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## 2nd SIMP-AAG Joint Multidisciplinary Research Conference Proceedings Abstracts



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2nd SIMP-AAG Joint  
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Abstracts



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Ascendens Asia Pte. Ltd.  
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E: [publications@ascendensasia.com](mailto:publications@ascendensasia.com)

*Managing Editor*

Dr. Glenn S. Cabacang  
Ascendens Asia Pte. Ltd.  
287 Tanglin Road Singapore 247940  
E: [publications@ascendensasia.com](mailto:publications@ascendensasia.com)  
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# ARTS

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**Filipino Youth's Preference for Local Films  
with Mainstream Celebrities**

Samantha Grace G. Battung  
iACADEMY  
*battungsamantha@gmail.com*

Yechan Lee  
iACADEMY  
*justin6132@gmail.com*

Josephine Arabella L. Revereza  
iACADEMY  
*ararevereza@gmail.com*

Kiri Anna A. San Jose  
iACADEMY  
*kirisanjose@gmail.com*

Jose Gabriel V. Tagala  
iACADEMY  
*josegvtagala@gmail.com*

**Abstract**

The main objective of the study is to discover the Filipino youth's preference for local films and whether the appearance of mainstream celebrities has an effect on it. The study utilized the qualitative phenomenological research design. The participants of the study are 7 Filipino members of the Filipino youth, with ages ranging from 15-20 years old, and residing in Alabang, Muntinlupa City. These respondents were gathered using the convenience sampling method. The instruments used were 4 local films, 2 starring mainstream celebrities and 2 without, and a total of 6 interviews. The films chosen were all of the film genre: drama, and all tackled the topic: family. Findings revealed that the local films that the Filipino youth are exposed to are mainly mainstream films. This leads them to generally see local films as shallow and redundant. When showed the films that did not star mainstream celebrities, it was found that the participants had never heard of these films before – let alone seen them – yet were deeply touched by the messages of these stories. Based on the findings, the appearance of mainstream celebrities in a certain film really does determine whether or not more people will see them. Because 2 of the films the researchers showed the participants were films without mainstream celebrities, none of the participants had ever heard of them, however, they were the movies that had the most impact on the participants. Therefore, the researchers conclude that higher budget and popularity do not always equal good quality, and more Filipino youth should be exposed to good quality, substantial local films made by talented, passionate local filmmakers. Based on the conclusions, the researchers believe that future researchers should conduct film viewings as well. Having said this, the researchers believe that this should be conducted in the actual small-time cinemas where the local filmmakers showcase their films. Taking the participants to an unfamiliar space where they are not able to fully get comfortable, and therefore may struggle to pay full attention to the films and focus on their messages, might have a negative influence on their responses.

**Keywords:** *preference, film, Filipino youth*

**Interactive Art Used as a Vessel to Help Praise  
Awareness and Preserve the Cebu Flowerpecker**

Elisha Gabriel R. Briones  
iACADEMY  
*brioneselisha@gmail.com*

Density Kind R. Empleo  
iACADEMY  
*densitykind@gmail.com*

Joshua Realosa  
iACADEMY  
*josh.seikar@gmail.com*

Miguel Andre R. Soliven  
iACADEMY  
*migz.nevilos@yahoo.com*

**Abstract**

The objective of this research study is to use interactive art as a medium to help raise the awareness of the continuously declining population of the Cebu Flowerpecker. The study utilized the qualitative method of research, which is primarily exploratory and used to gain an understanding of reasons, opinions, and motivations; using Entertainment-Education theory as the backbone of the study. The key participants are those who are knowledgeable in the certain topic of the research, such as students and professors who study birds and artists who are inspired to do well in the community. Instrumentation would be the use of close-ended and open-ended questions during the interviews. Results show that the Cebu Flowerpecker is an unfamiliar bird among the Filipinos; people whom the researchers interviewed have agreed that using interactive art as the medium to convey the message will be effective and assertive due to its use of psychology in attention and learning while being entertained. Based on the findings, the following conclusions were derived; The Cebu Flowerpecker is a bird not known by many. Being able to learn while being entertained is a useful method for people to understand an issue. Attention is an essential part of the audience – artwork relationship. Through the use of interactive art, people will be able to comprehend the urgency of the issue. Based on the conclusions to the study, the researchers would like to recommend to future students who will tackle the same topic, to find more information about the Cebu Flowerpecker and to interview people who are quite knowledgeable about the bird and the study that you are conducting.

**Keywords:** *Cebu Flowerpecker, qualitative, interactive art*

**The Awareness of iACADEMY Senior High Students:  
Activism Art and Endangered Wildlife**

Maria Eloisa M. Boac  
iACADEMY  
*eloisa.boac@gmail.com*

Rose Anthonette L. Plariza  
iACADEMY  
*melanchais@gmail.com*

Ysabella Therese E. Martinez  
iACADEMY  
*allebzenitram@gmail.com*

Angelo Louis Vincenzo D. Capulong  
iACADEMY  
*capulongenzo@gmail.com*

**Abstract**

The main objective of the study is to identify the phenomena of how awareness can be brought forth through the usage of art. Along with this objective, this study also aimed to determine how art can draw out a compassionate sense of purpose with regards to protecting Philippine endangered wildlife. The study utilized the descriptive method of research through the use of the phenomenological approach. The respondents involved in the study are seventeen (17) Grade 11 Senior High School students of iAcademy from the six strands, namely— Animation (AN), Multimedia Arts (MMA), Fashion Design (FD), Humanities and Social Sciences (HUMSS) and Accountancy, Business and Management (ABM.). The instruments used for the interviews were the artwork done by one of the researchers, and 6 pre-set questions regarding the insights of the participants about the endangerment of the Mindoro Bleeding Heart, and their reactions towards the artwork shown. Data was gathered through one-on-one, in-depth interviews with the participants. Findings revealed that art has the ability to attract the attention of people, along with encouraging their curiosity. In turn, it leads to a certain sense of awareness and compassionate purpose from those who view it.

**Keywords:** *Mindoro bleeding heart, art, compassion, senior high school students, Philippine endangered wildlife*



## The Perceptions of Contemporary Filipino Fashion Designers on Promoting the Filipino Cultural Identity through Modern Textile Design

Anne Coleen Bulilan  
iACADEMY  
annecoleenbulilan@gmail.com

Ulysses Caragayan  
iACADEMY  
uly98caragayan@gmail.com

Jhemica Hernandez  
iACADEMY  
jhemicahernandez@yahoo.com

Eisley Navela  
iACADEMY  
marleynavela@gmail.com

Ashlley Tiempo  
iACADEMY  
ashlleytiempo@gmail.com

### Abstract

Culture plays a role in a fashion designer's work. This may serve as a designer's inspiration from which the design may emerge, giving the design a story that has depth and, in some cases, relevance to society. In this study, the researchers aimed to gather the perceptions of five contemporary Filipino fashion designers, in regards to promoting the Filipino cultural identity through modern textile design. Each of the designers were interviewed and asked questions based on five subtopics: *Clothing design that promotes the Filipino culture, experience and future plans of designers in promoting the Filipino culture through their designs, importance of designers promoting Philippine culture through their designs, opportunities that can present themselves if more Filipino designers promote the Filipino culture, and lastly suggestions on how designers can promote the Filipino cultural identity and motivate consumers to buy.* Results show that the interviewed designers expressed their desire to promote the Filipino cultural identity through their designs; however, doing so is not an easy task as they also have to consider the consumers' demand when designing clothes. Lastly, the designers shared that they can show the Filipino cultural identity in their designs by making use of modern techniques and interpretations.

