This is just one of the projects of the University of the Philippines in the hope of predicting and preventing catastrophic scenario. Philippines as a country has been investing millions into the effort of Disaster Risk Management. UP and the administration believes in the investments in space technology as we embark into the Information Age data gathering and data is the new currency.

“Tracking the Economic Impacts of Flooding I Metro Manila: A Multi-Period CGE Analysis”



Dr. Philip Arnold Tuaño, Associate Chair and Assistant Professor, Faculty Social Involvement, Ateneo de Manila University

Dr. Tuaño discussed about the study being pursued regarding the devastating flood in Metro Manila caused by Typhoon Ondoy in 2009. He said that the assessment of the impacts of disasters in cities involves physical, social, health, economic, and organizational. He said that the economy of Marikina is still not in its pre-Ondoy situation; however, in Pasig, recovery

happened after the 29th week. Finally, he concluded that it is resiliency, translated as *katatagan* that led to the Filipino’s ability to bounce back after a disaster. During his talk he also introduced the Disaster Funds Pooling for Local Government Offices. This fund pooling will serve as the emergency fund for the participating cities and municipalities as a means to immediately release funds whenever there is a need for it.

“Public Private Partnership: Business Continuity Overview”



Dr. Primitivo Cal, Executive Director PLANADES

Dr. Cal spoke about the types of Public-Private Partnerships from just privately operated to ones that are initiated by a private company through unsolicited proposals. During which he disclosed the many infrastructure projects of President Roddrigo Roa Duterte’s government; for example, improving airports, building, operating, through joint ventures between

public and private sectors in building MRT 7, Skyway Project #, and other endeavours.

“State of DRRM in Metro Manila: Business Continuity Perspective”



Mr. Marlon Henson Obligado, Plans and Programs Officer, Office of the Civil Defense (OCD)

Mr. Obligado initiated with why Disaster Risk Reduction Management (DRRM) is important within Metro Manila. Having the center of commerce and being the most population dense region in the Philippines makes DRRM that much more important. This is why the local government in partnership with the Office of the Civil

Defense in line with the National Disaster Risk Reduction and Management Council has set up some risk analysis for major risks within Metro Manila. The risk analysis project primarily focusing on earthquake and flooding since Metro Manila is sitting on one of the biggest fault line in the country. The risk analysis project is still trying to infuse other hazard information particularly human induced hazards.

“Business Resilience for Sustainable Livelihood: A Holistic Approach for Disaster Risk Reduction “



Ms. Afshana Parven, Disaster Preparedness, Mitigation and Management, Ph.D Asian Institute of Technology, Thailand and Faculty Member in Bangladesh

Ms. Parven started her talk with differences and similarity of business and livelihood resilience focusing on the case of Bangladesh. She sited the possible effects of a disaster and how people adjust for the disaster; following with the

different levels of business disruption due to disasters. Lastly she sited some possible solutions like Public-Private Partnership for a greater fund pool and more efficient management of it, Upgrading Technologies to ensure business continuity like installing solar panels, and Setting up fiscal policies to hasten the response of government during calamitous times.

“Quezon City Disaster Risk Reduction: Insurance Mechanism towards Risk Pooling”



Mr. Karl Michael Marasigan, Head, QC-Disaster Risk Reduction Management office (DRRMO)

Mr. Marasigan stated the possible loss due to disaster in Quezon City. The increasing population and commercial investments the exposure of Quezon City has been increasing. With this in mind, Quezon City Local Government is motivated to look for innovative solutions to fill in the possible

financial gap during disaster. Risk Fund Pooling has garnered focus on this side. This effort is supported by the Paris Agreement and Sendai Framework as risk insurance is seen as risk transfer program ideally seen as a possible response to increase resiliency. This project is being backed by the Asian Development Bank as the program developer. Quezon City and four other cities has been chosen as initial members of the program. Several international risk experts are on board to assess and improve the initial draft and program flow of the pool thus benchmarking for the possible future fund pools.

