

International Conference on Multidisciplinary Industry and Academic Research

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ICMIAR



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2ND INTERNATIONAL CONFERENCE on Multidisciplinary Industry and Academic Research (ICMIAR) 2021

**“The World in Different Perspectives: Rebuilding
Lessons after a Crisis”**

July 31, 2021 • Virtual Conference

BOOK OF ABSTRACTS

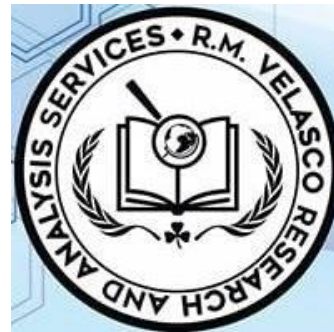
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The organization is anchored on the following strategic pillars:

Research: The value of academic and industry research is at the forefront. The organization upholds quality research through rigorous peer review process.

Education: The landscape of digital quality education in an alternative means is the model the organization embraces. The production of quality educational resources in video, print and online formats gratifies to the needs of every lifelong learners.

Training: The training for professionals is a continuous practice. The organization provides the venue for continuous training through international collaboration that multiplies research conferences, workshops and symposia and sharing of best industry practices.

Community Service: The concept of 'pay it forward' emulates in the organization. It extends a small share in the community development through various forms of outreach programs.

Mission

A premier industry and academic collaborative organization upholding the power of research and education to a more informed and intellectual community of scholars.

Vision

IIARI aims to be at the forefront of research and education transcending post-millennial boundaries through collaborative and dynamic strategies.

About the conference



The global community gears toward industry sustainability and independence. However, there is thin line of interconnectedness amongst the global key players. Thus the International Conference on Multidisciplinary Industry and Academic Research (ICMIAR) brings forth a venue for the various industry key players to connect and collaborate. It focuses on the current issues and trends on both the academic and industry and the various facets of their interconnectedness.

Objectives

The conference aims to:

- provide a platform for the academic and industry research outputs;
- continuously develop strong research culture among industry and academic professionals;
- enhance free and accessible knowledge sharing through industry benchmark, sharing of best practices and relevant training;
- educate the community of scholars through updates on current topics and issues in the industry and the academic;
- develop relevant professional skills through the training, symposium and workshop;
- foster collaboration among industry and academic professionals around the globe; and
- develop camaraderie among fellows in the industry and academic community.

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Conference Chair



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Director – Conferences & Events

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Dr. Maricel M. Gaspar



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Journals



CONFERENCE PROGRAM

Opening Program

10:00AM Philippine Standard Time

Prayer

The IIARI Milestones

Opening remarks

Assoc. Prof. Karen Joyce G. Cayamanda

Director – Conferences & Events

Message

Dr. Rodrigo M. Velasco

IIARI President/Conference chair

The IIARI Team

Presentation of partners
and collaborators

Presentation of delegates

Guidelines and Decorum

Prof. Julio Ramillo A. Mercurio

Master of Ceremonies

Break – 10:25AM – 10:30AM

Plenary Session 1

10:30AM Philippine Standard Time

Introduction to keynote speaker

Keynote Address:

“A Study on the Classification of the Transition Patterns of the Number of COVID-19 Patients and Their Factors”

Assoc. Prof. Hiroko Kanoh

*Institute of Arts and Sciences
Yamagata University, Japan*

Open Forum

Paper Presentations

Learning Management System for Data Structures and Algorithm

Author: Marco Paulo J. Burgos

Transcending the Pandemic: Flood-Risk Communication for Risk Reduction in Davao City, Southern Philippines

Author: Karen Joyce G. Cayamanda

Technological Pedagogical Content Knowledge on Mathematical Problem Solving and the Instructional Effectiveness of Students in the Master's Level

Author: Delon A. Ching

Understanding the Dynamics of Local Colleges: Through the Looking Glass of Stakeholders

Author: Diobein C. Flores

Utilizing 2C-2I-1R as a Self-Directed Learning Approach for Grade 11 Logic

Authors: Julio Ramillo A. Mercurio, Mark Vincent Q. Perez, Jhalaica B. Ferranco, & Reniel Jemuel M. Barte

Institutionalization of Gender and Development in Extension and Training Services Programs of Laguna State Polytechnic University System

Authors: Ruby Brion & Angela L. Reginaldo

Dr. Maricel M. Gaspar

Session Chair

Break – 12:30PM – 1:00PM

Plenary Session 2

1:00PM Philippine Standard Time

Introduction to keynote speaker 1

Keynote Address:

“Coaching during and after the Crisis: How to Support Employees and Peers in the Rebuilding Process”

Sarah Kameny

*Gallup Australia Certified Coach
S. Kameny Coaching & Consulting*

Introduction to keynote speaker 2

Keynote Address:

“Teaching after the Crisis: Teaching and Learning Methodologies in the Rebuilding Process”

Angelica Keyser

*Frederick Country Public Schools
Frederick, Maryland, USA*

Open Forum

Prof. Julio Ramillo A. Mercurio

Master of Ceremonies

Break – 2:45PM – 3:00PM

Parallel Sessions
3:00PM Philippine Standard Time

Track: Educational Management and Development Studies

Operation of the Polytechnic University of the Philippines Laguna Satellite Campuses

Author: Marjjelou C. Abinsay

Assessing the Efficacy of RoboTeach Extension Project on DepEd Teachers in San Pablo City Laguna

Authors: Michelle C. Gonzales, Edilberto Z. Andal, Delon A. Ching, Magdalena P. Gaffud & Eudora C. Tabo

Impact of Interactive Conceptual Instruction on Students in Studying Physics at the Basic Education High School Level

Author: Padauk Win & Swe Swe Nyunt

Gender and Academic Performance in Computer Programming: An Analysis

Author: Catherine A. Castillo

Attitude and Perception towards Mathematics: A study of School Students

Author: Rekha Mahajan

Designing Comics-Based Work text for World Literature: Input to Enhanced Reading Comprehension and Vocabulary Skills of College Students

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Author: Crystal B. Quintana

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Authors: Angela L. Reginaldo & Delon A. Ching

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Authors: Ei Mon Kyaw, Htet Zaw Htoo & Wai Wai Than

Teachers' Humor Orientation and Style Utilization Vis-A-Vis Students' Academic Performance

Author: Nechor Cadorna

BS Criminology Graduates in Laguna State Polytechnic University- San Pablo City Campus: Employability and Problems Encountered

Author: Jennifer N. Refugia

Trends, Issues, and Challenges in Science Curriculum Stretching Practices

Author: Dennis M. Chumacera

Critical Success Factors and the Flexible Learning Delivery as Organizational Innovation of One State University in the Philippines

Authors: John Vincent C. Aliazas, Julie Fe D. Panoy, Anna Liza P. Del Rosario, & Jocelyn V. Madrideo

Dr. Gina G. Jocson

Session Chair

Track: Humanities and Social Sciences

Elderly Parent Caring for an Adult with Down syndrome: A Case Study

Author: Thessalonica M. Sinohin

Transforming B'laan Communities through Communication: The Case of the UP Manila Community Health Development Program

Author: Ena Marie O. Dizon

Identify the Significance of the Built Heritage to the Town: A Cultural Mapping of the Heritage Houses of Poblacion, Mogpog, Marinduque, Philippines

Author: Rey Alexis L. Marciano

Strategies toward European Green Deal implementation to make nutrients management more sustainable

Author: Marzena Smol

Distinguishing Rhetorics of Fear: Conceptual and Practical Implications in Distinguishing Fear Appeals from Medical vs. Militaristic COVID-19 Rhetorics in the Philippines

Author: Juven Nino A. Villacastin

Connect or Disconnect: Impact of Mobile Phone Engagement to Family Relationship among Youth

Author: Livien U. Ciabal

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Author: Jherwin P. Hermosa

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Authors: Pauline B. Malabanan & Emilia S. Visco

Dr. Anna C. Bocar

Session Chair

Track: Business, Management and Accounting

Motivational Factors on Health and Fitness Program to Stress Management among Teaching and Non-Teaching Personnel of the Laguna State Polytechnic University: Basis to Human Growth and Development

Authors: Elaine M. Francisco, Jherwin P. Hermosa & Darwin D. Ofrin

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Authors: Sanduni Tharika, Anuradha Iddagoda & Helena Bulińska-Stangrecka

Competitiveness towards Sustainability of Farm Destinations in Upland Cavite

Author: Hermilina A. Mendoza

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Challenges and Strategies of SMEs during COVID-19

Author: Kareema Diljan Al Balushi

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Authors: Elaine Joy C. Apat, Preachy Mae D. Sanglay, Julieta A. Sumague & Efren T. Tec

Operational Risk and Strategies during Times of Uncertainties: A case study

Author: Najya Nasser Al Hadidi

Internship Program and Its Perceived Effect on the Employability Readiness of Bachelor of Science in Office Administration Students

Author: Ismaela M. Bawica

Motivation and Job Performance of Non-Teaching Staff at Laguna State Polytechnic University- San Pablo City Campus

Authors: Minerva C. Manalo & Elaine Joy C. Apat

Mapping Transformational Lean Maturity Model for Discrete Part Industries

Authors: Muhammad Usman & Dr. Wasim Ahmad

Leisure Industry: It's Importance on the Revenue Generation in Municipalities of District III in Laguna

Author: Madelon C. Briz

Prof. Elaine Joy C. Apat

Session Chair

Breaks – 4:00PM – 4:05PM; 5:25PM – 5:30PM

Awarding and Closing Program

5:30PM Philippine Standard Time

Words of thanks

Prof. Elaine Joy C. Apat

Session Chair

Assoc. Prof. Karen Joyce G. Cayamanda

Director – Conferences & Events

Dr. Rodrigo M. Velasco

Conference Chair

Giving of Awards

Dr. Gina G. Jocson

Dr. Anna C. Bocar

Prof. Elaine Joy C. Apat

Dr. Maricel M. Gaspar

Session Chairs

Closing remarks

Dr. Marivic B. Abinsay

Director – Membership & Affiliations

Prof. Julio Ramillo A. Mercurio

Master of Ceremonies

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M E S S A G E

Like a phoenix from the ashes, the Institute of Industry and Academic Research Incorporated rise above all the adversities since its inception in 2020. Being new to the publishing industry where a lot of predatory, bogus and profit-oriented key players, was never easy. The IIARI has to thrive to gain the confidence and trust of the researchers worldwide. Aside from journals, books and research competitions, the organization successfully launched the International Conference on Multidisciplinary Industry and Academic Research (ICMIAR) as the venue for academic and industry experts to share their research outputs with the international community. Now in its 2nd year, ICMIAR has paralleled with other international virtual conferences. The slow yet steady growth of the organization emanates from its strong commitment to providing quality publications anchored on legal ethics and strong support service.

At IIARI, we believe that legal registration is fundamental to providing better services. As such, the organization is a registered publisher in the Philippine Securities and Exchange Commission, a registered book publisher in the National Book Development Board Philippines and a registered CPD provider in The CPD Certification Services, United Kingdom. These legal foundations serve as the strong marketing agents that differentiate us from other publishers. We are proud that although new in this industry, we had a fair share of great accomplishments. We attribute these to a formidable team of experts from different colleges, universities and industries around the world. We take pride in giving recognition to our editors, reviewers and members who selflessly share their time and expertise to provide quality reviews and other support services.

