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BUSINESS

The Kentucky Fried Chicken Integrated Marketing Communications Mix Strategy and Its Sales Revenue, Profitability, and Market Share

Arman L. Guinto
Antonio N. Alcantara

Abstract

Today's competition of leading quick-service restaurants is getting tougher. Different factors are considered superior to one another, one of which is the usage of integrated marketing communications. Domestically, KFC was founded in the Philippines in June 1994 under the corporate name of Quick Service Restaurants (QSR) and is one of the major stockholders in the country in the field of fast-food chains. A few years back, KFC did a great job and made a fantastic re-dressing up, once a silent market challenger but now one of the market leaders. The main objective of the study was to assess the level of effectiveness of KFC's integrated marketing communications (IMC) mix strategy and its correlation to the financial outcomes. The study specifically aimed to answer the following: (1) Profile of the respondents – customers and managers; (2) Assessment of the respondents on the effectiveness of IMC mix strategy of KFC in terms of the following aspects: Personal Selling, Non-Personal Selling, Direct Selling, Sales Promotion, Advertising, and Sales Promotions; (3) To answer whether there is a difference on the assessment of customers and managers on the effectiveness of IMC mix strategy; (4) To answer whether there is a difference on the assessment of customers and managers on the effectiveness of KFC IMC mix strategy when they are grouped by common profile; (5) To answer whether there is a difference on the assessment of customers on the effectiveness of KFC IMC mix strategy when they are grouped by profile; and (6) To answer whether there is a relationship between KFC IMC mix strategy and financial outcomes. The design of this study is descriptive research which aims to record, describe, analyze, interpret and compare the facts, data, and information gathered through a survey about the IMC mix strategy of selected KFC stores in Metro Manila using questionnaires distributed to the respondents. A total of five hundred fifteen (515) respondents had chosen using convenience sampling, consisting of customers and managers. Results showed the respondents' assessment on the effectiveness of the IMC mix strategy of KFC: the most effective among the elements is public relations while the least is sales promotion, over-all the IMC mix strategy of KFC is effective.

Keywords: integrated marketing communications mix, marketing outcomes, selling, sales promotions, advertising, sales promotion

The Impact of Covid-19 Pandemic on IT Outsourcing

Chrisfelin M. Regala

Abstract

IT outsourcing has been a growing approach widely accepted as a strategic move of businesses for them to have more focus on their core competencies. While there has been an upward trend observed in IT outsourcing, the world has been under the COVID-19 Pandemic that poses threats to this growing business approach and even to the stability and survival of businesses. The objectives of this study were to take a deep dive into the reasons that drove companies to take the path of outsourcing, more specifically on IT outsourcing, to identify the IT risks involved and the ways on how these can be mitigated, and to recognize the impact of COVID-19 Pandemic in the world of IT outsourcing. The sought objectives of the study were attained by reviewing the existing literature and with references to other research. The researcher referred to secondary data and existing literature, which were then analyzed and synthesized. The findings from these resources gave an understanding of the forces and benefits that drive businesses to outsource their IT process. These include cost reduction, increased focus and flexibility, ease of access to innovation and technology shift, problems in hiring, and better competitive advantage. These are associated with risks like dependence on vendors, loss of knowledge, higher costs, confidentiality risks, vendor selection, and exit barriers, which could be mitigated through careful planning, adequate control, and observance of risk management processes. The paper also found that IT outsourcing was able to maintain its momentum and growth despite the challenges of the COVID-19 Pandemic because of the realization of businesses that technology and the responsiveness to change are an integral part of the game. The paper presented and even laid down the need for companies to do a constant review of their processes, to be more proactive and strategic, and to be more responsive to the demands of time and of change to lessen, if not totally avoid, the impact of threats just like the COVID-19 Pandemic.

Keywords: Covid-19, Pandemic, IT Outsourcing, Outsourcing, Mitigation, Risk Management

Consumer Pension Loan in Diamond Finance Corporation

Crizelle Anne C. Bayan

Abstract

This study aimed to assess the level of satisfaction of the consumer pension loan in Diamond Finance Corporation in their branch in Metro Manila. It used the quantitative-descriptive method with a duly validated questionnaire as its research instrument. Data were drawn from 287 respondents who were consumers of Diamond Finance Corporation. The data collected were checked, described, and tabulated using Frequency tables, Weighted Mean and Analysis of Variance (ANOVA). The majority of the respondents are aged 54-57 years old, males, college graduates, have been AFP pensioners for 4-5 years, and availed loan once a year used for the family. The respondents were very satisfied with the pension loan in Diamond Finance Corporation in terms of reliability and competence. They were also satisfied with the pension loan in terms of responsiveness and convenience.

There were no significant differences in the respondents' assessment on the customer satisfaction on the pension loan when respondents were grouped by age, sex, highest educational attainment, years as a pensioner, and the purpose of the loan. When grouped by type of pension loan availed of, there were significant differences in the respondents' assessments in terms of reliability and competence. Likewise, when grouped according to respondents' frequency of pension loans, the respondents' assessment of the pension loan was statistically different in terms of reliability. Diamond Finance Corporation must start thinking of ways to improve its customer service and start working on its weaknesses. The company should be aware of the number of pensioners since many lending institutions are in the market and give them the best possible experience. Also, companies should continually assess the customer's needs for better transactions and pay attention to customers' feedback, reviews, and survey results. Another recommendation from the paper's findings is to create an employee reward program or recognition. For the employee to be inspired to work, genuinely valued, and be known. Being prompt, courteous, and committed are perfect for sustaining good business and building relationships with customers.

Keywords: Pension loan, Customer Satisfaction, Responsiveness, Convenience, Reliability, Competence

Financial Management Practices and Financial Performance of the Selected Micro, Small and Medium-Sized Enterprises (MSMEs)

Editha A. Peralta

Abstract

Regardless of the business size, sound financial management is necessary to stay in business and grow. Financial management is one of the several functional areas of management that plays a central role in the success of any small business. The study aims to determine the relationship between financial management practices and financial performance of micro, small and medium-sized enterprise MSMEs and how the business owners could attain their financial objectives through efficient and effective financial practices. It will employ the three aspects of financial management: financial planning, financial control, and financial decision-making. It will consider such variables as working capital management, financing, and investment decisions of the firm's owners or management. The researcher used qualitative methods of research for this study based on the fact that the researcher intended to collect detailed and current information that would enable him to identify and describe the current situation concerning financial management in MSMEs. Readings enabled a comparative analysis of the variation of financial management among small-sized enterprises. Studies had identified that often the cause of business failure was due to poor or careless financial management. Though many articles show that there's not much change in the financial management practices experienced among MSMEs over the past years, there is variation on how the firms are implementing these. The results might have an impact on their future policy decisions. The adoption of sound financial management gives an entity an advantage as it enhances its profitability and survival in a dynamic environment and will help MSMEs to have effective control on their working capital that includes cash flows, inventories, accounts receivable, and payables, and enabling them as well to provide accurate and up to date financial records. It will also identify their strengths, weaknesses, opportunities, and threats. In studying the relationship between the financial practices and the performance of organizations, it is important to note other intervening variables that may directly impact the organization's performance. It is essential to take them into account. These factors include the size of the firm, degree of exposure of the firm, capital market, and intensity, including its product market share. These variables may be held as the control factors.

Keywords: financial management, financial performance, financial characteristics, financial planning, financial control, and financial decision-making.