“Quezon City Local Climate Change Action Plan 2017-2027 (Development Sectoral Based Action Plan)”



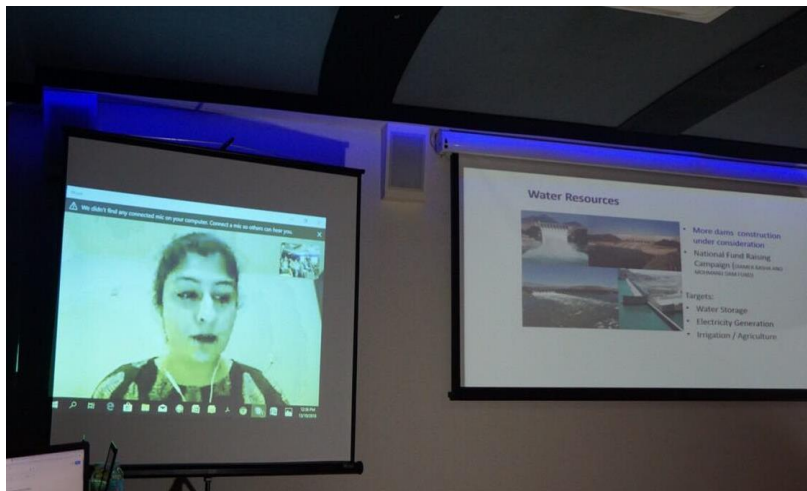
Ms. Khaz Raza and Mr. Jonathan Quiambao,
as representatives of **Ms. Frederika Rentoy,**
Head, Environmental Protection and Waste
Management Department, Quezon City
Government, Philippines

Ms. Raza initiated the talk by introducing the Quezon City Local Climate Change Adaptation Program (LCCAP) in compliance with national mandates aiming to avoid the devastating effects of climate change and to keep investments environmentally safe

and to provide a quality life for the present and the future citizens of Quezon City. LCCAP has identified three hazards: Rising temperature, Change in precipitation pattern and Extreme Weather Events.

Mr. Quiambao then continued with the Quezon City Low Carbon Program initiatives. Quezon City is trying to decrease the greenhouse gas emission and to do so, the city government is identifying the capacity and current output. With this in mind the city has started some projects that not only address this concern but also provide a livelihood program with its residents such as the Payatas Biogas Project and the Solar Power Facility.

“Punjab Province: Risk Assessment and Disaster Management”

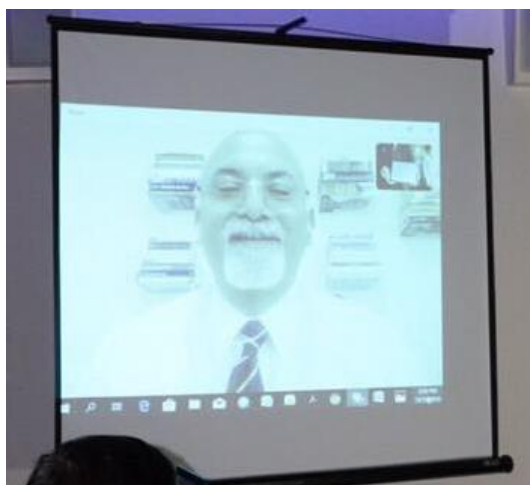


Engr. Rabiya Muktar, Adjunct Professor, PSBA-Manila

Engr. Muktar, as the head of Punjab Provincial Disaster Management Authority, introduced the participants to several preparations of Punjab to possible disasters while also showing the early warning devices in Punjab. Engr. Muktar discussed about the People's Resilience Framework or how

resilient to multiple calamities a district or community is.

“Business Process Impact in Changing Climate; United Arab Emirates Perspective”



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

Mr. Ghafoor started the lecture with introducing his business, Mangrove Services, a cleaning service company based in Dubai. The company utilizes a steam cleaning technology, cleaning service is mostly green. We use steam as a principal method of delivery for deep cleaning. It is a Green and Sustainable method in contrast with chemical based cleaning where your family and our environment are exposed to health hazards. The company focuses on creating value innovation by giving you more for less.

