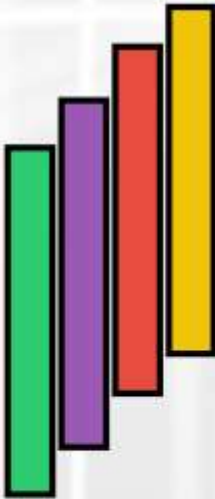


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AGRICULTURE

BFAR-CHED Philippine National Aquasilviculture Program (PNAP) at Southern Luzon State University in Alabat Island, Quezon Province

Dr. Felix B. Lampos, Jr.
Southern Luzon State University-Judge Guillermo Eleazar

Prof. Jimson F. Oliveros
Southern Luzon State University-Gumaca Campus

Abstract

The Philippine National Aquasilviculture Program (PNAP) is a joint undertaking between the Bureau of Fisheries and Aquatic Resources (BFAR) and the Commission on Higher Education (CHED) geared towards resource enhancement and sustainable fisheries development. The program covers fifteen (15) coastal regions of the country that entails provisions of fisheries livelihood, food security and poverty alleviation. The Southern Luzon State University (SLSU) was among the SUCs that were given the opportunity to implement the Philippine National Aquasilviculture Program (PNAP) as an extension project in Quezon Province to rehabilitate the denuded mangrove areas through replanting, while preparing for the establishment of 16 units of aquasilviculture techno-demo farm projects for the fisher folk-beneficiaries to culture fishery species as their livelihood while caring for the mangroves they had planted and establishing a Community-Based Multi-Species Hatcheries (CBMSH) to increase endemic fish species in the area. Fifteen (15) coastal barangays in three (3) municipalities of Alabat Island are recipients of this project. SLSU through the twenty-one (21) beneficiaries acting as leaders were able to plant the total target of 183,300 mangrove propagules with an average survival rate of 90.41% along the approximately 61.1 hectares denuded areas from September 2012 to January 2014. The beneficiaries earned a total amount of P 1,055,840.00 for gathering the propagules (at P1.50/propagule), for planting (at P2.00/propagule), and for maintaining the fully-grown planted mangroves (at P2.50/tree); acquired 18.2408 hectares abandoned and underutilized fishpond through a gratuitous fishpond permit from the Department of Agriculture that now serves as the SLSU Aquasilviculture Research & Development Center where the 16 units of aquasilvi techno-demo farm projects are to be established for the aquasilviculture component including the marine-based lying-in hatchery estimated to have dispersed 1,750,000 blue crab eggs (10% survival at 500,000 eggs/breeder) in their natural habitat.

Keywords: Philippine National Aquasilviculture Program, mangrove, lying-in hatchery

BEHAVIORAL SCIENCE

Gender Sensitivity and Responsiveness among Employees of Tayabas Community Multipurpose Cooperative, Tayabas City: Basis for an Action Plan

Ms.Hannah Benjaminne Placino
Ms. Reinalyn Mae E. Friginal
South Luzon State University – Quezon

Abstract

The main objective of this study is to determine the level of gender sensitivity and responsiveness among the employees of Tayabas Community Multipurpose Cooperative (TCMC) in Tayabas City and use it as a basis for an action plan. This study sought to know the demographic profile of the respondents; determine the gender sensitivity and responsiveness of TCMC Management as perceived by the respondents in terms of gender issues and work environment; identify issues and concerns encountered by the employees related to gender sensitivity and design an action plan applicable to the cooperative. The researchers gathered data from 74 respondents, utilized a descriptive type of research in presenting the information taken. After gathering, analyzing and interpreting the data, it was concluded that most of the employees are female, within the range of 41-50 years old, married, college graduate, has stayed in the cooperative for 6-10 years, 100 percent are regular employees, from cash, loan and consumer division has the great number of workers. The study revealed that the employees are highly gender sensitive, the management is highly gender responsive in terms of gender equality, gender role, sexual harassment, facilities, work schedule, work assignment and employment status and benefits. Based on the findings and conclusions, the researchers recommend to the cooperative to further nourish the employees' knowledge, gender sensitivity and responsiveness by continuously providing seminars, conduct more studies for further development and growth not only of the employees, but the entire cooperative as well, and implement the designed project proposal which is an action plan by the researchers, for the cooperative to sustain a gender-sensitive environment and enhance its responsiveness among its employees.

Keywords: action plan, gender sensitivity, gender responsiveness

Iconnect: The Role of Social Media in Communicative Behavior of Students with Absentee Parents

Ms.Leusin Q. Alvarez, MA.Ed, RGC, Rpm
Vinzons Pilot High School

Abstract

The Philippines is among the countries where technology is on the rise and most adolescents devote much of their time. It serves as the new communication channel in this generation. It facilitates easy access to reach out to significant people across the world. It is a great help in the communication of young people whose loved ones are working in distant places. This study focused on the role of social media in the communication of students with their absentee parents. The key research question to probe is: what is the role of social media in the communication of students with their absentee parents? Specifically, it looked into the difference on communication of children when their absentee parent is working abroad or is in a distant place and when the parent is present. These questions are explored using the data gathered from a survey questionnaire and focus group discussion of students under 14 to 15 years of age at Vinzons Pilot High School, Vinzons, Camarines Norte. The results showed that social media means so much to people and the communicative behavior of the children remains the same, despite physical distance. Qualitative data revealed such relevant functions of social media that facilitate the analysis of the communication of children whose parents are working in distant places. First, social media enhances the connection with family and friends. Second, they are used to talking about issues that are for family, school and social concerns. Lastly, social media, regardless of the application, is important, as it strengthens communication, despite the absence of the parents.

Keywords: communicative behaviour, absentee parents, social media

The Forgotten Partner: A Phenomenological Study on the Experience of a Teenage Father

Ms.Rebecca D. Jason, RGC, Rpm
Southern Luzon State University-Judge Guillermo Eleazar

Abstract

Teen dads are often overlooked in the big picture of teen pregnancy and people neglect to think about the impact of fatherhood on them. Thus, this research study investigated the experiences of the forgotten half, the teenage fathers, in their journey into fatherhood. To provide understanding of the context of the experience of the participants, a descriptive phenomenological, qualitative design was used. Four men who became fathers at their teen years agreed to participate in the research. Semi-structured interviews were undertaken, audiotaped, transcribed, and analyzed using qualitative content analysis inspired by Collaizi (1978) to explicate the essence of the phenomenon. Participants in this study expressed difficulties being teen fathers but also showed positive attitudes towards the experience. They are affected by parenthood, too; they need help, advice, and encouragement to take responsibility, both for the babies they have fathered and for their own education and future. Positive social support, how to best connect fathers to social supports, and national policy on preventing young parenthood by increasing teen awareness of the difficulties of young parenthood were outlined, showing implications for practice, policy making, and for future researches to help young fathers.

Keywords: teenage father, teenage fatherhood, phenomenological study

Improving the Level of Awareness on Gender Sensitivity of Grade 12 Senior High School Students of Calauag National High School through Gender Sensitivity Training

Ms. Glenda V. Lumanta, MBA
Department of Education – Quezon

Ms. Chona V. Cayabat, DBA
South Luzon State University

Ms. Geraldine B. Advincula, MBA
San Beda College

Ms. Rina D. De Mesa, MBA
Department of Education – Quezon

Abstract

This study focused on the level of awareness of Grade 12 students of Calauag National High School (CNHS) before, during, and after the holding of Gender Sensitivity Training using the standardized pre-test and post-test. It also identified the significant differences on the level of awareness before and after the holding of the said training, and analyzes the different problems encountered by the students in relation to gender issues. A combination of the quantitative and qualitative methods was used in this study. In quantitative method, the descriptive-evaluative and descriptive-comparative were utilized through numerical analysis and in qualitative method, interview for every section/track was conducted in the school. There were two hundred fourteen (214) respondents came from different section/track. These are GAS 1 (51), GAS 2 (50), GAS 3 (49), TVL-Bread & Pastry (36) and TVL-ICT (26). Purposive and stratified samplings were used for the attainment of the objectives. Percentage, Weighted Average Mean, Independent t-test and one-way ANOVA (Analysis of Variance) were utilized for the accuracy of the results. Before conducting the Gender Sensitivity Training, both groups have undergone pre-test which resulted to low level of awareness. After conducting the said training, there was a significant difference between the pre-test and post-test; which means there is an increase in gender sensitivity awareness. The problems/gender issues were also identified from the different groups of respondents.

