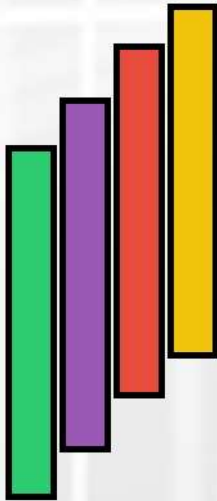


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BUSINESS

Understanding Consumer Perceptions on the Ethical Responsibility of Real Estate Practitioners

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Abstract

High value or higher transaction of a real estate consumer need someone who is professional and has an expertise in the field who will give the client the best quality and satisfaction on the real estate transaction. This study would be significant and beneficial to both the buyers and the sellers to better understand the consumer perception of the ethical responsibility of real estate practitioners. A descriptive method of research was used in this study to gather secondary data from various journals and researchers related to the topic or problem which directed the researcher to a more comprehensive discussion on the concept of consumer perception and ethical responsibility of a real estate practitioner as perceived by the consumers. The findings may be used to minimize the unethical transaction or misbehaviour of the real estate practitioners in order to retain the trust and loyalty of their valued customers in their chosen real estate providers.

Keywords: consumers' behaviour, consumers' perception, ethical responsibility, real estate practitioners

The Talent Acquisition Practices of a Food Manufacturing Company in Cavite

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Abstract

The study was designed to assess the effectiveness of Talent Acquisition Practices of a Food Manufacturing Company in Cavite. This study was descriptive-quantitative in nature. A researcher-made survey questionnaire was used for the purpose of gathering data. Majority of the respondents were male, millennials, employed under casual employment, secondary education graduate, with rank and file status, earning P10, 000 – P15, 000 per month, employed less than six months and attended one training or seminar related to Talent Acquisition Practices. The employees of the food manufacturing company assessed that Talent Acquisition Practices in terms of Workforce Planning, Employer Branding; Sourcing Strategy, Recruiting Technology, Onboarding Programs, and Data Analytics were Effective. The respondents perceived the Talent Acquisition Practices of Food Manufacturing Company in terms of Workforce Planning, Employer Branding, Sourcing Strategy, Onboarding Programs, and Data Analytics were significantly different when they were grouped according to their profile whereas, the null hypothesis was rejected. Meanwhile, they differ in Recruiting Technology, their perception was not significantly different when they are grouped according to profile thus, the null hypothesis was accepted. The company must invest in providing training programs to enhance the capabilities of the employees and prepare them for further career growth. The company should be more considerate of the regularization of employees to lessen the employee turnover rate and comply with the intricacy of the job.

Keywords: talent acquisition practices, workforce planning, employer branding, sourcing strategy, recruiting technology, onboarding programs, data analytics

The Extent and Level of Effectiveness of Internet Utilization on the Performance of Selected Travel Agencies in Metro Manila as Perceived by the Travel Agents

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Abstract

The study is about The Extent and Level of Effectiveness of Internet Utilization to the Performance of Selected Travel Agencies in Metro Manila as Perceived by the Travel Agents. Its objective is to know the profile of the respondents in terms of age, gender, civil status, highest educational attainment, the department assigned, level of job and number of years employed in the company. It also aims to know the significant difference in the assessment of the respondents on the extent of internet utilization of travel agencies as a group according to profile and how they assess the level of effectiveness in terms of reduced cost, collection performance, sales goals, and after-sales services. The study used descriptive method and survey questionnaires were answered by 146 travel agents within Metro Manila. Data were computed by using four statistical methods like frequency distribution and percentage, weighted mean, T-test and ANOVA, and ranking. The study revealed and accepted the null hypotheses that there is no significant difference in the assessment of the respondent on the extent of internet utilization by the selected travel agencies when they are grouped according to their profile and there is no significant difference on the level of effectiveness of internet utilization to the performance of selected travel agencies as assessed by the respondent when they are grouped according to their profile. The researcher recommends to the future researchers of the same topic should cover the locale of screening on the extent and level of the internet to travel agencies' performance.

Keywords: internet utilization, travel agencies, travel agents, level of effectiveness, performance

The Consumer Rights and Ethical Responsibility Awareness of Credit Card Companies in the NCR, Philippines

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Abstract

Credit card information for the cardholders is readily available in the conditions of credit card including its terms once you applied for their product. It discusses things relevant to the features of credit cards and frequently asks questions of the clients. These things will help the credit cardholders to enlighten their minds with the things they do not understand the services of credit card companies. Even the information is readily available still it possesses questions on doing credit card companies ethically doing these things pro-actively before problems occurred caused by non-accommodation of credit card inquiries. Credit card companies can discuss these things to their potential credit card holder applicants to ease their confusion at the start of the application and whenever actual situation and scenario come the way of the existing credit cardholders, credit card companies should be readily available to answer immediately the queries of cardholders whether, by telephone call, email or SMS inquiry, Credit card companies may use their resources to enhance their operation regarding customer complaints and customer dissatisfaction regarding the services of credit card companies. The main goal of this study is to supply various knowledge to consumers on their rights with regards to the responsibilities of card firms ethically in NCR Philippines. This will help them to be aware of their rights as a credit card holder of the company. Other journals, researches, and secondary data were analysed to gain insights to help in the understanding of the responsibilities of card firms ethically.