**Keywords:** *Filipino cultural identity, clothing design, textile design*

# BEHAVIOURAL

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## **The Relationship between Hope Scale Scores and the Big Five Factors of Personality among B.S. Architecture Students**

Frederick Edward T. Fabella, Ph.D.  
*San Mateo Municipal College*

### **Abstract**

The objective of this study was to ascertain the existence of relationships between the Big Five Factors of Personality and the Hope Scale scores of college students. The respondents were taken from the Bachelor of Science in Architecture students studying at The Eulogio "Amang" Rodriguez Institute of Science and Technology (E.A.R.I.S.T), a government-owned national college in Manila. Using convenience sampling, 96 respondents of assorted year levels were taken from a total population of approximately 300 students, or a sample size of 32%. The 44-item Big Five Personality Test by Goldberg (1993) was used as well as the 12-item Hope Scale (Snyder et al, 1991). These instruments were administered on the respondents in September of 2016. To calculate the correlation, Pearson  $r$  was applied between the scores of Hope and Extraversion, Agreeableness, Conscientiousness, Neuroticism and Openness. The following Pearson  $r$  values and corresponding  $p$  values at .05 significance were obtained: Hope and Extraversion  $r = .3718$ ,  $p = .000192$ ; Hope and Agreeableness  $r = .3572$ ,  $p = .000353$ ; Hope and Conscientiousness  $r = .1455$ ,  $p = .157225$ ; Hope and Neuroticism  $r = .1077$ ,  $p = .296273$ ; Hope and Openness  $r = .0969$ ,  $p = .347629$ . The  $r$  values were significant only between Hope Scale scores and Extraversion and Agreeableness scores. Based on these findings, it may be inferred that there is a significant correlation between Hope Scale scores and Extraversion and Agreeableness scores of the respondents.

**Keywords:** *personality factors, hope, extraversion, agreeableness, conscientiousness, neuroticism, openness*

**The Study on Gender Differences as Factor and the Correlation between Grade Point Average  
in 6<sup>th</sup> Grade Science and 7<sup>th</sup> Grade Science-Chemistry  
on First Quarter among Grade 7- Anthurium at  
Passi National High School, Passi City, Iloilo**

Dr. Maria Melsa S. Arce  
*Department of Education*  
*melsaarce@yahoo.com*

**Abstract**

This descriptive-correlational study was designed to determine the factors that influence grades in the 7<sup>th</sup> grade Science first quarter and to assess the relationship between the students' average grades in 6<sup>th</sup> grade in Science and 7<sup>th</sup> grade first quarter Science (Chemistry) among 50 Grade 7 – Anthurium at Passi National high School, Passi City, Iloilo for the school year 2016-2017. The respondents were grouped according to gender and average grades in 6<sup>th</sup> grade Science. The students' Form 137-A were taken at the school registrar's office for data on student grades. The statistical treatments used were means, standard deviations and percentages for descriptive analysis. The  $t$ -Test, one-way ANOVA and the Pearson  $r$  set at .05 alpha, were employed as inferential statistics. The results showed that no significant differences on the subjects' grade in 7<sup>th</sup> grade in Science first quarter (Chemistry) when classified according to male and female; low, average, and high – achieving students'; and no significant correlation existed between the students' average grades in their 6<sup>th</sup> grade Science and 7<sup>th</sup> Science (Chemistry) grades.

**Keywords:** *gender differences, grade point average, science, chemistry*

**Sibling Relationships: Growing Up with A Sibling Diagnosed with Autism Spectrum Disorder and its Influence on Family Cohesion, Sibling Attachment and Current Life Satisfaction**

Arvie V. Casas  
*Rizal Technological University*

Algernon C. Castaneda  
*Rizal Technological University*

**Abstract**

The study discussed the Sibling Relationship: Growing up with a sibling diagnosed with Autism Spectrum Disorder and its Influence on Family Cohesion, Siblings Attachment and Current Life Satisfaction. A total of fifteen respondents were purposively selected from Angono Elementary School SPED, Sta. Ana Elementary School SPED, and Project TEACH Mandaluyong City.

The instrument used was researcher-made and it was divided into three parts. The first part belongs to the information of the respondents (Age, Gender, and Number of siblings); the second part was about the level of awareness about autism spectrum disorder, and the third part determined the siblings' relationship, family cohesion, sibling attachment, current life satisfaction. All data relating to these factors was gathered and analyzed for the purposes of the study.

The responses gathered through the questionnaires were subjected to statistical treatment by way of mean, percentage, chi-square and spearman rho.

Results showed that the majority of the respondents were adolescents. Most of the respondents were male. All of the respondents were from small families. The outcome of the study presented that Autism Spectrum Disorder had no influence on family cohesion, sibling attachment and current life satisfaction of the respondents. From the outcomes of the study, the recommendations by the researcher include the following; Family, especially siblings, should be more involved, and close to each other; Parents should understand the differences of their children. Parents are responsible for encouraging family bonds between the individual family members. They should create an activity that all of the members will participate in; the sibling(s) of the person diagnosed with Autism Spectrum Disorder should be aware of their sibling condition. They should show love and care to them.

Families should guide the person diagnosed with Autism Spectrum Disorder and take precautions to ensure they do not feel isolated or different. Parents should be encouraged to establish good relationship building techniques to their children. For those children who have a sibling with Autism Spectrum Disorder, they need to become more understanding. For future researchers, it is recommended to develop the instrument use in this research in order to achieve more comprehensive data about a sibling growing up with autism spectrum disorder, and its influence in family, cohesion, sibling attachment and current life satisfaction. Also, it is recommended to find more respondents to be able to gather more comprehensive data.

**Keywords:** *sibling, autism spectrum disorder, family cohesion, life satisfaction*

## **Employment Attitude and Work Engagement of Hotel Industry Training for Work Scholarship Program Beneficiaries of TESDA**

Dr. Baniline Jone V. Abantao  
*La Consolacion College- Pasig*  
*bjabantao@gmail.com*

### **Abstract**

The study sought to identify the employment attitude and level of work engagement among hospitality industry workers who became beneficiaries of TESDA under the Training for Work Scholarship Program (TWSP). The researcher utilized the descriptive method of research to explore the paradigms of organizational behavior among those beneficiaries under the TWSP program of TESDA. The respondents of this study were 711 individuals among the various hotels in Metro Manila, dispersed across various hospitality accommodation classes, ranging from Economy Class (motels and pension houses), Standard Class, First Class, and Deluxe Class. Results show that: (1) respondents had positive responses in their attitude towards employment; (2) the relationship of an employee to his/her company is often dictated by the length of his/her service; (3) and that the significance indicated in the Highest Educational Attainment among the respondents would mean that organizational commitment is often dictated by the status that the individual has achieved academically. With the indication of these results, the following recommendations were: (1) an agreement between the government and the industry must be put in place to ensure parallel employment options; (2) implementation of programs by the HR department to strengthen organizational commitment; (3) routine employee evaluation to gauge not only their performance, but also their personal perceptions; (4) and research and development must be put in place in companies, to continuously look for methods to improve organizational commitment. Results from the conducted research may be retained in a module for standardized evaluation of employee productivity, job satisfaction and commitment.