Keywords: level of awareness on gender sensitivity, grade 12 senior high school students, gender issues

**Needs, Problems and Vocational Interests of Hearing Impaired Adolescents and Young Adults
in Selected Locales in the Provinces of Laguna and Quezon**

Ms. Grace Fe A. Bermas
Ms. Yolanda L. Ramirez
Tiaong Water District

Abstract

Physically disabled persons, like the Hearing Impaired (HI), should be given equal opportunities to education and employment as provided in RA 7277, Magna Carta for the Disabled. It mandates state colleges and universities to offer vocational training program or non-formal education designed to their needs. The present study surveyed the needs and problems of some HIs to derive implications as basis for establishing skills training program for them. Forty-five HIs (21 males, 24 females) were identified from a survey and referrals of concerned persons and DSWD offices from selected localities in Quezon and Laguna Provinces. Parents/guardians of the involved HIs served as the informants. An interview schedule and the Philpsycor-Geist Picture Interest Inventory were used as research instruments. Frequencies converted to Percentages and Means were used to analyze the data. Findings revealed that most of the HIs are congenitally deaf and were subjected to medical diagnosis. Most of them aged 15-19, from Lucena City and are studying in SPED-HI high school. The informants' (mothers) aged from 31-65 years old, majority aged 46-50, and are gainfully employed. They provide adequate physical care and attention to their HI children, but are unable to provide them their needed education because of the lack of finances, and the distance or entirely absence of SPED schools in their localities. Prominent vocational interest of the HI for both men and women are in mechanical, computational and artistic. In conclusion, parents/guardians are caring and attentive to the physical needs of their disabled children, and some are trying to provide good education for them. The problems relative to the education of the HI are the insufficient finances and inaccessibility to SPED school, so that most of them are out-of-school. Their interest is on jobs that require mechanical/technical skills. The recommendations are: a vocational/technical training can be provided to HIs, but sponsorship/financial assistance is needed, NGO's and government agencies must give attention to the needs of financially disadvantaged individuals, a barangay based survey research must be conducted to identify more accurate number of physically disabled children particularly HI and their needs; DEPED in coordination with concerned agencies should provide SPED schools, particularly high school in localities where these are not present; and SLSU as a state university in the region, may initiate to implement provisions in the Magna Carta for the Disabled, specifically Section 15 Vocational/Technical and other training programs for the disabled and Section 16 Non-formal Education for the Disabled.

Keywords: hearing impaired, adolescents, PWD

Social Support as a Predictor of Resilience of Education Students

Ms. Maria Lavinia E. Fetalino
Southern Luzon State University
De La Salle University – Manila

Abstract

From the interdependent viewpoint, social support as a predictor of resilience was studied. Regression was used as the main statistical tool to analyze the data from 208 education students of the Southern Luzon State University in Lucban, Quezon. The instruments used were the '14-item Resilience Scale' and the 'Multidimensional Scale of Perceived Social Support'. Results showed that social support is a predictor of resilience. This was discussed in the interdependent standpoint of Markus and Kitayama (1991). A program was suggested to further develop the students' resilience and social support.

Keywords: social support, resilience, education students

The Role of Big Five Personality Factors in Teaching: Implications to Performance Management in Education

Mr. Gino A. Cabrera, Mpsy, RPm
Southern Luzon State University

Abstract

Teaching is considered as the noblest of all professions. Any attribute of a teacher will certainly affect his or her performance inside the classroom. It is interesting to know what these attributes are and how these may imply an effect to the quality of teaching performance. This study aimed to determine the personality factors of the faculty of Southern Luzon State University (SLSU), Lucban, Quezon using the Five-Factor Model. This descriptive-correlational research involved 174 respondents who were selected using the stratified proportional sampling, used the Big Five Inventory (BFI) and the existing Performance Evaluation System (PES) of SLSU as a measure of their teaching performance. The results revealed that there were personality factors that may influence teaching performance. In teaching commitment, conscientiousness ($r=.214$; $p<.01$) and agreeableness ($r=.157$; $p<.01$) were found to be associated. Also, knowledge of the subject and conscientiousness ($r=.206$; $p<.01$) were correlated. There is a link between teaching for independent learning and extraversion ($r=.177$; $p<.05$) while the same area of performance was revealed to have negative correlation with neuroticism ($r=-.200$; $p<.01$). Meanwhile, management of the learning process was attributed to teachers' conscientiousness ($r=.203$; $p<.01$); extraversion ($r=.150$; $p<.05$); agreeableness ($r=.173$; $p<.05$); and neuroticism ($r=.152$; $p<.05$). Lastly, in the overall performance of the teachers, conscientiousness ($r=.151$; $p<.05$) and agreeableness ($r=.157$; $p<.05$) were the significant correlates. Implications for effective performance management for teachers were discussed and recommended.

Keywords: big five, personality factors, teaching, performance management

Level of Resiliency and Delivery of Guidance and Counselling Services of Guidance Teacher Designates at Atimonan District, DepEd Quezon Province: Basis for an Enhancement Program

Ms. Noreen P. Echague, RGC, Rpm
Southern Luzon State University

Abstract

This study generally focused on the level of resiliency and the delivery of guidance and analyzing services of the guidance teacher designates at Atimonan District, DepEd Quezon Province. Specifically, the study looked into the perceptions of the designated guidance teachers, in terms of their resiliency levels and their delivery of guidance and services. It also sought to identify the profile of the guidance teachers in terms of age, sex, highest educational attainment, area of specialization, hours of training in guidance and analysing; and years of service. Moreover, this study ascertained the significant relationships between the guidance teacher designates' demographic profile and their level of resiliency and delivery of guidance and analyzing service. Results revealed that in terms of the profile of the guidance teacher designates most of them are in the early adult years with ages ranging from 31-40 years old and larger portion of them are females. Majority of them have units earned in master's degree. They specialized in Basic Elementary Education, major in General Education. Their trainings are mostly in teaching, thus the majority accounts to zero hour or no training in guidance and analyzation. In addition, most of them are rendering their service for 1-7 years they are fairly new to job. The level of resiliency of the respondents revealed that they perceived themselves having a very high resiliency level in terms of Personal Skills, Social Skills, Physical Caregiving, Psychological Caregiving, Educational and Cultural while perceived only high resiliency level noted in Peer Support and Spiritual. They got a very high overall resiliency level in Individual, Relationship with the Primary Caregiver and Contextual. On the other hand, delivery of guidance and analyzing services such as Individual Inventory Service; Orientation/Information Service; Counselling Service; Admission/Placement Service; Follow-Up Service; Testing Service; Career Guidance Service; Research and Evaluation Service; Prevention and Wellness Service; Linkages/Referral Service were all perceived as very good though none of the services got excellent description. They got a very good overall delivery of guidance and analyzing services. More significantly, among the demographic profile the item highest educational attainment came out as with significant relationship to the respondents' resiliency level and in the delivery of Individual Inventory Service as one of the Guidance and Counselling Services. This study involved a quantitative form utilizing the descriptive method of research which made use of standardized questionnaires. There were 35 purposively selected guidance teacher-respondents from the Atimonan District, DepEd Quezon Province, which includes both elementary and secondary schools. Data were tallied and subjected to appropriate statistical methods that included Frequency, Percentage Distribution, Weighted Mean relationship and Correlation analysis. The null hypotheses of the study were both rejected. Thus, there is a significant relationship exist between the demographic profile of the guidance teacher designates, their level of resiliency and delivery of guidance and analyzing services. Based on the findings, the researcher encourages the Department of Education, the Division of Quezon, specifically in the Atimonan District to use the result of this research as baseline information for a training program for the guidance teacher designates, and for furtherance of the preparation by taking up Master in Guidance and Analyzation course.

Keywords: resiliency, delivery of guidance and analysing services, guidance teacher designates

EDUCATIONAL MANAGEMENT

Surface Strategy Taxonomy in Error Analysis: Basis for Grammatical Competence Enhancement Program (GCEP)

Mr. Vicente S. Esmalde
Southern Luzon State University – Judge Guillermo Eleazar

Abstract

This study analyzed the grammatical errors committed by second year BSED and BEED students of the Southern Luzon State University- Judge Guillermo Eleazar for A.Y. 2016-2017. The result of which was the basis for the development of an enhancement program to upgrade the grammatical competence of the students. Descriptive evaluative–inferential method of research was used with 53 student-respondents. Surface Strategy Taxonomy by Dulay, et.al. on Error Analysis was adopted to analyze the written compositions. The results were statistically treated, analyzed, and interpreted using Frequency, Percentage, Rank, and Chi-square. The findings revealed that among the four common grammatical errors on the use of simple present tense, malformation topped as most committed error with 139 times or 40%. This was followed by omission with 109 times or 31%, addition with 53 times or 15%, and misordering with 51 times or 14%. As to the common errors on the use of simple past tense, malformation also topped as the most committed error having a total of 303 or 62%. This was followed by omission with 83 or 17% of total errors; misordering with 56 or 11%; and addition with 48 or 10% of the total errors. Most of the sources of errors committed by the second year college students in using both the simple present and simple past tense were due to interlingual transfer composed of 53 or 45% of the total sources of errors. This was followed by intralingual transfer with 38 or 32%; communication strategies with 27 or 23%, and context of learning with 0 or 0%. The results showed no significant difference existed on the sources of grammatical errors committed by second year education students on the use of simple present and simple past tense. It is therefore concluded that learners of a second language commit a number of grammatical errors. It is highly recommended that the proposed enhancement training program be implemented to respond to the needs of 21st century education.