Keywords: ethical responsibility, customer complaints, right

Global Standards on Ethical Promotion of Nutritional Products

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Abstract

Standard is an important key in maintaining quality and acceptable practices to the end consumer. The same is true when it comes to the promotion of nutritional products. Nutritional products refer to any dietary supplement that is intended to provide nutrients that may otherwise not be consumed in sufficient quantities. Countries all over the world have varying views and cultures on how these products will be promoted and these greatly affect the manner in which these are offered and delivered: promotional approaches come in all shapes and colours depending on the roots and beliefs of a country. This paper aimed to present the relevance of compliance of medical representatives. It is the objective of the paper to review the current practices demonstrated in the current researchers, published materials, and existing literature with more inclination on the demonstration of socially responsible and culturally sensitive business. The researcher, as a marketing professional, seeks to not just investigate the current practices of the promotion of the nutritional supplements but he would want to impart the best practices and the “should have been” approaches on its promotion. The findings of the paper will help bridge the knowledge gap and will serve as a message to its readers to be cautious and be sensitive to acceptable practices in the nutrition industry.

Keywords: ethical promotion, global standards, nutritional products, supplements, practices

The Marketing Strategies of a Non-life Insurance Company

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Abstract

The purpose of this study was to assess the marketing mix strategy of a non-life insurance company and the level of satisfaction of their consumer policyholders which is essential to achieve the company's goal. The respondents were randomly selected consumer policyholders of Standard Insurance Cabanatuan Branch. Data was gathered through survey questionnaires, tabulated and analysed. Most of the respondents were 28–37 years old, male, married, have Bachelor's degree, working in private firms, have P8,000.00-P17,999.00 average monthly income, and non-life insurance policyholders for 1-3 years. Motorcar insurance was the most availed coverage. The respondents assessed their level of satisfaction on the marketing mix strategy of the non-life insurance company in terms of product, price, place, and promotion as Satisfied. The result also showed that there is a significant difference in the respondents' level of satisfaction when grouped according to age and average monthly income, sex in terms of place and promotion, highest educational attainment in terms of promotion, type of employment in terms of product, price, and place. Whereas, there is no significant difference when grouped according to a number of years as the policy holder, sex in terms of product and price, highest educational attainment in terms of product, price and place, and type of employment in terms of promotion. Based on the findings, it was recommended that the non-life insurance company should offer more competitive pricing or packages that would attract different demographical segments. Improving promotions and advertisements should also be done especially on social media.

Keywords: marketing strategy, non-life insurance, marketing mix

Poultry Farming: Animal Welfare vs. Profitability

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Abstract

Poultry farms such as broilers which are for meat consumption and layers that produce eggs is an industry that entails specialized functions operated to gain profits by the ability to plan and control proper animal management. Poultry farming should take into consideration factors that hinder profit such as animal cruelty. Proper welfare and management should be imposed to realize better production and profitability. Ensuring fast and efficient production of quality products such as chicken meat and eggs can be obtained by controlling the spread of diseases, maintaining the level of feed-in terms of its efficiency, proper segregation and handling of poultry wastes and proper cleaning and sanitizing of the cages of chickens. When animals like humans when not stressed can be more productive and may perform better. Stocking density and designed cages for every kind of chicken breed are also very important factors and have crucial implications in the chicken industry. Poultry farms are potentially profitable as a business and this is feasible due to less turnover of poultry flocks mortality and high demand in the market. The purpose of this study is to provide information about poultry farm welfare and how it can affect the production and its profit. Various researches, secondary data, and journals were analysed to gain insights to help in the understanding of the ethical responsibilities of poultry farm producers to its consumers by providing quality products while considering profitability. The importance of this research is to understand the beneficial and environmental effects of animal welfare on its consumers and surroundings. This will be beneficial to the farmers to understand animal welfare on what is the proper way of rearing animals and avoiding any kind of diseases and the effective way of waste management while earning a better income.

