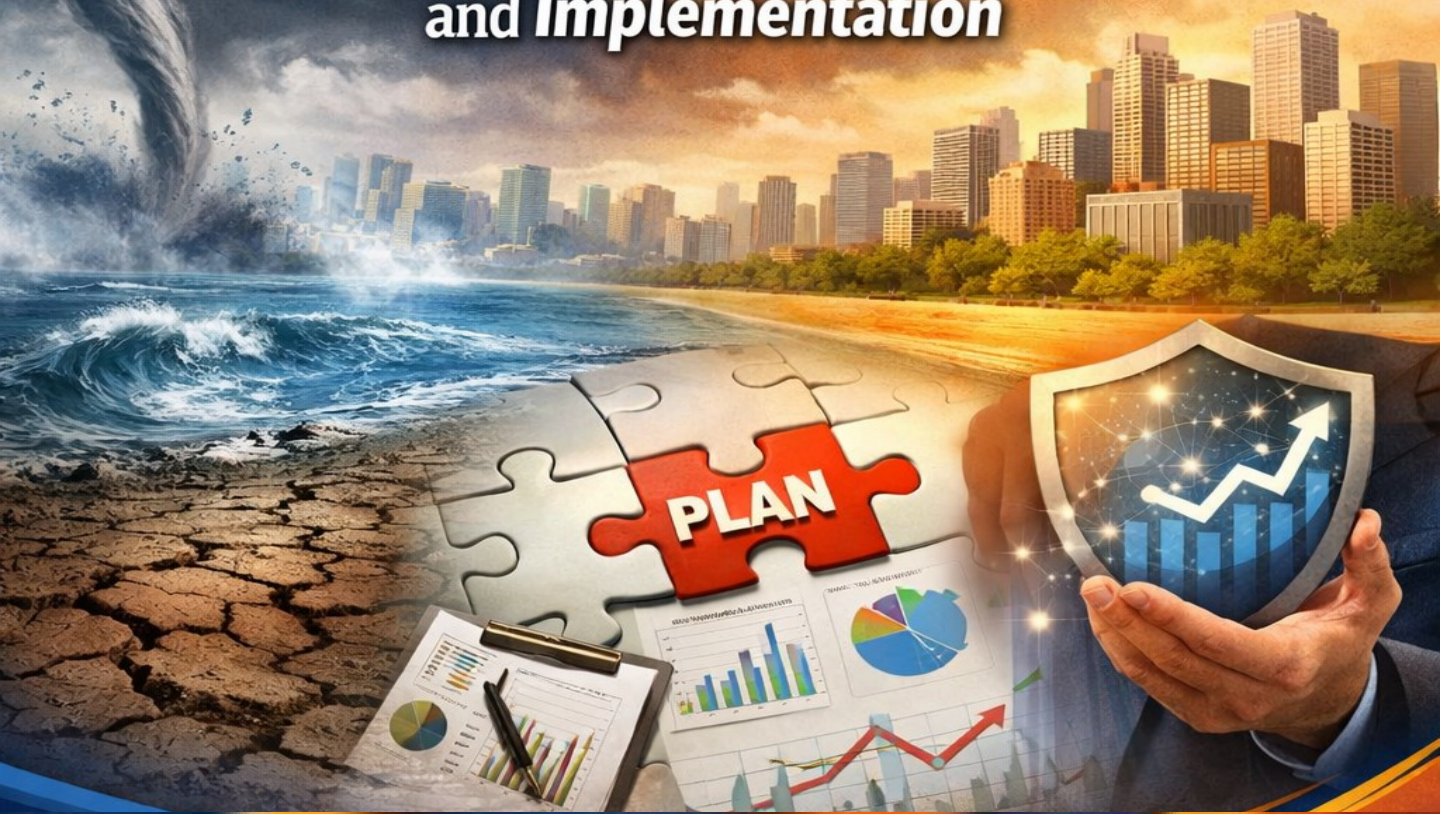


3rd International Research Symposium (3rd IRS)

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

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

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



Theme: Business Response in the face of Crisis





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Proceedings

Welcome Remarks



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

This symposium is a periodic event held to support researches of PSBA and introduce them into a bigger audience. We aim 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.

