3 faculty members recognized for achievements in research, creative work, and extension work

UP Cebu dean, Atty. Liza D. Corro, awarded Dr. Mary Gretchen Chaves, Prof. Dennis Montera, and Prof. Nelia Ereno for their outstanding achievements in research, creative work, and extension work during the 4th Anniversary Celebration of UP Cebu as an Autonomous College.

Dr. Mary Gretchen Chaves received her Outstanding Achievement in Research for her accomplishments that include 1 ISI publication, 5 non-ISI, peer reviewed journals, 5 international research paper presentations and 4 local or national research paper presentations, among others, since 2011.

On the other hand, the Outstanding Performance for Creative Work was awarded to Prof. Dennis Montera for achieving 33 presented creative works, apart from having 1 published book or journal. The award was accepted by Arts and Humanities Chairperson Prof. Lilia Tio in behalf of Prof. Montera who is currently in Taiwan for his PhD.

Prof. Nelia Ereno accepted the Outstanding Achievement in Extension Work and Community Service for her deep involvement in public service. Aside from working on 3 approved research proposals, Prof. Ereno has 1 completed research, 1 local or national and 1 international research presentations, 1 software created and has 4 extension works since 2011.

The celebration was held at the Arts and Sciences Building last September 24, 2014.
Announcements

UP Cebu Call for Proposals and Applications

As announced by the Office of the Dean, through Memorandum No. DLDC-2014-142 dated 16 September 2014, funds are now available for the following grants:

<table>
<thead>
<tr>
<th>Grant Type</th>
<th>Who Can Apply</th>
<th>How To Apply</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research and Creative Work Grant</td>
<td>Regular faculty and REPs</td>
<td>Submit proposal to the ADAA, through CVSC, using UPC Research Form 1.1</td>
</tr>
<tr>
<td>Faculty Grant</td>
<td>Assistant Professors and higher ranks</td>
<td>Submit to CAPC self-evaluation using the faculty merit promotion instrument with documentary proofs. CAPC will review faculty evaluation and send nomination of faculty members to ADAA through CVSC</td>
</tr>
<tr>
<td>Publication Fee Grant</td>
<td>Faculty members and REPs with manuscripts accepted for publication in peer reviewed/ISI journals (Output of UPC faculty grant is not eligible)</td>
<td>Submit letter of request to the Dean, through channels, attaching letter of acceptance stating amount of publication fee to be paid and copy of paper</td>
</tr>
<tr>
<td>Thesis/Dissertation Grant</td>
<td>Faculty members pursuing MA/MS/PhD who have not availed of similar funding from UP or other institutions</td>
<td>Submit letter of request to the Dean, through channels, attaching proof of enrolment in thesis/ dissertation writing, endorsement and progress report by program adviser, and thesis/dissertation proposal approved by college/institute/ department where faculty is enrolled in</td>
</tr>
</tbody>
</table>

For inquiries, you may email CVSC staff at cvsc.upcebu@gmail.com or call 233-9034 or drop by our office at Rm. 138, AS Bldg.

UP System Call for Proposals and Applications

See OVPAA website for UP System funding opportunities for research and creative work.
PhilSHIFT Chronotype (Body Clock Type) Survey in UP Cebu on October 14 and 17, 2014

An interdisciplinary group of researchers from UP Manila and Ludwig Maximilian University Munich (LMU) forms PhilSHIFT, a research group that studies characteristics of Filipino body clock type or chronotype (chronos=-time). Currently, the group is implementing the project “Chronotype-Specific Adjustment to Shift Work of Contact Center Agents in the Philippines- Phase 1, Project 1: Chronotype Survey of Filipino Non-Shift Workers”. This project aims to build a database of chronotypes of Filipino regular daytime workers that will serve as baseline data on relevant health information and body clock types of Filipino non-shift workers and as reference data for PhilSHIFT’s future studies of Filipino shift workers.

Of more than 4,000 respondents in the database to date, very few respondents come from Visayas regions. To remedy this imbalance, PhilSHIFT researchers will be going around schools, workplaces, and events in the Visayas for the remaining months of the year to promote the project and to encourage more respondents to answer the Philippine Munich Chronotype Questionnaire or PhilMCTQ.

PhilMCTQ, the tool used by PhilSHIFT to determine chronotypes, takes about five minutes to answer and provides every respondent with feedback on their chronotype, sleep debt, and advice on making the most out of their rest time. It can be accessed through the PhilSHIFT website http://philshift.upm.edu.ph/ by clicking the link on the left (“Know Your Chronotype”). Each survey response will contribute greatly to the development of the Filipino chronotype database and shall help provide insights on how chronotypes affect health and productivity in the Filipino population.