Keywords: poultry farming, profitability, animal welfare, production

The Marketing Strategies of Private Non-Sectarian Schools in the City of Malabon

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Abstract

The study is to assess the effectiveness of marketing strategies of private non-sectarian schools in the City of Malabon. The researcher used the descriptive approach of research in this study. There were 150 Senior High School students who were randomly selected from four non-sectarian schools in the City of Malabon. The survey forms were left and retrieved a few days after. The statistical tools used were Frequency Distribution, Percentage Distribution, Ranking, Two-tailed t-test, Weighted Mean and Analysis of Variance. When the respondents were grouped according to sex, their assessment in terms of product, price, and place, there were no significant differences. However, in terms of promotion, there was a significant difference. When grouped according to the strand, the respondents' assessment of the effectiveness of marketing strategies in terms of Product, Price, Place, and Promotion, there were significant differences. When the respondents were grouped according to a number of siblings enrolled in the same school, the assessment on the effectiveness of marketing strategies in terms of Product, Price, Place, and Promotion, there were significant differences. When respondents were grouped by a number of household members enrolled in the same school, in terms of Product, Price, Place, and Promotion, there were no significant differences. When grouped according to a number of years as a student of the same school, the respondents' assessment of the effective marketing strategies in terms of product, there was a significant difference. However, in terms of Price, Place, and Promotion, there were no significant differences.

Keywords: marketing strategy, private non-sectarian schools, Malabon

The Present Situation of Enterprise Morality and its Management in China

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Abstract

A questionnaire survey on the ethics and management status of 212 state-owned and private enterprises in the east, middle and west shows that immoral business practices exist to a considerable extent; moral conflicts are more frequent and often exist in relationships with customers, colleagues, bosses, and subordinates; moral decision-making standards are pluralistic and situational; and tolerance for misconduct is high. Most enterprises have realized the necessity of business ethics and carried out moral management to a certain extent, but less use of moral management measures widely used by western enterprises, and the strength needs to be strengthened; to improve corporate ethics requires the joint efforts of individuals, enterprises, and society.

Keywords: corporate morality, moral management, Chinese local enterprises

The Social Media Advertising Effectiveness of a Male-Centred Preventive Device (Condom)

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Abstract

This research aims to explore the social media advertising effectiveness of a male-centred preventive device (condom) in various social media applications and websites. Cognitive Response Model was the theoretical framework used as it is the foremost method in assessing the consumer thought process. This study used the non-probability sampling method, specifically, convenience sampling and chose the respondents based on +/- 5% with a 95 % confidence interval, focusing on young adults in Manila. Frequency, Percentage, Ranking, Weighted Mean and ANOVA were used to present, analyse, and interpret the data gathered. The majority of the respondents are 19 years old, Straight/Heterosexual in gender and uses Facebook, YouTube, spending 4 to 6 hours a day with social media as their main source of information when it comes to condom brands. Overall, the social media advertising effectiveness of condom in terms of exposure to various social media applications and websites advertisements is somewhat effective, cognitive responses are somewhat effective and attitudes toward the brand and the advertisement is effective. Respondents' assessment of exposure to advertisements and purchase intent has a significant difference when grouped according to age, gender orientation and source of information. On the contrary, when grouped according to hours spent on social media, there is no significant difference. Based on the results, the researcher recommended concentrating the advertisements on Facebook, YouTube, and Twitter and creating condom advertisements that could arouse more positive feelings. Age, gender and source of information are factors that should be highly considered when designing a campaign advertisement for a condom.

Keywords: social media, male-centred preventive device, condom

International Trade and the ISO 9001 Certification of Firms: An Investigation

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Abstract

The ISO 9001 certification gathered the interest of researchers, businessman and other related parties that believes it has a huge effect on firms being certified. ISO 9001 certification allows the firm to have a standard on the operation of its processes that are customer-focused. Thus, it results in consistent delivery of quality of product or services and focuses on customer satisfaction. International trade or globalization could be triggered by aspects of a firm that is perceived as beneficial by consumers. The aspects included in this study, namely the firms' quality of the product produced, image, performance and the economic growth of a country tend to trigger globalization or international trade of business. Therefore, the researcher investigated the effect of ISO 9001 certification on firms' quality of the product produced, image, performance and economic growth of a country, to explicit its effect or attribute to international trade. The researcher used a descriptive qualitative approach, thus, gathered data from articles, researches, and journals. The result shows that ISO 9001 certification positively affects firms' quality of the product produced, image, performance, and countries' economic growth through importation and exportation that results in GDP increase. Also, it was observed that all the aspects used in this study affect globalization or international trade. The researcher concluded that ISO 9001 certification indirectly affects international trade through firms' quality of the product produced, image, and performance. While it directly affects international trade and economic growth through its positive correlation with GDP and exports.