Guest Speaker



Arch't. Pedro P. Rodriguez Jr, Head, City Planning and Development Office (CPDO), Quezon City Government, Philippines

PSBA Manila DRM Academic Activities had been highly supported by the Quezon City Government, always, under the leadership of Mayor Herbert Bautista. Quezon City is pleased to have been supporting the Annual National Research Symposium and colloquia on Business Continuity and Disaster Risk Reduction Challenges for the last three years, in partnership with PSBA Manila, PLANADES, and UP

School of Urban and Regional Planning. As Chief Executive of this city, it is my honor and privilege to host and support this undertaking in support of policy formulation and organizational positive building for disaster preparedness and risk reduction strategies in support of the business community. Quezon City efforts in disaster risk crisis reduction and mitigation. Quezon City, as law, identified disaster risk reduction as one of its priority in terms of policy formation and programs and projects implementation.

“Environmental Protection and Waste Management Department Initiatives towards Business Continuity”



Mr. Derick Leynes, Officer, EPWMD, Quezon City Government, Philippines

Quezon City is the center of healthcare and wellness here in Asia. Why? If you could observe, there are so many hospitals here in Quezon City, for example, here, the Heart Center of the Philippines. This hospital provides comprehensive cardio-vascular care which is known around the world. Quezon City is known as the green lung of the Metropolis because of its huge area with green spaces. We have La Mesa EcoPark, and also our very own Quezon City Circle. Further, Quezon City is also known as the knowledge-industry capital.

We have the very best schools here in Quezon City. We have University of the Philippines, we have Ateneo de Manila, and also Miriam College. So in addition to this discussion, Quezon City is one of the most progressive city in terms of economic development since there such a great boom of business establishments here in Quezon City.

Keynote Speaker



Hon. Gov. Antonio Cerilles, Governor, Zamboanga del Sur Philippines

Represented by Mr. Lorenzo Cortes.

Our provinces experiences droughts, dry spells and the effects of El Niño, and most recently, we were visited by typhoon Vinta and was placed under storm signal number 2 which is a rare occurrence in Mindanao. We also experience flash floods, which destroy some homes and infrastructures. One of the vision of Zamboanga Del Sur is to become a disaster resilient province with the goal of avoiding hazards and mitigator potential impacts by reducing vulnerabilities

and exposure and enhancing capacities of the communities. How do we address or manage these challenges? Due to our limited facilities, such as ambulances, fire trucks and evacuation centers, we have devised a clustering system for our barangays and municipalities to easily respond to emergencies. We have identified evacuation sites and establish respond protocols for any type of disasters like earthquake, flood, and landslides. And to compliment this, the province has also improved the facilities of the Zamboanga Provincial Hospital and being the regional center, we have upgraded the facilities of our hospital.

Resource Speakers:

“Disaster Resilience for Private Enterprises in Asia-Pacific”



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

Dr. Pal started his talk with differences and similarity of business and livelihood resilience focusing on the case of Bangladesh. He cited 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, he 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

“The Role of Provincial Disaster Management Authority towards Business Continuity of Punjab Districts”

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



Mr. Ahmed started how Punjab government responds to disasters. He introduced the participants to several preparations of Punjab to possible disasters while also showing the early warning devices utilized in Punjab. He also stated that there are active studies that would go in depth with the risks involved with multihazard events. Although, he stated that flood is the most destructive out of all the hazards. All these data have been made available by the government of Punjab.