FOUR POEMS

An ISI publication of Prof. Charmaine Carreon in Kritika Kultura: 662-666

- What we know of time
- Beyond the City
- Passing Mactan Bridge at 8 PM
- Self Portrait

What we know of time

Nothing. Except maybe everything else happens simultaneously a kind of paperfolding faces on a socialbook showing bright summer on a page wintry fields in another all a hairbreadth away.

What do we know? someone falls on the steps a relative passes away someone else forgets.

In the short distance between latitudes you might be in the middle of a sequence and I, just about exactly where you are on the other side of present.
Beyond the City

Living now in separate houses, far from
our one-room apartment you once painted blue,
your house by the fishpond, by the sea.
The daughter you dreamed of having.

I come to see you. You are not
the least bit apologetic every thing is
bottle blue and green. Only the door in pastel;
in what must be an attempt. Your husband,

he says “I’ve made prawns.” Sautéed.
He receives the puppy I brought for your girl.

Does he know? Else, he does not say
or appear. Sitting outdoors, smoking menthols,

he points your garden projects. Poppies
that never quite bloomed. Little milk cans

nursing spices. Must be the soil; too much sand,
or salt or clay. Or the neighbors’ stray

after any vegetation they could find.
Your daughter shows me her art piece Crayolas.

I watch you pour water on the little dog basin.
Your husband tells me I must have a hell
of a view of a sunset like this
from my new house in the city.

Passing Mactan Bridge at 8 PM

Passing Mactan Bridge at 8 p.m., Cebu City appears
a mountain of brights
at harbor

and the strait that divides
your city and mine
a surface of fractured lights
Self Portrait

Learning from Frida, who painted herself odd, seated, severed, covered under brows and mustache her palpitating heart, she rendered herself submerged. Her head in upturned fish bowl, moon, stars inside glass. A bird swimming in night time blue. The rest of her body floats, alive on another canvas, an ocean of clouds soaked in daylight.

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**Abstract**

*Helicostyla daphnis* is a tree snail endemic to Cebu, Philippines. The study aimed to survey and compare the abundance and population profile (by age category) of Helicostyla *daphnis* in North Cebu and South Cebu in relation to season and other physicochemical factors. Sampling was done twice between April and September 2013. For snail sampling, a standardized direct search equivalent to a two-hour sampling effort in a total of eighteen quadrats in six sites was used. Elevation, air temperature, relative humidity, surface soil pH, and soil exchangeable calcium were measured on each quadrat. Independent t-test and Pearson correlation were used to relate abundance to the physicochemical variables. Snail abundance was significantly higher (p<0.01) during the dry season (dry=783 snails; wet=436). South Cebu had higher total abundance (dry = 477; wet = 284) compared to North Cebu (dry = 306; wet = 152). Adult snails dominated at 87% of total abundance during the dry season and 74% during the wet season. Neonates were present only during the wet season, contributing 5% to total abundance. The presence of eggs in both seasons could mean year-round reproduction; but increased egg abundance and significant presence of neonates imply higher reproductive activity during the wet season. Relative humidity and air temperature were the identified major determinants of abundance as they affect the species’ ability to avoid desiccation stress. The rate of harvesting of *H. daphnis* cannot also be ruled out as a factor affecting abundance between location.

The research paper was published in the ISI journal, *Journal of Biodiversity and Environmental Sciences (JBES)* 5 (1): 477-491.
An Interactive Story-driven Event Simulation Engine
An International Proceeding of Prof. Kurt Junshean Espinosa

Abstract

History is quite a difficult subject to learn if a student is only made to remember dates, names and places through a textbook. However, if a student experiences a historical event itself, through a storytelling medium, then he may be able to understand these events better. Now, if a teacher is provided a program which enables him to recreate historical events through a series of dioramas, he/she may be able to help the class engage in this subject better and ultimately, help them understand and appreciate history more. The study primarily aims to provide History teachers an interactive story-driven event simulation engine that will be used in discussions to create historical scenario that would help them in explaining the historical scene. The system will be developed as simulation game done in 3D using Unity3D as a tool for development. Moreover, this paper documents the design, structure and interface for the Interactive Story Simulation Engine, abbreviated as Storytelling Simulator hereon. The application will act as an educational tool to be used by the main demographic – elementary to high school students and teachers – in order to enrich their imagination with regards to understanding events in history, literature, and more.