The biggest lesson we can share that probably helped us thrive during this trying time can be summed up as “*servicing your true purpose*”. We always remain grounded on our real mission to provide researchers around the world with high-quality and low-cost publication platforms. As a not-for-profit organization, we deliver alternative business models that are favorable to our clientele. We equalize mutual benefits to continue to deliver our real purpose. The ICMIAR is an exemplar of our commitment with its ‘one payment for three benefits’ brand. Similarly, we put every researcher on top of our priorities.

As the founding president of IIARI, I commit to continuously uphold quality publications, conferences and events. I will remain true to my real purpose of serving the research community with truthfulness and sincerity.

Keep safe and God bless!

Dr. Rodrigo M. Velasco
Conference chair

M E S S A G E

Countries all over the world is facing unprecedented test...the magnitude of the current crisis has greatly affected everyone. The COVID-19 pandemic has evolved from a health crisis where hundreds of thousands of people are falling seriously ill from the disease. It has also led societies into a turmoil, economies have dropped and changed social norms and behavior. The magnitude of this crisis has forced everyone to exert all efforts in responding on a large-scale capacity to immediately address the multi-level impacts of this pandemic. The impacts of COVID-19 have reached across the Globe, directly affecting millions of people and intensifying existing development challenges in many countries. However, every crisis is different and the level of impact varies depending on the capacities of the societies to respond to the challenges. Nevertheless, we have to recognize and acknowledge the lessons that can be gained from this crisis and shift our focus on the resilient recovery of the communities.

Our primary objective is to focus the attention in supporting people for a sustainable recovery of their livelihoods and wellbeing. As in all disasters, there are much greater numbers of people affected by the crisis than physically harmed by the hazard (in this case a biological hazard - the outbreak of a virus). And, as in all disasters, impacts vary according to the absorptive capacity of those affected. Hence, the lessons we impart are contextualized according to the needs and concerns of those most vulnerable to long-term impacts, as shaped by the levels of exposure to hazards. Moreover, the barriers to recovery are associated with poverty, marginalization, and exclusion. We have to promote longer-term, integrated thinking, and planning, to create pathways out of the pandemic that more effectively supports recovery.

The main concern of this Conference is to have an avenue of sharing the perceptions, responses and adaptability to the pandemic in various situations and contexts. More importantly, the discussions of the recovery mechanisms to help the communities navigate in the New Future of the post-pandemic realities. We highlight key insights from researches on varied crisis situations that we hope can inform recovery from the impacts of COVID-19 as well as the management of responses to future pandemics.

Thank you, everyone for your participation in the 2nd International Conference on Multi-disciplinary Industry and Academic Research (ICMIAR). Your insights will serve as the driving force towards sustainable recovery.

Finally, let me share this quote from UN Secretary General Antonio Guterres: "Everything we do during and after this crisis must be with a strong focus on building more equal, inclusive and sustainable economies and societies that are more resilient in the face of pandemics, climate change, and the many other global challenges we face."

Together, as ONE COMMUNITY, let us all transcend this COVID-19 pandemic with resilience!

Stay safe, everyone!

Assoc. Prof. Karen Joyce G. Cayamanda, PhD
Director – Conferences and Events

Educational Management and Developmental Studies Track

Learning Management System for Data Structures and Algorithm

Marco Paulo J. Burgos, MSIT
City College of Calamba

ABSTRACT

The study focused on the development of Learning Management System (LMS) for Data Structures and Algorithms which allows the students to take modular online learning especially during the period of Covid-19 pandemic. This study aimed to answer five (5) problems: stages of development of the system using the Waterfall Method, the level of acceptability of the developed system based on the ISO 25010 standard, the difference in the evaluation of the three groups of respondents, the challenges encountered while using the system, and the implementation plan. The ninety (90) respondents were composed of sixty (60) students, fifteen (15) faculty members, and fifteen (15) IT experts. The study adopted a questionnaire checklist based on the ISO 25010 standard to determine the acceptability using the criteria functional suitability, performance efficiency, usability, and reliability. It also used an interview guide to gather the respondents' experiences while using the system and document analysis using web resources. Based on the evaluation of the respondents, reflected by the weighted means of each variable, the developed system was acceptable. Furthermore, the ANOVA results showed no significant difference in the evaluation of the three groups of respondents in terms of functional suitability, performance efficiency, usability, and reliability.

Keywords: learning management system, online education, data structures and algorithms, ISO 25010, Covid-19 pandemic, chatbot

About the presenter:

Mr. Marco Paulo J. Burgos finished Master of Science in Information Technology at Rizal Technological University, Mandaluyong City. He finished Bachelor of Science in Information as his undergraduate course in Philippine Women's University CDCEC-Calamba and a two-year diploma course in Electro-Mechanics Technology at Dualtech Training Center in Canlubang, Calamba City, Laguna. He is currently working as a lecturer, member of software development committee, and research adviser in the Department of Computing and Informatics at the City College of Calamba. He was previously a program head of BSIT in Philippine Women's University CDCEC Calamba. He also worked as a programmer in Wizzard Technologies and a radio frequency technician in Remec Broadband Wireless. He has various certifications such as National Certificate II in Computer Systems Servicing, Trainers Methodology Certificate 1, National TVET Trainer Certificate and Accredited Competency Assessor for Computer Systems Servicing Certificate.



Understanding the Dynamics of Local Colleges: Through the Looking Glass of Stakeholders

Diobein C. Flores, EdD., DPA

College President, Sto. Tomas College of Agriculture Sciences and Technology, Sto. Tomas, Davao del Norte, Philippines

ABSTRACT

The ultimate purpose of this study was to ascertain and describe the observable phenomena among Local Colleges in the Province of Davao del Norte through the looking glass of its stakeholders. The other intent of this undertaking was to provide vivid depiction and guidance to the local officials, college faculty and staff, students, and all the people that surround the college. Thus, its presence becomes a tangible legacy among its people that makes quality yet affordable education is accessible to them. The qualitative type of research which phenomenological in design utilized two focus group discussions with 14 participants per session and 10 informants during in-depth interview was used. Through content analysis, it was found out that a local college have issues and concern needs to face off. Hence, remarkable performances were manifested even if the college is locally governed.

Keywords: local college, Province of Davao del Norte, quality education, stakeholders

About the presenter:

Diobein Caminero Flores is 35 years old and currently the College President of Sto. Tomas College of Agriculture Sciences and Technology, Sto. Tomas, Davao del Norte. He has been known as the youngest College President of Region XI. He holds doctorate degrees, Doctor of Education major in Educational Management, Doctor of Public Administration and earned units in Doctor of Philosophy in Science Education major in Biology. He has also master's degrees, Master of Arts in Education major in Teaching Science, Master of Public Administration major in Local Governance and units in Master of Science of Criminology. The two baccalaureate degrees were secured, Bachelor of Secondary Education major in General Science and Bachelor of Science in Criminology. Lastly, he is a passer of Licensure Examination for Teachers and a Registered Criminologist.



Technological Pedagogical Content Knowledge on Mathematical Problem Solving and the Instructional Effectiveness of Students in the Master's Level

Delon A. Ching

College of Teacher Education, Laguna State Polytechnic University, San Pablo City Campus

ABSTRACT

Literacy in the use of technology in the classroom is becoming a trend among educators. One aspect that makes it challenging among Mathematics teachers is to set the classroom activities more efficient through technological integration. This study explored the assessment of the technological pedagogical content knowledge and how it affects the instructional effectiveness among Mathematics teachers. The descriptive and correlational research designs were used by 42 students in the Master's level of Laguna State Polytechnic University, the academic year 2018-2019, who work as secondary teachers in public and private institutions through a standardized research instrument. As revealed in the study, most respondents have a high level of technological pedagogical content knowledge. It is also evident that they effectively deliver instruction considering the lesson organization, mastery of the subject matter, subject interaction, managing collaborative learning activities, efficient lesson implementation, instructional materials, monitoring student responses, and very evident lesson presentation. Moreover, there is a significant positive relationship between technological pedagogical content knowledge and instructional effectiveness. Furthermore, pedagogical effectiveness serves as a predictor to ensure the instructional effectiveness of the mathematics teachers. If teachers are equipped with a high level of pedagogical knowledge to use different approaches and methods, it will support them to perform more effectively in the delivery of instruction.

Keywords: technological knowledge, pedagogical knowledge, content knowledge, instructional effectiveness

About the presenter:

Dr. Delon A. Ching is the Chairperson for Research and Development Office and Mathematics Instructor in the College of Teacher Education of Laguna State Polytechnic University, San Pablo City Campus. He teaches Mathematics and professional subjects in the undergraduate program while statistics and methods of research in the graduate program. He served as panel expert and thesis adviser to students majoring Mathematics and Educational Management. He earned his Bachelor's degree in Manuel S. Enverga University Foundation, Master's degree in Southern Luzon State University and Doctorate degree in Laguna State Polytechnic University.



Operation of the Polytechnic University of the Philippines Laguna Satellite Campuses

Marjielou C. Abinsay, MEM

Polytechnic University of the Philippines, Calauan Campus

ABSTRACT

This descriptive research assessed the operation of the Polytechnic University of the Philippines - Laguna Satellite Campuses. Specifically, it sought answers to profile the respondents using frequency and percentage distribution, assess the operation of PUP Laguna Satellite Campuses in terms of administration, instruction, research, extension, and local government unit assistance using weighted mean, and find any significant difference in the respondents' assessment when grouped according to their profile using Kruskal-Wallis H-Test and Mann-Whitney U Test. Findings show that the faculty's assessment of the operation of PUP Laguna Satellite Campuses were generally interpreted as "very satisfactory" in terms of administration, instructions, research, extension, and LGU assistance. When grouped according to the respondents' profile, it was found out that there is no enough evidence to show that there is a significant difference in the operation of PUP in Laguna Campuses with regard to the tested variables. With these findings, it was recommended that the administrators consider giving cash gifts, tokens or incentives for the involvement of the faculty in research and extension activities of the university. As the PUP is LGU funded, full support in the funding of projects, training, seminar and students activities of the local government unit is highly recommended.

Keywords: Operation, administration, instructions, research and extension, LGU

About the presenter:

Marjielou Capistrano Abinsay is an Administrative Assistant I in the Office of the Director and part-time instructor of the Polytechnic University of the Philippines Calauan Campus. She received her Master of Educational Management in PUP Open University, Sta. Mesa Manila, and graduated Bachelor's Degree in Business Teacher Education Major in Business Technology in PUP Calauan Campus. She passed the Licensure Examination for Teacher last January 2014. She received her National Certificate II of Cookery in TESDA last May 2014. She attended research trainings and seminars like Research-Based Transition towards Academic Excellence and Productivity sponsored by the College of Education in PUP Sta. Mesa, Manila, and Multidisciplinary Graduate Research Conference sponsored by PUP Open University. She is also involved in different organizations in the community like membership in the Diocese of San Pablo Liturgical Music Ministry, Calauan Youth Choir, and currently facilitating PUP Calauan Banda Kawayan and PUP Chorale-Himig Sinlaw.