**Keywords:** *employment attitude, commitment, TESDA, work engagement*

**The Experience of Selected Typhoon Haiyan Survivors on Co-Operative Formation  
as Part of their Rebuilding and Recovery Strategy (Case Study Approach)**

Dr. Crispina Corpuz  
De La Salle University - Dasmariñas

**Abstract**

This paper looked into the experience of selected Typhoon Haiyan survivors on co-operative formation. It also ascertained how cooperative formation could help create jobs as a rebuilding strategy to help the survivors of calamities. The study used the case study methodology to develop theory on cooperative formation for the survivors of calamities, and to evaluate the cooperative entrepreneurship livelihood program as an intervention. Results show that formation of co-ops could create jobs and contribute in helping the survivors to escape from poverty. The cooperative formation mobilized the selected typhoon survivors to come together and look for solutions that could help them rebuild what they had lost during the calamity. This supports the literature review showcasing how cooperative formation is well suited to ordinary people, including survivors of calamities who do not have enough capital to establish their own business.

**Keywords:** *cooperative formation, job creation, typhoon Haiyan survivors rebuilding strategy*

# EDUCATION

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## **Music Education as a Therapy in Teaching Elementary Mathematics: Basis for an Instructional Strategy**

Ms. Araceli L. Villaflor  
Pateros Catholic School  
*aracelivillaflor@yahoo.com.ph*

### **Abstract**

This study aimed to determine the effect of using instrumental music in the summer bridge program, to improve the Mathematical skills of Grade 5 students at Pateros Catholic School. The study focused on the performance of Grade 5 pupils during summer of school year 2015-2016. Based on the results of the study, the following conclusions were drawn: the Grade 5 pupils at Pateros Catholic School who enrolled in the Summer Bridge Program were male, aged 11 years old and below. The use of music in the mathematics Summer Bridge Program improved the mathematical skills of the respondents based on the post-test scores. There is a significant difference in the pre-test and post-test scores of the pupil-respondents in the experimental and traditional groups. The researcher offers the following recommendations: the utilization of children's' music must be utilized in Mathematics classes to improve the scores of the students. The utilization of music must be utilized by all teachers in all grade levels. Selected instrumental music must be played in the classrooms in selected subjects where students find difficulty. Parents must be trained on the right choice of children's music in remediation. Future researchers should conduct a similar study to validate the findings of this study.

**Keywords:** *music education, therapy, teaching, mathematics, instructional strategy*

## **An Outcomes-Based Employee Performance Evaluation System for an Educational Institution**

Maribel V. Cardona, MSIT  
*Polytechnic University of the Philippines*  
*mvcardona57@gmail.com*

### **Abstract**

The study aimed to develop an automated Office Performance Commitment and Review (OPCR) and Individual Performance Commitment and Review (IPCR) System of a University in evaluating the faculty as perceived by the respondents. In addition, it sought to determine the level of satisfaction in the existing process perceived by head of the office, teaching personnel, and non-teaching personnel, the appropriate features of the proposed system that will address the issue, and challenges encountered in the preparation of Individual Performance Commitment and Review. The descriptive and developmental research was the methodology used by the researcher for developing the required software. Descriptive method was used in the study, to give a clear statement of the present level of understanding. The developmental method was used for the development of prototypical software, starting from the design, development, and evaluation of software. The prototypical products challenges were efficiency, creativity, and practicality. The respondents' satisfaction in the existing process of Office Performance commitment and Review (OPCR) and Individual Performance Commitment and Review (IPCR) as perceived by the head of the office, teaching personnel and non-teaching personnel resulted to 2.61 verbally interpreted as 'Moderately Satisfied'. The level of satisfaction on the features of the proposed system that will address the issue and challenges encountered in the preparation of Individual Performance Commitment and Review is 4.05 interpreted as 'Highly Satisfied'. The level of acceptance by the respondents in the Office Performance Commitment and Review (OPCR) and Individual Performance Commitment and Review System were based on the following criteria: (a) Functionality, (b) Efficiency, (c) Portability, (d) Reliability, (e) Usability and (f) Maintainability it overall mean was 4.05, verbally interpreted as 'Moderately Acceptable'. The faculty and staff are moderately satisfied with the existing system as perceived by the head of the office, personnel and faculty in terms of manual process of individual performance commitment and review. The respondents' level of satisfaction with the features of the proposed system that will address the issue and challenges encountered in the preparation of individual performance commitment and review revealed that they are highly satisfied in terms of generate report, automatic tabulation, user friendly, monitoring submitted form, secured reports, reliability of the systems, security of records, speed of processing and paperless. he respondents perceived that the proposed automated office performance commitment and review (OPR) and individual performance commitment and review (IPCR) systems are moderately acceptable. The Administrative Officers of the institution need a powerful automated system that helps their faculty staff to speed up the process of evaluation, to have an accurate report, and to provide security of records. The University must have an online individual performance commitment and review system to improve the quality of performance of the employee. In using the systems, the evaluator measures the performance of faculty and staff to compare it with their target plans. The system must apply the suggested recommendations to give more effective results for the users to generate good statistical report.

**Keywords:** *outcomes-based employee performance evaluation, performance review, commitment*

## **Perpetual Issues and Concerns in the Alternative Learning System**

Diana Lee Tracy K. Chan, Ph.D.  
*dchan2662@gmail.com*

### **Abstract**

The study measures the interdependence of program planning implementation and evaluation to establish the desired goals of the Alternative Learning System. It emphasizes the evaluation of the activity system of the program, which allows unfolding the evaluation based theory to highlight the modalities and rationale of the educational program activities, in order to achieve desired outcomes in the Alternative Learning System. The study bears out the challenges of the program across 14 divisions in the National Capital Region that validated research findings in the past. In an effort to improve educational experiences for all learners, a continuing development program for ALS must be in place to address specific needs of the learner's employability and productivity. Parallel to the K-12 Curriculum, the learners must be equipped with the human capital requirement to become productive members of society. The findings of the study put to surface the need to institutionalize and standardize the guidelines in the implementation of ALS, and a call for communities to increase their attention to the issues and concern of the program in which the public and private entities are mandated by the government to work hand-in hand towards the achievement of education for all.