Keywords: grammatical errors, surface strategy taxonomy, error analysis, sources of errors, error types, enhancement program

Performance of Grade Eleven Students as Perceived By Parents as Tool for Evaluation: Basis for a Proposed Action Plan

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Abstract

Many of the best educational institutions are those in which parents and teachers feel that they are partners, not competing for learners' attention and interest. The teachers' work should supplement that of the parents', but not to take their place. Parents have a strong influence on children's academic motivation and achievement. The attitude generated by the parents is transmitted to their children, and this strengthens the work of the school. The study aimed to determine the academic performance of grade eleven learners in relation to their parental involvement in school activities in Dona Teodora Alonzo Senior High School, during the school year 2017 – 2018. The researcher was convinced to use the descriptive method of research specially the survey design utilizing a questionnaire-checklist as a tool in gathering pertinent data, since the design is suitable in determining the assessment on the academic performance of grade eleven learners in relation to parents; involvement in school activities. Documentary analysis was used since the grades were taken from the students' Form 138. The data gathered were treated statistically for Frequency, Percentage Distribution, Pearson r and Independent t-test. Parent and learner respondents observed that parental involvement was extended by the parents to their children. The academic performance of the students is significantly related to the parental involvement in school activities and monitoring home activities as perceived by the parents and the learners.

Keywords: academic performance assessment, active clients, empowered parents, guidance responsibility, parental involvement

The Teaching and Learning of Mathematics in Higher Education Institutions: Basis for the Development of a Lifelong Learning Framework in Mathematics for Teachers and Students

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Abstract

Lifelong learning is one of the most important factors in the successful journey of every teacher, as well as in the continuous quest for excellence among students. Hence, this study dealt with the teaching and learning of Mathematics in different higher educational institutions in the Philippines. The outputs of this study were the primary bases for the development of a lifelong learning framework in Mathematics which was primarily intended for the students and teachers. Using descriptive research, 780 respondents were randomly selected from the seven autonomous and deregulated universities and five state universities. The researcher assessed the respondents' teaching and learning practices using the survey instruments originally designed by the researcher. An interview protocol was also made to gather qualitative data for the study. Different statistical tools such as Frequency, Ranking, Weighted Arithmetic Mean, and t-Test were used to process the quantitative data; while coding was made on the qualitative data. Based on the findings, teachers use different pedagogies and modalities in teaching Mathematics, but the most used were problem solving method and demonstration approach. Challenging and Current Problem Solving Models were mostly used models in teaching Mathematics. Introducing the content through formal presentation is the most commonly used modality in teaching Mathematics, which means the traditional style of teaching still prevails in current Mathematics teaching. Teachers strongly agreed with the goals and objectives stipulated in the teaching of Mathematics and that they are competent and educationally qualified and there is sufficient administrative support and proper assessment and evaluation. They also strongly agreed that lifelong learning is needed and should be enhanced; that there is a need to treat all learners fairly and squarely; that lifelong learning maximizes students' choices and promotes continuous improvement and educational achievement, develops a set of organizational skills, and helps them understand their worth and value and develop positive attitudes towards their work. Meanwhile, the students agreed that they are competent, but were undecided on the several provisions concerning lifelong learning which could be attributed to their lack of understanding on lifelong learning. They believed that they need to improve their mathematical skills in Basic Mathematics, Algebra, Trigonometry, and Statistics. In general, the teachers' perceptions towards teaching Mathematics did not significantly vary when they are grouped as to the nature of their school while the perception of students varied. Likewise, there is a significant difference between the teachers and students' perceptions on lifelong learning. School administrators should strengthen teaching pedagogies among teachers by conducting seminars and trainings. Teachers should utilize other creative strategies such as the use of multimedia and the Internet to make students more engaged in learning. Adequate financial and moral support should also be provided by the school to conduct more lifelong learning activities for teachers and students. The framework developed in this study should be adopted to help enhance lifelong learning among schools.

Keywords: lifelong learning, mathematics instruction, pedagogies, modalities, mathematical competencies

Academic Stress and Engagement of Students under K to 12 Curriculum

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Abstract

Academic stress and engagement of Grade 7 – 11 students under K to 12 curriculum was studied. To analyze the data from 195 students from Lucban, Quezon, simple linear regression was used as the main statistical tool. Results showed that there was a negative correlation between academic stress and students' engagement. The research also found that academic stress can predict students' engagement. This was discussed on its emotional cost under the Expectancy-Value Theory. To understand the study better, other theories were used to explain its results. It was suggested to have a program that would serve as an intervention that may help students to improve their management of stress. Future researchers may also look at other predictors that would affect student's engagement for the effect size of academic stress in this study was small and engagement may also be examined in terms of their domains because researches have indicated that stress affects different domains differently.

Keywords: academic stress, academic engagement, K-12 curriculum

Learning Vessels: An Inquiry-Based Learning Instrument for Senior High School Students

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Abstract

The research study intended to devise a learning instrument that will supplement and cater both the teachers and students' needs when it comes to their respective teaching and learning practices; and to determine the effects of the inclusion of Learning Vessels: An Inquiry-Based Learning Instrument on the Earth and Life Science academic performance of senior high school students. The study utilized quantitative attributes in the design, data collection and analysis. It made use of the descriptive developmental research design. The researchers analysed and interpreted the results of the pre-test and post-test, which were given to the respondents before and after the instructional process through the utilization of statistical tools, such as Mean and t-Test with 0.05 level of significance. The study described, discovered, and interpreted the assessment and evaluation of the students, and presented facts in order to promote better teaching-learning process through the use of Learning Vessels as a learning instrument in Earth and Life Science, which was introduced to the respondents before its pilot test. There is a significant difference between the pre-test and post-test scores of the class, thus the null hypothesis states that there is no significant difference between the pre-test scores and post-test scores is rejected. The use of Learning Vessels is an effective strategy to cultivate learning, thus yielding better learning outcomes as evident by the scores of the learners in the conducted action research. The class obtained pre-test and post mean scores of 14.30 and 23.60 respectively, which means that, between the two figures, there is a difference of 9.30. This indicates that the performance of the students subjected to the learning vessels as instrument in the delivery of the lesson increased; the comparison of the mean paired differences of students' scores in the pre-test and post-test of the class. The data were tested at 95% level of confidence or 0.05 level of significance. The data showed that the t-value of mean pre-test scores and post-test of the class is 8.694. It means that the t-value is of the rejection area of the bell curve which was determined through the use of degree of freedom with a value of 2.045. It indicates that there is significant difference in the pre-test and post-test scores of the class. Thus, inclusion of the learning vessels in teaching is an effective method as evident in the performance of the students of the class. Based on the results of the difference in the frequency scores, it may be gleaned that the better performance of the class could have been due to the use of learning vessels as a learning instrument in the teaching-learning process to promote better understanding of the subject matter. It is also observed that students learned best when they are actively engaged in learning activities as compared to those who were did not remain as passive learners (Martin, 2012).

Keywords: learning vessels, inquiry-based learning instrument

Predictors of Performance in the Professional Regulation Board Examination of Southern Luzon State University Graduates from SY 2010-2011 to SY 2014-2015

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Abstract

This study aimed to determine the predictors of performance in the Licensure Examination of SLSU graduates from SY 2010-2015. Specifically, this sought to find out if socio-demographic profiles, college entrance examination results, and academic performances are the predictors of performance in the board examination. This study was a descriptive, correlational, and within-site study. The respondents were three thousand five hundred forty-nine (3549) graduates from SY 2010 – 2015 from the different licensure regulated courses of the Southern Luzon State University. To address the research question, students' demographic data, GWA of their academic performance and licensure examination results were analyzed and subjected to statistical interpretation. For triangulation purposes, a questionnaire was administered to elicit responses on predictors for licensure passing of SLSU graduates. Results of the study revealed that majority of the SLSU students graduated from public schools; considered Accountancy as their first choice; belonged to low income families and were mostly females. The college entrance examination results showed that majority of the graduates have average verbal comprehension, verbal reasoning, figural reasoning, and quantitative reasoning. The level of academic performance of graduates who passed the board exam is average based from their GWA. Majority of SLSU graduates passed the PRC licensure regulated courses. Moreover, socio-demographic profiles were not predictors of passing the board examination. However, there is a weak positive relationship between the performance in the licensure examination and the college entrance examination results, and there is a moderate negative relationship between the performance in the licensure examination and the academic performance. It is recommended that SLSU should develop or acquire new testing instruments appropriate for the grade level for every college program which is aligned to K-12; strengthen the ties between DepEd (private and public) secondary schools through consistent feed backing of the list of students who passed the university admission test and board examination; enhance the reliability and validity of screening procedures in the selection process of the student applicants; intensify the curriculum and instruction of every college through continued review and updating in consonance with the changes set by CHED; allow each college to set its own selective admission standards relative to the passing standard set for entrance examination; and continue acknowledging the college who has best practices and share it with other colleges.