Company X Introducing Product Y to the Chinese Market

Jazze Denise Kwong
Paul Ching
Isaiah James Dela Cruz
Emmanuel Antonio Hernandez
Jai Philip Katwal

Abstract

China is one of the world's most populous countries, and breaking into its market has a significant impact on a company's profitability. With its cultural differences and ever-changing customer behavior, the Chinese market is not an easy market to conquer. Even the world's well-known and popular cream-filled chocolate sandwich cookie failed to appeal to the market. This research focuses on how humans pay attention to the representation of food and beverage products in the market. A total of 50 respondents were recruited at random from full and mixed blooded Chinese using a mixed methods research design. The researchers derived the study's case from various earlier research and carried out this research for three months. The acquired data was analyzed and translated using qualitative and statistical analysis. The findings in the research paper validate prior studies; this research paper indicates that products labeled as healthy and beneficial to customers appeal to the Chinese market.

Furthermore, to maintain profitability in the new market, businesses must customize their products to the targeted market, particularly in China, where they could offer alternative flavors with a better and healthier reputation. Moreover, digital marketing will contribute to the company's growth by interacting with different prospects to influence individuals to purchase and provide trustworthy referrals. According to the findings, it is necessary to use product adaptation for Company X to dominate the market.

Keywords: Chinese Market, Food and Beverage Industry, Consumer Behavior, International Market Approaches, Health Promotion

An Analysis of Importance and Impact of Process Management and Process Improvement in Times of Pandemic in Selected Shared Service Industries in Metro Manila

John Gilbert Garcia

Abstract

This study analyzed and investigated the impact of the pandemic in the BPO Industry by studying relevant studies in the Philippines since 2019. Compared to studies done during the pre-pandemic period, this research outlined the changes and shift of critical focus in these relevant organizations. The study used qualitative data that will include articles highlighting the focus and rigor around process management and process improvement and its impact compared with topics studied two years ago. This study shows that there is already a process improvement agenda in the overall strategy of the shared services sectors in the Philippines. However, there has been a fast-tracking of what must be accomplished in the next three to five years. The plans before the COVID-19 Pandemic, which includes process standardization, process redesign, and robotics components, were now given a significant focus by the leadership team in the organization. While the pandemic continues to worsen and the New Normal becomes the permanent norm for everyone, the increasing demand to prioritize process improvement has also increased. Utilizing the appropriate and applicable process improvement approach and framework relevant to the current situation will provide continuous growth and sustainability for these selected shared services sectors in the Philippines.

Keywords: Pandemic, New Normal, Process Improvement, Shared Services

Evaluating the Significant Role of E-Commerce to the Resiliency of MSMEs During the Covid-19 Pandemic

Marderick M. Presto

Abstract

E-commerce has evolved and become the universal trade platform that includes Finance Technology (Fintech), the Internet of Things (IoT), Big Data, Social Commerce, Cloud Computing, and Artificial Intelligence. This paper hypothesized that e-commerce is the critical ingredient in worldwide economic resilience, particularly with the resiliency of the MSMEs, which are the sector that survived the dwindling economy during the COVID-19 Pandemic. Further, this paper postulates that the indicators of e-commerce as the key to being resilient of the MSMEs during the COVID-19 Pandemic are the following: Review of Related Literature or Meta-analysis based on the recent research on the effect of the COVID-19 Pandemic. The COVID-19 Pandemic forced all business sectors to adopt e-commerce platforms in dealing with business. Hence, there was a leveling of the playing field regarding market opportunities among all business sectors. Kitikutha and Vasa et al. (2021) found that the impact of COVID-19 has resulted in a significant increase in online shopping, as people adhere to safety social distancing measures to stop the further spread of the coronavirus. E-commerce has brought about wealth creation and bridged the socio-economic status gap. The Internet can revive struggling economies and enable them to better compete with more developed nations. As this paper postulates, the indicators that e-commerce played a significant role in the survival of MSMEs during the COVID-19 Pandemic are: The increase in internet traffic and demand for quality service, the rise of mobile applications to provide solutions to both providers and consumers, the increase in the number of IPDS companies that offers same-day delivery service, increased usage of productivity apps for collaboration and education, and leveling of playing field in terms of market opportunities to all business sectors.

Keywords: COVID-19 Pandemic, MSMEs, E-commerce, Virtual, Digital Economy, Resiliency.

The Emergence of Cashless Societies: An Overview of Payment Digitalization in the Philippines

Michael Bryan G. De Castro

Abstract

This paper takes an overview of the current digital payment conditions across various nations with an emphasis on the Philippines. In addition, this study also analyzes the advantages and disadvantages of a cashless society and identifies opportunities from the existing technology without jeopardizing data privacy and internet security. The emergence of cashless societies already started before the COVID-19 Pandemic, but the trajectory of digital payment volume shifted upward due to the limitations and threats brought about by the COVID-19 situation. Cash and coins have been in circulation for centuries and date back when the first trading commenced. Money is considered the most acceptable and reliable medium of exchange in business transactions because of the efficiency of transfer of value and stakeholders' security. The rise of modern technology and innovation brought forward new digital products such as mobile devices, smartphones, and other accessories. The latest development in the digitalization space revolutionized many aspects of our day-to-day activities. Notably, it paved the way for Financial Technology (FinTech) to compete with conventional payment and financial service methodologies. The researcher used a qualitative method as a study methodology using secondary data from research and publications to evaluate the varying status of cashless transformation worldwide. Many countries are now moving towards being cashless societies like Sweden, India, and China. In the ASEAN region, the Philippines is also promoting the use of digital payment systems and is expecting to achieve the same goal by the year 2025. Bangko Sentral ng Pilipinas (BSP) fully supports the objective of transforming the country as a Cashless Society and published a roadmap on Digital Payments Transformation from 2020 to 2023. Because of the COVID-19 Pandemic and the threat of money being a conduit of infection, many Countries are now favoring a cashless society such as India, Malaysia, United Arab Emirates, Indonesia, Vietnam, Singapore, Italy, and the Philippines, according to the study conducted by an international money transfer firm MoneyTransfers.Com.

Keywords: Digital Payments, FinTech, Cashless Society, Data Privacy, Data Security

The Inventory Management Practices of the Retail Automotive Industry in Pangasinan

Noel A. Bergonia

Abstract

Inventory management is an important aspect of the retail automotive industry. This study used the descriptive survey type of research in a quantitative approach in assessing the effectiveness of inventory management practices of the retail automotive industry in Pangasinan, most of which are owned by sole proprietors, with capitals less than P3,000,000, with 1 to 99 employees, and have been operating for 2 to 5 years. The respondents assessed their inventory management practices as to procurement, receiving, and dispatching practices as very effective. Respondents deemed storage and stock audit as effectively practiced. The respondents assessed the inventory management information system as fairly effective. While the other inventory management practices have no significant difference when grouped according to the profile of the respondents, there is a significant difference in the inventory practices of the management information system when grouped according to the number of years in the operation. The findings present that retail automotive businesses may explore information systems to enhance their inventory management practices.