**Keywords:** *alternative learning system, program evaluation, logic model, evidence-based and response-to-intervention theory*

## **Documentation of Aetas' Indigenous Dance Movement and Its Proposed Integration into the K - 12 Curriculum**

Mr. Gilbert C. Tubiera, MAED-PE  
*Sapangbato National High School*  
*gilbert.tubiera@sapangbatonhs.edu.ph*

Mr. Rogelio G. Isip, MAED-PE  
*Pampanga State Agricultural University*

Jumel C. Miller, Ph.D.  
*Don Honorio Ventura Technological State University*  
*millerjumel@gmail.com*

### **Abstract**

The indigenous dances of the “Mag-Antsi” Tribe in Sapang Bato, Angeles City was living practices that the tribe treasures as witnessed during the Indigenous Peoples Month commemoration. “Dagaw Pamagpahalamat” is a traditional practice performed by Ayta Mag-antsi for thanksgiving ceremony. Each dancer dances freely as they move their whole body based on the mimics to animals (i.e. hawk, monkey, fly). A version of Dagaw Pamagpahalamat consists of a guitarist, wood wind (Balangudyung) and (Kulasisi) player and tribe dancers. No particular dance pattern is followed and any sequence or count may be repeated as many times as desired. The ceremony was divided into three parts: a prayer and offering chanted by a female elder (Magduduruh); the mimicry dances performed by the dancers from the animals, hunting, courtship, offering, and unity dance; and the performance of a ritual where the blood dripping of the sacrificed animal to the surroundings signifies giving back to nature and seeking the protection of the tribe and community. The practice of this ritual is performed after bountiful blessings from “Apo Namalyari” (God the Creator), Nature, and the Community. The culture of the Mag-Antsi symbolizes a recognition, connection, unity, preservation, and harmonious relationship of man to his environment.

**Keywords:** *indigenous tribe, mimicry, thanksgiving rite, connection, preservation*

## **Online and Offline Reading Comprehension**

Carlo G. Soberano  
National University, Manila  
cgsobrano@national-u.edu.ph

### **Abstract**

Modern perspectives on the innovation of teaching pedagogies, language assessments, theories and practice were introduced. However, limited attention was given to ESL users' modality of reading comprehension and preference. This empirical study explores the difference between Online and Offline Reading Comprehension of Filipino Grade Eleven students based on their raw scores. The study sought to answer the questions: *Is there a significant difference between Online and Offline Reading Comprehension of participants?* and *what are the Reading Strategies employed by online and offline L2 readers?* Mixed methods were employed to strengthen the validity and reliability of the study. Statistical analysis was initially conducted followed by observation and focus group discussion. New Literacies and online-based language assessments are primary concerns that open for further researches.

**Keywords:** *online and offline reading, reading comprehension*

## **Students' Competencies and School Preparedness and their Relationship to Global Employability: Inputs to Senior High School Development Program**

Angelito B. Arce  
*Ramon Magsaysay (Cubao) High School*  
*angel.heart102811@yahoo.com*

### **Abstract**

This study aimed to assess the level of students' competencies and school preparedness of selected schools from the Division of Quezon City and Manila and their relationship to global employability which served as inputs to senior high school development program during the school year 2015-2016. The significant findings of the study are, as follows: 1. the teachers and the administrators both agree on the students' TVL competencies in terms of knowledge, skills and interest. 2. The administrator respondents agreed that the school is prepared in terms of instruction, physical facilities and equipment, and industry partnership. The teacher respondents, on the other hand, disagreed on the preparedness of school in terms of physical facilities and equipment and industry partnership. However, they agreed in school preparedness in terms of instruction. 3. The teachers and the administrators agreed on the level of global employability of TVL students in terms of knowledge, skills and interest. 4. There is a significant difference between the perceptions of the teachers and the administrator respondents on the level of students' competencies on interest. However, there is no significant difference between the perceptions of the teachers and the administrator respondents on the students' competencies in terms of knowledge and skills. 5. There is a significant difference between the perceptions of the teachers and the administrator respondents in all the items on school preparedness. 6. There is a significant difference between the perceptions of the teachers and the administrator respondents on the global employability of the students in terms of knowledge, skills and interest. 7. There is a high correlation between the level of global employability and the level of students' competencies. 8. There is a high correlation between the level of global employability and school preparedness. 9. There is a high correlation between the level of students' competencies and school preparedness.

**Keywords:** *TVL track preparedness, senior high school, TVL competencies, global employability*

**Philippine TEIs' Internationalization Practice and Experience:  
Elucidating Perspectives, Challenges and Opportunities**

*(In collaboration with PAFTE)*

Elmer B. de Leon, DEM

*Olivarez College*

*rehmle\_je29@yahoo.com*

**Abstract**

Internationalization in teacher education is influenced by both global and local contexts across diverse settings in addressing 21<sup>st</sup> century teacher education, taken as a challenge posed among teacher education institutions (TEIs) in the country. As such, this study endeavored to navigate on internationalization practice and experience of Philippine TEIs, thereby, elucidate their perspectives, challenges and opportunities. Moreover, it determined TEIs' readiness on internationalization process along its array of parameters. It utilized quantitative descriptive method using survey questionnaire among administrators and faculty members from participating TEIs. The findings indicated stakeholders' moderate understanding on internationalization that led to their non-readiness at the time of this survey, although they were still hoping and looking forward to possibilities in the future. Such results were triggered by some identified challenges that most institutions were currently facing, specifically those that concerned financial considerations at a time when every institution was in the realm of mitigating the impact of K to 12 transition. However, at some point, they were positive of such milieu of development and innovation in education paramount to standardization and leveraging of quality at par with ASEAN Qualifications Reference Framework.

**Keywords:** *teacher education institutions, internationalization, practice, experience, challenges, opportunities*

## **Development, Validation and Effectiveness of Grammar Workbook for College Freshmen: An Input to English Enhancement Program**

**Flora H. Salandanan**

*Laguna State Polytechnic University-Los Baños Campus*

*jonillie@yahoo.com*

### **Abstract**

This study generally sought to determine the students' performance in English grammar, using the validation of the developed workbook as an enhancement program in English, among freshmen students of Laguna State Polytechnic University, Los Baños Campus. It specifically answered questions on the validity of the English grammar workbook in terms of content, language and style, organization and presentation, and usefulness as evaluated by subject specialist. The demographic profile identified was that of student-respondents as to age, gender, parents' educational attainment, language spoken at home. Common grammatical errors in agreement of pronoun and its antecedent, agreement of subject and verb, use of adjectives and adverbs and correct grammar usage; its mean level of performance of the respondents; the significant relationship between the students' profile and their mean in performance in English Grammar encountered by the College Freshmen in English for the validity of the enhancement program. There were more students who fell under the age bracket of 17 and below, which showed that most of the respondents are younger; there was a larger percentage of female respondents compared to male; the majority of the parents' educational attainment on both sides are high school graduates; there were more respondents whose family communicated in the Filipino language at home rather than the combining of Filipino and English. The hypothesis stating that the mean scores of college freshmen in English grammar did not relate to the students' performance in English, and was rejected. There was a significant relationship between the students' mean scores in English grammar, and the students' performance in English.

