

# Communication Competence and Axiological Motivation as Predictors of Institutional Research Productivity

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## Abstract

This study aims to probe if the communicative competence and axiological motivation of maritime faculty members in selected MHEIs in the Philippines are significant attributing factors in the goal to produce, publish and present research. Applying the predictive correlational research design, the study generally intends to determine the predictive level of axiological motivation and communicative competence towards the measured values of research productivity. The respondents of the study are 102 maritime faculty members from selected MHEIs in the Philippines. Cluster sampling was employed to determine the regional origin of the respondents while simple random sampling was used to randomly select respondents from each MHEI representing a certain region. A researcher-made questionnaire was used as instrument in yielding the data of the study. Results revealed that, generally, the institutional research productivity of the maritime faculty members is fair while their presentation and publication efforts were poor. On variable relationships, a significant relationship exists between communicative competence and axiological motivation while no significant relationship between axiological motivation and research productivity was yielded. In terms of predictability, only communicative competence was found to be a significant predictor of research productivity. As to the significance and predictive power of the model, it suggests that the model is significant. This means that the use of the said regression model in predicting the research productivity of maritime faculty members is significantly better than when prediction is done by chance.

**Keywords:** *Communication Competence; Axiological Motivation; Research Productivity; Institutional Research; Maritime Faculty; MHEI*

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## Introduction

In the incessant progress of humankind to the continuous innovation and advancement of technology, research has played an important role in the creation and discovery of various tangibles and non-tangibles which, at this point, has fostered a quality life for the humanity. With this importance, various fields of endeavor have encouraged its practitioners to continuously innovate and discover phenomena aiming to communicate its results and render favorable use to the public. The academic community, being a place of learning, is one big sector that have largely exercised research work owing to the idea that the conduct of research is largely learned in the academic setting. The maritime higher education institutions (MHEIs) in the Philippines are no exemption to the above practice. Being one of the top producers of seafarers in the world, MHEIs should be keen in continuously researching in order to yield valuable and substantial results aiming to protect the interest of Filipino seafarers as well as to maintain the status of the country in the arena of seafaring. However, the proponent observed the poor institutional research production of MHEIs compared to other higher educational institutions (HEIs). In the recently issued “Social Innovation and Higher Education Landscape in the Philippines Report” (2020) by the British Council, the area of maritime has no reported production. This is a clear manifestation that MHEIs have been lagging behind in terms of research production.

This observation points to the deduction that a plethora of issues and perplexities hound the intention of many MHEIs in producing research. Henceforth, in the general aim to determine the state of MHEIs in the field of research, the proponent intends to probe if the communicative competence and axiological motivation of maritime faculty members in selected MHEIs in the Philippines are significant attributing factors in the goal to produce, publish and present research. Thus, the study has laid the following objectives: 1) To determine the institutional research productivity level of maritime faculty members in selected MHEIs in the Philippines; 2) To determine the communicative competence of maritime faculty members with respect to production, presentation and publication of institutional research; 3) To determine the extent of maritime faculty members’ motivation to produce, present and publish institutional research; 4) To determine if significant relationship exist between axiological motivation and research productivity; between communication competence and axiological motivation; and, if axiological motivation and communicative competence serve as significant predictors of research productivity.

## Methodology

Applying the predictive correlational research design, the study generally intends to determine the predictive level of axiological motivation and communicative competence towards the measured values of research productivity. The respondents of the study are 102 maritime faculty members from selected MHEIs in the Philippines. Cluster sampling was employed to determine the regional origin of the respondents while simple random sampling was used to randomly select respondents from each MHEI representing a certain region. A researcher-made questionnaire was used as instrument in yielding the data of the study. The instrument undergone reliability test and yielded a 0.983 Cronbach alpha test score indicating a high level of reliability and internal consistency. The instrument was further converted into an online survey questionnaire (Google Forms) to keep up with the present pandemic regulation of none face-to-face surveying. To derive the data, the following statistical measures were employed: mean, standard deviation, Pearson's correlation coefficient and multiple linear regression.

## Findings

Results revealed that, generally, the institutional research productivity of the maritime faculty members is fair while their presentation and publication efforts were poor. Based on their self-assessment, the maritime faculty members are competent in their communicative competence. However, a slight low competence was observed in terms of vocabulary specifically on the knowledge of English words, idioms, expressions and cliches. Another low competence is observed under sentence formation (syntax) specifically on the construction of complex sentences. On the other hand, the maritime faculty members are highly motivated in accomplishing, presenting and publishing institutional research. However, their high motivation did not matter much when accounted to their fair rating on research productivity and much more with their poor rating on research presentation and publication. On variable relationships, a significant relationship exists between communicative competence and axiological motivation while no significant relationship between axiological motivation and research productivity was yielded. In terms of predictability, only communicative competence was found to be a significant predictor of research productivity. As to the significance and predictive power of the model, it suggests that the model is significant. This means that the use of the said regression model in predicting the research productivity of maritime faculty members is significantly better than when prediction is done by chance.

## Recommendation

A strong recommendation to MHEIs to adapt an intensive faculty research productivity program with the aim to inculcate the value of research. The development of a policy to create a “research culture” within the institution is also recommended to increase research productivity. It was further recommended that MHEIs should extend great consideration with respect to the communication skills of their maritime faculty members as this aspect indicated a significant relationship towards, as well as predicts, research productivity. A creation of a research consortium exclusive to MHEIs is also strongly recommended to provide support to maritime faculty members in the production of institutional research such as funding opportunities, and holding of conventions, conferences and forums. Research centers of MHEIs should also create and maintain a repository of journal publication sites, such as SCOPUS and ISI, to further review publication requirements for higher chances of publication. A replication or continuation of the study is also recommended with a wider base of respondents, or with additional variables, or employing a qualitative design approach.

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