Keywords: Inventory Management, Retail Automotive Industry, Pangasinan

Global Issues: E-Commerce and M-Commerce Utilization During the COVID-19 Pandemic

Raymond C. Albiso

Abstract

COVID-19 is a worldwide pandemic that has impacted all aspects of life, especially the economy. The world economy's growth has slowed down due to a lack of purchasing power that can be utilized even at home. Safety protocols such as lockdowns and social distancing have been implemented to avoid the spread of the COVID-19 virus, but at the same time, it boosts the usage of e-commerce and m-commerce as a shopping method. The research study employed a qualitative approach and used secondary data and sources to know the impact of the COVID-19 Pandemic on the utilization of e-commerce and m-commerce. In connection with the utilization of e-commerce and m-commerce amid the pandemic, the researcher gathered data from different journals, books, and other sources through the Internet. The research results and analysis can be used in various fields, including government interventions, policies, and directions. Particularly, e-commerce and m-commerce are thought to be capable of assisting consumers in purchasing health-related items and other necessities that are essential for home activities. COVID-19 Pandemic has changed people's manner of buying their wants and needs. The impact of the COVID-19 Pandemic has switched people's behavior in shopping from the conventional way or offline to shopping online through e-commerce and m-commerce services. The number of purchases has increased during the pandemic because of e-commerce and m-commerce, which are then maximized to provide consumers with a variety of appealing offers. Furthermore, customers do not need to communicate with the merchant in person and can have their orders delivered to any address.

Keywords: COVID-19 Pandemic, E-commerce, M-Commerce

The Efficiency of the Proposed Process Flow in a Vape Manufacturing Company: An Analysis

Rhea M. Arlante

Abstract

The study aims to help Vape Manufacturing Company reduce the production delay and increase its efficiency by improving the existing production processes. The General Manager, also the company's owner, identified delay as the number one concern. The researcher uses Process Capability Index (CPI) to statistically measure process capability to justify the existing problem of the company. In addition, to determine and divide the problem's potential causes into parts, the researcher constructed and conducted a Root-Cause Analysis and survey. The researcher treated survey results using Weighted Mean, Analysis of Variance, and Pearson Correlation Coefficient and underwent validation by the General Manager. The paper identifies the following as significant factors causing delay: (1) No proper training of machine operators, (2) Lack of workforce, (3) Long set-up time of machines, (4) Not finalized product design, (5) Inappropriate production layout, and (6) Excessive motions during the process and interrupted operations because of the "inserted items". Hence, the primary applications utilized in this study to reduce delay were various process methodologies; Time and Motion Study, Process Capability Test, Cause and Effect Analysis, and Facilities Planning and Layout. The proposed solutions were the following: (1) A month-long training program for the newly hired machine operators, (2) Hiring skilled workers, (3) Improved Plan Sheet, (4) Improved Process Flow, and (5) Improved production layout. Implementation of these proposed solutions could save 4.54 minutes per product or Php81.72 in production cost or an increase of at least 12.40% in their profit per product.

Keywords: Process Improvement, Vape, Process Capability Index

AI Support in Knowledge Management for Human Resource Management

Ria A. Sagun

Abstract

Artificial intelligence (AI) is fast becoming the keyword in various fields in the industry. The use of different systems with the application of AI is being appreciated by some and put under questioning by others. Like AI, Knowledge Management (KM) is making headlines in today's business. Different KM systems are available to help the people in the industry. In the field of human resource management, using knowledge management has already been a basis for decision-making. However, some do not explicitly disclose the use of AI for decision-making since the credibility of decisions made from AI is still in question. The next thing can be AI in KM for HRM. This study examines the possibility of artificial intelligence as support for knowledge management. The study also examined the use of knowledge management in human resource management to identify the extent of AI support needed in knowledge management for human resource management. The benefits of combining AI and KM were discussed. A connection and incorporation of artificial intelligence in knowledge management and its different processes were highlighted. This literature review was able to probe the effects and issues of using knowledge management for human resource management, which is sometimes referred to as knowledge-based human resource management. It also gathers the different achievements of AI when confronted with various KM issues. The paper concluded that AI systems can be developed and used to assist KM processes and recommended developing a model for KM in HRM with the support of AI.

Keywords: Knowledge Management, AI support for KM, Knowledge Management for HRM, Knowledge Management Systems for HRM

The Quality of Service of Philippine Retirement Authority: A Servqual Approach

Rubie Jane Baguio

Abstract

Tourism is everyone's business. The government recognizes the said industry as an important contributor to foreign exchange earnings, investments, revenue, employment, and growth. The Philippine Retirement Authority (PRA) is an attached agency of the Department of Tourism. The government strongly encouraged that the Philippines be developed and promoted as a retirement haven to accelerate the social and economic development of the country, strengthen its foreign exchange position and attract foreign investments. The leverage of the US dollar against the Philippine peso enables the country to be competitive in offering an attractive package to targeted retirees, such as foreign nationals and former Filipinos, who are looking forward to a comfortable lifestyle as they reach retirement age by way of getting the best value of their money and investment opportunities in their retirement years. The PRA's Special Resident Retiree's Visa retiree-members reciprocate the service quality level they receive from the said organization. It is important to conduct any PRA-related study because of its significant economic contributions.

The study utilized a SERVQUAL measure as a measure of service quality. The measure splits overall service into five areas/components: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. The study assessed the services of PRA through its most important clientele, the Special Resident Retiree's Visa SRRVisa members, through a descriptive research design by way of survey questions. The majority of the retiree-members surveyed were Americans and males, most of whom belong to the senior age group, college graduates, married, and are officially retired from employment. The study's results showed that PRA's edge is the reliability component and that the agency falls short of the empathy component. Each major finding had a corresponding recommendation from the proponent of the study.

Keywords: Servqual, quality service, Philippine Retirement Authority

Essential Attributes of the Global New Normal and Emerging Global Skills

Ruff Jon W. Florendo, Jr.

Abstract

The introduction of COVID-19 into the Global Business Arena was a shock, and it resulted in the discovery of a New Normal in the worlds of business and industry. Businesses have been able to adjust one's behavior in response to changes in the environment and remain viable in the long run due to this New Normal. The New Normal is characterized by people working away from their offices and from their homes. During the COVID-19 Pandemic, analysts projected that positive trends such as the emergence of e-commerce and the increased usage of digital banking would continue. As seen in various lockdowns and travel restrictions, governments in different nations continue to be significant contributors to business regulation in the global environment. The New Normal hampered physical travel and collaboration, but the virtual world was the most important contributor to the economy's ability to go further during the pandemic. Furthermore, this epidemic has honed global abilities relevant to the modern world. With all of the changes in our sector, global skills such as communication skills, resilience, and digital literacy have been identified as the most in-demand in the industry. Businesses required global managers that were digitally savvy as the virtual world grew in importance. To analyze diverse worldwide trends and global skills in the global business environment, the researcher used a variety of research published in journals, secondary data, and different articles. For global business managers, the significance of this study will serve as a guide on how to interpret and navigate the context of various global trends concerning the development of New Normal and the emergence of global skills for global business to survive and compete in the long run.

Keywords: Global Skills, New Normal

**Financial Management Practices and Profitability of Micro And Small Medium Enterprises In
The New Normal In The National Capital Region, Philippines**

Sandra P. Marcos

Abstract

Micro, Small, and Medium Enterprises (MSMEs) are an essential part of the global economy, acting as a catalyst for economic growth and development. This study aims to examine the financial management practices and profitability of Micro, Small, and Medium Enterprises (MSMEs) in the New Normal and the challenges affecting their operations. It also emphasizes the importance of Micro, Small, and Medium Enterprises (MSMEs) in the global economy, particularly in emerging economies, and the profitability of businesses during the Covid 19 pandemic. It also demonstrates the importance of making better financial management decisions based on effective financial management practices, which are crucial for MSMEs' survival, growth, and profitability in the New Normal. The researcher gathered secondary data from relevant literature, such as articles and annual reports from MSMEs that directly or indirectly contributed to the study. Financial management practices such as fixed asset management, capital structure management, financial planning, working capital management, financial reporting, and accounting information systems, according to the study, are mainly responsible for the success or failure of MSMEs. Smart financial management is essential given the difficulty of surviving in the COVID-19 Pandemic.