Keywords: ISO 9001, international trade

The Role of Social Media in the Digital Age: A Dynamic Marketing Strategy for Micro, Small and Medium Enterprises (MSMEs)

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Abstract

The remarkable surge of the popularity of social media has affected in a broad scope of how Micro Small and Medium Enterprises (MSME's) reached and engaged with their objective customers to promote their products and services. As of 2019, there are 76 million active social media users in the Philippines according to Hootsuite Digital 2019. Imagine that your business is being seen by more than half of that count and the potential growth you can have. This is why firms are integrating the operation of social media as their marketing strategy. How MSME's assimilated social media for advanced business promotion has gained huge attention from both the academic and business sectors. The purpose of this study is to construe the importance of discerning the role of social media in terms of marketing programs of MSME's in the digital age and to evaluate those factors incorporated when using social media to reinforce their marketing strategy. By bringing together various researches, journals, secondary data, and literature that the researcher analysed to interpret the relevance of social media as a marketing strategy in business promotion. The researcher perceived that MSME's develop, modify, and transform their marketing activities by acquiring market intelligence through social media platforms. Proportionally by installing into the system the implementation of social media as a dynamic marketing strategy leads to the advancement of MSME's in the Philippines.

Keywords: business, digital age, dynamic, firms, importance, marketing, marketing strategy, micro, small, and medium enterprises (MSME's), promotion, role, social media

The Current Situation of the Business Ethics of Chinese Enterprises and Countermeasures

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Abstract

The obstacles that Chinese enterprises are facing are not just technology, productivity, and management, but how Chinese business ethics meet international norms. Business ethics has become a key factor in restricting the competitiveness of Chinese enterprises. This paper focuses on the analysis of the current situation of Chinese ethical business culture and the impact of historical, cultural, economic, and political factors. It discusses the profound influence on the ethical business environment and ethics of traditional Chinese philosophy including Confucian philosophy, Taoism and Communist ideology, and government regulatory agencies. It analyses the existing problems of China's business ethics including credit deficiency; the flooding of the false advertising, counterfeit and inferior goods; unfair competition behaviour; economic fraud; malicious evasion of debts, etc. This paper puts forward comprehensive control measures. The main conclusion is that the misery consciousness of Chinese enterprises should be strengthened; correcting the unethical actions in market economy and commercial activities; strengthening the business ethical education of businessmen; advancing reform of the property rights system and curbing short-term behaviour; accelerating the transformation of government functions and cracking down on corruption; establishing a sound legal system for the market economy; carrying out law-abiding education and strengthening law enforcement.

Keywords: business ethics, traditional Chinese philosophy, existing problems, countermeasures

Cross-Functional Professional Collaboration in Food Industry in the Province of Pampanga

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Abstract

The study aimed to assess the cross-functional professional collaboration in the food industry in the province of Pampanga. Specifically, the research attempted to answer the following questions: 1.) What is the profile of the respondents in terms of age, sex, civil status, highest educational attainment, years of work experience, the department assigned, and a number of training participated in? 2.) How do the respondents assess their level of cross-functional professional collaboration in terms of individual, group, and organizational aspects? 3.) Is there a significant difference in the respondents' assessment of their level of cross-functional professional collaboration when they are grouped according to their profile? The study utilized the quantitative research design, specifically, a descriptive cross-sectional approach in order to provide a more detailed picture with regard to the said nature of observations. The respondents of the study were the rank and file employees who are known to be employed in the food industry in the province of Pampanga, regardless of being contractual or regular, male or female, and the unit area or department where they are assigned. The results revealed that when the respondents are grouped according to their demographic profile in relation to an individual, group, and organizational aspects of collaboration, a verbal interpretation of "agree" was obtained. Based on the results, no significant difference had been found among the demographic profiles when compared in terms of their cross-functional collaboration. Such a study is recommended to be carried out into a longitudinal research design so as to determine if time can influence the cross-functional collaboration of the respondents.

Keywords: cross-functional, professional collaboration, food industry

The Marketing Mix Strategies of Coffee Shops

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Abstract

The objective of this study was to assess the effectiveness of Marketing Mix Strategies of Coffee Shops in Makati City. The researcher used a descriptive design wherein a researcher-made questionnaire was employed. Frequency and Percentage Distribution, Weighted Mean, ANOVA, t-Test, and f-Ratio were utilized as statistical tools. The assessment of the respondents' to the effectiveness of Marketing Strategies of Coffee Shops in Makati City was Effective in terms of product, price and promotion strategy, while Somewhat Effective in Pricing Strategy. There was no significant difference in the respondents' profile to the Marketing Mix Strategies of Coffee Shops in Makati City. When grouped by age, gender, civil status, highest educational attainment (Price and Promotion), average monthly income (Price and Promotion), employment, frequently visited (Product, Place, and Promotion), frequently product purchased, coffee shops most frequently visited (Price). On the other hand, there were significant differences in the respondents' profile to the Marketing Mix Strategies of Coffee Shops in Makati City when they grouped by highest educational attainment (Product and Place), average monthly income (Product and Place), frequently visited (Price), and coffee shops most frequently visited (Product, Place, and Promotion). Coffee shops need to remember the quality of the product (innovation) and services offering through investing in high-end equipment, renovation, and connectivity such as Wi-Fi. Focus on well-effective marketing materials like flyers, brochures, and magazines. Next is to use mobile applications that can put promotions like discounts, rebates, coupons, and sampling. Lastly is to maximize the use of a database to reach customers strategically.