This paper was published in the INTED2014 Proceedings, pp. 4453-4461.

An Improved Genetics-based Model of Emotion Diffusion on Facebook based on Similarity, Interactivity and Connectivity Principles
An International Proceeding of Prof. Kurt Junshean Espinosa

Abstract

Today, as the age of social media continues to bloom and breed social networking sites like Facebook and Twitter, it is essential to note how these media are used to transmit information from each user to another user which gave birth to a variety of studies in the field of online information diffusion. Furthermore, humans are emotional creatures, people communicate with emotions, consciously or unconsciously there are displayed emotions on everything we do, thus, it is important to study not just the diffusion of information but also the diffusion of the emotion contained in a certain information in Social Networking Sites. Emotion diffusion in a very large and seemingly infinite network over time is indeed quite an attraction and must be studied in order to come up with mechanisms to prevent undesirable situations like suicide. Moreover, SIC Emotion Diffusion Model aims to consider the Similarity, Interactivity and Connectivity (SIC) of a Facebook user towards his/her Facebook friends as a factor of information diffusion, specifically emotion diffusion. Furthermore, though Genetics-based Diffusion Model was able to solve the problem of information lost faced by the Genetic Algorithm Diffusion Model (GADM), it didn’t consider relationship among individuals like similarity, interactivity and connectivity on social networking sites as indicator on the propagation probability of information from a specific user to another user which his or her follower, friend or whatever terms the specific social networking site has. Based on the results of the experiments conducted, the mathematical experiment differed from the observational experiments’ results by about 16.66%, which showed that based on the experiment the proposed model is 83.34% accurate, thus, it is notable to consider SIC Emotion Diffusion Model as basis for the emotion of a status’ diffusion or propagation probability. For the next stage of this research, it is best to consider larger data sets with more factors or Facebook factors to be considered to yield more efficient and accurate results.

This paper was a poster presentation during the 23rd Conference on Behavior Representation in Modeling and Simulation in the University of California, DC campus in Washington, DC on April 1-4, 2014.
Instructional Media Information Resources: Library Patrons’ Awareness, Capability and Utilization
A Research Presentation of Ms. Emma Gandionco

Abstract
There is generous research supporting the effectiveness of employing multimedia in learning. The purpose of this study is to assess the library patrons’ usage of Instructional Media Information Resources of Cebu Doctor’s University. Descriptive survey method of research, employing a researcher-made questionnaire, was used in this study in obtaining facts and data to assess the library patrons’ usage of instructional media information resources of the Cebu Doctor’s University during the second semester of academic year 2011-2012. The respondents were 4,354 students enrolled during the 2nd semester of academic year 2011-2012 from the eight colleges of Cebu Doctor’s University. Awareness of the IMIR, both equipment and materials, garnered moderate to very high ratings. This also holds true with respect to the capability to operate and manipulate the resources. On the other hand, with regard to utilization, the respondents rarely used the most popular equipment, namely the projectors and laptops. They also stated that they never used the rest of the IMIR resources for their learning benefit. The enriched learning experience brought about by IMIR shall fulfill the learner’s quest for knowledge.

This paper is an unpublished Master’s Thesis of Ms. Gandionco in the Cebu Normal University 2013. It was presented during the 6th Taiwan-Philippines International Academe Communication Conference in Marco Polo Hotel, Cebu, on February 8, 2014.

Library Automation Knowledge and Skills of University of Cebu Library Personnel: A Proposed Training Program
A Research Presentation of Ms. Mylah Pedrano

Abstract
The computerization of libraries has changed and continues to change the positions of academic library personnel. With the move of the University of Cebu library system towards automation or computerization of its operation and services, there is a need to know the capacity and competence of the personnel to perform library works with the use of computers. The study looked into the knowledge and skills of the librarians, support staff, and students assistants at the UC libraries on library automation and their corresponding training needs. Specifically, this study presents the (1) profile of the library personnel in terms of age, sex, educational qualification, training and experience in Information Technology, job functions, and number of years in service; (2) acquired knowledge and skills in library automation; (3) the identified computer training needs of the library personnel. The study used the descriptive-survey method of research. A self-constructed questionnaire and an interview guide were used to gather data. The findings revealed that the majority of the UC library personnel have inadequate knowledge and skills in library automation. The results of the Training Needs Assessment further showed that the librarians and the student assistant have an immediate need of training on most of the eight competency areas in library automation, namely: basic computer knowledge; computer operations; library software orientation and application; computer application in library works; use of internet; use of CD-ROM; printing; and library system analysis. While, the support staff showed to have average degree of training need in the said areas. Results of the study served as bases in the design of a proposed library automation training program specifically for the UC library personnel.