Keywords: MSMEs, Financial Management, New Normal

Workplace Diversity: A Key to Organizational Competitiveness

Wilma Clarisse Javillonar Soriano

Abstract

In the era of globalization, the environment of all organizations is changing at an unprecedented rate. Employees work in different ways and settings, with workplaces becoming more diverse. This paper reflects on workplace diversity practices among selected business process outsourcing companies. The author aimed to get insight from respondents with management-level positions to evaluate the implementation of diversity in their workplace, its challenges, and its implication to organizational competitiveness. The researcher used the descriptive method of investigation. Because of the present predicament of the COVID-19 Pandemic, the researcher chose participants using convenience sampling, which is a kind of nonprobability sampling wherein participants were selected since they were "convenient" data sources. The respondents of this study came from selected business process outsourcing companies. They were team managers, team leaders, a senior team manager, a quality analyst, a supervisor, a site admin manager, an operations manager, a quality coordinator, and an operational excellence director, who were 27 to 33 years old and had been working in the company for 4 to 6 years. The study revealed that the management of the selected business process outsourcing companies implemented diversity practices in their workplace. The participants agreed that the most common challenges or issues encountered in multicultural organizations are professional etiquette and working styles. The participants also agreed that workplace diversity could result in a strong brand identity, collaboration, engagement. By having diverse experiences and working styles, companies may improve employees' problem-solving abilities and productivity. Therefore, the study identified a significant relationship between workplace diversity and organizational competitiveness.

Keywords: Workplace Diversity, Organizational Competitiveness

Branding With Integrity: An Ethical Perspective on Marketing Practices

Wilma Clarisse Javillonar Soriano

Abstract

Due to digitalization, all types of information are now readily accessible. Digitalization has allowed consumers to be more informed and educated and led companies to improve their business ethics. This paper aims to assess the implementation of ethical marketing practices of the marketing and sales professionals concerning the brand management of their companies. The researcher utilized the descriptive method of study. The study's respondents included 35 marketing and sales professionals, who were identified using convenience sampling, a form of nonprobability sampling wherein respondents were picked only given that they were an "accessible" source of data. The information gathered was evaluated using relevant statistical techniques such as frequency, percentage, one-way ANOVA, and t-test. The paper revealed that the respondents implemented ethical marketing practices on their brand management, and there is no significant difference if they were classified corresponding to profile. The majority of the participants were 18 to 25 years old and had been working in the organization for 2 to 4 years. The marketing and sales professionals seek to be honest at all times and in all circumstances, honor the obligations and agreements explicitly and implicitly, pay attention and listen to the customers' needs and requirements, sufficiently and sensibly exert effort to observe, monitor, and increase their satisfaction continuously, and acknowledge and recognize the social responsibilities that precede by economic power for stakeholders and increased advertising and promotion.

Keywords: Ethics, Branding, Marketing

The Underlying Contradictions and Basic Trends of Current Economic Globalization

Pan Sheng

Abstract

This round of globalization is characterized by the multinational companies in developed countries to maximize capital profits for the global allocation of production factors and to optimize the allocation of production factors in developing countries. The result is a win-win situation. The integration of China's economic reform and opening-up into globalization in 1978 is of epoch-making significance and has contributed to global economic growth and its economic growth. Globalization went into reverse after the 2008 financial crisis. The highly abstract research paradigm of mainstream Western economics, which is targeted to rational economic people and the optimal allocation of resources, is challenging to explain the increasingly complex globalization phenomenon effectively. Therefore, it is necessary to innovate research methods, focus on the globalization behavior of sovereign countries, and deeply analyze the internal contradictions of post-war international governance structure and international monetary system led by the United States. The deep reasons for the spread of populism and anti-globalization are the unbalanced global and regional growth, the decline of the real economy in developed countries, the development of financial bubbles, and the widening income gap between different classes caused by globalization. China-US relations are the most critical factor in the future process of globalization. At present, the cooperation and competition between the two countries are becoming increasingly complex. However, the space of the "positive-sum game" between the two countries is larger than the space of the "zero-sum game". This study aims to explore the underlying contradictions and basic trends of current economic globalization. It analyzes the reasons that caused the decline of the United States and contemporary globalization. It concludes that globalization and rational sovereign states can be compatible if governments resolve disputes through negotiation, defend national and national interests, promote the establishment of international rules and institutions, and build a global governance system in the context of seeking common ground while shelving differences. The researchers used a literature research method since literature works about economic globalization are numerous. This paper focuses on the development process of globalization. The review builds on a large body of research in economics, international political economy, and political science.

Keywords: economic globalization, free trade, international monetary system, international governance structure, political economy

**Research on Business Model of Shared Hotel Under the Background of "Internet of Thing"
Taking the Global Accommodation Exchange as an Example**

Fan Guangyun

Abstract

As we know, the outbreak of the COVID-19 Pandemic has led to severe challenges for the hotel industry. According to iMedia Data Center, the average occupancy rate of China's hotel industry in 2019 was only about 52%. A large number of hotel rooms are vacant, which presents an opportunity to develop the shared hotel model. Global accommodation exchange is a comprehensive sharing hotel platform developed by Guizhou Internet of Everything Technology Co., LTD., which integrates instant sharing of tourism, business travel, and vacation. It will be released online in Guizhou International Ecological Conference Center on January 15, 2020. The platform deeply integrates the spare room of the hotel with the Internet. Through its unique positioning and perspective, it provides users with high-quality shared hotel travel services and transmits the economic consumption attitude of the new era. The nine-element model of the business model canvas is used to analyze the global accommodation exchange business model. The canvas of a business model is composed of nine patterns: customer segmentation, value proposition, channel access, customer relationship, revenue source, Key resource, Key activity, Key partner, and cost structure.

Through analysis, I concluded four recommendations for sustainable global accommodation exchange development: 1. Expand the profit model; 2. Expand promotion Channels; 3. Improve user satisfaction; and 4. Establish and Improve the Credit Mechanism. Relying on the development of "Internet +", sharing economy is constantly reforming traditional industries and has become the mainstream of future economic development. Global accommodation shows the perfect combination of "Internet + sharing + hotel" to consumers, breaks through the economic development of the hotel industry, and provides a new development model for the traditional hotel industry. The sharing economy is developing rapidly, but in the process of development, but these developments may not be sustained. Therefore, one important research opportunity is studying how to improve the business model of hotel sharing to promote its sustainable development. The global hotel sharing platform is still very young. To stand out in the sharing economy industry where all flowers bloom, it needs to constantly improve its business model, strengthen market exploration, and innovate its profit model under the general trend of the sharing economy.