“Environmental Protection and Waste Management Department Initiatives towards Business Continuity”

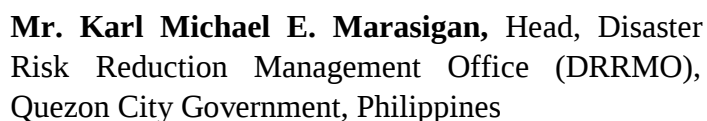
Ms. Frederika C. Rentoy, Head, Environmental Protection and Waste Management Department (EPWMD), Quezon City Government, Philippines



Represented by: Ms. Khaz Raza and Ms. Jodell Robiso

Ms. Raza started the session by explaining the relationship of EPWMD with business continuity. EPWMD has prioritized the river clean up as during storms and flood, river thoroughfare alleviates the effect of these hazards. During disaster events, EPWMD is tapped for Disaster Response. Dump trucks of the EPWMD are utilized during the calamity. EPWMD is also in coordination with DRRMO with their disaster response with regards to waste and debris management. Ms. Robiso then discussed the climate change initiative of the Quezon City government. Quezon City has prioritized the Biodiversity Project

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



and Sendai Framework as risk insurance is seen as a 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.

Dr. Sampa has started with how Business and Environmental Problems are connected. Businesses are now forced to think about business continuity. 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

5

“Business Continuity and Network Recovery – The Australian Queensland State Context and Challenges”



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

Mr. Latif opened with the importance of the road network in business. Then started how calamities might affect the road networks. Queensland is regularly visited by storm and he then proceeded to the investments of Australia for the business continuity in regards to the road networks. Australia has invested billions of dollars for these projects. He stressed the need of preparation for unforeseen disaster, saying that using what we learn today to prepare for tomorrow.

Lunch



Plenary Session MBA-DRM Graduating Class

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



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

Arch't Rodriguez opened with the regulation problems with the subdivision regulation in Quezon City. Disasters take place almost every year in this part of the world. QC has experienced disastrous floods and landslides to typhoons or incessant rainfalls. The subdivisions can face serious problems regarding road congestion and parking that will surely hamper during emergency situations such as when the “Big One” occurs to resolve this kind of problem, a holistic and comprehensive approach will be used in coming up with a Subdivision Regulation in coming up with

Subdivision Disaster Risk Reduction Action Plan.

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



Ms. Coleen C. Balasabas, MBA-DRM Thesis Candidate, PSBA-Manila

Ms. Balasabas started with the background of the City Development Council. This is a collection of stakeholders of Quezon City which develops the plans and objectives of the city for the foreseeable future. In view of the changing climate, the study is made in order to move the master plan into action. The study is focused on coping and adaptive capacity expansion of Quezon City Development Council accredited non-government organizations (NGOs) toward disaster risk reduction in the changing climate. There are Quezon City Development Council accredited NGOs and, in view of the changing climate that poses many

challenges to the local government and people of Quezon City, due to the lack of appropriate coping and adaptive capacity, thus, there is need to undertake the study in order to find out how to

harness these NGOs towards reduction in the study area. The study will adapt the methodology used in Disaster Risk Reduction Master Plan (DRRMP) 2014-2020 and Local Climate Change Action Plan (LCCAP) 2017-2027 studies to measure the level of coping and adaptive capacities of NGOs.

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



Ms. Ruth G. Genato, MBA-DRM Thesis Candidate, PSBA-Manila

Ms. Genato stated how the state is expected to protect children from any bodily harm that may befall upon them. Day care centers are critical structures because they house children aged 3 to 4 who are still in a period of rapid development. What occurs in this stage of life sets a great precedent for what comes next? During this stage, the mind is very vulnerable, and any inadequate stimulation might result in developmental changes that would be tough to undo later on. The city has mapped the day care centers and overlays them with the hazard maps for flood and earthquake. It is visible that there

are day care centers highly susceptible to these calamities. This implementation action plan can provide the local government an insight regarding the necessary adjustments should there be gaps learned through this study.

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



Mr. Jonathan E. Africa, MBA-DRM Thesis Candidate, 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.

Plenary Session MBA Research Methodology Class

“Assessing Hazard Preparedness Level of a Manila Resort’s Employees”



Ms. Mary Ann J. Caballeda, MBA - Research Methodology Class, PSBA-Manila

An emergency in the workplace is any situation that threatens the lives of workers, customers, or the public. The research was designed to explore mainly the Hazard Preparedness Level of a Manila resort’s Employees in term of their coping capacity once any emergency arises. The exploratory research design is considered for this study and for sampling, stratified random sampling will be used.