“Governing for Sustainable Urban Development in the era of Climate Change and Risk Management”



Dr. Elias Sampa, Director, Curriculum & Programs, Australian International School

According to Dr. Sampa, of all environmental issues, Climate Change 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. The last idea of thinking and working public private is to him the framework of business resilience.

Lunch





“A Need Assessment of Community Based Primary Psycho Social Support Center for Children in Quezon City”



Mr. Froilan San Juan, MBA-DRM student, PSBA-Manila

Mr. San Juan started with explaining why there is a need for improvement in Child Psychosocial Support Centers. He stated that there is a lack of mental health professionals in the country and that there is still an ongoing stigma that matches within the field especially in the Philippines. This is especially true with children who experienced a calamitous event. In

order to address this, he is proposing a needs assessment survey in the communities that would involve profiling the possible beneficiaries and psychological testing. This would be necessary in order to perform a gap analysis to develop a guideline to establish the Community-based Psychosocial Support for Children.

“Small Medium Enterprise Business Continuity Planning in Barangay Socorro, Cubao, Quezon City”

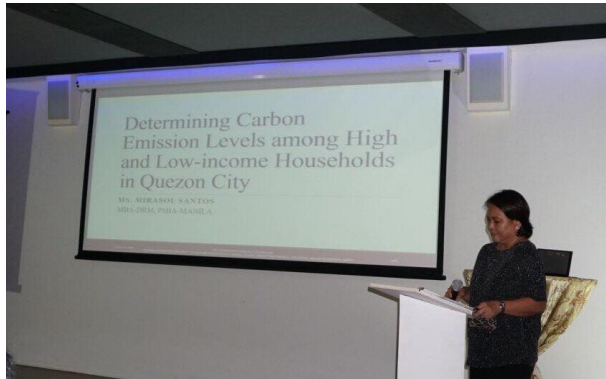


Ms. Dominga Capistrano, MBA-DRM student, PSBA-Manila

Ms. Capistrano opened the discussion with the importance of Small Medium Enterprise (SME) with the local market. They are involved in moving the economy forward by increasing the transactions and exchange of money and by increasing employment. And as such, she regarded that the continuity of business of these SME's during disaster events

would be critical in the reparation and build-up of the community as a whole. Given that, Ms. Capistrano is proposing a contingency planning study specifically targeting the SME's. In her study, she is focusing on the flood risk that is present in Barangay Socorro, Cubao, Quezon City, as this barangay is at the heart of a business district and simultaneously earmarked as a flood-prone barangay. She believes that given the proper planning in addition to facilities that would hasten the normalcy of the function of the SME's, this would lead to a Local Economic Stability.

“Determining Carbon Emission Levels among High and Low-income Households in Quezon City”



Ms. Mirasol Santos, MBA-DRM student, PSBA-Manila

Ms. Santos begin with stating that Philippines is geographically positioned to be prone to disaster. Being in the Pacific Ring of Fire, sitting right next to the Pacific Ocean, being an archipelagic country, and standing right above continental plates; Philippines is prone to tectonic and volcanic earthquake, storms, tsunami and tidal waves, and other disasters. This is being aggravated by the continual problem of climate change. She also said that one of the major cause of climate change is increase of the Carbon Emission. Radiation from the sun heats up the surface and instead of heat escaping the greenhouse gases such as carbon dioxide, absorbs it and re-emits it towards all direction thus heating up the surface. In Quezon City, the effort to fight this and to mainstream the problem of climate change has been solidified by Local Climate Change Adaptation Plan (LCCAP). Ms. Santos then said that there is room for improvement for the LCCAP. In her study, she wants to identify the main proponents of Quezon City Carbon Emission; she also wants to see the correlation of household income and the Carbon Emission. This is a way to target specific causes and to apply a specific solution to the current problem.