Keywords: Sharing Economy; Internet +; Business Model; Sustainable Development

Research on Car-Sharing Model and Governance in China

Li Ming

Abstract

In April 2017, the Ministry of Industry and Information Technology, the National Development and Reform Commission and the Ministry of Science and Technology jointly issued the Mid - and Long-term Development Plan for the Automobile Industry, pointing out that car-sharing will become an important development direction of China's automobile industry in the future. Car sharing can increase the use rate of cars by more than four times compared to private cars to 5.1 times per day, with an average distance of 20 kilometers per trip. The sharing economy is expected to account for 10 percent of China's GROSS domestic product by 2020 and 20 percent by 2025, said the Deputy Director of the State Information Center of China. Car sharing In the context of the rapid development of sharing economy, car-sharing has made great progress in recent years and gradually become a mainstream mode of travel. Using literature analysis, I consulted a large number of works on public management, governance theory, and sharing economy theory at home and abroad, and collected research materials through network inquiry, database inquiry, and books. Through comparative analysis, this paper compares the relevant policies and regulations issued by local governments on car sharing in China and the governance measures taken by local governments on car sharing. Through the collection and comparison of these measures, I have drawn some empirical insights and have concluded four suggestions for the development of car-sharing governance: 1. Strengthen credit system evaluation and supervision. 2. Improve the scale and network degree. 3. Improve auto financing services. 4. Strengthen cooperation and sharing between enterprises and the government. At present, there are still defects in relevant policies and laws of car-sharing, and the management of the car-sharing industry is frequently chaotic. It is challenging to meet the actual needs of users in the actual operation of car-sharing. Government departments should make timely policy adjustments in the face of changes in the form of car-sharing development, and car-sharing enterprises should strive to share social responsibilities while making profits. With the continuous development of shared cars, enterprises should not only be limited to immediate interests, but also constantly improve the overall technical level of the shared car industry, actively find opportunities and have the courage to meet challenges. Standing on the new historical stage, the sharing economy is bound to embrace a broader prospect of development.

Keywords: Sharing economy; Internet +; Car sharing; Business model

Housing Preference and Affordability of Buyers in Global Housing Market

Melody Narisma Plaza

Abstract

Housing has always been a major component of everyone's dream. It is an indicator of achievement and a source of pride. The housing backlog in the Philippines is projected to hit 6.5 million by 2030, putting pressure on developers to adequately address demand, according to the Subdivision and Housing Developers Association (SHDA). In Malaysia, the residential housing market is important and always plays a role in affecting the economy's development. A supply-driven market determines prices by a top-to-bottom approach used by the government, banks, and suppliers (Internations, 2013). This study aimed to investigate the gap between housing preference and affordability of buyers in the global housing market. Soon and Tan gathered data through a survey with 300 respondents from the demographic such as a particular age group, ethnicity, and homeownership status. The researcher sampled fifteen (15) cities in Klang Valley in Malaysia using a convenient sampling technique among those looking for a house. The researcher used a cross-tabulation analysis to examine the link among housing affordability, monthly income, and preferred house. Low-income households perceived condominiums as affordable, while middle-income households believed terraced houses were the most affordable. High-income households considered the gated-community house as affordable housing. These findings imply that the government and housing developers should work together to address housing demand to ensure a more targeted housing policy. The study results concur with a study commissioned by the SHDA, which recommends that the government provide housing subsidy support to lower-income households to achieve a sustainable housing program. Likewise, the government must focus on a more comprehensive and multi-sectoral housing subsidy program while ensuring that financing costs are not distorted to encourage investors into housing (Castro 2013).

Keywords: Real estate, preference, affordability

The Role of Accounting Information Systems in a Business

Noel A. Bergonia

Abstract

The Accounting Information System (AIS) is used by companies in processing financial transactions. The AIS processes data using accounting software to sort, categorize, calculate, summarize, and produce financial reports. The use of the AIS provides faster processing and more reliable output. The objective of this study is to explain the role of the AIS in various aspects of a business. The researcher used a qualitative research approach to collect secondary data from multiple research studies, which led to a more detailed discussion. The literature indicated that the efficiency and simplicity of the use of accounting software have a significant influence on commercial success. In contrast, software dependability, data quality, and correctness have a negligible influence on company success. The challenges in integrating AIS are the high capital investment for purchase, installation, maintenance costs, and inadequate information technology expertise. Moreover, the size and the financial stability of the business are also to be considered in implementing the accounting information system. Overall, the benefits of using AIS outweigh the cost for some businesses.

Keywords: Accounting Information Systems, Businesses, Accounting Software

Code of Ethics and Its Impact on a Business

Noel A. Bergonia

Abstract

Ethical values and principles are essential for daily business activities and a fundamental part of a successful business. If employees are nurtured in an unethical environment, it will impact the going concern of the business. A code of ethics is a blueprint of standards intended to support employees to work and lead the business genuinely and with nobility. The purpose of this paper is to examine the impact of codes of ethics on businesses. The researcher used secondary data collected from various studies. A good code of ethics must be comprehensive, manageable, and aligned with the genuine mission of a business. To apply the content of the code of ethics correctly, the management should consistently communicate its content to all employees. It is proved in the paper that business organizations that exercise ethical practices via implementing a code of ethics tend to create favorable relationships among employees, customers, and other internal and external stakeholders.

Keywords: Code of Ethics, Ethics, Business

Customer Shopping Experience, Patronage Intention, and Satisfaction in Supermarkets in Metro Manila Philippines

John Lester Depusoy
Meckmack Nartea
Michelle Del Rosario
Michael Angelo de Mesa

Abstract

Interestingly, the retail setting in the Philippines is changing rapidly. With the current COVID-19 Pandemic, shoppers fear going outside and prefer to stay at home. Therefore, it is a challenge for supermarket companies to find ways to reach their customers. The motivation behind this review is to revisit the in-store customer shopping experience in a supermarket. The researchers used a convenience sampling method and used an electronic poll through Google Structure posted via social media for online information assortment and investigation utilizing EFA, CFA Mediation examination, and SEM. The absolute number of completed surveys was 158.

The researchers found that stock variety, communication with staff, internal shop environment, and add-on services have a critical relationship with customer loyalty and re-patronage intention. At the same time, there is an inverse relationship between the quality and communication of customers and customer. Finally, this review has given administrators valuable knowledge to understand the current in-store customer shopping experience in supermarkets in Metro Manila.

Keywords: COVID 19, in-store, internal shop environment, add-on services, re-patronage

Research on the Sharing and Sharing of Assets Among Public Hospitals in China

Lin Lyu

Abstract

With the reforms of the Medical Union continuing to deepen, to optimize the configuration of medical resources, improve the level of operational management, facilitate and relieve the populace burden, hospitals try to explore the idea of asset resource sharing sharing sharing. At present, hospitals mainly incorporate shareable assets such as medical equipment and include resources such as data resources and scientific research platforms that can be shared.

This article analyzed the current situation and problems of asset sharing and sharing in the medical sector and proposed that the sharing and sharing of assets in medical equipment class should strengthen the top-level design to regulate and guide, that the sharing and sharing of data resources class should strengthen the standardization and the construction of information sharing platforms, that the sharing of resources in scientific research platform should break the scientific department and department barriers, and suggested the sharing of assets resources among different grades of hospitals. Using a literature research method, I consulted relevant documents on resource sharing of public hospitals issued by the Chinese government, consulted other relevant literature, and then investigated and consulted hospitals at all levels in different regions. By combing the relevant literature, I investigated the current actual situation of hospitals. This paper summarizes and analyzes the current situation and problems of hospital asset resource sharing by answering my research questions: 1: Hospitals can be included in the scope of sharing common asset resources, 2: Problems and countermeasures of sharing hospital assets, 3: Problems and countermeasures of sharing hospital resources, 4: Obstacles and suggestions in the exploration of asset resource sharing among different levels of hospitals.