Keywords: marketing mix strategies, marketing strategies of coffee shops, coffee, coffee shops, specialty coffee shops

The Impact of Outsourcing on Company Performance

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Abstract

Businesses nowadays tend to look for ways for them to maximize the utilization of their available resources to their full advantage and gain a competitive advantage. It is no wonder that they resorted to the growing approach of outsourcing. Outsourcing is an arrangement whereby the delivery of one or more internal processes or services of the company is done by third-party companies, commonly referred to as a vendor. This setup is used by different companies all across the globe to not just reduce costs, but also to have more focus, attention, and effort to their core business processes. The objectives of this study were to take a deep dive into the reasons that pushed companies to take the path of outsourcing and to assess the impact it has on the performance of the company. The sought objectives of the study were attained by reviewing the existing literature and with references to other researches. The researcher referred to secondary data and existing literature, which were analysed and synthesized. It was found that outsourcing is beneficial to the performance of the company as it allows companies to give more focus on their core, improve quality of service, lessen staff, streamline their business process, reduce costs, and lessen administrative burden. These findings will provide valuable insights that will be helpful in the decision-making process of businesses who are planning to take the path of outsourcing.

Keywords: outsourcing, strategy, company performance, vendor

EDUCATION

Off-Campus Activities for Holistic Development among BSBA Students of St. Dominic College of Asia: A Perception Study

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Abstract

St. Dominic College of Asia's mission is to purposively link quality education, training, and research with community service in pursuing the holistic development of individuals through innovative programs and productive activities attuned to the needs of the global community. The study is about the perception of BSBA students of St. Dominic College of Asia as regards off-campus activities for holistic development. The objective is to determine the perception of BSBA students of different specialization as regards the extra-curricular and the co-curricular such as team building, retreat, outreach program, internship, international immersion, and seminar and convention. This study will focus on the holistic development of students participated in the said outdoor off-campus activities and will use an analytical approach in dealing with the information based on the survey questionnaires answered by the selected respondents. The researcher used the descriptive study to provide information about the respondents, the different types of off-campus activities and the effectiveness of off-campus activities to develop a holistic approach towards academics and self-awareness of the BSBA students of St. Dominic College of Asia.

Keywords: holistic, development, BSBA students, St. Dominic College of Asia, perception study

Beyond Boundaries: The Case of Student-Faculty Interactions Outside the Classroom

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Abstract

Student-faculty interaction can happen in everyday life in the academe - during class hours or outside the four corners of the classroom. Compared to the previous generation, students nowadays are more comfortable talking to their professors after class. The utilization of social networking sites is widely used to share announcements - where relationships may get into a personal level. Co-curricular activities serve as ways for the students to work with other students; at the same time, it gives them easier access to communicate with their instructors, particularly with the student organization advisers and their faculty friends. This study is anchored in Kantian Ethics which argues that an action is ethical if an individual focused on the necessity to do such as part of fulfilling his or her duty. This study worked on the status of student-faculty interaction outside the classroom. Particularly, social media interaction and co-curricular activities are the factors looked upon by the researcher. Various research studies focusing on student-faculty interaction, social networking site use in the academe setting, and involvement of students in the educational institution's co-curricular activities are analysed. It is concluded that social media and co-curricular activities play an important role in the lives of the students. It influences their classroom performance and it highly impacts their sense of belongingness. These variables are identified as best practices in the student-faculty interaction. Applying social media utilization and co-curricular activities involvement will help in determining classroom management strategies effective in the delivery of the educational service sector.

Keywords: student-faculty interaction; classroom management strategies

HEALTH SCIENCE

Cervical Cancer Vaccination in the Philippines: Profitability vs. Social Welfare

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Abstract

The research paper reviews the attempts made by the Philippine government and medical practitioners in vaccinating Filipinos against cervical cancer. It is the 2nd leading cause of death among women in the Philippines next to breast cancer. An estimated 7,277 new cases of and 3,807 deaths due to cervical cancer are expected to occur every year. Cervical cancer is preventable, vaccination is the key. The complete dose will range from 7500-22500 pesos. The government made efforts by starting cervical cancer vaccination in selected areas. Vaccination against cervical cancer can also be availed in private clinics of medical practitioners. Both parties are doing different programs in protecting these women. More effort is needed to protect more women. The research paper explores the current situation of cervical cancer vaccination practices in terms of social welfare and profitability for Filipino women and attempts a better understanding by reviewing government initiated vaccination programs, how vaccination is currently done, laws and regulation and other documents pertaining to vaccinating women. Does the research paper seek to answer the question: the Philippines, a cervical cancer-free nation someday? It is hoped that this study will inform the government and medical practitioners on the importance and value of vaccinating more women against cervical cancer.