“Enhancing Loyola Grand Villas Subdivision Emergency Evacuation Plan: A Model for Open Space Evacuation in Quezon City”

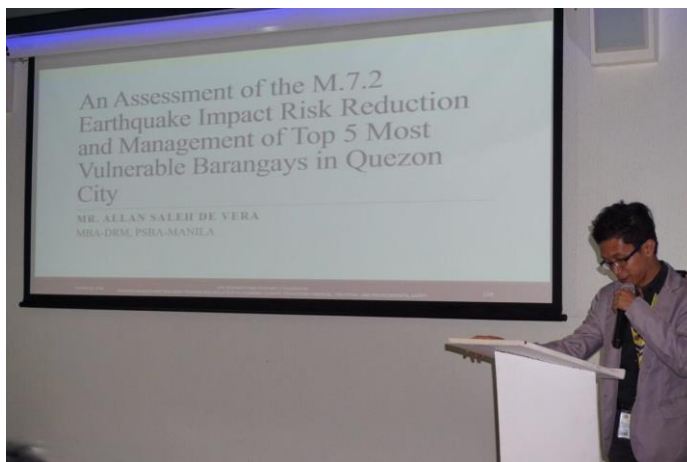


Mr. Jonathan Africa, MBA-DRM student, PSBA-Manila

Mr. Africa opened with the necessity of an evacuation plan especially in the feared “Big One”. Loyola Grand Villas Homeowners Association, Inc. (LGVHAI) has been creating emergency plans for these types of events. But whether this emergency preparedness plan is effective is something that is uncertain. This is where this study wants to focus on. As such, this

study wants to know the effectiveness of the LGHVAI emergency preparedness plan; and if found effective, use this as a template for other communities within Quezon City. In lieu of this, LGHVAI, in partnership with Foresight Life Resilience Corporation, has organized seminars regarding risk reduction and resilience during disaster events. This study also seeks to assess family preparedness in times of disaster and level of preparedness of the subdivision homeowners in terms of the five basic needs for disasters; and if there is a way to incorporate enhancement of the family and community behavioral preparedness into the plan.

“An Assessment of the Magnitude 7.2 Earthquake Impact Risk Reduction and Management of Top Five Most Vulnerable Barangays in Quezon City”



Mr. Allan Saleh De Vera, MBA-DRM student, PSBA-Manila

Mr. De Vera opened with how the earthquake results to loss of lives and damage to properties in an instant. This risk is unavoidable but can be reduced by making structures resilient to this hazard. The objective of his study is to assess the current earthquake risk reduction plan based on national policies adapted to the local level. His study will be focusing on the top

five most vulnerable barangays in Quezon City. This will try to look for gaps within the policies and to recommend improvement if need be.

“Enhanced Cash Transfer Programming Model for Disaster Affected Areas in the Philippines”



Ms. Alma Rossana Gutierrez, DBA student, PSBA-Manila

Ms. Gutierrez stated that Philippines being one of the most hazard prone countries has experienced its fair share of disasters. As such, Philippines has developed a strong network of relief agencies and contingency mechanisms. During and after disasters, the affected area has been in the front line and focus of these relief efforts. Among these efforts

are Cash Transfers. Cash Transfers are used to hasten the recovery efforts; the beneficiaries can use this to address their basic needs such as food, clothing, and upto some point home repairs. However, the cash transfer system is flawed. The process of beneficiary targetting and determining the amount of the transfer are sometimes questionable. In this regard, Ms. Gutierrez is trying to look for gaps within the system: may it be in the market, the methodology, or the financial service provider. This effort is done to find a solution in order to make the system more efficient.

“Personnel Capacity Enhancement of DRM Unit: Lesson Learned from the APRU-IRIDeS Multi-Hazards Summer School”



Mr. Ramon Iñigo Espinosa, DRM E-Learning Coordinator, DRM Unit, GSB, PSBA-Manila

Mr. Espinosa discussed about Asia Pacific Rim University (APRU) and the International Research Institute of Disaster Science (IRIDeS). PSBA attended the APRU-IRIDeS Multi-Hazard Summer School, the theme of this year's Summer School is “Applying Science, Technology and Innovation

in Disaster Risk Reduction”. The event was held in Tohoku University in Japan. There were talks from different Disaster Science Experts affiliated with APRU and IRIDeS, as well as a field visit to see the Tsunami-affected areas in Miyagi Prefecture. Mr. Espinosa presented the Risk Sensitive Comprehensive Land Use and Development Planning (RSCLUDP) Model to his group during his group activity.