In the era of sharing economy, sharing medical care has become an inevitable trend of hospital development. With the deepening of the reform of the medical consortium and the continuous improvement of information technology and information platform construction, the study suggests that government departments formulate corresponding rules through top-level design to promote the sharing of assets and resources within and between hospitals. It can also be integrated by establishing a platform by non-governmental organizations to maximize the value of hospital assets and solve problems for the people.

Keywords: asset sharing, Public Hospital

The Effectiveness of Working from Home on Employee's Productivity among BPO's Employee from Finance Shared Services in Metro Manila

Mary Joy Calinao

Abstract

Globally, the COVID-19 crisis has had a detrimental effect on nearly every sector, with broken supply chains, country-wide lockdowns, and organizations exploring the idea of long-term and even permanent remote labor. The study assesses the working from home employees' effectiveness, particularly in the BPO industry, specifically in the non-voice account. The researcher limited their respondents to 400 employees currently assigned to Finance Shared Services Account in Metro Manila and employed a descriptive research design. Results revealed that connectivity, performance, work allocation at home, and work quality significantly impact employees' productivity who are working from home. Test of the variances shows that working from home set up is effective depending on the demographic profile of the respondents but not proven to be the most excellent option for most Filipino BPO employees. The findings show that BPO companies should consider a thoughtful approach to develop sound work-from-home policies tailored to the needs of the BPO employees from Finance Shared Services in Metro Manila.

Keywords: COVID-19, BPO, Financial Shared Services, Work from Home, Productivity, Business Process Outsource

EDUCATION

The Role of Parents in the Development of Values of Grade Six Pupils at Home: A Proposed Capacity Building Program

Armylen M. Nachor

Abstract

This study specifically sought to identify the respondents' demographic profile, determine the parents' perceived role in the development of values of the pupils at home, and identify problems encountered by the parents and the significant difference between the perceived roles when grouped to profile variables. The study proposes a capacity-building program by identifying its acceptability level using the qualitative-quantitative method with triangulation of validated self-made questionnaires and semi-structured interviews among the 338 sampling number of respondents in the 4th District of Quezon. Using percentage weighted average mean and ANOVA, the results were analyzed and presented through the tables and graphs. The research respondents were 31 to 40 years old, female, married, and high school graduates. Based on the findings, the parents strongly agreed that their roles are modeling (3.76), nurturing (3.69), socialization and communication (3.63), home structure and security (3.73), and support and responsiveness (3.55). Parents also agree that stimulation and motivation (3.38) are their roles. The parents' encountered the following difficulties: being irritable, lack of time for family because of work, the wide generation gap between parents and students, and gadget regulation. Therefore, the parents strongly accepted the proposed capacity-building program. Based on the results, the contextual discussion on the issue of parenting and dealing with children's behavior should be emphasized. Engaging both mothers and fathers in the values development program is better. The role of the parents must focus on children's stimulation and motivation through sharing experiences and be developed by the parents at home. The parents' participation in the program is required to deal with the problems based on the research, and a generalized approach to the nature of children in the 21st century should be addressed. The study recommends that the program be integrated into the parent orientation programs and in-service training of the teachers to address pupils' behavioral issues collaboratively.

Keywords: behavior, nurturing, stimulation, role, values, development program

Status of the Implementation of School-Based Feeding Program in the Division of Quezon Basis for A Proposed Sustainability Plan

Baby Ruth U. Del Rosario

Abstract

Hunger is one of the most common problems in most countries worldwide. Malnutrition has become a common hindrance for children to perform better in school. School-based feeding was established to address this issue to help undernourished learners achieve better health and nutrition while they are in school. This study communicates the benefits school beneficiaries get from the feeding program and proposes a proposed sustainability plan to support the program further.

The researcher used the descriptive method and presented the findings on the present situation. She used a survey questionnaire to gather data from 132 school-based feeding coordinators and school heads from different elementary schools in the Division of Quezon. The school-based feeding program was well-implemented in planning, financial management, selection of recipients, food preparation, and evaluation based on the collected data. The total cost for the 132 school recipients for meals over 120 days was Php 14,189,040, which covers 6559 pupils in the Division of Quezon, particularly in the Fourth District. The first major problem encountered by the respondents is the low participation of parents during preparation. Second, the school-based feeding program creates a heavy workload for the teachers. Third, the insufficiency of the feeding area, eating and kitchen utensils, handwashing, and tooth brushing area. Based on the findings, the proposed sustainability plan's acceptance level was highly acceptable. Therefore, the respondents were satisfied with the implementation of the program. Since the budget allocated per pupil is not enough to satisfy the recipients' needs within the 120-day feeding program, the implementers should continue the activity by finding means to raise funds for the continuous feeding activity. The respondents highly accept the proposed sustainability plan.

Keywords: school, program, sustainability, support, recipients, fund

Women Career Barriers in Philippine Higher Education Institutions

Christine Stephanie Allenda

Abstract

This article intends to identify the barriers women experience in advancing to top-level positions in higher education and fill in the gap in the Philippine setting. This study examines the experiences of females in the academe through various journal articles discussing the barriers to female academic leadership. The common prevalent findings are the following: 1) Imbalance in work-life; 2) Colleague's recognition and perception of women leaders; 3) Social Network; 4) Self Confidence; 5) Gender-Based Stereotypes; 6) Organizational Biased Policies; 7) Non-Gender Based Discrimination; 8) Lack of Qualifications; 9) Strong Family Obligations; 10) Tenure. The findings from the various studies highlighted the blockages in women's career progression in our society. Changing the mindset of employers and the potential leadership competence of women leaders will be a viable strategy for an institution to support women. Biases and attitudes towards women leaders are common and gender-biased perceptions. Work-life imbalance has always been a barrier for women.

Keywords: career barriers, PHEIs

Development and Validation of the Wondershare Quizcreator for Grade 6 Learners In the Division of Quezon: Basis for a Proposed Assessment Tool

Eduardo R. Reduta

Abstract

One of every nation's primary concerns and priorities is the quest for quality education. It is a never-ending and complex venture engaged in by educational systems and world leaders because education is essential in a country's economic growth and vital in achieving national development and progress. Therefore, it is surmised that the role of education in strengthening the country is critical. The researcher developed and validated an assessment tool using Wondershare QuizCreator for the Grade 6 pupils in the Division of Quezon, which entailed identifying respondents' demographics and assessing numeracy level of the Grade 6 learners, and identification of the degree of acceptability of the developed assessment tool. This study utilized the descriptive method of quantitative research using validated survey questionnaires with 4-point scales. One hundred sixty (160) Grade 6 Mathematics teachers and one hundred fifty-one (151) ICT coordinators participated in this study aged 20 – 40 years old, female, Teacher I, and 3 – 5 years in teaching Mathematics. Their responses were analyzed using percentages and weighted average mean. Based on the results, the numeracy level of the Grade 6 learners in the Division of Quezon are as follows: fractions - 2.49, decimals - 2.50, and percentages - 2.30. The scores mean that the numeracy abilities specified are less acquired by students. The developed assessment tool was highly acceptable in terms of technical usability and content quality. The study highly recommends implementing the proposed assessment tool in Mathematics using Wondershare QuizCreator to all Grade 6 teachers in the Division of Quezon.