Impact of Interactive Conceptual Instruction on Students in Studying Physics at the Basic Education High School Level

Dr. Padauk Win & Dr. Swe Swe Nyunt

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ABSTRACT

Interactive conceptual instruction entails several features or components such as conceptual focus and “concept first”, use of multiple representations in varying contexts, classroom interactions, peer discussions, research-based materials, and use of texts and concept maps. Moreover, new skills, changes in old responses, attitudes, rote memory, and highly complex concepts all represent learning. In this study, the interactive conceptual instruction is meant for students in studying physics at the basic education high school level. By teaching Physics concepts, teacher aims at bringing about a desirable behaviour change among pupils. The study used an experimental research using pretest posttest control group design. The selected sample high schools were randomly chosen from Sagaing, Mandalay and Nay Pyi Taw regions. According to ANCOVA results, there was a significant difference between the behaviour of the students who received interactive conceptual instruction and those who did not. The qualitative data also supported the findings from quantitative findings. The research findings also proved that interactive conceptual model had positive contribution to the teaching of physics at the high school level. The study is valuable to education, especially in the fields of teaching and learning. As it is an attempt to explore the effective ways for students to learn physics, it also guides the construct of interactive conceptual instruction lessons for teaching physics effectively.

Keywords: interactive conceptual instruction, physics, concept, interactive

About the presenter:

Dr. Padauk Win is a lecturer at Methodology Department of Sagaing University of Education, Myanmar teaching Physics and English for prospective and in-service teachers. She also supervises term papers and research for final year students and master’s students. Her duties include teaching of methods for prospective and in-service teachers, checking examination results, attending educational seminars and workshops and conducting sports and religious ceremonies. She is a member of the Sagaing University of Teachers’ Union and stands with the truth and right of the people because of the current difficulties and situation in the country. She keeps praying and works hard to achieve freedom and democracy. She hopes that everyone will follow the important step taken by the Parliament of France on behalf of the 54 million people of Myanmar who are sacrificing their lives for peace, justice and stability which can only come through freedom, civil and human rights and democracy.



Assessing the Efficacy of RoboTeach Extension Project on DepEd Teachers in San Pablo City Laguna

Michelle C. Gonzales, Edilberto Z. Andal, Delon A. Ching, Magdalena P. Gaffud & Eudora C. Tabo

Laguna State Polytechnic University, San Pablo City Campus

ABSTRACT

The integration of Robotics in the curriculum is one of the aspirations of the K-12 institution in the Philippines. The lack of financial assistance for the materials, kits, equipment, and insufficient capability of the faculty to teach robotics as some of the challenges of implementing robotics in K-12 education that needs to be addressed and given attention. This study explores the teachers' perception of the efficacy in the implementation of the Roboteach Extension Project. This project focused on training the DepEd Teachers in one province in the Philippines on the basic concepts and applications of robotics education. The topics and learning activities covered during the ten-day training were based on the self-assessment survey results on the level of knowledge of teachers. The study used a descriptive method of research using a quantitative approach and adopted the LSPU Extension Services Evaluation Survey Questionnaire to determine the respondents' perception of the level of efficacy of the project. The data were obtained from twenty-five DepEd teachers and analyzed using descriptive statistics such as frequency count, percent, and weighted mean. The respondents were highly satisfied with meeting expectations to attain objectives, training and workshop contents, learning activities, methodologies, instructional materials used, resource person and trainers, training management team, and training management team and training facilities and services. It also reveals no significant difference among their level of satisfaction from day 1 to 5 of the training sessions. Respondents viewed the training as very successful, as evident from the consultation and culminating activity.

Keywords: robotics education, roboteach extension project, extension program, teacher training and development, curriculum enhancement

About the presenter:

Michelle C. Gonzales graduated Cum Laude and Proficiency Awardee in 2006 with the degree of Bachelor of Science in Industrial Technology major in Electronics Technology at the Laguna State Polytechnic University and currently taking up Master of Technology at Technological University of the Philippines, Manila. She is a former Process Technician and In-Process Quality Control Officer at Panasonic Precision Devices Philippines Corporation and Production Staff at Active Microtechnology Solutions Incorporated. At present, she is an Instructor 1 at the College of Industrial Technology teaching Electronics and Robotics Subjects. She is also the CIT Research Implementing Unit Head, Junior Operations Manager of the DOST-LSPU Ideation Design and Development Laboratory (IDD Lab) and Founder & Project Leader of the RoboTeach Project.



Attitude and Perception towards Mathematics: A study of School Students

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ABSTRACT

For over thirty years, researchers have been investigating students' attitudes and beliefs towards mathematics. In the present study, 113 responses were received from math students from Class 6 to Class 12. The Mathematics Attitudes and Perceptions Survey (MAPS) was used to assess the perception of the students' right at school level and identify the difficulties faced by school children in understanding mathematics. The demography of the respondents showed more female students (58.4%) who did not get any awards in mathematics (73.4%). The results indicated that most of the mathematics students in school had an attitude for mathematics, persistence on problem solving especially their use in daily life and high motivation and interest in mathematics. The relationship among the components indicated strong correlation between age of students and class. There is a significant and positive correlation between component 'Answers' with all other components except 'Real World' and 'Interest'. 'Sense Making' had significant and positive correlation with all other components. Similarly, 'Persistence in problem solving' too had significant and positive correlations with all the components except 'Real World'. There is strong correlation among 'Persistence', 'Sense making', 'Interest' and 'Answers'. The present study helps in identifying and guiding students to pursue mathematics based on their attitude and beliefs towards the subject.

Keywords: attitude towards mathematics, confidence; growth mindset, mathematics education, perceptions of mathematics, problem solving, real world

About the presenter:

Prof. Rekha Mahajan is the Principal at Jagannath Institute of Education, JEMTEC, Greater Noida, India. She is a post graduate in Physics and Education with Doctorate in Education. She was awarded with the Prestigious Excellence in Teaching Award for her outstanding contribution in the field of Education during the International Conference at Maharana Pratap University, Udaipur, Rajasthan, India in December 2017. She has over three decades of teaching and administrative experience at various renowned academic institutions. She is the founder Principal of two schools located in Haryana. She has authored and presented several research papers at National and International conferences and has delivered several expert talks on relevant topics. She has extensively worked on Self destructive Intelligence Syndrome and Spiritual Intelligence. She has guided postgraduate students for their project work and is a guide to Ph.D scholars for research. She has also been empaneled to review the syllabus at the post graduate level for Education.



Gender and Academic Performance in Computer Programming: An Analysis

Catherine A. Castillo

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ABSTRACT

The difference between male and female academic performance in any level of education has always been an issue. Learning styles, personality, confidence, socio-economic status, and values were attributed to the academic performance of both genders. Understanding the different attributes from both genders will give the teachers insight into planning and strategizing teaching methodologies to deliver the lessons more effectively. Thus, this study is concerned to answer whether there is a significant difference between the academic performance of males and females in terms of demographic profile, academic background, and academic performance in programming 1 and 2, and object-oriented courses of 109 BS Information Technology students at Laguna State Polytechnic University, San Pablo City of the 2nd semester of AY 2017-2018. The results showed that there is a significant difference in the academic performance of students who graduated from public and private high schools. The same result was revealed in HS GWA and academic performance in the three programming courses. This indicates that students who graduated from private HS with high GWA are likely to perform better in computer programming courses. It is recommended that reinforcement activities may be added during the conduct of classes in programming for students who graduated from public high school to improve their academic performance. Further studies concerning factors that contributed to the poor academic performance of students who came from public high schools may be conducted.

Keywords: gender, academic performance, computer programming, learning style

About the presenter:

Catherine A. Castillo is an associate professor in the College of Computer Studies at Laguna State Polytechnic University, San Pablo City, Philippines. She was designated as Associate Dean of the College of Computer Studies from Academic Year 2012-2018. Currently, she is the Program Coordinator for the programs Master of Science in Information Technology and Bachelor of Science in Computer Science in the same college. Her other professional works include Internal Quality Auditor of the university, also she is a member of the Accrediting Agency of Chartered Colleges and Universities in the Philippines Inc. (AACCUP) as an accreditor. She is currently working on her dissertation under the program Ph.D. - in Technology Management.



Perception of STEAM Teachers on the Influence of Work-life Conflicts on Well-Being and Teaching Performance

Dr. Crystal B. Quintana

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ABSTRACT

The influence of work-life conflicts to the wellbeing and teaching performance of teachers were explored in this descriptive research. Specifically, it identified the work-life conflict experienced by STEAM teachers in terms of time, strain and behavior. Using descriptive survey method, structured questionnaire was utilized to measure the stress experienced by the 161 teacher-respondents. Qualitative data were also gathered through semi-structured interviews from the purposively selected STEAM teachers. Results indicated that respondents experience time-based and strain-based conflicts. Having to do school work at home to meet what is expected of them and having insufficient opportunity to rest and prepare are the causes of their stress. Moreover, a number of themes emerged regarding the influence of work-life conflicts to well-being and teaching performance of STEAM teachers which included effects on physical health, job and family satisfaction, psychological well-being, emotional state and relationship with students when teaching, time-management, and burnout tendencies. Results of this study should assist educational institutions to develop, review and provide written policies on work-life balance of teachers as well as non-teaching personnel.

Keywords: teaching performance, work-life conflicts, work-life balance, well-being

About the presenter:

Crystal B. Quintana is the University Registrar of Manuel S. Enverga University Foundation -Candelaria Inc. She also works as Associate Professor IV in the College Department of the same institution. She is a graduate of Bachelor of Secondary Education major in English, Master of Arts in Education major in English and Doctor of Education Major in Educational Management (2017) from Manuel S. Enverga University Foundation- Lucena City.



Designing Comics-Based Work text for World Literature: Input to Enhanced Reading Comprehension and Vocabulary Skills of College Students

Eugene Mark B. Lopez

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ABSTRACT

The creative use of comics in teaching world literature, having a distinct feature of teaching using graphic arts, pictures, and speech balloons, tends to measure reading comprehension and vocabulary skills. For students, reading seems to be easy and natural to perform. Still, it requires understanding and identifying unfamiliar words on what students have read, which is notoriously tricky because of its complex nature. Hence, this study explores the use of new instructional material such as comics to enhance the students' reading comprehension and vocabulary skills. Results showed differences between the reading comprehension and vocabulary skills' pre-test and the post-test of the students, indicating that skills improve with the use of comics as instructional material in world literature. The correlation result does not affect the acceptability and effectiveness of the comics-based instructional material. Therefore, the measured skills have no impact on the efficacy and acceptability of the designed instructional material. However, one result undervalue reveals that using comics delivers moral lessons to the readers and increases the students' comprehension and vocabulary skills. It appears that using comics-based work text in teaching world literature improves the students' reading comprehension and vocabulary skills at the same rate, delivers moral lessons effectively.