Keywords: predictors, performance, professional regulation, board examination

It Does Add Up: A Descriptive Phenomenological Study of Sense Making among Math Teachers

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Abstract

Sense making is defined as the process through which people work to understand issues or events that are novel or ambiguous (Maitlis and Christianson, 2014). While most studies regarding sense making focused on organizations and school leaders, there's a scarcity of literatures regarding sense making among Math teachers. Thus, with the aid of descriptive phenomenology, this study aimed to grasp the essence of sense making as it is lived and experienced by a select group of public high school Math teachers (n=9). The participants were subjected into a two-part data gathering procedure (*robotfoto* and semi-structured interview). Notably, through the cool and warm analyses, three themes surfaced which revealed the views and experiences of Math teachers regarding sense making. These are constitution, contextualization and contemplation. The aforementioned findings can pave the way for advancing the current literature by shedding light to areas in sense making previously not studied.

Keywords: Sense making, descriptive phenomenology, Math teachers, lens model of sense making, 3Cs of sense making

**Effects of Financial Stress to the Academic Performance of CBA Students of
Southern Luzon State University-Main Campus**

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Abstract

This study was undertaken to determine the effects of financial stress to the academic performance of selected CBA students. Specifically, it sought to determine the goals, objectives, and course offerings of CBA; the demographic profile of students in terms of sex, course, major, year level, weekly allowance, source of financial support and socialized tuition fee scheme; the academic performance of selected CBA students in terms of school, home and health-related factors; the different coping mechanisms used by the students; the significant difference in the financial stress among students according to their year level, major and course; and if financial stress has a significant relationship to the academic performance of selected CBA students. The researchers employed the descriptive survey method of research. The respondents were composed of 311 selected CBA students. They rated their perception as strongly agree, agree, disagree and strongly disagree. The main instrument used in this study was an unstructured checklist questionnaire. The findings revealed that the main goal of CBA is to produce responsive, globally prepared, morally upright, socially and politically aware, research and extension service-oriented and environment-conscious graduates. They offer BS Accountancy and BSBA Major in Financial, Marketing, and Human Resource and Development Management. Majority of the respondents were female, second year, under business administration program, financial management students, with weekly allowance of 500-999, receiving financial assistance from their parents, under bracket A, and obtained a general weighted average of 1.75-1.99. The respondents agreed that they experienced financial stress whenever their treasurer announces payments in school and whenever there are lots of bill to pay at home. Most of them experienced backaches and headaches whenever they have problems in money. Majority of the respondents' positive coping responses are watching movies and listening to music and most of the respondents' year level has an impact to their financial stress when it comes to school, home and health related factors. The respondents' major has an impact to their financial stress when it comes to school related factors. However, it does not have an impact to their financial stress when it comes to home and health related factors. The financial stress felt by the respondents at school affects their academic performances. However, the financial stress in terms of home and health related factors do not affect their academic performances.

Keywords: financial stress, academic performance, coping responses, stress-related factors

ENTREPRENEURSHIP

Effectiveness of Provincial Gender and Development (PGAD) in Providing Local Enabling Environment among Women Micro-Entrepreneurs in Reina (Real, Infanta and General Nakar) Area, Quezon Province

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Abstract

The study used the descriptive design to know the demographic profile of the respondents, the level of awareness of PGAD's program, its effectiveness in terms of local enabling to women micro-entrepreneurs and the problems and challenges encountered by women micro-entrepreneurs. Percentage and Weighted Mean and Ranking were used as statistical tools. In gathering the needed data, the researchers determined the number of respondents through the help of the LGU of REINA with the total population of 180. It was a clustered sampling characterized by randomly selecting groups. Based on the findings, majority of the respondents with the age bracket 40-44, were married; high school graduates, majority were part of the Suman Maker's Association, started their business in 2010-2014, working 5-9 years, have a monthly income of P4,000 and below and majority of products being sold was suman and their sourcing of capital was a shared capital. Meanwhile, the most aware of the program of PGAD Office in terms of local enabling environment was the GAD Planning and Budgeting training to LGU, such as infrastructure and other buildings, so that women micro-entrepreneurs will have a pleasant place for their business, followed by the distribution of pamphlets regarding the law of Magna Carta of Women (RA9710) and GAD Code of Quezon Province. However, acquired training and technical assistance became the least awareness for the local enabling of the environment of women micro-entrepreneurs. On the other hand, the most effective of PGAD's program were information and education campaigns from PGAD Office regarding the laws, policies, and guidelines can be fully distributed and understand the rights of women micro-entrepreneurs. Nevertheless, the problems and challenges encountered by women-micro entrepreneurs were hard to access credit and financial services, lack of capital/resources and lack of awareness on gender issues.

Keywords: local enabling environment, women micro-entrepreneurs, PGAD program

Herbuhayan sa Kanayunan

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Abstract

Herbuhayan sa Kanayunan is a project of the extension unit of SLSU-JGE in collaboration with selected barangay and school officials of Brgy. Mansilay, Tagkawayan, Quezon. It aims to establish and maintain a community herbal garden and campaign for establishing backyard herbal garden in barangays, to equip the residents with basic knowledge and skill in growing, processing and marketing of herbs in fresh or processed form and to develop entrepreneurship among them. Seminars and trainings relative to propagating and growing of selected herbs their uses and health benefits, processing of herbs into soap and cream, using them for culinary and medicinal purposes, establishing micro-herbal enterprise and marketing of herbs were conducted to equip the participants with basic knowledge and technology about herbs. Copies of IEC materials were distributed to further disseminate information about herbs. Engaging in growing planting materials and herbal soap and cream making was proven profitable as supported by ROI. There is money indeed in the production, processing and marketing of herbs.

Keywords: herb, kabuhayan, medicinal, livelihood, entrepreneurship

ENVIRONMENTAL SCIENCE

**Hypoglycemic Effects of *Angelica Keiskeikoidzumi* and
Annona linn on *Mus musculus***

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Abstract

Ashitaba leaf extract contains Chalcones (4-hydroxyderricin and xanthoangelol) which has insulin-like activity in vitro and in vivo. On the other hand, *Atis* leaf extract contains quercetin-3-O-glucoside which regulates alloxan-induced hyperglycemia and lipid peroxidation (LPO) in rats. The study aimed to determine if (1) there is a significant difference between the effects of ashitaba and atis tea on the blood glucose level of the mice after each week of tea administration, and (2) if there is a significant difference in the blood glucose concentrations of mice before and after the fourth week of tea administration. One hundred fifty grams each in powdered form of Ashitaba and Atis were submitted for phytochemical analyses. Based on the analyses, Ashitaba contained sterols, flavonoids, saponins, glycosides and tannins while Atis contained sterols, alkaloids, saponins, glycosides and tannins. The freshly prepared tea extract was administered to ten to twelve week-old alloxan-induced FDA ICR strain male diabetic mice weighing 25 to 30 grams for one month. The mice were made diabetic by intraperitoneal injection of A-7413 Alloxan monohydrate at 180 mg/kg body weight. The mice were grouped into five treatments [T0 (diabetic control) and were fed with standard diet and tap water; T1 was fed with standard diet and 2% Ashitaba tea, T2 was fed with standard diet and 5% Ashitaba tea, T3 was fed with standard diet and 2% Atis tea and T4 was fed with standard diet and 5% Atis tea] having three replications each. Each replication had three mice each for a total of nine mice per treatment. Baseline blood glucose concentrations were estimated prior to the start of the experiment. The study lasted for one month and blood glucose was checked on weekly basis by using a glucometer. The t-test was used for data analyses. Based on the results of the study, the following conclusions were drawn. Blood glucose concentrations of the mice before and after weekly administration of Ashitaba and Atis had decreased due to the flavonoids present in Ashitaba (4-hydroxyderricin and xanthoangelol) and Atis (quercetin-3-O-glucoside). There was a significant difference during the first and third week of glucose measurement in mice after each week of both Ashitaba and Atis tea administration. However, no significant difference was observed during the second and fourth week of glucose measurement in mice. Significant differences were also achieved in testing the blood glucose concentrations of mice before and after the fourth week of tea administration of both Ashitaba and Atis.

