



# ICMEI

International Conference  
on Management, Education  
and Innovation

*Hosted by:*

**Institute of Industry and Academic Research Incorporated**

*In collaboration with:*

**STI West Negros University**

**February 6, 2026 • Hybrid Conference**

## CONFERENCE PROGRAM



# ICMEI



# Opening Program

9:00AM Philippine Standard Time

## Prayer

## The IIARI and ICMEI

### Welcome remarks

**Dr. Liza Joy B. Barican**

STI West Negros University, Philippines  
*Conference Chair*

### Messages

**Dr. Carie Justine P. Estrellado**

Tayabas Western Academy, Philippines  
*Director – Conferences & Events*

**Dr. Nicholas S. Caballero**

STI West Negros University, Philippines

### Introduction to keynote speaker 1

#### Keynote Address

**Dr. Ariel E. San Jose**

*Director, Southern Philippines Agribusiness and Marine  
and Aquatic School of Technology*

*Topic: College students' dyslexia self-assessment, awareness, and experiences*

### Introduction to keynote speaker 2

#### Keynote Address

**Dr. Yeo Sook Fern**

*Director, Centre of Excellence for Business Innovation &  
Communication - Multimedia University, Malaysia*

*Topic: From idea to impact: Crafting research proposals that drive sustainable innovation*

### Introduction to keynote speaker 3

#### Keynote Address

**Ms. Ina Smith**

*Planning Manager, Academy of Science of South Africa  
& DOAJ Ambassador, Southern Africa Region*

*Topic: Infrastructuring inclusivity: Open Access, epistemic justice, and the role of the  
Global South*

## Open Forum

**Presentation of partners,  
collaborators & delegates**

**Guidelines and Decorum**

Break – 11:25AM – 11:30AM

## **Plenary Presentations**

**11:30AM Philippine Standard Time**

**Dr. Gina G. Jocson**, *Gulf College, Sultanate of Oman*

**Paper title:** *Perspectives of Achieving Sustainable Education through Artificial Intelligence and Blockchain Technology*

**Aumir Shabbir**, *Gulf College, Sultanate of Oman*

**Paper title:** *An Emerging Role of Observability and Resiliency in Modern API Quality Management: A Systematic Review*

**Dr. Helmer B. Montejo**, *Quality Business Solutions, Inc., USA*

**Paper Title:** *Bridging the Gap: Embedding Research Relevance in Non-Research Environments*

**Open Forum**

**Mr. Mark Jeriel Racasag**

*Master of Ceremonies*

Lunch Break – 12:00PM – 1:00PM

## Parallel Sessions

1:00PM Philippine Standard Time

**Plenary Session 1: Dr. Liza Joy B. Barican**  
*Session Chair*  
*STI West Negros University (onsite)*

<b>TIME</b>	<b>PAPER TITLE</b>
<b>Track: Educational Management &amp; Leadership</b>	
<b>Cluster 1</b>	
1:00 - 1:10	Academic Leaders in Conflict Resolution Management: Cases of State Universities and Colleges in Davao Region <i>Presenter: Glenford C. Franca</i>
1:10 - 1:20	Personal and Organizational Change Management Skills of Public Elementary School Administrators: Basis for Enhancement Program <i>Presenter: Democrito D. Juyamao, Jr.</i>
1:20 - 1:30	Parenting Styles, Scouting Involvement and Learner's Academic Performance <i>Presenter: Jake Lauren S. Mercado</i>
1:30 - 1:40	Aligning Assessment, Pedagogy and Learning Spaces: A Rapid Literature Review <i>Presenter: Maria Christina F. Bagundol</i>
1:40 - 1:50	Lived Experiences of Non-Specialized Criminology Instructors Handling Forensic Sciences Courses <i>Presenter: Aiza P. Villanueva</i>
1:50 - 2:00	OPEN FORUM
2:00 - 2:10	BREAK
<b>Track: Educational Management &amp; Leadership</b>	
<b>Cluster 2</b>	
2:10 - 2:20	Research Data Management and Oversight Web Application Platform <i>Presenter: Mark Mikko J. Patrona</i>
2:20 - 2:30	<i>Lived Experiences of Women in Law Enforcement</i> <i>Presenter: Mhars Maiden M. Arroz</i>
2:30 - 2:40	Assessing the Vulnerability of STIWNU College Students to Online Shopping Scam: An Analysis of Demographics, Scam Types and Platforms <i>Presenter: Carlo G. Piad</i>
2:40 - 2:50	Assessing the Effectiveness of Peer Support in Improving the Well-Being of Police Officers in Bacolod City <i>Presenter: Rhea Mae Caño</i>