**Keywords:** *workbook, grammar, development, validation, enhancement, input*



# ENTREPRENEURSHIP

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**Effective Elements Infographic Poster Statement T-Shirts Cause Empathy Filipino People  
Metro Manila Save Sulu Hornbills**

Fiona Edem  
iACADEMY  
*byulberrypie@gmail.com*

Emee Ganibi  
iACADEMY  
*emecmarino@gmail.com*

Angela Sibayan  
iACADEMY  
*agnesfsibayan@yahoo.com*

Soleil Smith  
iACADEMY  
*smith.soleil@veritasschool.edu.ph*

Mirjana Janelle Valencia  
iACADEMY  
*mirjanavalencia@gmail.com*

**Abstract**

The main objective of the study is to determine the elements of an effective infographic poster and statement T-shirt, which invoke empathy in the Filipino people and spread awareness about the endangerment of the Sulu Hornbills. The researchers based the means of gathering data using the IPO method wherein they interviewed professionals who have experience in the field of graphics design and a bird expert through e-mail and social media. These said professionals that were selected have an educational and professional background from the graphics and design field, and that the experiences that they shared helped giving input for the researchers to apply on producing their product. It is found that the following elements in effective infographic posters and statement T-shirts are well-planned lay-out and design, themed typography, message and idea, and color psychology. Based on what was found, with proper use of these elements on the products, it can be an effective attention grabber and empathy-invoking for the audience to take action or have a feeling of awareness of the Sulu Hornbill specie that is endangered to run out.

**Keywords:** *Sulu Hornbills, empathy, infographic poster, statement t-shirt*

## Development of Dilis Bagoong Powder: An Intermediate Food Product

**Engr. Arthur G. Ibañez, Ph.D.**  
Cagayan State University – Carig Campus  
arthur\_ibanez20@yahoo.com

**Denis V. Policar**  
Cagayan State University – Carig Campus  
dv\_policar@yahoo.com

**Johnmel A. Valerozo**  
CSU-DOST02 Food Innovation Center  
javalerozo@up.edu.ph

### Abstract

The traditionally produced fermented *Stolephorus commersonii* or *dilis bagoong* from Cagayan coastal towns was processed using High Impact Technology Solutions (HITS) Equipment, the Spray Dryer and other auxiliary equipment available at CSU-DOST02 Food Innovation Center. The general objective of this study was to utilize *dilis* from Cagayan Valley for the development of products through the Center. *Dilis bagoong* and maltodextrin followed certain specifications. The rate of drying, quality of spray dried products, level of carrier, temperature, and pressure were tested for process optimization. Temperature range of 80 to 85°C, carrier percentage of 15-25%, and pressure range of 400-700 psi were used in the process. The raw materials outsourcing was conducted on various municipalities. Drying parameters were varied to determine the highest recovery percentage. Maltodextrin was used as carrier. The targeted Total Soluble Solids was 25 °Brix. Treatments used dilution to increase water to *bagoong* ratio. Dissimilarity of yield was observed as the pressure and the desired TSS were varied. The study showed that powdered *dilis bagoong* can be obtained highest at spray drying condition with a pressure of 600 psi, temperature of 80-85 °C and drying rate of 6L per hour.

**Keywords:** drying, quality, dilution, recovery, impact, treatment

# **HUMAN RESOURCE MANAGEMENT**

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**A Study on the Effects of “End of Contract” Policy in the  
Morale and Productivity of Contractual Employees of  
Yamaha Motor Philippines, Inc. in Batangas**

Angelica L. Ditche  
*De La Salle University-Dasmariñas*  
*Angelica\_ditche@yahoo.com*

Hazel Joy A. Miranda  
*De La Salle University-Dasmariñas*  
*hazeljoy.miranda@yahoo.com*

**Abstract**

Contractualization is a form of employment globally used by firms, especially by commercial and industry, to save costs. Firms may be enjoying the higher return on investment because of fewer costs in training and not really requiring benefits to be given to the contractual employees, yet they overwork or get underpaid. Philippines, as a country with cheap labor, investors are persuaded to vest in the country to give jobs to people and to stabilize the economy. And in return, investments are being returned to the business owners and investors as a fulfillment of their purpose in investing. Following the statement of President Rodrigo Roa Duterte to end contract, Yamaha Motor Philippines, Inc., as a manufacturing firm, might consider the instruction to avoid being closed or shut down, or if not, the most possible thing to be done by the firm is to comprise their employees of 80% regular workers and 20% contractual because of its nature. As a result, contractual employees' morale and human resource management are affected by the “end of contract” policy in the country. Emotions, attitude, satisfaction, and outlook that comprises employee morale; and hiring, training and development, and compensation and benefits operations of the human resource, effects are presumed. The results of this study will hopefully answer the basic argument of the researchers: if an effect, whether positive or negative, will be felt in the morale and productivity of contractual employees of Yamaha Motor Philippines Inc. This study will be formulated to adjust with the government's remark regarding the employment of the Filipino people.

**Keywords:** *contractualization, morale, productivity*

**Relationship between Human Resource Analytics and Human Resource Benefits and Challenges at the Philippine National Bank**

Angelica May Ignacio  
Marc Zyus Loyola  
Jessa Mae Ordoñez  
*De La Salle University-Dasmariñas*

**Abstract**

Human resource analytics is an area of analytics that applies analytical process in a human resource (HR) department of an organization, which can improve the effectiveness and efficiency of the employees through the collection of important data. HR has core functions, and this study focused more on compensation and performance management which can be improved by applying processes in analytics. HR analytics can help to solve problems and issues easily using analytics tool that will guide the managers to answer questions and gain insights from information at hand, then make relevant decisions and take appropriate actions. The goal of human resources analytics is to give an organization insight towards successfully managing employees so that business objectives can be reached fast and efficiently. The challenge of human resources analytics is to classify what data must be taken and how to use the data to model and predict competences so the organization gets a best return on investment (ROI) on its human capital. The study shows that HR analytics has a great impact when it comes to consolidation of data, performance management, and compensation management. On the other hand, it indicates that regardless of the new technology and invented software, other employee problems cannot be answered by HR analytics alone and directly. The relationship and culture of the company is still necessary to resolve conflicts and problems in the workplace.

**Keywords:** *human resource, analytics, benefits, challenges, bank*

## **Employee Motivation and Job Satisfaction of the Selected Truck Importers in Subic Bay Freeport Zone**

Catherine U. Malig, MBA  
*Angeles University Foundation*  
*cathymalig18@gmail.com*

Dr. Manuelita G. Valencia  
*Angeles University Foundation*  
*valencia.manuelita@auf.edu.ph*

### **Abstract**

The objective of this study is to investigate the motivation factors and job satisfaction level of the employees in the Truck Importation Industry. It also aims to find out the relationship of employee motivation and job satisfaction, and how to improve employee retention rate. The study was conducted in Subic Bay Freeport Zone with the participation of eight (8) companies, with a total of 223 respondents. Questionnaires were adopted from Maslow's and JSS, to assess the motivation in terms of Maslow's hierarchy of needs and job satisfaction indicators like Pay, Promotion, Supervision, Fringe Benefits, Contingent Rewards, Operating Condition, Coworkers, Nature of Work, and Communication. It reveals that there is a significant relationship between motivation and job satisfaction in the truck importation industry. Similar studies can be conducted on different business organizations or industries.