Keywords: literature, comics, worktext, comprehension, vocabulary

About the presenter:

Eugene Mark Lopez was a part time instructor of the College of Industrial Technology at Laguna State Polytechnic University San Pablo City Campus for eight years and now an instructor in the College of Arts and Sciences. He is a graduate of San Pablo Colleges where he was recipient of Alip Awards and UNESCO scholarships and graduated class Salutatorian. He studied drafting & letters in TESDA Laguna which eventually led him to be actively involved in conceptualizing textbooks, college journals, newsletters and research journals in the Research and Development Office of the LSPU, San Pablo City Campus. He believes that instructional materials are undergoing in an evolution process which should adapt to the needs of learners and be based on the experiences of the teachers of the curriculum. Through his study of the field of education, he focused on two processes, which he named assimilation and accommodation. He believes that the human brain has been programmed through evolution to bring equilibrium, which is what he believed ultimately influences structures by the internal and external processes through assimilation and accommodation.



A Meta-analytic Structural Equation Modelling on the Unified Theory of Acceptance and Use of Technology in Higher Education

Wai Wai Than, Ei Mon Kyaw & Htet Zaw Htoo
Sagaing University of Education

ABSTRACT

With technology advancements in society, many theories and models evolved for explaining the technology acceptance of people in different contexts, especially in education. This study's main objective is to confirm the factors influencing the actual use behaviour of technology in the higher education sector, based on the framework of the unified theory of acceptance and use of technology (UTAUT). This objective was executed by means of the modern statistical technique, meta-analytic structural equation modelling (MASEM). This study can synthesize 44 quantitative studies of UTAUT model, covering 16550 participants in higher education institutions. The result confirms the original version of the UTAUT model developed by Venkatesh et al. (2003), except the direct effect of facilitating conditions on use behavior. Therefore, performance expectancy, effort expectancy, social influence and facilitating conditions are the significant positive predictors of the teachers and students' behavioural intention to use the technology and behavioural intention can also significantly predict the actual technology use behaviour of teachers and students. It is anticipated that this study's findings can add the strong evidences of the validity and usefulness of the UTAUT model to the technology acceptance literature. Moreover, the future integration of ICTs and technology in higher education can be guided effectively by the practitioners with the help of this research's findings.

Keywords: UTAUT, Technology Use Behaviour, Behavioral Intention, Meta-analysis, Structural Equation Modelling

About the presenter:

Wai Wai Than is a former lecturer at Department of Educational Psychology in Sagaing University of Education. From that university, she got her bachelor's degree (BEd) in 2008 and Master's degree (MEd) specializing in Advanced Educational Guidance and Counselling in 2012. During her Master's degree, she had learned literature on educational psychology and research methodology, and has done a Master's thesis. At present, she is also studying as a fourth year PhD student at Yangon University of Education. Her PhD dissertation focuses on student satisfaction in the field of higher education. She has delivered lectures on educational psychology to undergraduate and post-graduate students, conducting her PhD dissertation, and supervising MEd theses.



Online Learning Expectations among Engineering Students: Analyzing Pre-Determined Factors in the Implementation of Flexible Learning

Angela L. Reginaldo & Delon A. Ching

Laguna State Polytechnic University San Pablo City Campus

ABSTRACT

Academic Institutions shifted to a new model of teaching and learning due to the COVID-19 pandemic. In order to carefully study the gradual implementation of synchronous and asynchronous learning considering its flexible schedule to engineering students in one state university in Laguna, this research paper focused on determining what is expected among students exploring the pre-determined factors in online learning. The descriptive research design used a standardized instrument answered by 30 computer engineering and 55 electronic and communication engineering students of the academic year 2020-2021. The study revealed that both groups of engineering students have a high level of online learning expectations as to proficiency with technology, the capability of the course instructor, delivery of the course content, setting social interaction, ensuring course organization, and realizing time management and convenience. This supports that there is no significant difference between the expectation levels of engineering students to study online. Further, there is a significant positive relationship between and among the pre-determined factors in implementing flexible learning. However, no significant relationship is depicted on proficiency with technology to the capability of the course instructor, delivery of the course content, and course organization. The result served as a guide to the institution to ensure an organized policy crafted toward smooth implementation of flexible learning and examine pre-determined expectations that can be satisfied.

Keywords: flexible learning, synchronous learning, asynchronous learning, online learning

About the presenter:

Angela L. Reginaldo is 53 years of age and residing at Brgy. San Pedro, San Pablo City. She is happily married with two children and two grandchildren. Presently, she is the Director for Extension and Training Services of the Laguna State Polytechnic University. She has been in the teaching profession for 31 years (19 years in a private institution before transferring to LSPU), handling various mathematics and computer subjects. She finished BS Applied Mathematics major in Operations Research at the University of the Philippines, Los Banos, and Master of Arts in Education with specialization in Administration and Supervision. She is an active member and incumbent Vice President for Tertiary Level of the Mathematics Teachers Association of the Philippines – San Pablo City Chapter, a Board member of the Mathematics Mentors of San Pablo City, a member of Young Womens Christian Association (YWCA) of San Pablo City and a choir leader and an active church member.



Trends, Issues, and Challenges in Science Curriculum Stretching Practices

Dennis M. Chumacera

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ABSTRACT

The aim of this qualitative study is to explore the trends, issues, and challenges in curriculum stretching practices of the science teachers in Candelaria District, Quezon Province which was the basis in developing an instructional framework. It utilized the phenomenological research through the open-ended interview and focus group discussion guide. In vivo codes were used through the INVIVO version 12, yet manual coding and theming were still done to ensure accuracy of the themes. It was revealed that curriculum stretching addresses the contrasting perspectives on the K to 12 curriculum contents, the use of diverse instructional approaches and materials in teaching and learning, and complete assessment typologies. The trends, issues, and challenges of the curriculum stretching center on the needs of the present times, the curriculum clog itself, limited resources, and teachers' training. An instructional framework has been developed based from the results of the study. Hence, it was recommended that curriculum stretching may be extensively introduced in the schools in line with K to 12 curriculum implementation. This study has its unique contribution of improving teaching-learning process by the use of curriculum stretching practices suited to the needs of the students in order for them to optimally grasp the lessons in science classrooms.

Keywords: challenges, curriculum stretching, issues, instructional delivery, instructional materials, trends

About the presenter:

Dr. Dennis M. Chumacera finished his Bachelor of Secondary Education major in General Science at Manuel S. Enverga University Foundation Candelaria Inc. He obtained his master's and doctorate degree in Science Education at Southern Luzon State University and received Academic Excellence Award. He is currently working as Master Teacher II, research coordinator, Grade 12 chief adviser, Prefect of Discipline, and Disaster Mitigation Chairman at Dolores Macasaet National High School in Candelaria, Quezon. As a teacher-researcher, he participated in various research colloquiums inside and outside the school and served as resource speaker and panelist in a number of research presentations. As a research advocate, he envisions of making his school a center of research in Candelaria District and eventually in the whole Division of Quezon that is why he is continuously creating and crafting seminar workshops in order for teachers to be well-equipped with the necessary research skills that will positively contribute to the teaching and learning process.



BS Criminology Graduates in Laguna State Polytechnic University- San Pablo City Campus: Employability and Problems Encountered

Jennifer Nayoyos-Refugia

Laguna State Polytechnic University San Pablo City Campus

ABSTRACT

It is a primary aim of every institution to ensure that they produce quality graduates who will contribute to the nation's workforce in achieving development goals. Educational institutions have to equip their graduates with knowledge, skills, and values that will qualify them to work. Hence, this descriptive study was conducted to trace the employability status and the problems encountered by the ninety (90) graduates from batch 2014-2016 selected thru a convenient sampling technique. Most of the employed choose their career due to the immediate needs to support their family and pursuing criminology-related careers. The excellent salary and benefits of the agency/institution are significant factors for the BS Criminology graduates to apply and stay in their first chosen career. Moreover, the majority of the graduates tend to choose the Tri-bureaus (PNP, BJMP, and BFP) as their career path; hence, graduates spend at least 2-3 years to qualify themselves and complete the requirements set by the agencies. The majority of graduates choose to review and pass the Criminologist Licensure Examination before looking for a job. The reason for non-employment among BS Criminology graduates varies, including family concerns, health-related issues, further study, low job opportunities, lack of work experience, and low interest in looking for a job. Therefore, it is recommended that an intervention program be formulated or adopted by the college to address issues on the employability of BS Criminology graduates.

Keywords: employability, graduates tracer study, criminology graduates, problems encountered by criminology graduates

About the presenter:

Jennifer Nayoyos Refugia is a graduate of Bachelor of Science in Criminology and finished her Master of Science in Criminal Justice with specialization in Criminology, both earned from the University of the Cordilleras. In 2010, she passed the Criminologist Licensure examination and entered the academe in 2013. She was formerly designated as Unit head for Research and Development Services for two (2) years; Unit Head for Extension and Training Services for almost four (4) years; and Intern Coordinator for five (5) years. At present, she is a faculty member with a rank of Assistant Professor 1, teaching professional subjects, designated as coordinator for Alumni Affairs and Placement Services and unit head for Gender and Development.



Critical Success Factors and the Flexible Learning Delivery as Organizational Innovation of One State University in the Philippines

John Vincent C. Aliazas, Julie Fe D. Panoy, Anna Liza P. Del Rosario & Jocelyn V. Madrideo

Laguna State Polytechnic University, San Pablo City Campus

ABSTRACT

The COVID-19 pandemic has caused the whole educational system to collapse during the lockdown period. Hence, higher education institutions led the change of learning delivery mode phases for effective and efficient academic services. This study describes the extent of manifestation on Critical Success Factors (CSF) observed in one state university and determines the extent of Organizational Innovation practices in terms of Technology-enhanced Instructions. It also investigates what dimensions of CSFs singly or in combination predict Organizational Innovations. The study employed purposive sampling to two hundred fifty-one (251) faculty from one state university in the Philippines. Multiple regression analysis was used to determine significant predictors of Organizational Innovations. The finding reveals that five (5) constructs of CSFs were Highly Manifested (IUQDDI, ILT, IFCE, ISC & ITQ) among respondents and Organizational Innovations concerning Technology-enhanced Instructions viewed as Highly Practiced. Likewise, moderate to strong association was seen between CSFs and Organizational Innovations. Furthermore, ISC, ILT, IUQDDI, and IFCE as the Critical Success Factors (CSF) construct were deemed significant predictors of Organizational Innovations.

Keywords: critical success factors, blended learning, organizational innovations

About the presenter:

John Vincent C. Aliazas was born in San Pablo City, Laguna, Philippines. He received his MA in Science and Technology from Laguna State Polytechnic University San Pablo City. He is currently pursuing a Doctor of Philosophy in Science Education at Philippine Normal University – Taft, Manila. He has been working in the College of Teacher Education at Laguna State Polytechnic University, San Pablo City Campus since June 2012. He is presently an Assistant Professor I and serving in his capacity as the Chairperson for Senior High School Program at the university. He handles professional subjects like technology for teaching and learning and science specialization courses for pre-service teachers. His research interests are the application of digital learning, technology for teaching and learning, and science education.