The data gathering will be through a self-administered questionnaire. Indeed, the reliability of the questionnaire will be tested using Cronbach’s alpha. The analysis of the variances test will be used as a statistical tool in determining significant differences in employees’ preparedness using different criteria (age, gender, level of education, work experience/duration on current position and job grade). The researcher hypothesized that there is a significant difference in Hazard Preparedness Level of Employees in Cases of Emergency vis-à-vis said criteria.

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



Ms. Maria Carmel E. Molina, MBA - Research Methodology Class, PSBA-Manila

The onset of digital technology made one mode of payment popular: the use of credit cards. For the past years, we witnessed the increase in usage of plastic cards in replacement of carrying a huge amount of cash with us whenever we go out. Credit cards gave people options in dealing with their finances. Dining restaurants are everywhere. Nowadays, it is normal to encounter the establishment's partnership with various issuing banks' cards, offering perks and discounts every time you use your credit card as payment for your

transaction. Further engaging the consumers in using their credit cards more and more, proving its impact and significance because of the benefits they have gotten from it like paying a much smaller bill or having a free dessert or entrée whatever the case may be.

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

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



This paper is aimed at conducting a comprehensive study with the end view of formulating a policy framework on UCME reduction and graduation. Among the aspects of the program that necessitate the formulation of a policy framework are: a.) lack of standards or indicators on the determination of commercial viability status; b.) absence of transitional index and period that will be used to set the gradual increase in the Subsidized Approved Generation Rate (SAGR); c.) obsolete cost variables that were used to compute the current SAGR; and d.) indifference of the context of affordability for each type of consumers whichever the relationship of consumption or

spending pattern and commercial viability.

“Church Governance and Ethical Standard as an Essential Elements for Preservation of Church Unity”

Mr. Leo D. Parotina, MBA - Research Methodology Class, PSBA-Manila



Church usually fail or disintegrate due to financial or operational scandals. These scandals are brought by an absence or lack of good church governance and ethical standards throughout the organization. It is also important that the organization define its values that promotes trust and confidence, fairness and truthful behavior.

The purpose of the study is to determine the best church governance and ethical standard applicable to church organization to sustain unity, growth and organization's continuity considering the Biblical doctrines, socio-cultural economic and political environment. It is also the objective of the study to provide a framework of good church governance that

will guide the organization's growth and sustainability and to set an ethical standard based on principles that complement the church governance.

“Assessing Relationship between Individual Development Program and Employees’ Retention in ICRC, Philippines”

Mr. Mark C. Magno, MBA - Research Methodology Class, PSBA-Manila



Most companies are struggling to design an appropriate strategy that could enhance the retention rate and pull the turnover rate downward. As the organization is dependent on the performance of its employees to ensure the achievement of organizational goals, it is critical that the skills, competencies, and expertise of employees are of the highest standards. Working in an international organization like the International Committee of the Red Cross (ICRC) is considered unstable.

Its project and donor-based nature which tends to cease operation as soon as a project is finished or when there is an insufficiency of donor's fund. The focus of this research is to assess the relationship of the individual

development program and employee retention in the ICRC, Philippines.

Open Forum



Ms. Gacu to Ms. Caballeda: What programs do you have in mind to implement your project?

Ms. Caballeda: There are many programs that can apply, but as of now, I am focusing on the 8-hour occupational safety course.



Mr. Reyes to Ms. Molina: Do you have a protective program set for settling the bad debt for the billing?

Ms. Molina: Right now, there are programs already install for that. There is a specialized department focusing on bad debts.



Mr. Reyes to Mr. Parotina: How will you keep the bias out of the target survey participants in order to make a good sample?



Mr. Parotina: There is already a stratified list for different denominations to secure participation from all Christian Communities.

Mr. Reyes to Mr. Magno: Is the status of employee position not being taken into account in your study?



Mr. Magno: The current employment benefit has already taken that into account.