2:50 - 3:00      Understanding At-Risk Behavior: The Role of Media Consumption in Criminology  
Students  
*Presenter: Francisco R. Castro Jr.*

3:00 - 3:10      OPEN FORUM

3:10 - 3:20      WRAP UP

**Parallel Session 2: Dr. Mark Anthony A. Canlas, *Session Chair***  
**Eleonor L. Francisco, *Session Co-Chair***  
*Zoom Break-out Room 2 (online)*

<b>TIME</b>	<b>PAPER TITLE</b>
<b>Track: Educational Management</b>	
<b>Cluster 1</b>	
1:00 - 1:10	Experiences of Filipino Teachers in the Gulf Cooperation Council (GCC) Countries' Higher Education Institutions <i>Presenter: Cherubim S. Gilbang</i>
1:10 - 1:20	Qualitative Analysis on the Preparedness of Teachers Towards Classroom Observation: Basis for the Instructional and Supervisory Design <i>Presenter: Lorena T. Blancaflor</i>
1:20 - 1:30	The Impact of Leadership Training and Seminar Opportunities on the Leadership Performance of Faculty Members in Higher Education <i>Presenter: Elaine Joy C. Apat</i>
1:30 - 1:40	Teacher Benefits and Job Performance in CSTC: Basis for a Three-Year Employee Benefits Integration Plan <i>Presenter: Marlon P. de Gala</i>
1:40 - 1:50	OPEN FORUM
<b>Track: Educational Management</b>	
<b>Cluster 2</b>	
1:50 - 2:00	Mid-Career Peak: Demographic Determinants of Knowledge Generation in Philippine Higher Education Institutions <i>Presenter: Rochell R. Petil</i>
2:00 - 2:10	Framing Cancel Culture in Social Media Among Filipinos <i>Presenter: Ronalyn R. Ramos</i>
2:10 - 2:20	Examining Factors That Promote a Culture of Innovation Among Teachers in Eswatini <i>Presenter: Bhekie S. Mdluli</i>
2:20 - 2:30	Effectiveness of the Bachelor of Science in Business Administration Curriculum in the Professional Practice of Graduates <i>Presenter: Guillermo B. Briones</i>
2:30 - 2:40	OPEN FORUM
2:40 - 2:50	BREAK

TIME	PAPER TITLE
<b>Track: Business, Hospitality and Health Management</b>	
2:50 - 3:00	<p>Investigating Social Media's Role In Brand Equity and Purchase Intentions for Non-Alcoholic Beverages  <i>Presenter: Sandra D. Panugayan-Sy</i></p>
3:00 - 3:10	<p>Electronic Shopping Application Benefits and Customers' Acquisition Decision of Generation Z in the Province of Laguna  <i>Presenter: Ismaela M. Bawica</i></p>
3:10 - 3:20	<p>Viral Marketing as a Predictor of Consumer Buying Behavior and Extensive Decision Making among Residents of San Pablo, Laguna  <i>Presenter: Dennis Gaudencio III R. Lorica</i></p>
3:20 - 3:30	<p>Towards Sustainable Development: Household Welfare through Financial Inclusion in Bangladesh  <i>Presenter: Aslam Mahmud</i></p>
3:30 - 3:40	<p>Role of Digital Services in Enhancing Customer Satisfaction Among Microfinance Clients in Laguna Province  <i>Presenter: Geraldine M. Tilap</i></p>
3:40 - 3:50	<p>Assessing the Impact of Service Quality, Price, and Firm Image on Client Satisfaction in Lucena City Accounting Firms  <i>Presenter: Mark Paul O. Altarejos</i></p>
3:50 - 4:00	OPEN FORUM
4:00 - 4:05	WRAP UP

**Parallel Session 3: Cereneo Sailog Santiago Jr., *Session Chair*  
 Dr. Marissa L. Dimarucot, *Session Co-Chair*  
 Zoom Break-out Room 3 (online)**