Institutionalization of Gender and Development in Extension and Training Services Programs of Laguna State Polytechnic University System

Ruby Brion, PhD & Angela L. Reginaldo

Laguna State Polytechnic University, San Pablo City Campus

ABSTRACT

The main interest of this study is the gender and development (GAD) institutionalization in extension and training services (ETS) program of Laguna State Polytechnic University System (LSPU). The specific objectives of this research are: to analyze the institutionalization of GAD in ETS by conducting policy, program, and structure evaluation in four LSPU campuses; to determine the level and stage of GAD institutionalization in ETS using the phenomenological approach and GMEF; and to determine good practices and challenges in GAD institutionalization in ETS and identify the factors that have led to these practices and challenges. The data for evaluation was gathered through interviews, document reviews, and focus group discussions. This study found out that the GAD that is being institutionalized in ETS program in LSPU is very near to what ideal GAD should be. The programs lead towards empowering women and addressing inequalities and discrimination. The study pointed out many good practices and identified some challenges confronting the University ETS in GAD institutionalization. The good practices regarding GAD institutionalization in ETS program are mostly shown by the GAD Plan of the University. With its clear GAD policy and strong support from the University President and the Administrative Council, it was able to deliver several programs that promote the rights and welfare of women.

Keywords: institutionalization, GAD mandates, policy, LSPU

About the presenter:

Angela L. Reginaldo is 53 years of age and residing at Brgy. San Pedro, San Pablo City. She is happily married with two children and two grandchildren. Presently, she is the Director for Extension and Training Services of the Laguna State Polytechnic University. She has been in the teaching profession for 31 years (19 years in a private institution before transferring to LSPU), handling various mathematics and computer subjects. She finished BS Applied Mathematics major in Operations Research at the University of the Philippines, Los Banos, and Master of Arts in Education with specialization in Administration and Supervision. She is an active member and incumbent Vice President for Tertiary Level of the Mathematics Teachers Association of the Philippines – San Pablo City Chapter, a Board member of the Mathematics Mentors of San Pablo City, a member of Young Womens Christian Association (YWCA) of San Pablo City and a choir leader and an active church member.



Teachers' Humor Orientation and Style Utilization Vis-A-Vis Students' Academic Performance

Nechor T. Cadorna

Jose Rizal Memorial State University- Main Campus, Dapitan City

ABSTRACT

This study aimed to give a glimpse of the relationship of Teachers' Humor Orientation (HO) and Style Utilization to Students' Academic Performance in the Philippine Educational setting. A quantitative descriptive correlation design was employed through the use of the Humor Orientation Scale, Humor Style Checklist, and a Two-Phased Analysis of humor samples. The findings revealed that teachers had low HO levels and low variation in humor type utilization, surprisingly; students had outstanding grades in English. The test of relation showed no significant relationship between the variables. The study found out that its inability to identify effects of teachers' HO level and Humor types to specific learning behavior (e.g., information acquisition, recall, retention) led a negative link to students' outstanding academic performance. Further, the academic performance, as presented through grades, is too broad to correlate with any of the variables. However, the cross-referencing of qualitative results lead to some inconsistencies on the accuracy of the data which was based on self-report. Therefore, the study suggested moving one step backward and conducting experimental methods in the correlation of HO level and humor types to specific behaviors to provide evidence of correlation to students' learning. Also, finding other methods would be a great future endeavor in the study of humor in the Philippine educational setting.

Keywords: humor orientation, humor styles, students' academic performance

About the presenter:

Nechor Talaroc Cadorna is a faculty of the College of Arts and Sciences AB English Language Studies Program of Jose Rizal Memorial State University- Main Campus, Dapitan City. Concurrently, he is assigned in the International Affairs Office (I18N) as the Liaison Officer of the university to the Bureau of Immigration (BI). A graduate of Bachelor of Secondary Education Major in English and Master of Arts in English. He is also master reviewer for the Licensure Examination for Teachers (LET) at Suarez Review Center Dipolog City.



Utilizing 2C-2I-1R as a Self-Directed Learning Approach for Grade 11 Logic

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ABSTRACT

This research investigated on the possibility of utilizing 2C-2I-1R pedagogical approach as a self-directed learning approach for Grade 11 Logic subject. It attempted to identify the problems met by learners in Logic in terms of Instruction, Learning Materials, Monitoring, and Evaluation. Utilizing descriptive-evaluative research design, findings of this study showed that, when grouped according to demographic profile, there is no statistically significant difference, on both (a) problems met by learners in Grade 11 Logic, and (b) acceptability of 2C-2I-1R as a self-directed learning approach in the teaching of Grade 11 Logic. Results would further suggest that sex is not a factor for self-directed learning among students, as well as that students' and teachers' self-directed learning readiness is high. The "statistically not significant" result of the test does not mean that the null hypotheses were true- only that the test utilized did not prove such to be false. A "Self-directed Learning Module" was crafted using the 2C-2I-1R approach. By integrating the "Self-directed Learning Module" for teaching Logic; crafting lessons that are responsive to the educational and social context of learners – specifically on topics about Logic – will aim a deeper appreciation and understanding of the subject necessary for the pursuit of higher education

Keywords: learning material, logic, mathematics, pedagogical approaches, self-directed learning module

About the presenter:

Mr. Julio Ramillo A. Mercurio is currently the Research Director of Maryhill College, Lucena City, Philippines. He graduated in 2011 with a Bachelor's degree in Classical Philosophy at Our Lady of the Most Holy Rosary Seminary, Lucban, Quezon, Philippines. He completed academic requirements for a Master of Arts in Theology degree at St. Alphonsus School of Theology in Lucena City, Philippines. He also holds a Master of Arts degree in Education, major in Religious Education from Sacred Heart College, Lucena City. Currently, he is pursuing PhD in Educational Management at Southern Luzon State University, Lucban, Quezon, Philippines. A Licensed Professional Teacher, his research interests revolve around Personality Development, Critical Pedagogy, Philosophy and Theology, Heritage and Culture, and Values and Religious Education.



Humanities and Social Sciences Track

Transcending the Pandemic: Flood-Risk Communication for Risk Reduction in Davao City, Southern Philippines

Karen Joyce G. Cayamanda

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ABSTRACT

Transcending the pandemic becomes a critical priority in all sectors of all government institutions. Aside from the health institutions, another area which becomes a critical matter to consider is the management of disasters, specifically flooding. The challenge in any communication to be effective specifically in communicating flood risks relies on the efficient performance of inter-organizational integration with organizations and systems observing interoperability as the “ability of systems, units or forces to provide services to and accept services from other systems, units or forces and to use the services so exchanged to enable them to operate effectively together”. Communicating risk and managing flood-risks in a large city like Davao City are challenging tasks for policy and decision makers knowing that the current pandemic has its own restrictions in terms of maximizing the interoperability mechanisms in place. Disaster Risk Reduction and Management has to modify some of its strategies and this is where risk communication can play a very crucial role. Risk Communication Management can play the central role in risk management while transactional challenges in interoperability are being addressed to enhance the preparedness among the local communities. This paper presents the risk communication systems and protocols of Davao City reflecting the transmission process of flood-risk information and how it is cascaded to the local communities. It aims to describe the role of the institutional structures and communication system and the transactional processes involved in communicating risk information. However, the current pandemic poses some challenges in the transactional process involved in DRR, especially in flooding.

Keywords: flood-vulnerable communities, interoperability, pandemic challenges in DRRM, risk communication management, transactional communication

About the presenter:

Dr. Karen Joyce G. Cayamanda is an Associate Professor in Communication and currently the Vice-Chancellor for Administration of the University of the Philippines in Mindanao, with 23 years teaching experience and 18 years’ experience as a faculty administrator. She graduated Ph.D. in Development Studies from the University of the Philippines Los Banos in 2019 with a Best Dissertation award. She is a grantee of the PhD graduate studies scholarship under the Commission on Higher Education (CHED) and a PhD research scholarship recipient under the Southeast Asian Regional Center for Graduate Research in Agriculture (SEARCA) and a PhD fellow of the Doctoral Studies Program of the University of the Philippines. Her research interest is Risk Communication and Disaster Management towards strategic planning, public policy analysis and urban/rural development studies. She is a member of the Philippine Association of Media Educators (PACE), Philippines Communication Society (PCS), Philippine Academic Society for Climate and Disaster Resilience (PASCOR) and Board of Trustee of the Institute of Industry and Academic Research Incorporated (IIARI).



Sowing Seeds of Hope: Building Resilience of Women in Agriculture during Pandemic Times

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¹University of the Philippines Mindanao; ²University of New England

ABSTRACT

The Coronavirus Disease COVID-19 created an unprecedented global change and challenge that led to its declaration as a pandemic by the World Health Organization (WHO) in 2020. Consequently, the Philippine government placed the country under the state of calamity. The pandemic has exposed vulnerabilities in the food and agriculture system and severely impacting the vulnerable members of the society, including women. Adverse impacts on the agricultural sector directly affect the welfare of women, as they comprise a fourth of its labor force. Furthermore, another burden women face is ensuring that members of the household are consuming safe and nutritious food. Key informant interviews from councilors in rural Southern Philippines revealed the constraints faced by women in their constituency. During the onslaught of the pandemic, rural women faced challenges such as limited mobility due to lack of transportation, community quarantine and taking care of the children at home. Moreover, there are limited job opportunities for women who worked as agricultural laborers due to reduced production and operations. However, interview results indicate that there are opportunities for women. During the beginning of the community quarantine, the national and local governments not only distributed food packs but also meted out free vegetable seeds for household gardening. As a result, the products are able to feed the household and later start an opportunity for the women to market the surplus. Aside from producing vegetables, the women also join the online marketplace to sell the food they used to cook only for their family.

Keywords: resilience, rural women, COVID-19, pandemic response

About the presenter:

Marilou O. Montiflor finished her Bachelor of Arts in Sociology from the University of the Philippines Los Baños, Master of Development Communication from the University of the Philippines Open University and Master in Philosophy (Rural Management) from Curtin University of Technology. She worked as a Researcher-Writer in a non-government organization based in Davao City and later joined the University of the Philippines Mindanao. She continues to work at UP Mindanao as a researcher in the School of Management. Most of her researches focus on rural Southern Philippines, particularly on agriculture and agribusiness. She authored/ co-authored articles in topics such as gender, agrarian reform, mining, supply chain, cluster farming/collaboration, food security, leadership, marketing, and action research. Aside from being a researcher, she is currently the Coordinator of the Office of UP Mindanao Gender and Development.



Elderly Parent Caring for an Adult with Down syndrome: A Case Study

Thessalonica M. Sinohin

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ABSTRACT

The presence of mental and physical disabilities within the family members can be complicated to handle. A child with a mental disability has different demands from an adult with the same disability. However, an old-aged person raising an adult child with Down syndrome with occasional epileptic seizures is a whole different experience. Thus, the purpose of this case study is to examine the unique relationship, challenges, and demands of an elder parent caring for an adult child with a life-long mental illness. The family case gave many valuable insights into the challenges and struggles they had as a family under trial. The family was able to find strength through their faith, within themselves and among the circle of support they had, to adapt and handle the stresses that accompanied the daughter's disability. The story also illustrated the hardships experienced by the father as the only caregiver of her mentally disabled daughter. Despite the difficulties experienced by the father, it was shown through the result of his Parental Stress Test that he is experiencing a low level of stress. His coping mechanism, such as his faith and perception in life and the support he received from the people around him, made him positive and expectant of what the future may bring to him and his daughter. It is recommended that the parents arrange legal assistance and financial plan as early as possible. The government should have supporting services that cater to the needs of the family's preparation for the future, such as free legal consultation, family budgeting workshops, and health insurance.