Plenary Session PSBA and Other Universities

“Financial literacy towards a Sustainable Development: A Social Intervention Perspective”



Mr. Jan Michael R. Las Marias, DBA - Social Responsibility Class, PSBA-Manila

Mr. Las Marias introduced the five actions to increase the financial literacy of the general public in the Philippines. The main objective of this study to identify the gaps of the Government, Financial Institutions, different Business Organization, Educational Institutions and Private individuals and fill-up the gaps with appropriate solutions regarding the issues on Financial Literacy.

The lack of financial education might result in financial incapability which might cause the people to over borrow when the interest is high or under borrow due to fear of debts. Learning and understanding the

importance of Financial Literacy will teach us how to appreciate the value of saving any amount for the future, investing to receive a higher return or budgeting of daily expenses.

“Micro-Small-Medium Enterprises Entrepreneurs Leadership: An Employee Engagement Crisis Framework”



Ms. Janet Guerrero-Poja, Ateneo de Naga University

Ms. Poja started by introducing the MSME's as the economic drivers of a community. The success of MSMEs is dependent on one of the important factors in the organization which is the leadership style of the entrepreneur.

This study was conducted to understand the leadership structure and styles of the MSME Entrepreneurs and come up with 21st century responsive leadership learning program of MSMEs for them to better handle the new breed of millennial workers in their businesses as this sector faces the people handling crisis, known as “High Rate of Employee Turnover” that is being experienced by MSMEs as they compete for talent with big corporations. The Five Exemplary Leadership

Practices are “Most Frequently” practiced by MSME entrepreneurs and are also “Most Frequently” preferred by the MSME Workers.

“A Global perspective of Governance and Policy Process in Business Continuity and Disaster Risk Reduction”



Dr. Kamran Raza, Dean, IQRA University

Dr. Kamran Raza started with the importance of business continuity planning. Business continuity planning is the process of creating a system of recovery and prevention in the event of disaster. This is generally coming from all the stakeholders and conceived in advance.

Investing in disaster risk reduction ensures business continuity, safeguards long-term investments, and provides protection to individuals, communities and environments. Upgrading Technologies to ensure business continuity like installing solar panels, and Setting up fiscal policies to hasten the response of government during calamitous times. Severe and

extreme weather is the new normal. The losses will be estimated to around 1 billion dollars. Businesses must move towards this new normal.

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



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

Mr. Bui begins the session by 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.

Open Forum:



Dr. Medina to Ms. Poja: Why is it based on your study shared vision is not a practice when in reality, the company vision is aimed as shared by all of the stakeholders?

Ms. Poja: Most corporate managements are aware of vision as a part of the management strategies. However, MSME's are small enough that some don't even have the management strategy. My study aims to normalize this practice to them.



Mr. Reyes to Mr. Bui: How did you make your sample selection, given that you used stratified random sampling?

Mr. Bui: My sample size is based on the latest PSA census using cochrans sample size formula.



Plenary Session PSBA and Other Universities

“Mitigating anomalies in business: A Social Responsibility of the Accounting Profession”



Mr. Rafael R. Veloso III, DBA - Social Responsibility Class, PSBA-Manila

Mr. Veloso stated that business anomalies are financial shenanigans and fraud risks. Anomalies occur only when these three are present: when there are opportunities; high pressure and incentives; and justification. Opportunities are lapses in the operational policies of a company.

High pressure and incentives are irrationally demanding workload. Justification is the motive of the doer of the action. Mr. Veloso stated that the economic loss from business anomalies is significant thus the need for this paper. The prevention process is trying to come up with a standard that professionals will follow

to be held up by the professional organizations instilled into its members. The idea is that when these professionals are given the proper skills to mitigate high pressure and high moral integrity to avoid doing anomalous deeds.

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



Ms. Alma Gutierrez, DBA Dissertation Candidate, PSBA-Manila

Ms. Gutierrez stated that Philippines being one of the most hazard-prone countries has experienced its fair share of disasters. As such, the 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 up to some point home repairs. However, the cash transfer system is flawed.

The process of beneficiary targeting 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.