Keywords: Ashitaba, Atis, hypoglycemic effect

Detector and Predictor of Cocolisap Infestation in Quezon Province

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Abstract

In the Philippines, Coconut plays a vital role in the agricultural sector for shaping the national development. It is among the top ten countries that are exporters of Coconut products and by-products in the world that provides sustainable income for most of the Filipinos, but due to crop-related issues faced by Coconut farmers such as the Cocolisap affects the yield rate and also Coconut products importation became low. Many kinds of research were done combining two different fields specifically Agriculture and Information Technology such as data mining and Image Processing to capture different data, analyze it and predict to improve Coconut production and pest control particularly in the province of Quezon. This work is a project in progress; the aim of this paper is to present related published literature review.

Keywords: solar power, coconut scale insect, prediction, decision tree

FINANCIAL MANAGEMENT

Financial Intelligence among Heads of Financial- Related Offices of Southern Luzon State University (SLSU)

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Abstract

Financial-related offices play a vital role in every organization's success. That being said, heads of these offices have big responsibilities to achieve the goals of their respective organizations. This study aimed to determine the respondents' demographic profiles as to: age, sex, educational background, years in service, and job description, to measure the financial intelligence of the financial-related office heads of the University, to determine the perceived effect of respondents' financial intelligence on their job performance, to know the relationship of the office heads' demographic profile, except for their job description, and their scores in the financial intelligence quotient test, and to determine the problems encountered by the office heads which require the use of financial intelligence. The study is a descriptive type of research. The research was done by giving an unstructured financial intelligence quotient test to the respondents and a questionnaire to determine their perceived effect of financial intelligence to their job performance. The researchers found out that in general, the respondents are financially intelligent with a general average of 71.43 percent, above by a little percentage point to the set 70 percent passing rate. No positive correlation was found out between age and years in service of the respondents, and their financial intelligence quotient. A positive correlation was proven between sex and financial intelligence quotient. Moreover, the respondents perceived that financial intelligence largely affects their job performance as interpreted by the 4.3549 weighted mean in the Likert's scaled-questionnaire used. On the other hand, the respondents believe that they do not encounter problems in performing their tasks requiring financial intelligence.

Keywords: financial intelligence, office heads, financial-related offices

HUMAN RESOURCES MANAGEMENT

**Organizational Climate and its Effect on the Employees Behaviour of Southern Luzon State-
Judge Guillermo Eleazar (SLSU-JGE) Tagkawayan, Quezon**

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Southern Luzon State University Graduate School

Abstract

Organizational climate, like a finger print is unique, has its own history, pattern of communication, system, procedure, mission statement and vision and institute distinctive culture. That according to Cache (2005), a typical climate corresponds to the human feelings or moods, excitement, depression, anger, fear, optimism and anxiety. This study aimed to determine the organizational climate and its effect on the employee's behavior of Southern Luzon State University-Judge Guillermo Eleazar specifically this sought to determine the respondents' profile, factors that determine the organizational climate of the university and the factors affecting employee's behavior. This study made use of the descriptive method of research using a standardized questionnaire to gather data; used the whole population of the organization but only 61 out of 78 employees had been the respondents. Descriptive statistics such as Weighted Mean and Percentage were used. Findings revealed that there are 61 respondents forty three (43) are faculty, six (6) are male and 37 are female, and eighteen (18) are staff members, 12 are male and 6 are female. Majority of the respondents are regular employees. Majority of the faculty rendered service for 28-34 years. The findings on the perceive organizational climate revealed "Agree" by the employees with a an average Weighted Mean of 2.91, while the perceived employees behavior is analyzed as "Agree" by the employees with an average Weighted Mean of 3.12. Therefore, the prevailing organizational climate of Southern Luzon State University-Judge Guillermo Eleazar, affecting the employee's behavior is a "closed climate" according to Boleman and Deal (2005) this is a mark by a situation on which the group members obtain little satisfaction in respect to either task-achievement or social needs and leadership. To develop a conducive organizational climate, recommendations are cited: there must be a concise and clear organizational structure showing the flow of authority in acquiring chain of command. The organization must encourage and involve the employees in the decision making and their suggestions must be heard and considered. A more objective, extensive and impartial assessment in the accountability and authority practices in the administration may be initiated to determine some malpractices, and then take necessary action and reform for the improvement of their supervision.

Keywords: organizational climate, employees' behavior, demographic characteristics, faculty, staff

Pag-Ibig Fund Members Satisfaction on the Employees Performance in Lucena Branch

Maria Concepcion E. Natividad
Southern Luzon State University

Abstract

This study was intended to determine the Pag-IBIG Fund Members Satisfaction of the Employees Performance in Lucena Branch. Specifically it sought to fulfil the following objectives to find out the demographic profile of the members of the Pag-IBIG Fund in terms of Age; Sex; Civil Status; Occupation; Types of membership in Pag-IBIG FUND; Length of Membership in Pag-IBIG Fund; Services Availed in Pag-IBIG Fund and To determine members satisfaction on the employees Performance in terms of Communication Skills; Interpersonal Skill; Personal Characteristics; Promptness on clients' request. To determine the significant difference on the satisfaction of Pag-IBIG Fund employee's performance as perceived by respondents when group according to age; sex; civil status; occupation and length of membership. To develop capacity building program towards sustainable development. The locale of this study was the Pag-IBIG Fund Lucena City, situated in Lucena Grand Central Terminal , Ilayang Dupay Lucena City. The respondents of the study were the Pag-IBIG members transacting in Pag-IBIG Fund Lucena and selected Pag-IBIG members residing in the Quezon Province. It was composed of 400 members derived using Slovin's formula and used 5% Probability of error. The selection was done purposively since all the members were involved. The data of this study were gathered from Pag-IBIG members transacting at Pag-IBIG Fund Lucena City, which is situated in Lucena Grand Central Terminal , Ilayang Dupay Lucena City and some were distributed to selected Pag-IBIG members who reside in Quezon Province. The researcher used a descriptive quantitative design using a modified standard questionnaire as an instrument to gather the data. This is appropriate for the date will yield information to answer the research objectives. Most of the respondents came from the Middle Adulthood, female, married, working in the government, having a length of membership of 1 to 5 years and most of them availed the Multi-Purpose Loan of the Fund. Upon grouping them as to age, sex, civil status, occupation, length of membership to find the differences in terms of their Communication Skills, Interpersonal Skills, Personal Characteristics and Promptness on Clients' Request of the respondents' it came up to a result of no significant differences between all the factors. It means that all the clients were satisfied with the services of the Pag-IBIG Fund employees. It was recommended that the future researcher may look for other variables that may have an effect on how the respondent perceive the performance of employees and may look at the cultural lens of the Filipino people for it may have an effect and influence the answer of the clients.

Keywords: *member satisfaction, Pag-IBIG, performance*

INFORMATION TECHNOLOGY

**Simulated Reality in Web Retrieval Models: Basis for Enhancement of
Interactive Mobile Learning Approach**

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Abstract

The recent instructional techniques and processes of learning evolved thru smartphones, tablets and other technologies, which became prominent in the world of business, Innovations and Academe. This study intended to develop a simulated technique in learning the Web Retrieval Models thru a mobile approach, and to deliver an immediate testing instrument that will measure the respondents' learning activities. It also aimed to provide a reliable tool that will be more effective, efficient and easier than books and other printed materials in terms of Functionality, Usability, Reliability, Performance efficiency and Security. The research was anchored on the Research and Development Theory using Waterfall model as guide through iterative step-by-step process during the software development. The study achieved to develop a Mobile Learning Approach with content topics for Web Retrieval Models that is operationally defined and thoroughly explained level of students' comprehension; an effective learning approach on how the students improve and develop their knowledge, skills/proficiency and values/attitudes that also refers to the interests and self-confidence of the students using the module.

Keywords: interactive, tutorial, web retrieval model, mobile learning

Knowledge Management System with Integrated Metadata Retrieval Technique for the Legislative Department of San Gabriel, La Union

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AMA University

Abstract

The implementation of the Knowledge Management System to the growing information of administrative cases, appropriation ordinances, calendar, committee report, journals, minutes, modules, resolutions and ordinances in organizations, such as the Legislative department of San Gabriel, La Union plays a vital role in helping the agency to achieve its strategic goals. This study intended to develop a Knowledge Management System with an Integrated Metadata Retrieval Technique for the Legislative Department of San Gabriel, La Union. It specifically addressed the determination of the degree of need for Knowledge Management System. The different phases of Rapid Application Development was presented as a software development methodology with conformance to ISO 25010, in shaping the Functional suitability, Performance Efficiency, Usability, Reliability, and Security. The Descriptive and Developmental research was used. The data gathered, analyzed, and interpreted came out with the following salient findings: the degree of need for Knowledge Management System for the Legislative Department of San Gabriel, La Union is Very Serious. The system developed using Rapid Application Development was rated Highly Acceptable in terms of Functional Suitability, Performance Efficiency, Usability, Reliability, and Security.