Keywords: elderly parent, down syndrome, mental disability, parental stress

About the presenter:

Thessalonica M. Sinohin took Bachelor of Science in Industrial Technology major in Food Technology at Laguna State Polytechnic University San Pablo City Campus. She finished Master of Science in Family Resource Management at University of the Philippines Los Baños. She worked as a high school teacher in Technology and Livelihood Education for 2 years and acted as a guidance counselor for a year at Morning Star Montessori School Inc. Currently, she is an instructor at the College of Industrial Technology of Laguna State Polytechnic University San Pablo City Campus. She is teaching Food and Beverage Preparation Services Management subjects. Lastly, she currently acts as the Extension Unit Head of the college.



Transforming B'laan Communities through Communication: The Case of the UP Manila Community Health Development Program

Ena Marie O. Dizon

University of the Philippines Mindanao

ABSTRACT

Twenty four B'laan residents of Barangay Kalkam in Tupi, South Cotabato were surveyed to determine how UP Manila Community Health and Development Program (CHDP) attempted to transform them by exploring normative changes. Anchored on transformational communication framework inspired by Flor and Smith (1997), the study identified the communication approaches employed in transforming B'laan's responses to CHDP using Knowledge, Attitude and Practice (KAP) study; and elicit findings on normative changes through videography. Results showed that health communication interventions are limited to printed media and face-to-face communication; Health Development Education is moderately understandable, readable, and accessible (mean = 2.75); and social mobilization efforts involved little participation (mean = 2.4). It was also revealed that systems approach to communication is open and participatory, but not feedback-driven. Respondents believed that CHDP is not difficult to follow, convincing, ethical and can improve healthy lifestyle (mean = 3.24). Using video graphic codes, normative changes on issues pertaining to malnutrition, dengue campaign and teenage pregnancy were not evident. Although CHDP is currently not operationalizing the ideal development communication intervention which triggers societal transformation among B'laan entities, the rich use of interpersonal verbal messages, frequent personal interaction and the use of indigenous media can be improved to transform them.

Keywords: health communication, transformational communication, B'laan tribe

About the presenter:

Ena Marie O. Dizon was born on the 14th of February 1993 in Bacolod City, Negros Occidental. She entered University of the Philippines in the Visayas in Miagao, Iloilo where she obtained the degree of Bachelor of Arts in Communication and Media Studies, cum laude, in 2013. After graduation, she became a TV Reporter in ABS-CBN General Santos City, and a broadcast journalist in the Local Government Unit of South Cotabato. During the following three years, she was employed as a General Education Instructor in the University of the Philippines – Manila, School of Health Sciences, Extension Campus in South Cotabato. On February 2015, she entered the graduate school of the University of the Philippines - Open University and took Master of Development Communication. She graduated with a Chancellor's List Award in 2017. She is currently employed as an Instructor in the University of the Philippines Mindanao. Her research interests include health communication, organizational communication, development communication and interpersonal relations. She currently resides in Davao City with her husband and one-year old son.



Identify the Significance of the Built Heritage to the Town: A Cultural Mapping of the Heritage Houses of Poblacion, Mogpog, Marinduque, Philippines

Rey Alexis L. Marciano
Chung Hua University

ABSTRACT

The town of Mogpog is one of the six towns in the province of Marinduque which was established as a town in 1807. Due to the location of the island province, its customs and traditions are still intact and its uniqueness from the surrounding provinces is still well pronounced. The colonial influences are still noticeable today from the built heritage up to the festivals and traditions that were practiced since the colonial period. The heritage of the town is embodied in the architecture of the existing heritage houses which therefore strongly establishes its links to its history and origins but the degradation, modification, lack of conservation effort, enforcement of protective laws, economic pressures, and awareness regarding the importance of the heritage houses pose a great threat to its value and the identity of the people of this town. The objective of this study is to explore the history and determine the significance of the heritage houses to the town and its people through the use of cultural mapping. This study used the National Commission for Culture and the Arts (NCCA) cultural mapping toolkit as a guide for the qualitative method that includes an interview with the owners and resource people to get the oral history and stories of the houses. This paper discussed the data gathered from the cultural mapping of the heritage houses to understand their history, significance, and issues on their current condition. The study showed that each heritage house has its own set of significance.

Keywords: heritage house, built heritage, cultural mapping, Mogpog

About the presenter:

Rey Alexis L. Marciano received his Bachelor's degree in Architecture from Adamson University in 2018 and got his Master Plumber License a year after graduation. Afterwards, he pursued his Master's degree in the same year and recently finished his degree in M.Arch. in Architecture and Urban Planning from Chung Hua University in Taiwan. He is passionate about Architecture and Heritage Preservation. His goal is to become a licensed Architect, Environmental Planner, and help in the protection of his country's built heritage. He hopes that his actions can make a difference and foster a better appreciation of culture and heritage, especially in the provinces.



Strategies toward European Green Deal Implementation to Make Nutrients Management More Sustainable

Marzena Smol

Mineral and Energy Economy Research Institute, Polish Academy of Sciences

ABSTRACT

In 2019, the European Commission (EC) presented a European Green Deal (EGD) as a new growth strategy that aims to transform the European Union (EU) into a fair and prosperous society, with a modern, competitive and resource-efficient economy. It contains an action plan to boost the efficient use of resources and restore biodiversity, and cut pollution. Currently, individual strategies for the EGD are systematically published by the EC. This paper presents an inventory of strategies that focus to make nutrients management more sustainable. Review of international literature (EU documents and scientific articles) was conducted, to identify actions and plans for a more sustainable use of nutrients in the EGD. In this context the most important strategies are Farm to Fork strategy, Circular Economy Action Plan, Biodiversity Strategy and European Climate Pact. These documents include recommended actions to ensure more sustainable application of nutrients and stimulation of markets for recovered nutrients. Further efforts are planned to be implemented, as an Integrated Nutrient Management Plan. These actions strive for climate neutrality, indicated as the main climate goal in Europe until 2050.

This work was funded by the Statutory Research of the Division of Biogenic Raw Materials, Mineral and Energy Economy Research Institute, Polish Academy of Sciences.

Keywords: green deal, European Green Deal, circular economy (CE), sustainable management, nutrients

About the presenter:

Dr. hab. Marzena Smol is the Head of the Division of Biogenic Raw Materials at the Mineral and Energy Economy Research Institute, Polish Academy of Sciences (IGSMiE PAN). She completed a master's degree in Environmental Protection at Jan Długosz University in Częstochowa and a master's degree in International Project Management at the Częstochowa University of Technology. She completed the PhD in technical sciences – Environmental Engineering, Częstochowa University of Technology, and habilitation degree in technical sciences at the Silesian University of Technology. She is a manager and contractor in national and international projects in the field of biogenic raw materials management in the context of the implementation of the principles of sustainable development (SD), circular economy (CE) and the strategies for the Green Deal in the water and sewage, fertilizer and agri-food sectors. She is the founder of the Division of Biogenic Raw Materials at IGSMiE PAN, member of the Scientific Council of IGSMiE PAN. She participated in the work on the preparation of the Roadmap Transformation towards circular economy in Poland (Ministry of Development). She is a holder of the Minister's Scholarship for Outstanding Young Scientists.



Distinguishing Rhetorics of Fear: Conceptual and Practical Implications in Distinguishing Fear Appeals from Medical vs. Militaristic COVID-19 Rhetorics in the Philippines

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ABSTRACT

In health and risk communication, fear appeals are defined as messages that arouse fear by depicting a relevant and significant threat to influence audiences in adopting recommended behaviors that deter such threat. However, such definition conflates coercive fear appeals like “get vaccinated or get imprisoned” with rational fear appeals like “get vaccinated to avoid severe COVID-19 symptoms.” As a result, this conflation obscures different fear appeal strategies unique to specific rhetorical contexts, namely in medical and militaristic COVID-19 rhetorics in the Philippines, thus creating a methodological gap in systematically categorizing which messages use fear appeals for promoting rational health behavior or for intimidating audiences to comply with authorities. In this paper, I argue that we need to distinguish the nuances that shape different fear appeal strategies in Filipino COVID-19 rhetorics. First, I offer a rhetorical conceptualization of fear appeals as ethically and politically situated utterances through close-reading Aristotle’s philosophical works on fear appeals. Second, I collect rhetorical artifacts of fear appeals from Filipino COVID-19 discourses by triangulating official sources (n=6), journalistic sources (n=14), and scholarly sources (n=5) and then analyze how fear appeal strategies emerge from medical and militaristic rhetorical situations. Third, I generically distinguish rational and coercive fear appeal strategies in terms of the rhetor-audience relationship, the threat used to arouse fear, the logic of argumentation, and the forms used. This paper ends with a discussion on conceptual and practical implications in distinguishing between rational and coercive fear appeals.

Keywords: COVID-19, COVID-19 rhetoric, fear appeals, rhetorical criticism, Aristotelian rhetoric

About the presenter:

Juven Niño A. Villacastin is an instructor at the University of the Philippines Mindanao and teaches undergraduate courses on communication and media theory, persuasion and social influence, and media society. His research interests include communication theory and metatheory, mixed-method approaches for rhetorical criticism, and applications of rhetoric in health, science, and risk communication. He also works as a data analyst for health communication research initiatives in the Maldives. Juven graduated magna cum laude in the BA Communication Arts program at the University of the Philippines Mindanao last 2019. He currently resides in Digos City, Philippines.



Connect or Disconnect: Impact of Mobile Phone Engagement to Family Relationship among Youth

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ABSTRACT

With fast-speed emerging technologies, there has been a dramatic increase in adolescents using technologies, especially mobile phones. Moreover, the increasing amount of time teenagers spends on their mobile phone may take away important social aspects in their lives such as family relationships. This research deals with the impacts of mobile phone engagement on the youth's family relationships. This study comprised a sample of 300 randomly selected high school students from different private schools in San Pablo City. Researcher-made questionnaires are used to assess the possible relationships between digital technological engagement and family relationships. Both instruments were pilot tested with a good level of internal consistency, 0.80 for the mobile phone engagement questionnaire and 0.865 for the family relationship questionnaire. Using Pearson's correlation coefficient, moderate correlations indicate significant relationships between mobile phone engagement and family relationships. Further, findings of the study indicate that as the respondent's increases in their technological engagement, their family relationship weaken.

Keywords: mobile phone engagement, family relationship, social cognitive theory, attachment theory

About the presenter:

Livien Ciabal is a full-time faculty member of Laguna State Polytechnic University, San Pablo City Campus for almost 9 years. She is also a Registered Guidance Counselor and a Registered Psychometrician. Before she ventures into teaching, she had worked from different institutions as guidance counselor. As scholar, she completed her Master's Degree in School Counseling from De La Salle University, Taft Manila, Bachelor of Science in Psychology from Canossa College San Pablo City. She has passed the Board Licensure Examination for Guidance Counselor and also Psychometricians. She is presently taking dissertation writing for her Ph.D. in Psychology at the Lyceum of the Philippines University – Batangas. She is an active member of the Psychological Association of the Philippines (PAP) and the Philippine Guidance Counselors Association. Furthermore, she is interested in the field of clinical psychology, psychological assessment and research. She also plans to explore family counseling and therapy and put up her own testing and counseling clinic someday.