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



Mr. Nolan G. Belaro, Ateneo de Naga University

Mr. Belaro started by stating that Albay is a highly disaster-prone area, thus sweet potato becomes a highly sought product as this is a highly disaster resilient product. As of the latest reports Bicol region is number one producer of sweet potato, the problem, however, is the disconnect between the high supply and the fluctuating demand.

The study aims to strategize for when there is no disaster and the demand of sweet potato is low. Measures identified are: a.) increase sweet potato processing enterprises to assure continuous utilization and production of inputs, b.) synchronize scheduling of planting sweet potato among farmers to avoid over

supply and assure sweet potato availability all year round, c.) LGUs and other support groups to extend financial assistance/grants for automation of production processes and acquisition of equipment, d.) establish marketing cooperative that will manage the distribution of sweet potato-based products from Albay or one from among those enterprises to expand its operation to products distribution within and outside Albay, and e.) universities to continue build coordinative researches and extension services for product development, efficiency in production and profitability.

“Employees as an Effective Marketing Arm: A Corporate Social Initiative”



Ms. Caroline S. Mateo, DBA Social Responsibility Class, PSBA-Manila

Ms. Mateo defined CSR as the integration of their social concern with the business process and marketing as the creation of value and demand for the product. CSR and marketing have been seen as two different arms of an organization. This study aims to show that it is important to take care of their internal stakeholders first, which is their employees, in performing the company's corporate social responsibility before extending the same to the public.

In order to fulfill this objective, Ms. Mateo will analyze the social responsibility practices of the corporate sector of the Philippines extended to their employees; the benefits that they are giving to their people; and

their corporate reputation as perceived by the society. The study will analyze the cases of some prominent companies in the Philippines. Information will also be collected from sources like newspapers, articles, and websites.



“Role of Media in Disaster Management”

Prof. Ata Ur Rahman, Head of Department, IQRA, University

Prof. Rahman started with the pivotal role the media played in the earthquake in Pakistan in 2006 where thousands died. Media always play a vital role especially at the time of disasters which bring the government and private disaster management related organizations on the same page.

The objective of this study is to come up with a term paper by collecting secondary data towards a strategy that can create a permanent relationship between media and DRR governance. It has to be noted that without a harmonious relationship between media and disaster risk management organizations, it is not prudent to disseminate information about early warning systems; affected areas; needs of the victims; reality on the ground; and what needs to be prepared in evacuating the victims from impacted areas to the evacuation centers.

Open forum:



Mr. Acoba to Mr. Veloso: Thus your study covers areas other than accounting audit?

Mr. Veloso: No, the problem only covers the financial reporting thus solely focusing on accounting audit.



Mr. Acoba: As a follow-up, how do you reconcile the principle within the auditors that anomalies are not the concern of the auditors but of the management? Ideally, the ability to detect fraud is a point of competence for the auditor while your paper suggests otherwise.

Mr. Veloso: A part of the job of the auditor is to recommend, the paper suggests moves as a preventive policy.



Dr. Medina to Mr. Belaro: Regarding the value chain analysis, what are the value-adding activities your paper is referring to? The idea is to align the challenges faced by the people to the challenges of the activities.

Mr. Belaro: These activities are all that improves the value of sweet potato including but not limited to the cooking into a different product and packaging of a product to make it more attractive. There are also training held to improve the productivity of the farmers.



Mr. Reyes to Mr. Veloso: What areas of the audit profession are you suggesting to implement this programs?



Mr. Veloso: The suggestion is towards the totality of the corporation.



Mr. Reyes: Who would be heading the implementation of the program, is it the management or the auditor?

Mr. Veloso: Definitely the management, the role of the auditor is to suggest the gaps and possible stop-gap solutions.



“Synthesis and Closing Remarks”

Dr. Tabassam Raza, Associate Dean & DRM-Unit Director, PSBA-Manila

Dr. Raza started by giving thanks to all the participants, resource, guest, and keynote speakers for their efforts for attending and participating in the 3rd International Symposium 2019. He stressed out that PSBA-Manila through its yearly symposium will have to

continue its mission and commitment of helping and building a resilient community and how to respond during crises.

Distribution of Plaques of Appreciation



Group Pictures