Keywords: cervical cancer, vaccination, social welfare, profitability

MANAGEMENT

The Qualities of Effective Leadership and its Impact on Good Governance

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Abstract

It is arguably truly impossible to acquire and maintain effective administration, to achieve visions and aims, to sustain excellent services at all stages in private, public and civil agencies or groups without effective leadership and good governance. The increasing complexities and necessities arising from the constant change in society, coupled with the constant push for better levels of productivity, require powerful, effective and ethical leadership. To be considered successful in the eyes of all stakeholders, it is vital to have true and good governance and effective leadership is the vital requirement for an agency or organization.

Keywords: leadership, good governance

An Analysis of the Millennial's Motivation and Leadership in the Workplace

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Abstract

Millennials, who were born from early 1980 up to early 2000, now comprised 26.7% of the labour workforce. They have increasingly received vital attention from the management due to diversity in terms of attitudes, behaviour, determination, principles, and ambitions in a workplace or working environment associated with preceding generations. Some of these perspectives are positive but the majority are categorized as negative traits: too demanding, overconfident, have this tendency to talk more than to listen and acting overly entitled. The difference in views led to the development of this study with the objective of determining the contributory factors on how millennials are described. It is in this way that we can evaluate further on how millennials act, think and be enthused in their workplace. The researcher made use of the qualitative research method. The paper referred to existing data and literature, which were analysed and synthesized. It was found that both professional and personal growths are significant to Millennials. The main drivers for them to be motivated and committed to an organization are to have a high level of feedback, to have personalized attention, a flexible work environment, and be empowered. The managerial implications are that leaders should acknowledge the importance of the millennial contribution in the workplace and be aware of the drivers that motivate them. The findings gave a view and a better understanding of the forces that tickle or move millennials on their work performance.

Keywords: organization, leadership, the millennial generation, workplace, millennial work attitude, organizational development, organizational change

The Lack and Construction of Management Ethics in Small and Medium-Sized Enterprise in China

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Abstract

The management ethics of enterprises has become an intangible asset of enterprises, which attracts the attention of all countries in the world. However, there are still some enterprises in China that fail to resist the influence of some negative factors in the period of social transformation. In particular, some small and medium-sized enterprises are more likely to lose their business ethics due to the limitations of business philosophy, capital, and scale. For example, some small and medium-sized enterprises in the market competition to take some unfair means of competition; In pursuit of short-term economic interests and produce fake and inferior products, and so on, this for their own interests but ignore the social moral behaviour, not only harm the interests of the enterprise itself, is not conducive to enterprise good image set up and enterprise's sustainable development, and destroys the market economic order, serious damage to the interests of stakeholders such as employees, consumers, and society. Therefore, the serious management ethics problem makes some small and medium-sized enterprises to strengthen the construction of management ethics are imperative.

Keywords: small and medium-sized enterprise, management ethics, deficiency and construction

Flexitime Management among the Employees Working at the National Capital Region

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Abstract

This study is intended to determine the flexitime management of employees working in NCR in terms of work ethics, performance, job satisfaction, organizational commitment, and company loyalty. The descriptive method was utilized and the survey technique was used as a data-gathering tool. The respondents consisted of 400 employees working in NCR assessed FWA as “Effective” in all aspects. There’s no significant difference when grouped by sex and company location, in contrary when grouped by civil status and job position. When grouped according to age, there’s no significant difference in all aspects except commitment. There were significant differences in commitment and company loyalty; while no significant differences in work ethics, performance and job satisfaction when group by educational attainment. There were no significant differences in all aspects except job satisfaction when grouped according to monthly income. When grouped by a number of years, all aspect has significant differences except work ethics. The researcher would like to recommend to the organization to revisit their working arrangement to adapt to societal changes: offering FWA may empower their employees in many aspects. The government should strengthen the implication of FWA; to give an equal opportunity to both public and private offices; to initiate spreading the awareness of FWA as it may help ease traffic. The researcher would like to commend those companies who offer FWA; may they continue, develop and improve more their policy for the economic status may change and so that from the “Effective” assessment of this study it will turn to be “Very Effective”.