Overseeing from Overseas: The Role of ICT in Sustaining Parental Relationship of OFW Families

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ABSTRACT

The study investigates the role of information and communication technology in sustaining parental relationships among OFW families. Specifically, the study sought to identify the demographical traits of the respondents in terms of age, gender, civil status, and religion, determine the communication tools used and how it is used concerning its frequency of use, purpose, and features. Lastly, the study would like to figure out whether there is a significant relationship between ICT usage and the degree of closeness of the family. This study is based on the Bowen Family Theory in which the family is perceived as a single emotional unit and the Media Richness Theory explains that more decadent, personal communication mediums such as video calls are generally more effective for communicating than less rich media. Respondents were chosen using purposive sampling based on the criteria that they are bonafide students of Laguna State Polytechnic University, one or both parents are working as overseas Filipino workers for at least one year, and they are still in contact with their parents. Results revealed that communication tools that OFW families mostly use are laptops and cellular phones. Facebook is the most popular online platform for communication because of the variety of features that the application has. The study also revealed a significant relationship between the perceived roles of communication tools with the degree of closeness of the family.

Keywords: information and communication technology, overseas Filipino workers, parental relationships

About the presenter:

Ma. Concepcion R. Repalam is an Assistant Professor III at the Laguna State Polytechnic University San Pablo City Campus. She received her Master's degree in Information Technology at the Ateneo de Manila University. With 15 years teaching experience, she is currently the Program Coordinator of BS Information Technology under the College of Computer Studies in the university. Her research interests include human computer interaction, affective computing and education technology.



Impact of the Extra Judicial Killings on the Socialization and Self-acceptance among San Pablëño

Jherwin P. Hermosa

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ABSTRACT

Extrajudicial killing (EJK) is one of the most controversial issues in the Philippines. According to the SWS survey, 1 out of 10 died through extrajudicial killings while 4 out of 10 died on the operations of the policemen. Accordingly, reports showed that police operations claim suspects fought back leading to self-protection of the armed personnel. This research study was designed to examine the impact of the EJK on socialization and self-acceptance among San Pablëños. The quantitative research design was used with structured questionnaires and interviews personally done by the researcher as main data gathering strategies. The primary data were collected from 60 respondents purposively chosen from the three (3) selected barangays with the most recorded cases of EJK. The study's findings showed no significant relationship between the profile of the respondents and the socialization of the selected residents. However, there is a significant relationship between the profile of the respondents and self-acceptance. There is a significant relationship between socialization and the self-acceptance of the respondents; thus the null hypothesis is rejected. It may be incurred that self-acceptance of the social issues greatly impacts on how people treat each other and socialize with the community. It is recommended that this study may serve as a vantage point for LGU to respond better and treat the family members' victims of EJK. They could also consider establishing a program that could address their psychological needs.

Keywords: extra-judicial killings, socialization; self-acceptance; human rights, drugs

About the presenter:

Jherwin P. Hermosa is a graduate of Bachelors of Arts in Philosophy, has a Master's degree in Theology and currently taking Doctorate Degree in Educational Management (CAR). He is currently teaching philosophy and social science subjects both in undergraduate and graduate program at Laguna State Polytechnic University, San Pablo City Campus.



Perceived Resilience on Urbanization of Barangay Sala and Barangay Casile, Cabuyao City, Laguna

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ABSTRACT

Urbanization could provide benefits to community such as increase of income, access to services, and improved infrastructure due to the economic improvement and growth of investor. If not handled properly, risk from the shocks of this process must be mitigated by the community. With this, developing cities should manage its resources and be innovative so as to achieve community resiliency in the adverse effects of urbanization. To assess resiliency, modified sustainable livelihood framework with three variables; vulnerability context, community assets, and innovations was used. One area of interest is Cabuyao City, the youngest declared City in Laguna, as it is experiencing rapid urbanization. Changes in community budget, institutionalization, increased services, and influx of migrants was evident in the area. In addition, the offshoot of urbanization effects in the community assets of Barangay Sala which is considered Category 1 Urban Barangay and Barangay Casile, a Category 2 Urban Barangay has differences as they felt urbanization in different timeframe and the variation of the intensity of the impact brought by urbanization. With this, the two barangays have planned and implemented various innovation. The resiliency of the areas is determined in the linkages of these variables on how it managed its resources effectively and mitigate the negative effects using the policies, programs and projects designed by the community leaders.

Keywords: community resilience, urbanization, sustainable livelihood framework, perceived resilience

About the presenter:

Pauline B. Malabanan is a graduate of BS Human Ecology major in Social Technology in the Department of Social Development Services – University of the Philippines – Los Banos. She has been practicing human resources since 2017 and is now currently connected in a non-government organization assisting persons with disabilities. She is also engaged in community work organizing person with psychosocial disabilities as she is diagnosed with one. She is an active speaker in mental awareness raising and mental health advocacy. Right now, she is applying in MS Social Work in University of the Philippines – Diliman to hone her skills in community work and organizing.



Business, Management and Accounting Track

Motivational Factors on Health and Fitness Program to Stress Management among Teaching and Non-Teaching Personnel of the Laguna State Polytechnic University: Basis to Human Growth and Development

Elaine M. Francisco, Jherwin P. Hermosa & Darwin D. Ofrin

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ABSTRACT

Due to the Covid 19 pandemic, modern workplaces such as the university opted for desk jobs (WFH), leading to physical inactivity and workplace stress. The fact that teachers and non-teachings are the main actors to carry out the functions of any educational institution, adapting to new realities like working from home brought a considerable change in the daily routine of every Filipinos to adapt to the new normal environment. The study was limited to the Motivational Factor on Health and Fitness Program to Stress Management among Teaching and Non – Teaching Personnel of the Laguna State Polytechnic University. The study utilized the descriptive correlational type of research using a survey questionnaire participated by 100 respondents. The result showed a positive relationship between different levels of stress and the working environment factors. Among them, workload and job description caused more stress on the Teaching and Non-Teaching Personnel. There is also a strong stress creator on the organization's role to the individual. They are fell more pressure and stress by the demands of the management in performing satisfactorily. The study suggests that in order to reduce the stress of the teaching & non-teaching personnel, the organization may establish a "stress audit". It could be done by taking quantitative and qualitative measurement tests for their staff to become part of the organizational planning cycle and change management processes. This means that positive change occurs over the long term, thus shaping a new culture.

Keywords: stress, COVID-19, coping, health and fitness

About the presenter:

Elaine M. Francisco is a graduate of BS Commerce at FEU Manila, has a degree in Masters of Arts in Physical Education and currently a graduating student of the program Doctor in Education Major in Educational management at Laguna State Polytechnic University. She is an assistant professor at the same University under the College of Business, Management & Accountancy.



Employee Engagement and Its Dynamics: An Empirical Study of an Information Technology Company Sri Lanka

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ABSTRACT

Engaged employee is the most important asset of any organization since they are the drivers of business activities. Aim of this empirical study is to analyze the relationship between the variable of employee engagement and its antecedents. The selected dynamics of employee engagement are organizational culture, leadership, high performance work practices and rewards. Dynamics of employee engagement identified through a thorough desk research. Sampling method is non-probability convenience sampling. Total of four hypothesis tested. In order to test the hypothesis, data were gathered from 169 executives from an Information Technology Company located in Colombo, Sri Lanka. Implications of the research findings have been discussed.

Keywords: employee engagement, dynamics, Sri Lankan context

About the presenter:

Dr. Anuradha Iddagoda is a PhD holder from the University of Sri Jayewardenepura Sri Lanka. She also completed MBA in Human Resource Management at PIM- University of Sri Jayewardenepura, Master of Information Technology (MIT) and the Bachelor of Information Technology (BIT) degree from Charles Sturt University, Australia. She is a senior lecturer in the Management Sciences Unit, Faculty of Applied Sciences, University of Sri Jayewardenepura, Sri Lanka. She does research in Human Resources. Her current project is 'Green Employee Engagement'.



Competitiveness towards Sustainability of Farm Destinations in Upland Cavite

Hermilina A. Mendoza

Cavite State University, Silang Campus

ABSTRACT

Farm tourism is becoming one of the Philippines' most profitable businesses. The potential of farms has prompted the formation of farm destinations in the province of Cavite. Considering its emergence, seeking the best approach to preserve competitiveness is vital towards farms' long-term viability. This study focuses on the competitiveness and sustainability of farm destinations in Upland Cavite. Specifically, to the stakeholders' degree of agreement and on the predictive validity of destination competitiveness in terms of inherited, created, and support resources, situational and demand condition, and destination management towards economic, social, and environmental sustainability. There were 158 participants. Descriptive-correlational research was employed. The data analysis used were weighted mean, standard deviation, Pearson-r correlation, and multiple regression analysis. Base on the results, the stakeholders "strongly agree" (M=4.33) on competitiveness indicated through inherited resources and "agree" on created (M=4.10) and support (M=3.57). For situational conditions, the stakeholders "agree" (M=4.16), for destination management the result is "neither agree nor disagree" (M=3.09), and "strongly agree" (M=4.34) in demand conditions. Result of the regression analysis showed that situational condition (B=.224, $p<.05$), destination management (B=.401, $p<.001$), and demand condition (B=.152, $p<.05$) are predictors of sustainability. The null hypothesis on the positive and the significant relationships is rejected ($r=.416$, $p<.001$). The findings suggested the need to strengthen farm destination accessibility, uplift the livelihood of residents, and enhance green marketing strategies. However, further study is recommended using a qualitative research design to strengthen the survey result.

Keywords: farm destination, competitiveness, sustainability, predictors

About the presenter:

Dr. Hermilina A. Mendoza is a graduate of Doctor in Business Administration and a permanent faculty at Cavite State University Silang campus. She is also the campus research coordinator. She has made several contributions in research which include paper presentations, research adviser, and research evaluator. In particular, she focused on topics in business management, marketing, and sustainability. She is also part of the extension program of the Department of Management.



Employers' Preference of the Employability Skills of College of Business Management and Accountancy Graduates: Basis for Curriculum Enhancement

Guillermo B. Briones, Elaine Joy C. Apat, Dennis Gaudencio III R. Lorica & Marierose P. Valenzuela

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ABSTRACT

Effectively matching the skills of students preferred by employers has been a constant challenge for universities and colleges. This study aimed to determine the employability skills preferred by the employers of the graduates of the College of Business Management and Accountancy. Sixty-five managers and supervisors were surveyed using a structured questionnaire that measures their level of preference for employability skills. The skills considered were analytical, technology, communication, interpersonal, problem-solving, management skills, formal accounting qualification, leadership, capacity for innovation and organization, and commercial awareness. The results of the study showed that the skills more preferred by the employers are leadership, communication, and interpersonal skills. Conversely, the least preferred by the employers were found to be formal accounting qualification, technology skills, and capacity for innovation. The study also established that there are differences in preferences by types of business in terms of communication skill, interpersonal skills and program in which the student graduated from as to management skills, organizational and commercial awareness with a significant level of 0.01. The different factors affecting the acquisition of each employability skill based on the employers' preference may be considered for future directions.