Keywords: acceptability, assessment tool, development, numeracy skills, validation

Transitioning to Analytics: PUP San Pedro Campus' Business Students Induction to Analytics Courses

Jemimah A. Velasco

Abstract

This research observes and examines the state of acceptance and adaptability of PUP San Pedro Campus' business students following the new curriculum (CHED Memorandum Order No. 17 S. 2017) implementation where business students are required to take Analytic Courses. Adding Data Analytics courses equip students with skills and knowledge in exploring data in meaningful ways. However, a program that focused for many years on administration and management courses is expected that the first batch of students to undertake this analytics-infused curriculum requires time for adjustment. Originally, data preparation, modeling, and programming are required courses for computer-related programs such as Information Technology, Computer Science, and the likes. Likewise, with the release and implementation of the new curriculum, these courses also became core subjects in Business Programs. The study is qualitative research, which investigates PUPSPC students' induction to Analytics Courses, their accumulated learnings from these courses, their perceived importance of taking these courses, and their adaptation methods. This study focused on three areas: First, it identifies different analytics courses the Business Administration Programs in PUP are currently implementing. It delves into the importance and roles of these courses to the competency level of students. The researcher established the students' understanding of these topics through a question-and-answer survey. Second, the paper shows the importance of Analytics courses to students' future careers as practitioners. Data analytics helps businesses maximize their performances. Through implementations, business models could help companies lessen costs by recognizing more efficient ways of operating business and teaching ways of storing a large amount of data. Lastly, this paper exhibits PUP San Pedro business students' adaptation procedure and how Piaget's Theory of Development performs a role in this adaption. The study also gathers students' recommendations on what and how they believe could make learning analytics more productive and fun.

Keywords: New Curriculum; Business Students; Data Analytics; Analytics Courses; Adaptation Theory; Adaption Methods

Implementation of Information Technology Programs of Selected Private HEIs in NCR: Input to Curriculum Enhancement in Response to ASEAN Integration

Jeusuel Nonnatus N. De Luna

Abstract

The study aimed to determine the current status of the Information Technology Program in Higher Education Institutions (HEIs) in NCR. Specifically, it sought answers about the relationship of the profile of the ITE faculty to the ITE program implementation and the possible intervention effort proposed to the school to enrich ITE programs in response to ASEAN Integration. The respondents consisted of 104 faculty members, the dean, and the program heads from selected HEIs in the National Capital Region. The researcher used descriptive research using the survey method to determine the status of the Information Technology Program in HEIs. Further, the CHED memo no. 25, series of 2015, Curriculum from top ASEAN IT University, current IT curriculum, and the tracer study of each school were the basis for developing the survey questionnaire. The researcher used the Likert scale to evaluate the relevance of the curriculum, quality of instruction, faculty teaching competencies, utilization of computer laboratory and equipment, and faculty best practices. The research used multiple regression to analyze the hypothesis. The dean and the faculty respondents described the Information Technology programs as very relevant, with the weighted mean scores of 4.23 and 3.63, respectively. Both the department head and faculty respondents described the quality of instruction as very relevant with weighted mean scores of 4.23 and 4.17, respectively. The utilization of computer laboratory was described as very relevant by the department head and faculty respondents with weighted mean scores of 3.93 and 3.98, respectively. The faculty teaching competencies were described as very relevant by the department head and faculty respondents, with weighted mean scores of 4.31 and 3.98, respectively. Both the department head and faculty respondents described the faculty best practices as very relevant with weighted mean scores of 4.32 and 4.06, respectively. The predictors of the relevance of the curriculum were highest educational attainment ($\beta=-0.3606$) and field of specialization ($\beta=.157$); quality of instruction were age ($\beta=0.0583$) and years and service ($\beta=0.0877$); faculty teaching competencies were age ($\beta=0.0559$) and gender ($\beta=-0.2527$). The best practices were educational attainment ($\beta=0.2623$) and utilization of computer laboratories ($\beta=-.2502$). On the basis of statistical findings, the study partly sustains the hypothesis that the HEI's profile and the ITE Faculty profile significantly predict the implementation of ITE programs in selected HEIs in the NCR when taken singly or in combination.

Keywords: Information Technology, Information Technology Curriculum, ASEAN Integration

Level of Vocabulary Skills of Grade 3 Pupils in the Division of Quezon: Basis for a Proposed Localized Instructional Materials

Jo Marie D. Del Rosario

Abstract

Vocabulary is a subset of language that every person commonly uses in communication. A person's vocabulary is vital to the success of their reading intent. Vocabulary skills are essential to all children seeking to understand their reading materials and succeed in any academic area.

This study aims to measure the vocabulary skills of third-grade pupils in the Department of Education (DepEd) in Quezon to provide a basis for proposed localized teaching materials. The researcher assessed Grade 3 pupils' level of vocabulary skills in terms of acquisition, context clues, and word parts based on the respondents' perception, their teachers. The research employed a quantitative survey research design using self-made validated questionnaires with a 5-point scale and purposive sampling technique among 170 teacher-respondents who were 25-29 years old, female, married, and 13 years and above in teaching. Their responses were analyzed using percentages and weighted average means. The findings revealed that the pupils' level of vocabulary in terms of acquisition, context clues, and words parts are all acquired. The common strategies that teachers used were visual materials and general vocabulary references. The challenges they primarily encountered in teaching vocabulary were the lack of emphasis on vocabulary development in other subjects, becoming overly dependent on teachers, and inability to comprehend vocabulary words independently. The respondents deemed the developed localized instructional materials as highly acceptable in terms of content and materials. The study, therefore, recommends intensifying the development, contextualization, and the use of localized instructional materials in enhancing learners' vocabulary skills.

Keywords: vocabulary skill, acquisition, context clues, word parts, strategies

Performance of Beginning Teachers in the Division of Quezon: Basis for a Proposed Enhancement Program

Jonathan D. Capellan

Abstract

This study aimed to identify the performance of beginning teachers in the Fourth Congressional District of Quezon as a basis for a proposed enhancement program. It employed the descriptive type of research with beginning teachers hired from School Year 2013 to 2018 in the Fourth Congressional Districts of the Division of Quezon with 216 respondents. Data were obtained from the respondents using a questionnaire. Findings of the study revealed that the respondents of this study vary in their demographic profile as to age, sex, teaching experience, position, Teacher Induction Program (TIP) training attendance, and Individual Performance Commitment and Review Form (IPCRF) rating. The performance of beginning teachers is Very Satisfactory. The problems encountered by the beginning teachers range from personal to school-wide issues and concerns. There is a significant difference in the mean scores on the performance of teachers with and without the TIP. The beginning teachers often become the victims of heavy workload, which is common in most schools, where most of the activities and reports are assigned to beginning teachers. Using the analyzed data, the researcher proposed an enhancement program design. In the light of findings, the researcher recommends the improvement of strategies of new teachers to enhance knowledge of new teachers about curriculum and planning and diversity of learners.

Keywords: Teacher Performance, Division of Quezon

Level of Implementation of Learning Action Cell (LAC) in the Division of Quezon: Basis for a Proposed Enhancement Program

Leizel R. Reazo

Abstract

In line with the implementation of Republic Act No. 10533 or the Enhanced Basic Education Act of 2013, the Department of Education (DepEd) issues the enclosed policy on The Learning Action Cell (LAC) as a K to 12 Basic Education Program School-Based Continuing Professional Development Strategy for the Improvement of Teaching and Learning. The School Learning Action Cell (SLAC) should be observed to evaluate individual teachers and their collective performance, as well as to conduct the In-service Training (INSET) activities in support of continuing professional development at the end of the second quarter midterm break, as per DepEd Order No.18, s.2014.