Keywords: knowledge management system, rapid application development, functional suitability, performance efficiency, usability, reliability, security

MANAGEMENT

Menu Issues and Its Role in the Customer's Meal Experience among Selected Casual Restaurants

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Southern Luzon State University

Abstract

The study determined the management considerations and customers' perceived meal experience on menu issues of selected casual restaurants, with the objective to identify best practices on menu issues for menu development of such restaurants. The study was conducted in the four selected casual restaurants, two from Quezon province, namely Air Summit Gourmet, and Eduvigis, Coffee, Bar, and Restaurant, and two from SM Aura Bonifacio Global City, specifically the Tamarind: A Taste of Thai, and Kettle. The data were gathered on September 20-29, 2016. All in all, 176 questionnaires were distributed, and only 153 were collected, with a response rate of 86.93% from the total of 153 respondents, 12 management representatives and 141 customers participated. The researcher used self-structured questionnaire which undergone face validation and reliability testing using Cronbach Alpha. The questionnaires have two sets, one set was distributed to the management representatives and the other set was given to the customers of selected casual restaurants. Management representatives were selected through purposive sampling method wherein only managers/chefs involved on menu development participated in the study, while customers were selected through convenience sampling. The data gathered were statistically treated using Percentage to describe the profile of management representative and customers. Weighted Mean was used to describe the management consideration and customers' perceived meal experience on menu issues. Mann-Whitney U test was used to compare differences on management consideration and customers' perceived meal experience on menu issues. Results showed that among four management issues, menu designing was only rated as considered and the rest were rated as highly considered. On the other hand, customers agreed that the perceived meal experience on menu issues was observed during their visit. Hence, results showed that there is significant difference on management considerations and customers' perceived meal experience on menu issues of selected casual restaurants. Thus, hypothesis was rejected. Customers also encountered seventeen problems during their visit on selected casual restaurants. Among these problems were issues on the pictures, inappropriate price for its quality, and lack of options or menu variety, confusing menu item categorization, poor menu card design, low quality of food, and unavailable menu item during customers' visit. With these findings, the researcher came up with best practices that can be used to address menu issues. The researcher offers several recommendations for menu development. Restaurant managements must consider customers feedback on their menu, in order to fill the gap between management considerations and customers' meal experience perception on menu issues. It is recommended to the management of these casual restaurants to apply the best practices recommended for menu development. Use menu engineering for menu development is suggested. Further studies on comparing menu management in different segments of restaurant can be very useful to enhance understanding of restaurant menus. It is also recommended to conduct a study in determining how menu affects customers' menu item selection and sales.

Keywords: menu, menu management issues, customer's perception on menu issues, customer meal experience, menu development's best practices

Leadership Practices and Sense of Efficacy of Cooperating Teachers and Mathematics Self-Efficacy of Pre-Service Teachers

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Abstract

Leadership is the process of influencing individuals in order to accomplish a specific goal or outcome. Since leadership is inherent in the roles and responsibilities of cooperating teachers, an understanding of their leadership practices and subsequent effects on pre-service teachers is needed. Self-efficacy judgments are based on different sources of information to produce more confident students. The belief in one's own mathematical competence (skills and knowledge) is an important factor for being a successful problem solver. This study attempted to evaluate the relationship between the leadership practices and sense of efficacy of cooperating teachers and self-efficacy in Mathematics of pre-service teachers of Southern Luzon State University-Gumaca Campus. Specifically, it sought to determine the level of leadership practices of cooperating teachers; the level of mathematics self-efficacy of pre-service teachers along personal math teaching efficacy and math teaching outcome expectancy; the teacher sense of efficacy of cooperating teachers along student engagement, instructional strategies and classroom management; and the significant relationship between leadership behaviors of cooperating teachers and mathematics self-efficacy of pre-service teachers and between sense of efficacy of cooperating teachers and mathematics self-efficacy of pre-service teachers. This study used descriptive-correlational method of research. The questionnaire checklist was the main instrument adapted to determine the leadership practices of cooperating teachers and sense of efficacy and mathematics self-efficacy of pre-service teachers. The data for this study came from two groups of respondents: the 52 cooperating teachers for field study and practice teaching courses and all the 76 pre-service teachers. The statistical tools employed were Weighted Mean and Pearson r. Results revealed that cooperating teachers almost always practice their leadership skills and behaviors and that they have an average level of sense of efficacy; that the pre-service teachers agreed with their math self-efficacy; and that there was no significant relationship between leadership behaviors of cooperating teachers and mathematics self-efficacy of pre-service teachers and between sense of efficacy of cooperating teachers and mathematics self-efficacy of pre-service teachers.

Keywords: leadership practices, cooperating teachers, self-efficacy, pre-service teachers

Management Practices of Palcon Dairy Multi-Purpose Cooperative at Brgy. Concepcion Palasan Sariaya, Quezon and the Effect to Its Financial Performance for the Years 2009-2011

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Abstract

The purpose of the study is to determine the management practices of Palcon Dairy Multi-Purpose Cooperative at Brgy. Concepcion Palasan Sariaya, Quezon and the effect to its financial performance for the years 2009 to 2011. Specifically, the study aimed to answer queries, mainly about the cooperative profiles, in terms of organizational structure, physical structure and technical structure as well as its operation; the management practices in terms of membership, loan services and collection policy; the financial performance in terms of liquidity, profitability and stability; the effect of these management practices to the financial performance of the cooperative; and the problems that the cooperative deals with. The researchers used the descriptive type of research through a personal interview guided by a structured questionnaire enhanced by observation in the workplace and other data provided by the financial statements and various documents. Responses to the questions were presented, analyzed and interpreted. Furthermore, liquidity, profitability and stability were subjected to financial analysis. Palcon Dairy Multi-Purpose Cooperative has a line and staff type of organization with the General Assembly as the highest policy making body. The cooperative requires the aspiring members to have at least one milking cow in order to be part of the organization. PDMPC basically focuses on three types of services, which includes dairy products, consumer store and loan services. For the dairy products, PDMPC is just a producer. The members supply cow's milk every morning in the cooperative and they will be paid for the liters of milk they've supplied. KKMI will pick up the milk to the cooperative; P1.00 will be deducted and will serve as the additional contribution of the member. On the other hand, consumer stores only sell basic commodities exclusively for members. Basic commodities include the canned goods, rope, feeds for the cow, rice, LPG and some other. They also accept credit that is payable within a week. Furthermore, PDMPC has three types of loans, such as regular loan, emergency loan and financing loan. The amount of loan that the members can avail depends on their share capital and the number of milking cows they own. The researchers, with all the studies that have been conducted, recommend that the cooperative has to standardize their organizational structure. PDMPC should maintain the quality of the produced milk as they help in producing global fresh milks with the help of Philippine Dairy Corporation, Cooperative Dairy Technician. High-tech equipment such as the chilling tank and milk tester are of great help to the avoidance of spoilage of milk. They also need to organize the store to make it more appealing to the customers. In order to avoid delayed payments, strong collection especially to the non-milkers must be observed by the cooperative. As to the cooperative's financial performance, PDMPC has a poor financial status in 2010 as compared with the other years. With regards to the profitability, the cooperative is still profitable but according to the observation, there is a tendency that their financial status drops down. When it comes to the liquidity, it is evidently seen that PDMPC is liquid due to the higher ratio of liquidity though it drops down a little in 2010. Finally, the cooperative is financially stable because of the lower reliance to debt as computed in the debt/equity ratio. The cooperative provided higher margin of safety as to its creditors. In lieu of these findings, it was evident that the management practices do affect the financial performances of the PDMPC.

Keywords: management practices, financial management, multi-purpose cooperative

MARKETING MANAGEMENT

Marketing Strategies of Tourism Industry in Tagkawayan, Quezon

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Abstract

According to the Republic Act 9593 of 2009, "Sec. 2 the states declares tourism as an indispensable element of the national economy and an industry of national interest and importance, which must be harnessed as an engine of socio-economic growth and cultural affirmation to generate investment, foreign exchange and employment, and to continue to mold and enhance sense of national pride for all Filipinos. Thus, the researcher conducted this study to serve as a guiding tool of the tourism officials, the local government unit and the community to promote and strengthen the tourism industry in Tagkawayan, Quezon. This study sought to answer the following: determine the marketing strategies of the tourism industry along with interactive, digital and internet; know the perceived performance of the tourism industry as to operation, opportunity and competence; test the significant agreement of the rank orders of the marketing strategies and the performance of the tourism industry as perceived by the respondents; identify the problems met and ascertain the solutions to the problems encountered by the industry. Descriptive-correlation method with documentary analysis was employed to gather needed data with the help of the 89 respondents, namely the local government units, the tourism officials, and the entrepreneurs chosen through total enumeration and purposive sampling. Structured questionnaires were used in collecting data with a face to face interview with the respondents. The gathered data were analyzed through Frequency Distribution, Weighted Mean, Percentage, Rank and Kendal Coefficient of Concordance (W) and the Chi-square Test, significant level was set at 0.05. In the light of the findings, the following conclusions were made: the three groups of respondents concluded that the marketing strategies of the tourism industry in Tagkawayan, Quezon is "Highly Implemented" as to Internet as the first rank, followed by digital and interactive marketing. Test of significant agreement among the rank orders on the marketing strategies, the null hypothesis was accepted that there is no significant agreement exists among the rank orders on the marketing strategies of the tourism industry. As to the level of performance of the tourism industry, the overall rating is "Very Satisfactory" as concluded by the respondents along with opportunity, operations and competence. On the test of significant agreement on the rank orders of the respondents' perception regarding performance of the tourism industry, the decision of having a null hypothesis is accepted; it suggests that the respondents' appraisal was independent, which means that they don't have the same opinion on the performance of the tourism industry in Tagkawayan, Quezon. There were eleven problems that have been rated "Very Serious" to the tourism industry, hence the solutions to the problems met by the Industry was rated "Very Commendable" by the respondents.