<b>TIME</b>	<b>PAPER TITLE</b>
<b>Track: Educational Pedagogy</b>	
<b>Cluster 1</b>	
1:00 - 1:10	Development and Acceptability of Strategic Intervention Material (SIM) in Bread and Pastry Production <i>Presenter: Ayra Joy G. Abayon</i>
1:10 - 1:20	Project S3IM (Self-Made Science Strategic Intervention Materials): Increasing the Cognitive Domain of Grade 12-STEM Students in General Biology 1 in the Least Mastered Learning Competencies <i>Presenters: Jhon Manuel Maranan &amp; Jonathan N. Cube</i>
1:20 - 1:30	MaKaPaSa (Makabagong Kagamitan sa Pagpapabasa ng Salaysay): A Strategic Reading Intervention Plan to Meet Matatag Curriculum Demands <i>Presenter: Katherine H. Pagkaliwangan</i>
1:30 - 1:40	iHear: College-Level English Readiness Remediation Program for Deaf and Hard-of-Hearing Students <i>Presenter: Mary Rose Q. Cabrerros</i>
1:40 - 1:50	OPEN FORUM
<b>Track: Educational Pedagogy</b>	
<b>Cluster 2</b>	
1:50 - 2:00	The Effect of Cognitive Defusion Techniques on the Negative Automatic Thoughts of the College Students <i>Presenter: Portia R. Marasigan</i>
2:00 - 2:10	Factors Influencing the LECPA Performance of Board Topnotchers (2010-2025): A Foundational Study for Future Research <i>Presenter: Christian John P. Formaran</i>
2:10 - 2:20	Multiple and Emotional Intelligences and Its Influence to Growth Mindset Among Selected Senior High School of Laguna: Basis for Self-Awareness and Regulation Program <i>Presenter: Rowena A. Reyes</i>
2:20 - 2:30	Shaping Professional Identity: A Narrative Inquiry into Filipino English Teachers' Experiences with the Talk in English Policy <i>Presenter: Cheska H. Reynoso-Cagadas</i>
2:30 - 2:40	Pre-Internship Program Effectiveness and Its Impact on Clinical Internship Outcome <i>Presenter: Delcie Flores-Jader</i>
2:40 - 2:50	OPEN FORUM
2:50 - 3:00	BREAK

**TIME****PAPER TITLE****Track: Business, Hospitality and Health Management**

3:00 - 3:10	Household Disaster Awareness and Preparedness in Liliw, Laguna, Philippines: Basis for Disaster Preparedness Community Training <i>Presenter: Marierose P. Valenzuela</i>
3:10 - 3:20	Bridging The Gap: Factors Strengthening Human Resources For Achieving Universal Healthcare Among Medical Technologists in Quezon Province <i>Presenter: William Christopher C. Salazar</i>
3:20 - 3:30	Employers, Employees, and Consumers on the Hiring of Formerly-Incarcerated Individuals <i>Presenter: Fernando P. Tiu Jr.</i>
3:30 - 3:40	Exploring The Effectiveness of Green Energy in Lucena City: Basis for Developing Educational Campaign Program <i>Presenter: Amelia A. Jarapa</i>
3:40 - 3:50	The Role of Primary Healthcare Exposure in Shaping Clinical Competence of Radiologic Technology Interns <i>Presenter: Ma. Nina Grace Garay</i>
3:50 - 4:00	SentinelTrack: A Monitoring System in Safeguarding SemiExpendable Property <i>Presenter: Eloisa Joyce S. Igno</i>
4:00 - 4:10	OPEN FORUM
4:10 - 4:15	WRAP UP

# Awarding and Closing Program

4:30PM Philippine Standard Time

## Messages

**Dr. Tengku Intan Suzila**

Universiti Teknologi MARA, Pahang Branch  
*Conference Co-Chair*

**Ezekiel A. Manire**

Department of Education  
*Conference Manager*

## Testimonial from the participants

## Giving of Awards

**Dr. Mark Anthony A. Canlas**

**Cereneo Sailog Santiago Jr.**  
*Session Chairs*

## Closing remarks

**Mark Jeriel Racasag**

*Master of Ceremonies*