This study sought to identify the level of implementation of the learning action cells and the problems encountered in its implementation to develop an acceptable enhancement program for the conduct of the LAC in the Division of Quezon. The study used the quantitative descriptive method and probability sampling technique with the aid of the Cochran formula. The researcher used validated survey questionnaires to gather data and analyzed responses using percentages and weighted means. The respondents are females, married, Teacher I, and teaching for 4-6 years. The level of implementation of the learning actions cells is generally implemented as perceived by the respondents in terms of prioritization of topics, formation of LAC, scheduling of meetings, setting up of resources, LAC implementation norms, preparing the line-item budget, and writing of LAC plan. The problems encountered in the implementation of the LAC session deals with the difficulty in scheduling due to many school activities and that some teachers are not ICT knowledgeable. The Program for Learning Action Cell Enhancement in School (PLACES) was developed and deemed highly accepted. The study proposed the further improvement of the LAC session in every school to intensify the benefits brought about by the learning action cells on addressing school issues and activities.

Keywords: acceptability, enhancement program, implementation, Learning Action Cell, problems

Digital Divide: An Analysis of Digital Inequalities in Remote Learning, Basis for the Continuity of Remote Learning or Resumption of Face-To-Face Classes In Post-Pandemic Era

Maria Lourdes F. Rebulanan

Abstract

This study sought to analyze digital inequalities among learners during remote learning. It hopes to find answers on the prospects of the continuity of online learning or the possibility of the resumption of face-to-face classes in the post-pandemic era. It utilized secondary data from a study about the digital divide experienced by learners in one of the rural metropolis universities in the Philippines. The original research applied the mixed method of descriptive quantitative and qualitative approach. However, the researcher exploited only the quantitative one. Six hundred thirty-nine (639) respondents participated in the study. Likewise, this study utilized a report done by the Department of Education, a proposal on the pros of both choices. The results yield the prevalence of the digital divide among learners. Some of the most predominant include the availability of a device for learning, accessibility of an internet connection, and technological literacy of learners. The report of the Department of Education contained positive outcomes of remote learning while it likewise showcased the need to resume the conventional way of learning. Digitization in the academe has reached greater heights, enabling an engaging atmosphere for learning. However, as technology becomes more advanced, the wider the digital divide becomes. Hence, this study aims to answer whether there should be continuity in online learning given all the advancements and progressions in technology available to the learners or resume face-to-face classes in the light of digital inequalities experienced by the learners following the post-pandemic era.

Keywords: Digital Divide, Remote Learning, Face-to-Face Classes, Post-pandemic era, Internet Accessibility, Technological Literacy

Challenges and Motivation of Senior High School Students and the Role of Teachers in Distance Learning: Basis for Educational Intervention Program

Nelia D. Ong
Sheila T. Dilidili

Abstract

The sudden shift in learning modality from face-to-face instruction to distance learning has posed numerous challenges for learners and teachers alike. This action research investigated the challenges experienced by senior high school (SHS) students in distance learning and their motivation to learn despite all the challenges. It also explored the role of teachers in distance learning and developed an educational intervention program for SHS learners in the time of the COVID-19 Pandemic. The researchers used a multimethod research design to investigate SHS learners' challenges and motivation in distance learning. The participants were Grade 11 and 12 students from the four public SHS in Rodriguez, Rizal. The researchers used the random sampling method to obtain a sample of 370 respondents from the population who answered the research questions 1 to 3 for the quantitative part of the study. Additionally, the researchers sampled seven participants using convenience sampling to answer research question 4 for the qualitative aspect. The researchers collected data through an online survey questionnaire on challenges and motivations while researchers conducted a semi-structured interview via Google Meet to investigate the role of teachers in distance learning. The data were analyzed using mean percentages and Pearson's R correlation coefficient to test the relationship of the student's challenges and motivation. The researchers used thematic analysis to analyze the interview transcripts taken from the interview. The findings indicated that the students in distance learning experienced many challenges, yet the students were still motivated to learn. The results also showed that the challenges and the motivation to learn were correlated. Moreover, the roles of teachers in distance learning were highlighted, including the role to teach, the role to guide, and the role to inspire. The study results were supported by many other studies about the challenges and motivation of students in distance learning. The results implied that even if students face difficulties in studying during the pandemic when no face-to-face instruction is allowed, students can still be motivated to learn. The roles of teachers to teach, guide, and inspire should be strengthened to support students' engagement in distance learning. The researchers proposed an intervention program to address students' concerns and improve students' achievement in distance learning.

Keywords: challenges in distance learning, student's motivation, teacher's role in distance learning

Correlating Adversity Quotient and Commitment to Organizational Values of Elementary School Heads in the Division Of Quezon: Basis for an Enhancement Program

Vivencio M. Mojico

Abstract

This research study aimed to correlate adversity quotient and commitment to organizational values of elementary school heads in the Division of Quezon as a basis for an enhancement program. The researcher used a descriptive-correlational research design using three sets of questionnaires. The questionnaires include the adversity quotient profile and Organizational Commitment Questionnaire validated by experts and employed to 116 elementary school heads in the 2nd Congressional district of Quezon. From the results of this study, the researcher found out that the adversity quotient of the elementary school heads in the Division of Quezon is low, yet, they have a high commitment to organizational values. The correlation of the elementary school heads' adversity quotient has significantly little control and influence in adverse situations. However, the computed grand mean for commitment to the school is significantly less than the significance level. Generally, the adversity quotient is weakly positively related to commitment to the school, commitment to administrative and supervisory work, and commitment to the workgroup. Thus, if they could develop the level of their adversity quotient more, it would lead to a higher commitment to the organizational values they employed. Recommendation focused on developing AQ in terms of control to influence their commitment level.

Keywords: Organization Values, Adversity Quotient, Commitment

A Review of Digital Competencies of Teachers in the New Normal

Zarah R. Centeno

Abstract

This study aims to review and analyze the digital competencies of teachers in the New Normal. It seeks to answer teachers' competencies in integrating the technology to deliver the quality of education in the digital classroom space. The study used secondary data from two articles (Philippines and China) on teachers' digital literacy and digital competencies. The researcher combined the two secondary data to outline the variable of interest for the new study. The original study applied quantitative and qualitative research methods, but the researcher used only the quantitative approach. The respondents in the study are two hundred fifty-six (256) teachers in China. On the other hand, there is an unknown number of respondents from the Philippines but included a total population enumeration.

The study revealed that teachers' knowledge increases with the increase in years of experience, and they are digitally literate enough to convey academic activities in an online class. Teachers are digitally competent and have sufficient knowledge and skills regarding technology and digital tools to use in the content knowledge on theories, concepts, facts, and principles of the subject course taught. Likewise, the assessment of pedagogical knowledge and technological knowledge exhibited that teachers had limited competencies in integrating technology in the learning and teaching process. Hence, this study suggests that an advance and comprehensive ICT training and workshop should include in the academic development program of schools to update and enhance the technological skills of teachers to empower them to integrate technology into their practices to be digitally competent in digital education era.

Keywords: Digital Competencies, New Normal



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