Keywords: marketing strategies, tourism industry, interactive marketing, digital marketing, internet

Convenience Stores' Relationship Marketing in the Province of Quezon

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Abstract

The study sought to determine the franchisor's relationship marketing to convenience store-franchisee's satisfaction. Descriptive method of research was employed in this study. A total of 18 franchisee-convenience stores in Quezon Province were included in the study. An unstructured survey questionnaire was employed to the respondents. Frequency and Percentage Distribution, Weighted Mean, t-Test and One-way Analysis of Variance were utilized as the statistical tools in the treatment of the data gathered. The following were the findings of the study: in terms of Form of Business Organization, 10 or 55.56% of the franchisees were sole proprietors while 5 or 27.78% were corporations. In terms of Store Outlets, 14 or 77.78% had 1 store outlet and 4 or 22.22% had 2-3 outlets. In terms of Number of Years in Operation, 9 or 50% had been operating for 2-4 years and 1 or 5.56% had less than 1 year operation. In terms of Location of Store, 10 or 55.56% were located in the City while 8 or 44.44% in the Municipality. According to form of business organization in terms of Trust, "My franchisor keeps promises to our firm" obtained the highest weighted mean of 4.28 (Very Satisfied); in terms of Commitment, "We do all we can to strengthen the relationship with our franchisor" got 4.23 (Very Satisfied); In terms of Cooperation, "We keep each other informed about events or changes that affect us" attained 4.25 (Very Satisfied); and in terms of Communication, "Any change in the market place are discussed by my franchisor" acquired a 4.26 (Very Satisfied). According to the location of the store in terms of Trust, "My franchisor keeps his promises to our firm" got 4.28 (Very Satisfied); in terms of Commitment, "We do all we can to strengthen the relationship with our franchisor" with a 4.23 (Very Satisfied). In terms of Cooperation, "Any change in the market place are discussed with me by my franchisor" acquired a 4.26 (Very Satisfied) Based from the findings of the study, it is therefore concluded that the respondents were sole proprietors with one outlet for 2-4 years located in the city. The respondents were very satisfied on the franchisor-franchisee relationship marketing when grouped by form of organization, number of store outlets, number of years in operation and location of the store in terms of trust. They were satisfied when grouped by profile in terms of commitment, cooperation and communication. There were no significant differences in the respondents' assessment on their level of satisfaction on the franchisor-franchisee relationship marketing when grouped by form of business organization, number of store outlets, and number of years in operation and location of the store in terms of trust, commitment, cooperation and communication. The respondents' thoughts of discontinuing the franchise contract is always being considered, unreliability of franchisor's words and solutions to problems that arise at the course of the relationship is always treated as an individual responsibility.

Keywords: franchisor, franchisee, convenience stores, relationship marketing

Influence of Celebrity Endorsement on Customer Behavioral Intention: The Case of Oppo Smartphone among Millenials in Hanoi

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Abstract

This research aimed to examine the influence of celebrity endorsement on customer behavioral intentions of Oppo smartphone user in Hanoi, Vietnam. This research was limited to 125 respondents who belong to the millennial generation or simply called as the “millenials”, thus, the study used purposive sampling to make sure that the respondents are all current users of Oppo smartphone. There were four independent variables being studied, these include, Endorser’s Attractiveness (EA), Endorser’s Trustworthiness (ET), Endorser’s Expertise (EE) and the Fit between the endorser and endorsed product (TF), dependent variable is Customer Behavioral Intention (BI) on Oppo Smartphone. Quantitative analysis includes reliability and validity test, classical assumption test and linear multiple regressions to answer the hypothesis testing through F-test, T-test and adjusted coefficient determination at significance level of 95%. The result of this study indicated that Endorser’s Trustworthiness (ET) has no significant influence on Customer Behavioral Intention (BI) of Oppo smartphone among Millenials in Hanoi. The variables such as Endorser’s Attractiveness (EA), Endorser’s Expertise (EE) and The Fit between the endorser and the endorsed product (TF) have significantly positive influence on Customer Behavioral Intention on Oppo Smartphone among Millenials in Hanoi, Vietnam. The study concluded that the popularity and demand for Oppo smartphone will be maintained or at least extend its life cycle in the market by maintaining a strong position through having an attractive backup plans, such as looking for other credible celebrities, focusing on product quality, and expanding distribution channels.

Keywords: celebrity endorsement, attractiveness, trustworthiness, expertise, the fit, analyzing intention

Instagram as a Social Media Marketing Communication Tool among Selected Local Entrepreneurs

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Abstract

This research was conducted to evaluate the perceived effectiveness of Instagram as a marketing communication medium. It sought to answer the questions about the efficiency of Instagram in communicating about a product, services or a business, as a whole. Precisely, it sought to gain insight about the demographic and business profile of Insta-Marketers, the effectiveness of Instagram as marketing communication tool in terms of reaching a large audience, promotional codes and audience feedback, and lastly, the pros and cons of using Instagram Marketing. A structured online survey form hosted by *adobeformscentral.com* was utilized to reach the 50 Instagram Marketer respondents. Descriptive research was used to describe and interpret the entire study. Statistical methods such as Percentage Distribution and Simple Weighted Mean were used to analyze and quantify the responses in the survey. Secondary data were lifted from studies and the Internet. After the thorough information gathering and analyzing, findings were presented and it showed that most Instagram Marketer-respondents were female, single and young adults. Most of the respondents are active users of Instagram to promote and market their respective business and products. The responses gathered to test the effectiveness of Instagram as a marketing communication tool showed that it is indeed highly effective as it scored in Reaching a Large Audience, Promotional Codes and Customers Feedback an Average Weighted Mean of 4.29, 4.31 and 4.46, respectively which according to Likert Scale were equivalent to highly effective. Most of the respondents believe that the convenience, accessibility and less promotion cost were Instagram's valuable advantages. On the other side, Insta-Marketers' frequently transpiring problems were the presence of Bogus Buyers and Joy Reservers.

Keywords: instagram, social media, marketing communication tool

Customer Satisfaction on the Balikatan Loan of Rural Bank of Atimonan

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Abstract

The Rural Bank of Atimonan (RBA) is one of the rural banks in Quezon province which is already established and has been in operation for a long time. The services of RBA include barangay loan, teacher loan, institutional loan, balikatan loan and secured loan. The methodology used by the Balikatan Loans is the Modified Grameen Methodology, which is primarily used for our Microfinance Group Lending, and is a customized MABS oriented methodology. It is expected that microfinance thru Balikatan method will help in the success of both clients and the bank itself. Group method or locally named as *Balikatan* is one of the most common methodologies for providing micro-finance. Group method primarily involves a group of individuals which becomes the basic unit of operation for the MFIs. The researcher will utilize the descriptive research survey method in town of Perez, Quezon with purposive sampling and questionnaire of five-point Likert-type scale. To determine the results, it will use Percentage, Mean and t-Test.

Keywords: customer satisfaction, microfinance

Psychographics of Generation Y and Generation Z Students of Selected Schools in Lucban, Quezon: Basis for Formulation of Marketing Strategies

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South Luzon State University

Abstract

The study is aimed to introduce and know what it can on the newest and next largest generation, Generation Z, that is about to hit the market. If Millennials made an era-changing impact, then Generation Z is expected do the same, if not more. The study was conducted to determine the following: to know the psychographics of Generation Y and Generation Z and observe differences; and the buying preference of both generations in terms of Clothing and Food and also observe key differences, with this data gathered the researchers also aims to create simple strategies that may be used in both generations. Using a descriptive research design, the differences identified by the study showed that Generation Y prefer touching ads while Generation Z wanted funnier ads. It showed that Generation Y is more brand loyal than Generation Z and is less prone to impulse buying. Going into preference in clothing, Generation Y mostly preferred plain shirts than Generation Z. Generation Y also wants baggy clothes and Generation Z preferred the opposite. Generation Y likes to follow trends while Generation Z makes their own. In terms of food preferences, Generation Y preferred tasty foods, opposed from Generation Z. that preferred the more nutritious ones. Generation Y prefers to eat out with quality food while Generation Z prefers to dine in and looks for quantity. It is safe to say that Generation Z is starting to show key differences in the demography of Lucban, Quezon, and more differences will show as this generation continues to grow in numbers and start having more buying power than previous generations.