**Keywords:** *motivation, job satisfaction, truck importers, employee, Subic importation*

# MARKETING

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## **The Retailing Practices of Hardware and Construction Supply Firms in the National Capital Region**

Dr. Maria Dolores Y. Orinday  
*Redy Construction Supply and Trading*  
*St. Scolastica's College- Manila*

### **Abstract**

This research study aimed to evaluate the retailing practices of hardware and construction firms in the National Capital Region in the aspect of merchandise buying and handling, selling of merchandise, store operation, retail firm promotion, human resource management, and financial planning, and to determine if these practices were effectively established by the firms. The study utilized the descriptive method of research which is appropriate to use in evaluating the retailing practices of hardware and construction supply firms in the National Capital Region. A total of two hundred eighty two (282) respondents were surveyed, out of nine hundred seventy three (973) total populations. Slovin's formula was adopted to take into account confidence level and margin of error. Survey questionnaire was used as instrument in evaluating the two hundred eighty two (282) respondents of the hardware and construction firms in the National Capital Region. Tables were used in the presentation of data and SPSS in analysis and interpretation of data. The researcher evaluated the retailing practices. The respondents owner have similar views on the problems encountered when grouped according to profile in terms of years of work experience as retailers with an overall mean of 3.32 ranks number one, as a whole were evaluated somewhat serious. The problems encountered by the respondents companies in the use of their retailing practices are somewhat serious. Rank number one, with an overall mean of 3.32, was by number of years in operation. By form of business organization, by startup capital, and by store location were rank 2<sup>nd</sup>, as shown by the overall mean of 3.31. Rank 3 was by present number of employees, with an overall mean of 3.30. positively and verbally interpreted as effective. Rank number one with an overall mean of 4.47 is the financial planning; ranks 2<sup>nd</sup> are merchandise buying and handling with 4.28, human resource management with 4.21 ranks 3<sup>rd</sup>. Both Selling of the merchandise and store operation with 4.12 rank 4<sup>th</sup>, while retail firm promotion with an overall mean of 3.12 ranks last. By and large, a blend of these practices was an effective approach of retailing in the hardware and construction supply firms.

**Keywords:** *retailing, hardware and construction supply, retailing practices*

## **A Study on Designing a Marketing Plan for a Start-Up Business in the Philippines**

Loise Marie C. Ambat  
iACADEMY  
*loisembt@gmail.com*

Thomas Reese Cabagnet  
iACADEMY  
*reesealmighty5@gmail.com*

Daniel Jasper C. Flores  
iACADEMY  
*danieljasper1999@gmail.com*

Ryan Christopher F. Tiong  
iACADEMY  
*ryantiong06@gmail.com*

### **Abstract**

The study aims to design a marketing plan for a startup business, namely PawnHero. PawnHero is a startup business in the Philippines which focuses on online pawning. Their problem is they are in need of an effective marketing plan, but they have a limited budget because they are a startup business. The researchers identified the mission, vision, and the current marketing situation of the company, such as their current marketing strategy, marketing mix, target market, budget and their competitors. This is needed to align with the marketing plan the researchers will design. The researchers will use interview and survey methods in gathering data to educate them about the bystanders' awareness to the company. After the data was gathered and analyzed, only 2% of the sample population knew of PawnHero. Due to this, the researchers concluded that PawnHero lacks brand awareness and is in need of a new marketing strategy. The researchers created a marketing strategy that integrates transit advertising with promotional marketing and social media marketing.

**Keywords:** *online pawnshop, marketing*

# OPERATIONS MANAGEMENT

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**The Degree of Attractiveness of Business Process Outsourcing, Fast Moving Consumer Goods, and Pharmaceutical Companies: A Comparative Study between Management Students of the University of the Philippines and the Ateneo De Manila University**

Dr. Dave Vincent A. Mangilet, CPM, SMRIBA  
*Pfizer Inc./ De La Salle University/ San Beda College Alabang*  
*dvmangilet@yahoo.com*

**Abstract**

This study features the top competing industries in the recruitment of undergraduates. It also validates the career options of graduating college students of the two top universities in Metro Manila, namely, University of the Philippines and Ateneo de Manila University. In this vast changing society, the workplace has suddenly been populated by the new generation known as Millennial. The study also attempts to identify career options by looking into the respondents' profile, their attitudes and traits, career planning, medium used in job search, and considerations in applying for a job. Moreover, this study aims to validate the following hypotheses: the population proportions in the level of attitudes and traits, and the external considerations in applying for a job of graduating college students are the same; and there are significant differences in career planning from top state and private universities.

With the use of questionnaires, the data gathered was presented and analyzed. The respondents were 191 graduating college students taking Management degrees. Using the four point rating scale, the respective weighted means based on the data gathered was computed. The Chi Square Test and the One Way Analysis of Variance (ANOVA) were used to validate the hypotheses presented. After gathering all pertinent information, the results of this study showed that the fast moving consumer goods is the most attractive industry. The business process outsourcing and pharmaceutical companies need to enhance their recruitment strategies by joining job fairs and revisiting their job offers so that they may become fit to the needs of the new generation of employees. In addition, the study showed that there are significant differences in the choices made by graduating college students of different institutions. Furthermore, it is suggested that graduating college students be given opportunities to apply to their preferred company. This can be achieved with the help of the university, by creating programs that will promote qualified applicants.

**Keywords:** *business process outsourcing (BPO), career, fast-moving consumer goods (FMCG), graduating college students, millennial, motivation, pharmaceuticals*

## **Level of Effectiveness of the Operational Practices and Problems Encountered by Business Financing Companies in the National Capital Region**

Dr. Melinda M. De Guzman  
*Polytechnic University of the Philippines, Manila*  
*mhel.deguzman@gmail.com*  
*mdmdeguzman@pup.edu.ph*

### **Abstract**

The main objective of this study was to determine the profile of the business financing companies and to assess the level of effectiveness of the operational practices of business financing companies in the National Capital Region (NCR) in terms of their profile, such as form of business organization, present capitalization, number of years of operation, number of employees, and estimated monthly income. It likewise desired to determine their operational problems, and problems pertaining to clients that were encountered by said companies, and how they vary in terms of form of business organization, present capitalization, number of years in operation, number of employees and estimated monthly income. The main tool used in gathering the data was questionnaire. Data gathered in accordance with the objectives of the study were interpreted by utilizing the following statistical tools: frequency and percentage distribution, weighted mean, analysis of variance (ANOVA) and t-test. Likert Scale was the instrument used to describe the extent of the respondents' satisfaction on the operational policies of the business capital firms. Profit and wealth maximization always involve risk; therefore, respondents must implement a comprehensive and appropriate risk management system, including credit standards and collection policies, which should be considered as a continuous process.