Keywords: flexitime, management, NCR, job satisfaction, performance, work ethics

Insider Identity and Laziness Regulated by Moral Identity, Collectivism Human Resource Management

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Abstract

This study mainly discusses the influence of oriental collectivism human resource management on employees' laziness behaviour under the practice of Chinese management and verifies the adjusted intermediary effect by coefficient product method. The empirical results show that collectivism human resource management can improve the sense of belonging of employees and make employees feel that they are "their own people", while whether "one's own person" can make employees reduce laziness at work is regulated by moral factors. For employees with a high level of moral identity (higher than 4.693, 6 points), the sense of belonging can control laziness, and the higher the moral identity, the stronger the control effect; but for the When the moral identity is at a low level (below 2.240, 6 points), the sense of belonging will have a negative effect, that is, to promote lazy behaviour, and the lower the moral identity, the stronger the promotion effect, and on the whole, the degree of influence when it has a negative effect is greater than that when it has a positive effect. Therefore, although collectivism human resource management can improve the sense of belonging of employees, in order to control the laziness of employees, it is necessary to enhance the moral identity of employees at the same time, otherwise, it will be counterproductive. This study analyses the mechanism of situational management practice on employee behaviour and provides a reference for the fine analysis of adjustment effect.

Keywords: collectivism human resources management; insider identity; moral identity; lazy behaviour

The Contribution of Community-Based Credit Cooperatives to the Upliftment of the Quality of Life of its Members: An Evaluation

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Abstract

This research sought to determine the contributions of community-based credit cooperatives in five (5) cities in the National Capital Region namely, Quezon City, Paranaque, Taguig, Pasig, and Makati where most of these successful coops of this kind are situated, to the upliftment of the quality of life of its members. The findings of the study revealed that these cooperatives indeed make a significant contribution to the improvement of the quality of life of coop members. Members and officers alike for the coops surveyed manifested the same positive results. Having the cited positive results, the answers to the statement of the problem and sub-problems were thus clearly and elaborately presented with numbers, figures, and tables such that, these showed without a doubt that being a member of the coop or being its officer bring great benefits in terms of social, political, cultural, and economic upliftment. Interestingly, one notable finding of the study was that the lower educated people tended to exalt more their cooperative than their higher-educated coop members especially in terms of social upliftment. The high school and vocational attainers were the ones very vocal in citing the cooperative role in their social enhancement. The recommendation that the study can make is that cooperatives should be replicated more in the other locales of the city, municipality, or province. As the study further highlighted, the cooperative is the great equalizer as no matter how big one's capital is in the coop, he or she counts only as "one vote".

Keywords: credit cooperatives, upliftment, quality of life, evaluation

A Gap Analysis for Southern Luzon State University: A Basis for a Human Resource Action Plan

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Abstract

This study sought to standardize the job description and to suggest strategies to address the identified gap between the existing inventory and the human resource requirement of Southern Luzon State University for the teaching and non-teaching personnel. The descriptive types of research were adopted and secondary data were utilized. A total population of 527 (335 teaching personnel and 192 non-teaching personnel) are the respondents. Based on the data gathered, it was revealed that there is one job description for all teaching positions regardless of its item position. For non-teaching, sixteen positions have an existing job description while the remaining six positions have no job description. Consequently, a mismatch takes place between the job description and actual job performed by the SLSU personnel. Human resource inventory and requirements as per Medium Term Development Plan (2016-2020) were analysed and it shows that the university has a gap in its target. Thus, a standardized job description for each job position and an action plan were developed.

Keywords: action plan, gap analysis, human resource, job description, Southern Luzon State University

The Human Resources Information System (HRIS) of Selected Retail Firms in Quezon City

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Abstract

The purpose of this study was to assess the effectiveness of the Human Resources Information System of Selected Retail Firms in Quezon City. The descriptive method of research was utilized and the survey technique was used as a data-gathering tool. The respondents of the study consisted of 128 employees from Quezon City. Percentage, Weighted Mean and Analysis of Variance were the statistical tools used in the study. The respondents consisted of 128 employees of selected retail firms in Quezon City. All aspects of the Human Resources Information System of Selected Retail Firms in Quezon City were assessed as “Effective”. There was no significant difference in the respondents’ assessments when grouped according to profile. The retail firms or organizations should invest to improve and optimize the HRIS accessibility from anywhere through the web interface in able the employee to perform their tasks effectively. The researcher recommends effective feedback that should be used by the managers to help meet the employee and company target. There should be effective HRIS performance feedback that would help improved HRIS performance. The researcher emphasizes the need of the retail firms to focus on human resources information system applications and proper implementation of an effective HRIS at all levels in the work environment to achieve positive outcomes and maximize organizational performance.