“Diagnostic for Human Trafficking level of Philippine (Filipino) Overseas Workers: An Enhanced Action Plan”



Mr. Philip Michael Reyes, MBA student, PSBA-Manila

Mr. Reyes started with saying that working overseas have been a big part of the Philippine Economy. This is especially true with the ease of applying to jobs abroad. With this however, there is an increase in involuntary or illegal work being given to our countrymen. The harsh treatment of illegal Filipino workers opens up the possibility of human trafficking to take place. Mr. Reyes pointed out that the target of this study is to try to create an action plan to avoid these disheartening events; and to try to equip the overseas Filipino workers with knowledge they would need to be prepared in the new environment they would be facing; and to help them with the legal works for their endeavor, orientation and seminars for them to perform better; and other things they might need for this transition. In this paper, Mr. Reyes is also preparing a recommendation for all the pertinent laws, documents, and communications between countries should be within one agency.

“Assessing the Impact of Social Media on Toy Industry Growth: A case of Leading 5 Toy Kingdom stores in Metro Manila, Philippines”



Ms. Hanh Nguyen Thi, MBA student, PSBA-Manila

Ms. Thi opened with how much social media has change the lifestyle of everyone. This is very evident in the social media usage of our children. In the digital age, even children have an access to social media platform. Videos and games are good marketing tools to try to increase demand for a certain product for most industries including the toy industry; there are unboxing videos that adds in to the excitement of buying the product. But given the ease of creating content for these social media platforms, it is not impossible to think that the videos and online game can replace the demand for actual toys. In her study, Ms. Thi is trying to find the impact of the rise in social media usage towards the growth of toy industry. She is trying to identify whether social media has been a positive or negative innovation in relation to the toy industry.

“Operation Management towards Business Continuity of Marble Industry: A Contingency Plan of Municipality of Romblon, Philippines”



Mr. Paulo Noel Mazo, DBA student, PSBA-Manila

Mr. Mazo begun with saying that there is a big threat in the Philippine Marble Market. This threat is one that was made by the industry's design. The industry is producing too much waste, this in turn is increasing the cost not only for waste disposal but also for increase in capital needed to make up for the waste. His study is

trying to find a way to formulate a contingency plan for the waste disposal and come up with a leaner production process to avoid generating waste. The research will try to investigate all levels of production from supplier down to front-end sellers. This will be done in hope that the industry would change as a whole.

“Evaluating Employees’ Retention Factors of Five Leading Shared Services Companies: A Retention Strategy Model”



Mr. Jan Christopher Cacdac, DBA student, PSBA-Manila

Mr. Cacdac started his session with a story of a fellow he knew, he observed that a big part of the companies in Romblon has come and go. This fellow posed two question: “why are people leaving the organization?”; and a bigger question to pose is “why are small portion of the people stay and stay for a very long

time?”. Nowadays, employee retention is not only important to the culture of the company but is also economic for the company. There is a big chunk of company funding set for employee development and trainings: high employee turnover means a bigger employee development cost as there is a need to train new employees repeatedly. Mr. Cacdac declared that his study will try to map out the major reasons: both internal and external, for employees to stay within the company. After having knowledge on this, the Shared Service Companies will have a retention strategic model they can use to retain their employees.

“The Impact of Television Advertisement of Five Leading Fast Food Chains on Children’s Wants: Parents’ Point of View, Pasig City”



Mr. Bo Ngoc Bui, MBA student, PSBA-Manila

Mr. Bui begin the session with stating that the increasing influence of fast food advertisements has been a concern to many. This method initially has been a tool for people to patronize the product, but recently this has been increasingly influencing the culture and spending schedule of the community. This is especially true with underaged individuals which is a major concern for their parents. His study will try to look into the children's spending schedule and food preference in relation to what the parents think is proper. Mr. Bui expects that the study will result into a recommendation of limiting the available time of children to watch these advertisements and for parents to increase their first hand influence into their child's diet, eating habits, and spending schedule.