**Keywords:** *business financing companies, collateral, credit investigation, credit risk, extrajudicial foreclosure, usury*

## **Solid Waste Management Practices of Selected LGUs in Cavite**

Jean Gabrielle B. Dela Cruz  
*De La Salle University - Dasmarias*

### **Abstract**

The study determined the existing solid waste management practices of the three fastest growing cities in the province of Cavite namely: Bacoor, Dasmarias and Imus. Data was gathered through secondary sources, paying in-depth attention to published materials. Results show the lack of equipment and facilities to implement such practices mandated by law. In addition to this, regulatory and enforcement powers with public education, awareness and involvement campaigns are not properly implemented. Generally, the National Government must strengthen the Ecological Solid Waste Management law of 2000. It should be made known and published to all Local Governments and must adhere to the rules. Also, the Local Government Units should impose a Solid Waste Management Plan and build their own Solid Waste Management Board that can be sustained throughout the years to come.

**Keywords:** *service quality, fast food restaurants, customer satisfaction*

## **Service Quality of Selected Fast Food Restaurants in Angeles City**

Mary Rose M. Tayag  
*Angeles University Foundation*  
*tayag.maryrose@auf.edu.ph*

Dr. Chere' C. Yturralde  
*Angeles University Foundation*  
*yturraldecc@auf.edu.ph*

### **Abstract**

The study aimed to assess the customer satisfaction of respondents towards the services rendered in fast food restaurants (FFRs). The study was conducted in three branches of an FRR in Angeles City with 352 sample respondents. The DINESERV questionnaire was used to assess the expectations and actual experiences of the respondents across the six dimensions of service quality – assurance and empathy, cleanliness, food quality, reliability, responsiveness, and tangibles. The demographic profiles were described and compared against their mean ratings for the various dimensions. The gaps between the expectations and actual experiences were also noted. There is a relatively wide gap between the expectation ratings and actual experience ratings of the respondents. The expectation ratings are high, especially with food quality, cleanliness and tangibles. Among the demographic attributes, age, occupation, and education have the most influence on the expectations of the respondents towards the six dimensions. In terms of the actual experience, education, frequency of visits, and civil status have significant relationships with the perceptions of cleanliness, reliability, assurance and empathy, and tangibles. Further, the expectations of the respondents towards the six dimensions have significant relationships with their actual experiences. Recommendations on how to further improve on these dimensions to attain service quality are proposed.

**Keywords:** *service quality, fast food restaurants, customer satisfaction*

## **Records Management Practices in the Polytechnic University of the Philippines: Basis for Proposed Records Management Guidelines**

Conchita S. Regodon, MEM  
*csgodon@pup.edu.ph*

### **Abstract**

This study aimed to assess the records management practices of the Registrar's staff in the Polytechnic University of the Philippines. It specifically sought the profile of the respondents in terms of age, sex, civil status, highest educational attainment, length of service in PUP, length of employment in the Registrar's office, current position/designation in the Registrar's office and number of trainings/seminars attended related to records management. Respondents were assessed on the effectiveness of their records management practices in terms of the following attributes: records creation, records storage and maintenance, records retention and disposition, appropriate use of technology, and archival records and records management program integration. This data determined if there was a significant difference in their assessment of their records management practices when grouped by profile.

**Keywords:** *records management practices, attributes, registrar's staff*



# RELIGION

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## Traversing Religious Freedom in the Philippine Setting from Pre-colonial Period to Present: A Historical Case Study

Nicole C. Agustin  
iACADEMY  
*nitsuganicole@gmail.com*

Kaaia Hymna Tala G. Endaya  
iACADEMY  
*talaendaya@gmail.com*

### Abstract

Religion has always been a part of the Filipino identity. Given the reverence for various religious beliefs, government authorities continue to seek ways in upholding the sense of liberty portrayed by the early Filipinos through inaugurating religious freedom in the constitutions. However, the roots of the freedom of religion still remain vague. With this, the study aimed to provide a clearer perception on the history of religion as a government liability. Through archival research, thorough text analysis, and interviews with professionals in the field of religion and sociology, the main objective of traversing the roots of religious freedom was fulfilled. Given this notion, the study was able to explore the history and progress of religious freedom and diversity from the pre-colonial period to the present. The results of the research inferred that even before the arrival of the Spanish colonizers, who had imposed Catholicism, there were already movements of religious diversity and liberty. When the Americans arrived, this sense of diversity was strengthened, and paved the way for the introduction of religious freedom. In acknowledging religious freedom, the role of the government in promoting inclusivity, despite diversity, through religious freedom is portrayed.

**Keywords:** *religion, government, religious freedom, history, religious diversity*

## **Trends and Challenges: Religious Pluralism in Indonesia and Singapore**

Sophia Bernadette T. Eslabon  
iACADEMY  
*sophiaeslabon@gmail.com*

Stephanie Nadine P. Saroca  
iACADEMY  
*steph.sarxca@gmail.com*

Ma. Sophia T. Sian  
iACADEMY  
*soapsian@gmail.com*

### **Abstract**

It has become a major concern for many countries, to develop strategies to maintain peace in society. One of the problems being tackled is religious diversity. However, approaching the issue is difficult, since religion has become a sensitive topic. Singapore and Indonesia are known for being ethnically, religiously, and culturally diverse countries, but they are still continually developing strategies for approaching the issue, because religious conflicts happen to be on the rise. The study determined the challenges Indonesia and Singapore face in regards to religious diversity. The researchers surveyed 40 respondents - 20 were Indonesian residents, while 20 were from Singapore. The researchers used the non-probability method, with convenience sampling as the selection technique. The questions related to the condition of religious freedoms in Indonesia and Singapore. Based on the results, and from the researchers' archival research, they concluded that despite being model countries, it is still inevitable for discrimination and conflicts to happen. The researchers also determined that in preserving the religious harmony in any society, the government, organizations, and the community are key players in achieving such a goal.

**Keywords:** *religious conflicts, religious diversity, religious freedom*

# STRATEGIC MANAGEMENT & LEADERSHIP

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**Stakeholders' Perceived Understanding and Acceptability of ZSCMST  
VMGO: An Action Research for Areal AACCCUP Compliance**

Penelope Garcia-Colisao, Ph.D.

**Abstract**

This study is conceived as to produce an action research as regards the stakeholders' perceptions on the ZSCMST VMGO as then approved, accepted and understood in compliance to the AACCCUP recommendations stipulated in Area I. This is a documentary analysis as regards the understanding and acceptability of the new ZSCMST VMGO upon its approval by the Board of Trustees for implementation. The perceptions of the different stakeholders have been assessed, analysed and interpreted. Qualitative, thorough documentary analysis has been employed. Pre-test post test have been done to test the reliability and validity of the survey questionnaire. Communication and collaboration are important among all "stakeholders" of the college, starting from within the campus with a series of scrutiny discussed during the academic and administrative council meetings. Based on the findings, the following conclusions have been made based on the problems raised in the study: As to the first problem, knowing and appreciating the important roles of stakeholders were noted during the survey conduct. Their demographic profile revealed that more females dominated the males. According to population distribution: CFAS has the biggest stakeholders, followed by CME, CELA, CMFS and CHRM with almost equal respondents, while the Graduate School is the least participation. As to socio-economic status, most of the stakeholders have an income of a combined income of 10,000-19,000. Next, most of them has 20,000-29,000 income, third in rank, some earned 40,000-49,000 and least of them is with 30,000-39,000 and 50,000 -up respectively. For the next problem, as to level of importance, all the stakeholders across colleges and the Graduate School revealed that the ZSCMST VMGO is indeed very important signifying that they have understood its meaning and implications. Finally, as to the comparison of the new from the old, it is clear, that the new ZSCMST VMGO is best formulated. Hence, its acceptability is well expressed by the stakeholders' assessment. From this action research, is then justified that the college's new VMGO has been approved, understood and accepted by all stakeholders. The following recommendations have been posited: 1. Expound and increase the number of respondents by reaching out more stakeholders, include