Keywords: preferences, employability skills, leadership, communication, interpersonal, management

About the presenter:

Mr. Guillermo B. Briones is fifty seven years old, happily married to Ms. Eloisa B. Briones and with three children. He is a graduate of Bachelor of Science in Commerce Major in Accounting and Master in Business Management at the Laguna College in San Pablo City, Laguna. Prior to his employment in the College of Business Management and Accountancy at Laguna State Polytechnic University San Pablo City Campus, he worked as an Administrative Officer and later on as Sales Representative. He also worked at Philippine National Bank as Remittance Analyst, Clearing Officer, Branch Operation Specialist (Accountant), Relationship Officer and Acting Sales and Service Head. He was also a teacher at the Dalubhasaan ng Lunsod ng San Pablo (DLSP) for the Department of Business and Hospitality Management teaching Financial, Marketing and Human Resource Management.



Challenges and Strategies of SMEs during COVID-19

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ABSTRACT

This study aims to assess the different challenges faced by the small and medium enterprises in Oman during the COVID-19 pandemic and the specific strategies to address them. Using qualitative research design and interview strategy, the study highlighted the experience of ten (10) business owners. Majority of these business owners have less than OMR5,000 capitalization, less than 5 employees, and organized as sole, partnership and private entities which are mostly from food and beverage industry. The results were analysed according to majors themes as marketing, human resource, finance and operations. The business owners identified the major difficulties encountered during COVID-19 such as low number of customers, drastic change in the marketing technique, reduction of employees, increasing cost of employee health and safety, low profits, accrual of rents and salaries, material wastage and shift to new working hours. The common strategies include new business model, reduction of salary, implementation of work from home, diversification and streamlining of business processes. Expanding the number of participants can be considered for further research to establish a wider picture of the SME experience during COVID-19.

Keywords: SMEs, COVID-19, challenges of SMEs, business strategies

About the presenter:

Kareema Diljan Al Balushi is a very enthusiastic and dedicated person. She is a fast learner and flexible to any challenges that may arise in the workplace. She has academic IELTS of 6.0 and a short course in Fundamental of Human Resource Management. She believes that education and learning leading her to the BA in Accounting and Finance at Gulf College, Oman. She is a mother of 3 kids. She has a special need daughter who became her inspiration to achieve her goals in life. She struggles to balance here time being a mother, employee and student. She is set to open her own business soon.



Financial Literacy and Income Distribution of Palay Farmers: Basis to Income Management and Agriculture/ Livelihood Program

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ABSTRACT

The capacity of the farmers in distributing their income properly is their biggest challenge. Helping them in income management, livelihood, facilitating, and conducting programs that will help them be trained in crop management are the purposes of this study. This study aims to test the difference between the profile of the respondents to their financial literacy and income distribution. More so, it tests the significant relationship between their financial literacy and income distribution. The descriptive quantitative method that used the purposive sampling technique was participated by the farmers harvesting Palay in San Pablo City using standardized questionnaires. Findings revealed that gender, educational attainment, and monthly income differ significantly with financial literacy as to behavior. Financial literacy based on attitude and behavior; family needs have an inverse correlation. However, when it comes to debt repayment, a positive correlation represents the attitude and behaviors of the farmers towards paying their debts. Most male Palay farmers earn below PHP10,000; they spend less than they make and seldom save money. As most farmers were older males, they have a high level of income distribution on their basic family needs having a high level of literacy on financial matters in terms of attitude. Farmers who are low-income earners prioritize family needs, and they have a positive attitude and behavior toward paying their debts. Therefore, there is a positive correlation between financial literacy regarding mentality and behavior and income distribution regarding family needs and debt repayment.

Keywords: farmers, financial, financial literacy, income distribution, literacy, alternative program

About the presenter:

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Operational Risk and Strategies during Times of Uncertainties: A case Study

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ABSTRACT

This study used qualitative research design through focused interview to evaluate the operational risks experienced by three business owners during the COVID-19 lockdown and assess the different strategies implemented. The participants of the study are the business owners of a flower shop, Construction Company and restaurant situated in Muscat, Sultanate of Oman. The discourse analysis was used to evaluate the responses of the participants. The results showed that the three aspects of operations affected by the lockdown are process, people and systems. The major difficulties experienced include business closure, decrease in sales, termination of employees, increased losses and change of existing business systems. Aside from shut down of operations, one business was permanently closed. The study is a good backgrounder on the real experience of the business owners during the lockdown that will eventually give the government fundamental data for economic recovery. However, the study has very limited number of participants which can be increased in further studies.

Keywords: COVID-19, operational risks, business strategies, business operations

About the presenter:

Najya Al Hadidi is currently working as an audit clerk in the Ministry of Commerce, Industry and Investment in the Sultanate of Oman. She completed Diploma in Accounting at Sultan Qaboos University in 2003. She pursued bachelor's degree in Accounting and Finance at Gulf College in affiliation with Cardiff Metropolitan University, United Kingdom. She is currently preparing for her Chartered Institute of Management Accountants.



Internship Program and Its Perceived Effect on the Employability Readiness of Bachelor of Science in Office Administration Students

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ABSTRACT

Internships have traditionally been seen as a valuable way for university students to get preliminary job knowledge and experience, increasing their employability in a competitive labor market. By defining and assessing the drivers of internship effectiveness, this study seeks to determine the extent to which student interns' traits and organizational practices contribute to their internship success. The purpose of this study was to ascertain the Internship Program and its perceived effect on the employability readiness of Bachelor of Science in Office Administration - San Pablo City Campus students. Three individual factors (academic preparedness, positive attitude, and self-initiative) and four organizational factors (challenge job, effective supervision, task clarity, and compensation) were identified as critical ingredients of a practical internship based on a literature review and the findings of three focus group discussions. To investigate this further, a quantitative study involving 88 student interns was conducted. The results indicated that while individual factors played a significant role in determining internship effectiveness, supervisor effectiveness and task clarity were also positively associated with internship success. The implications and instances of practical application are examined, along with recommendations for student interns and organizations seeking to maximize the effectiveness of their internship programs. Finally, the study's shortcomings are discussed, and recommendations are made for future research on this subject.

Keywords: academic preparedness, positive attitude, self-initiative, task clarity, compensation

About the presenter:

Ismaela M. Bawica is a graduate of MBA program on 2016 at Adventist University of the Philippines. She has been in the institutions as a regular employee for 5 years at the College of Management and Accountancy and a core faculty of Office Administration. She handles Office Administration, Marketing and Management courses.



Motivation and Job Performance of Non-Teaching Staff at Laguna State Polytechnic University- San Pablo City Campus

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ABSTRACT

In any workplace, human capital is one of the most important factors that completes any organization. They cannot provide quality products and services when their employees are not functioning suitably and appropriately. One of the means to supplement the quality of work done by them is by motivating them properly. This study was focused on determining the motivations and job performance of the non-teaching staff at LSPU- SPCC. This paper is descriptive research that used a standardized questionnaire distributed to 56 staff of LSPU and retrieved 50 surveyed questionnaires. Pearson – r was used to test the relationship between the two variables. Most of the respondents were female and single with 68% and 48% of the sample respectively. Majority of them are in ages of 26 to 35 having Job Order status of employment and earning P 5,000 – 10, 000. Results revealed a strong correlation between the motivations as to workplace environment - .379, .313; Professional Growth - .509, .596; Promotion - .315, .321; Salaries - .381, .338; Rewards - .418, .475 and quantity and quality of work correspondingly. However, in attitude, only the Professional Growth had significant relationship to non-teaching staff of LSPU – SPCC with p- values of .001.

Keywords: motivation, job performance, rewards, salaries, attitude, work quality

About the presenter:

Minerva C. Manalo is a graduate MBA Program on 2016. She is a licensed teacher and has been in the institution for more than 10 years. She belongs to the College of Business, Management and Accountancy and a core faculty of the Department of Office Administration. She is an organization adviser of Office Administration Students Integrated Society. She handles principle of accounting, management courses and on the job courses for BSOA Students.



Leisure Industry: It's Importance on the Revenue Generation in Municipalities of District III in Laguna

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ABSTRACT

With the increasing urbanization challenges in the country and in Laguna Province, small and medium businesses have gradually generated their contribution to economic growth. In support of this, the study determined the status of the leisure industry and services in Municipalities of District III in Laguna, specifically their contribution to the revenue of the leisure industry. The study utilized a descriptive research design with a researcher-made instrument participated by 35 cooperative members in the Seven Lakes Association. As revealed in the survey, the leisure industry in municipalities generates more income than other industries. A large portion of income comes from services and is recognized as a significant source of income. The longevity of the leisure industry is based on the presence of excellent quality services based on the data analyzed. Small and medium businesses may maintain a good quality of services and sanitation to bring better opportunities. Determining the importance of revenue generation in the municipalities of District III in Laguna is essential to help increase the funds through projects and different initiatives.

Keywords: leisure, industry, revenue, service, quality income

About the presenter:

Madelon C. Briz is an instructor 1 in the College of Business Management and Accountancy at Laguna State Polytechnic University, San Pablo Campus. Prior to being a college teacher, she worked in the banking industry. She took units in Doctor in Business Administration, finished Master in Business Administration (MBA) and Bachelor of Science in Business Administration (BBA) Major in Marketing.



Mapping Transformational Lean Maturity Model for Discrete Part Industries

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ABSTRACT

The aim of this research is to determine the current and desired level of lean maturity level in the local manufacturing industries of Pakistan. This can certainly assist the local industry of Pakistan to optimize their processes, shrink wastes and increase the productivity by using this method. The developed lean assessment model evaluates the lean manufacturing and measure the leanness of the industries in terms of lean maturity model. It comprises of three categories. The assessment model consists of twelve factors on which the lean manufacturing is assessed. These are: leadership, communication, trainings, inventory, Quality, continuous improvement, production processes, lean tools, maintenance, cost, on-time-delivery and energy-efficient. A series of stages involved to develop the lean assessment model which is named as modified LESAT for discrete parts industry. These are subdivided into four main phases; detailed literature review, development of lean assessment, data analysis and AS-IS and TO-BE analysis with gap identification. Current maturity level of the industries of Pakistan comes out to be 3.00, that worker and all the staff has knowledge about lean. The future state comes out to 4.00 that Lean will be implemented to greater extent and industry is striving to achieve more via continuous improvement. The gaps identified in many industries are weak in terms of energy efficient, inventory, Quality, Training, Production Processes and lean tools. The Pakistani industries must work and improve themselves in view of factors identified, this will aid in achieving more productivity, better performance and excellent quality and to survive in market.

Keywords: lean manufacturing, maturity levels, lean assessment, self-assessment tool, lean perspectives and factors

About the presenter:


Muhammad Usman is a research Scholar at Engineering Management Department of University of Engineering and Technology, Taxila. He is also working in Government Sector Organization.



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