“The Impact of E-commerce to Small and Medium Enterprise in Mamburao, Occidental Mindoro”



Ms. Myra Len Villaruel, MBA student, PSBA-Manila

Ms. Villaruel opened with the importance and the role of E-commerce in the emerging market especially to the Small and Medium Enterprise (SME). She then continued on discussing why there is a lack of E-commerce presence in Occidental Mindoro. She said that among other things the lack of knowledge about using or even the knowledge of the availability of the system top the reason of the lack of presence in Occidental Mindoro. The research will try to look for ways to mainstream this system and to identify possible positive and negative effects of the system.

“Bamboo as a Sustainable Practice in Brazil: Architecture, Entrepreneurship and Social Inclusion”



Ms. Anna Clara Da Costa Marcall, student, Brazil, SPRING Program Class, University of the Philippines School of Urban and Regional Planning

Ms. Marcall started the discussion with stating that the world has a problem: increasing carbon emission, deaths due to air pollution, and rising trend of Urbanization. She propositioned bamboo as a solution to these problems; stating that bamboo is almost twice

as strong as concrete and close to the tensile strength of steel, most of all bamboo is highly replaceable. Bamboo can also absorb Carbon Emission more efficiently than any wood; constructions using bamboo have drastically lower amount of carbon footprint in comparison to other building materials. Ms. Marcall introduced CERBAMBU or Centro de Referencia do Bambu (Bamboo Reference Center) a company that tries to mainstream bamboo in Brazil, trying to look for different ways to use bamboo and researches to improve strands of bamboo. Some of their projects include dissemination of information regarding the sustainability of bamboo as construction material, CERBAMBU has retained close ties with the community and public schools in order to expose the youth at a very young age about the benefits of bamboo; and CERBAMBU also sets out to build structures made of bamboo that could be used as educational complex in order to facilitate a better communal experience.

“Environmental Certification in the Building Sector of Peru”



Ms. Iris Katherine Quintana, student, Peru, SPRING Program Class, University of the Philippines School of Urban and Regional Planning

Ms. Quintana started with the goal of Environmental Certifications in Peru; that is to decrease consumption of energy and water resource and to facilitate adaptation for future regulations. The certifications can also benefit the organizations; such as, increasing the value of the organization, marking the competitiveness, and especially decreasing the working risk for the organization as a whole. She discussed what are certifications; stating that they are a way to ensure the public safety and decrease the environmental impacts of construction. The certifications also pave way into achieving the Sustainable Development Goals. Ms. Quintana then introduced "Mi Vivienda Verde" (My Green House), this is an initiative to mainstream green construction in Peru. They are trying to streamline the environmental certification process by showing everything within one page, every paperworks and the cost of doing so. This initiative is a bridge between businesses and the certifying body.

“An Evaluation of Existing Fish Marketing Practices and Distribution in Navotas Fishing Port and Fish Markets in Metro Manila an Innovative Marketing Model”



Mr. Remigio Tiambeng, DBA student, PSBA-Manila

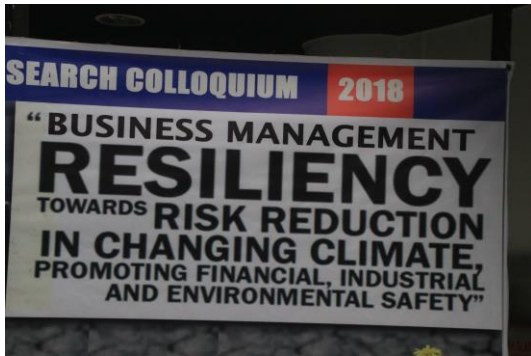
Mr. Tiambeng begun his session with saying that Filipinos, in general, are fish-rice eaters. These two food are the staples of every Filipino meal. He then said that the average yearly consumption of fish far exceeds the annual fish production capacity. The Philippines is in tremendous need for increase in fish production, more efficient distribution, and proper usage of resources to address the bloating demand for fish. Mr. Tiambeng argues that a good marketing plan and practice might be able to ease this problem. Developing an efficient Distribution Channel and Mapping out the supply and demand for fish better prepares the actors involved in this trade for the problem that might rise ahead.

Awarding of Certificates





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