**Keywords:** *stakeholders understanding and acceptability of the VMGO, AACCCUP accreditation, VMGO*

# TECHNOLOGY

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## Virtual Traffic Lights in Reducing or Alleviating Traffic Congestion

Ariel II S. Arevalo  
iACADEMY  
arielarevalo02@gmail.com

Mel Ivan Andalio Magsino  
iACADEMY  
Konlover999@gmail.com

William Henry E. Datu  
iACADEMY  
williamhenrydatu@yahoo.com.ph

James Ronald D. Temblor  
iACADEMY  
temblor.james@yahoo.com

Phillip Justine R. Garay  
iACADEMY  
phillipgaray@gmail.com

Basil Nicolo C. Urrutia  
iACADEMY  
basil.nicolo@yahoo.com

Anthony Lance A. Jarlega  
iACADEMY  
phurdgraal@gmail.com

Robin Benjamin M. Yabyabin  
iACADEMY  
robinyabyabin@gmail.com

### Abstract

Traffic has remained a serious problem in the Philippines, specifically in Metro Manila. Through the use of technological innovations like the Virtual Traffic Lights management system, we will be able to reduce, or at least alleviate, traffic in the severely affected parts of Metro Manila, as well as on a whole. This Virtual Lights Traffic System is already being utilized in other, predominantly first-world, countries - like the United States. The effectiveness of utilizing the technology in our country and the technology's country of origin has been contrasted and our research shows that despite the many factors that differentiate our country's needs from the others, the technology will still, nonetheless, be effective in tackling our own. The study utilized the descriptive method of research. The respondents of the demographics involved in the research pointed out mainly that drivers have lack of discipline, poorly maintained traffic lights, ineffectiveness of traffic enforcers and increasing quantities of vehicles. The researchers will have to suggest to the government the recommendation of utilizing Virtual Traffic Lights in order to implement the project nationwide, while listening to other people for feedback. Basically, the research suggests that the entire traffic light system should be scrapped and builds a new system (Virtual Traffic Lights System) from its husk with the help of the government of its implementation and funding.

**Keywords:** *traffic lights, Metro Manila, traffic congestion*

## **Social Media and its Role in the Intention of Customer and Non-Customers of halp-U**

John Zander F. Bulilan  
iACADEMY  
*v12100hp@gmail.com*

Monique Bridget P. Guinto  
iACADEMY  
*moniquebridget.guinto@gmail.com*

Yen Kyla H. Noche  
iACADEMY  
*ykylanoche@gmail.com*

Dune Myra Ellis M. Paulo  
iACADEMY  
*dunemyra@gmail.com*

Charlene M. Sahagun  
iACADEMY  
*charlenesahagun.1999@gmail.com*

### **Abstract**

The main objective of the study is determine the role of social media in the behavior intention of customers and non-customers of halpU, where social media is perceived in terms of customer perceptions and behavior intention is considered in terms of retention and gain of customers. The study used a sequential explanatory approach, a mixed methods design where the researchers collected quantitative data through the survey method before collecting qualitative data through the interview method. The respondents for the survey are likers of the Facebook page of halpU, while participants for the interview are among those who answered the survey. The instruments used in gathering the data are the questionnaires. After the data collection, findings reveal that there were respondents who like halpU and there are those who do not. It was also found that the behavior intention of the respondents were high. As a conclusion, customer perceptions of the respondents are positive towards halpU. Behavior intentions of the customers and non-customers are high. With positive perception toward entertainment, interaction, trendiness, and satisfaction factors of halpU's social media, the behavior intention is also high. Through other data collected in the study, it is found that the most appropriate course of action for halpU is to focus on and improve upon its social media marketing; posting frequently and creating videos of real life experiences of customers. With the study being time-constrained, it is recommended to those who want to pursue the study to increase number of respondents and participants. It is also recommended to find a statistical treatment that would compute the role of one variable in the other.

**Keywords:** *startups, social media marketing, behavior*



## Using CCTV Cameras with Sensors to Help Lessen Traffic in Makati City

Marc Gavriel A. Abinuman  
iACADEMY  
*gabinuman@yahoo.com*

Jean Michel Gabrielle C. Gomez  
iACADEMY  
*jeanmichelc.gomez@gmail.com*

Abdul Mu'izz Haider L. Janjua  
iACADEMY  
*abdulmuizzjan@gmail.com*

Jindev S. Mann  
iACADEMY  
*jindev40@gmail.com*

Erik E. Mariano  
iACADEMY  
*marianoerikg1@gmail.com*

Charles Wenzel N. Orlanda  
iACADEMY  
*charles.orlanda@gmail.com*

Symeon Peter S. Seguis  
iACADEMY  
*mails.midnight@gmail.com*

### Abstract

In this study, the researchers would like to identify the ability of the use of CCTV cameras installed with sensors, to help lessen the traffic situation in the Makati area. Furthermore, this study should be able to address the vast traffic situation in the Makati area, since it caters to some of the Philippines' busiest roads - particularly the C5, Gil Puyat Buendia, Osmeña Highway and a part of EDSA. This study should also potentially be able to recognize the newly developed technologies that could be used for the proposed CCTV with sensors, which would be used in order to monitor the area and determine the number of cars in each lane. The study utilizes the case study method of research wherein it is defined by the Merriam-Webster Dictionary as an intensive analysis of an individual situation in real life that can be looked at, or studied in order to learn something. Therefore, the researchers chose case study as their research design in order to ponder more of what could be gathered from that situation. The respondents of the study are MAPSA enforcers and everyday commuters of Makati City. The instrument used will be a survey questionnaire containing questions that, when answered, would be able to provide the researchers with the needed information. Data-gathering was done through both interview and online surveying via Google Forms.

**Keywords:** *CCTV camera, Makati, traffic situation*



## Call for Papers

On behalf of the SIMP-AAG JOINT MULTIDISCIPLINARY RESEARCH CONFERENCES' (JMRCs) organizers - the Singapore Institute of Multidisciplinary Professions and the Ascendens Asia Group, the JMRC Research Review Committee is sponsoring a call for papers across multiple disciplines. JMRCs are open-to-all research conferences to celebrate researchers who continue to strive for excellence in pursuit of knowledge enhancement for world and human development.

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*depends on scheduled JMRC*

*depends on scheduled JMRC*

*depends on scheduled JMRC*

*depends on scheduled JMRC*

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Paragraphs shall be single-spaced with indentation in each paragraph.

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