Keywords: human resources, information system, HRIS, retail, Quezon City

The Performance Appraisal System in Pharmaceutical Companies'

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Abstract

The study was intended to determine the effectiveness of the Performance Appraisal System in selected Pharmaceutical Companies in Quezon City. The descriptive survey method of research was used in this study. A researcher-made questionnaire was designed for the purpose of gathering data. The majority of the respondents were millennials, females, single, bachelor's degree holders, and were in the company for more than three years, and yet were not promoted nor moved into a lateral position. The respondents' assessment of the Effectiveness of the Performance Appraisal System in Pharmaceutical Companies in Quezon City in terms of Leadership Engagement, Customer Orientation, Structured Improvement Procedure, and Focus on Metrics were Effective. The respondents perceived the Performance Appraisal System in Pharmaceutical Companies in terms of Leadership Engagement, Customer Orientation, and Structured Improvement Procedure was significantly different when they were grouped according to their profile whereby, the null hypotheses were rejected while, they differ in Focus on Metrics, their perception was not significantly different when they are grouped according to profile thus, the null hypothesis was accepted. The company could provide leadership training that will enhance leadership skills, especially in assessing employees' strengths and weaknesses, and in identifying training and development needs. Regular feedback should be maintained by the managers or supervisors aside from the annual performance appraisal. The company could have a reward system for every process improvement developed by employees that reduce operating costs. This will serve as motivation to the employees and will encourage others to think of process improvement as well.

Keywords: performance appraisal, pharmaceutical, Quezon City

Mitigating the IT Risks Involved in IT Outsourcing

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Abstract

Outsourcing is an arrangement whereby the delivery of one or more internal processes or services of the company is performed by third-party companies, commonly referred to as a vendor. IT outsourcing, in particular, has been a growing approach widely accepted as a strategic move so that businesses could have more focus on their core competency. The purposes of this study were to take a deep dive into the reasons that drove companies to take the path of outsourcing, more specifically on the IT side of outsourcing, to identify the IT risks involved, and to identify the ways in which these can be mitigated. The sought objectives of the study were attained by reviewing the existing literature and with references to other researches. The researcher referred to secondary data and existing literature, which were then be analysed and synthesized. The findings from these resources gave an understanding of the forces and benefits that drive businesses to outsource their business process: improved focus on core business activities, increased efficiency, controlled cost, increased reach, and greater competitive advantage. These benefits are associated with risks which include risk on selecting the right vendor, loss of control and know-how, confidential risk, hidden costs, and exit barrier, which could be mitigated through careful planning, adequate control and observance of risk management processes. To sum it up, the paper presented the details essential in understanding the nature of IT outsourcing that can provide information that could help businesses to position themselves strategically.

Keywords: IT risk, outsourcing, mitigation, risk management

Leadership for Millennial Employee Retention

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Abstract

Company leaders are always in search of ways on how they will engage their employees and address retention issues in the workplace. Managers of Millennial employees opined that this generation is tougher to manage and a bigger challenge. However, experts say that this all because of the total lack of good leadership which is the responsibility of the corporate environment. This research aims to understand the Millennials' leadership style preferences and identify factors that will eventually make them stay with the company. Qualitative research was done by the researcher to understand the Millennial worker through in-depth interviews. The result of the research showed four leadership styles that will retain Generation Y. (1) Trustful leadership. Millennials would rather be given the task, trust them to do it on their own, ask if they need assistance and complete it. (2) Appreciative Leadership. Millennials appreciate being valued for their opinions on decisions to be made on the performance of any task. (3) Mentor Leadership: Mentorship is a big factor in retaining the Millennial and not just for developing skills. They look at their managers not merely someone who leads but a coach or a mentor. (4) Collaborative Leadership. Generation Y resists the traditional top-down management style and prefers collaboration among team members. Managers should not only lead the team but should be one of the key players. Good leaders should realize that they have a lot to learn from their employees as much as they have much taught.

Keywords: leadership, millennials, employee retention

PHILOSOPHY

The Influence of Moral Reasoning and the Philosophical Foundations of Ethics to Whistle-Blowers

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Abstract

This research examines how Moral Reasoning and Philosophical Foundations of Ethics affect an individual's decision when faced with ethical dilemmas. It delves deeply into the situation of a person caught in the middle of staying loyal to the management versus standing up against it by choosing to do what is morally right. Being a whistle-blower affects not just the individual itself but also people surrounding the perimeter of the concerned organization. Anyone who faces an ethical dilemma is expected to undergo stages of Moral Reasoning which originated from Lawrence Kohlberg's theory of Moral Reasoning. Based on this theory, a person growing up undergoes not just different physical stages but different moral stages as well. These stages correlate whistle-blowers' actions to the intention (moral reasoning) and philosophical foundations (such as Altruism, Psychological Egoism, and Altruistic Egoism.) of the individual. This study offers three primary contributions. First, it identifies how moral reasoning and traditional ethical theories weigh great implications for a person's decision when disclosing irregularities. Second, the paper shows that whistleblowing has other faces not just purely out of goodness or altruism but there could be self-serving reasons which prompt a person to reveal the company or organization's unethical activities. Third, this paper exhibits a whistle-blowing case which is analysed through the application of Lawrence Kohlberg's Stages of Moral Reasoning.

Keywords: moral reasoning, ethics, whistle-blowers

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