Keywords: buying preference; Generation Y; Generation Z; Lucban, Quezon; psychographics

POLITICAL SCIENCE

Perception of Corruption in the Government and its Relation to the Cognitive Development among Adolescents

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Abstract

Corruption is an illegal behavior performed by many individuals and is a disease that destroys the society and affects people most especially the students. The researchers made a survey about the adolescent/college students' current awareness of the political situation in the Philippines, their views of the presence of corruption in the government, the causes of corruption, effects of corruption to them, and the seriousness of corruption at present. Data were taken from two hundred fifty five (255) adolescent/college students who came from different courses ranging from Criminology to Liberal Arts and Information Technology. The interpretation of data was done using the framework of the Social Cognitive Theory of Albert Bandura. On the assumption that there is a constant interaction between the environments (Philippine government), behavior and thoughts, the perceptions of these young adolescents/college students are believed to have influenced their actions and their opinions. The study found that the students are aware about the political situation specifically about corruption and they see it as very observable. They perceived that corruption happens because of the need for money; but still, they believe that it can be reduced to a certain degree with their help and contribution to their country, the Republic of the Philippines.

Keywords: political awareness, corruption, social cognition, adolescent, perception

RESEARCH MANAGEMENT

The Perspective of Grade 11 Students of Recto Memorial National High School about Online Research Consultation as an Alternative Delivery Mode

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Abstract

The purpose of the study is to determine the students' perceptions about the online research consultation as an alternative delivery mode. The method used to collect data was an online survey questionnaire which gathered the students' perceptions about online research consultations as an alternative delivery mode. The researchers created the Facebook group, Practical Research I Files-LT and the Facebook Page, RECTO (Research Enthusiasts' Consultation through Online) at the start of the study. The study provided insight into the views of the students on online research consultation as an alternative delivery mode and how it helped them in the preparation of their research, providing them with new learning experiences that open up new avenues for interaction and learning. The study engaged participants' emotions, thus, the findings from this study may not be generalized to assessing depth of learning with the online research consultation. The number of participants was small (N = 31), so their reflections may not be equally applicable to all learners' perceptions. Teachers should capitalize on the use of available learning tools, the online world, in the teaching-learning situations inside and outside the classroom, hence, contextualizing the concept of the 21st century skills for the 21st century learners.

Keywords: online research consultation, alternative delivery mode, practical research 1

RISK MANAGEMENT

Improvised Flood Water Level Indicator for below Sea Level Areas

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Abstract

Drowning due to flood is one of the main causes of people's death in the Philippines. The development of a water level indicator with an installed beeper is necessary to minimize this risk as it creates awareness on rising flood waters during the typhoon season. A water level indicator as an emergency equipment for this purpose was designed and created utilizing readily available materials and tested for installation and function, durability, use and safety. The device was demonstrated to ten (10) participants utilizing survey forms to measure the product's design, installation and function, durability, use and safety. The Likert Scale was utilized for the survey and the results were analyzed by means of the Weighted Mean. The results indicated that, in all the parameters, the respondents strongly agreed in all aspects of the survey questions. The product is therefore feasible, useful and functional.

Keywords: improvised water level indicator; sea level areas; flood; coastal areas

SCIENCE AND TECHNOLOGY

Efficiency and Functionality Eco-Friendly Wireless Charging Pad

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Abstract

Nowadays, people find cellular phones as a necessity to communicate and access information, so chargers should be handy at all times to equally sustain their use. Most chargers are wired which may result to charging problems and inaccessibility when outdoors. Wired charging is a necessity then, but may not be totally available all the time. This research intended to make phone chargers even more user-friendly by eliminating physical cables and at the same time, make them eco-friendly by using solar energy as the source of electricity. The study was an experimental type of research which used a 10 - item validated questionnaire and interviews from students about the efficiency and functionality of "Eco-friendly Wireless Charging Pad". This was conducted to fifty-nine (59) students of Grade 11 and 12 EIM (Electrical Installation and Maintenance) and EPAS (Electronic Product Assembly Services) of Recto Memorial National High School through Stratified Random Sampling. The research revealed that outdoor charging problems, fire due to left plugged cell phone chargers, and octopus connections are the top concerns addressed and solved by the Eco-friendly Wireless Charging Pad. Likewise, the experiment with direct charging in cellular phones with respect to mili - Ampere hour (mAh) revealed that the higher the solar energy, the faster the time for it to be fully charged. There is a directly proportional relationship between the battery capacities (mAh), the time to be fully recharged batteries and solar energy that is consumed. With regards to the functionality as assessed by the respondents, it was found effective and useful. However improvements and adjustments on the Universal Serial Bus (USB) port of its receiver is recommended so that a longer range of distance is possible in charging the phones.

Keywords: wireless charging pad, eco-friendly charging pad, solar-powered charger

Electroulette Fan: An Electricity- Generating and Storing Machine

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Abstract

The use of electric fan in the Philippines is a common practice. Its scarcity is one of the major threats in the world. However, there are possible ways of using electric fans as an alternative source of electricity for gadgets with low electric-requirement such as cellular phones and power bank. This research presented another way of producing electricity using the Electroulette fan which converts its generated mechanical energy back to electrical energy that can be used to charge phones and power banks. The study underwent two sets of experiments (direct charging and indirect charging) as the bases in determining the duration of charging a phone using the product both ways, direct or indirectly with several trials. The experimental method was used with a final sample of sixty-six (66) randomly selected participants from the population of Science, Technology, Engineering and Mathematics (STEM) and Electrical Installation and Maintenance (EIM) students. The data were collected using a validated 10-item researchers-made questionnaire intended to determine the effectiveness and functionality of the product. The experiments revealed that phones can be fully charged faster in indirect charging than direct charging using the stored energy in the product. With the respondents' assessment on its effectiveness and functionality, it showed that the Electroulette Fan is effective as an alternative source of electricity to lessen energy consumption yet improvements should be made as to assure products compatibility with all types and models of phones.

Keywords: electroulette fan, electricity-generating machine, electricity-storing machine

SOCIAL SCIENCE

Expression of Community Vision by Ayta Children through the Dream Map

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Ms. Milangelie C. Torreno
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Abstract

Indigenous practices of Ayta Children are important sources of information on various issues such as poverty, inclusion, and education. These indigenous practices provide voices for the Ayta children and their perspective can give rich information not only about their beliefs, aspirations, and identities but unfortunately, they are often ignored and excluded in the development process despite the fact that they are the future of their community. Ayta community is rich with indigenous terminologies such as “Kahampatan” which are sources of cultural heritage but their heritage has little documentation. Lastly, the researchers noticed that most of the state sponsored developments, when compared with the concept of development by the indigenous people, there is a wide gap. For communities, they often study theoretically indigenous culture in school but they are seldom exposed to these indigenous culture. Hence this research can be a source of documented indigenous culture from their perspective and will help understand them. For researchers, this will serve as a source of information on the use of dream map as ethnographic method. This research aims to explore dream map as ethnographic tool in gathering indigenous culture. It also aims to explore children's perspective in understanding indigenous culture. The scope of this research shall be limited to understanding dream map as ethnographic tool. It shall cover the Ayta children in Botolan, Zambales. Since the Ayta community has their practices, the researchers will ask their elders to choose participants for the dream mapping. Data gathered from the participants will be analyzed through coding to be able to discover patterns of vision. At the end of the analysis, the researchers should be able to document the community vision of the Ayta children. This shall give insights to the gaps between what the researchers know and what they really perceive. This will help the researchers explore thematic analysis. As part of the procedure, researchers will ask for their consent and since children are minors, consent will be sought from their parents and elders.

Keywords: dream map, indigenous practices, social development

The Unwavering Narra: A Phenomenological Study on Resilience of Filipino farmers

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Abstract

Resilience is the ability to withstand, rely, reflect and think. The concept of resilience is stated from a range of farmers' perspective in this paper through descriptive phenomenology. Different definitions of resilience are proposed to deepen understanding and inform research, policy and practice. Different factors, particularly capability, bullishness, and family are highlighted. Finally, how resilient the farmers are is also discussed. This study revolved around how the Filipino farmers are motivated and determined to work despite life's adversities. Filipino farmers were found to be optimistic, open minded, dedicated, and sturdy. They are also dependent on their community, which revolves around their families, neighbours and fellow farmers. This paper also examined the development of resilience in farmers through time.

Keywords: conceptual themes, descriptive phenomenology, phenomenon, resilience, robotfoto

Call for Papers

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