This paper is an unpublished Master’s Thesis of Ms. Pedrano in the University of San Carlos 1999. It was presented during the 6th Taiwan-Philippines International Academe Communication Conference in Marco Polo Hotel, Cebu, on February 8, 2014.
Agent-Based Methods for Simulation of Epidemics with a Low Number of Infected Persons
A UP Cebu Research Grant Presentation of Prof. Kurt Junshean Espinosa

Abstract
Modeling of infectious diseases with a low number of infections is a task that often arises since most real epidemics affect only a small fraction of the population. Agent-based methods simulate individuals and their behavior. When the model is simulated, the epidemic automatically arises without being explicitly defined. Surprisingly, it is not easy to produce such epidemics with small infection numbers. Instead, it needs model improvements to accomplish that task. In this paper, we show different extensions, addressing the person’s behavior, the pathogen’s behavior and the environmental impacts. It turns out that the discussed improvements have different consequences. Hence, they need to be used deliberately to overcome modeling issues of a specific epidemic in an appropriate and valid way. Even more, these improvements address the underlying behavior of epidemics and hence have the ability to provide a deeper insight into the real spreading process of a disease.

The research was presented by Prof. Espinosa’s co-proponent and visiting professor, Dr. Florian Miksch, during the ICT-EurAsia 2014 in Bali, Indonesia, on April 14-17, 2014. The paper was also scopus-indexed in the Information and Communication Technology.

Roman Domination and Roman Bondage in the Join and Corona of Graphs
A UP Cebu Research Grant Presentation of Prof. John Benedict Ayawan

Abstract
Roman domination in graphs is an interesting variety of domination and is very popular because of its historical significance. A function \( f: V(G) \rightarrow \{0, 1, 2\} \) is a Roman dominating function (or just RDF) if every vertex \( u \) for which \( f(u) = 0 \) is adjacent to at least one vertex \( v \) for which \( f(v) = 2 \). The value \( f(V(G)) = \sum_{u \in V(G)} f(u) \) is said to be the weight of a Roman dominating function. The minimum weight of a Roman dominating function is called the Roman domination number of \( G \) denoted by \( \gamma_R(G) \).

In 2011, Rad and Volkmann introduced the concept of Roman bondage number \( b_R(G) \) of a graph \( G \) which is a variation of the bondage number of graphs based on Roman domination. It is the cardinality of a smallest set of edges \( E \subseteq E(G) \) for which \( R(G - E) > R(G) \). In this study the Roman domination number and Roman bondage number in the join and corona of graphs were investigated. As a result, exact values for the Roman domination number and Roman bondage number of the join and corona of two arbitrary graphs were obtained.

Prof. Ayawan presented his research during the National Academy of Science and Technology 36th Annual Scientific Meeting (ASM) at the Philippine International Convention Center on July 9-10, 2014.
A 21st century teaching approach in statistics
A Research Presentation of Prof. Nelia Ereno

Abstract

We surveyed 146 out of 217 students who took basic statistics course at the post secondary level. The objectives were to assess the current pedagogy in teaching statistics based on Bloom’s Digital Taxonomy; determine software tools that facilitated the learning of statistics and identify the extent of the use of these resources; and revise the course syllabus in basic statistics to incorporate content and approaches to better match 21st century teaching-learning. The survey revealed that teachers in statistics were using a mixed approach – the traditional and digital approaches; that student were provided with computers in the laboratory with installed licensed statistical software, Word processing, and internet connection, and that they have good knowledge in using them. After the assessment, the course syllabus which contains recommended teaching strategies on the topic(s) was developed.

Prof. Ereno presented her research during the 9th International Conference in Teaching Statistics (ICOTS) in Flagstaff, Arizona, USA, on July 13-19, 2014.

Students’ View on Learning Objects:
A gateway to students’ learning potentials
A UP Cebu Research Grant Presentation of Miss Jeraline Gumalal

Abstract

Given the sudden shift of the Philippine curriculum to meet the global education system and the 21st century skills, there is a need to increase the computer literacy of both the students and the teachers. A baseline data out from students’ attitude towards educational technology is needed to guide teachers on how to appropriate and use learning objects such as mobile interactive learning objects (MILO) and PowerPoint Presentation Technology (PPT).

This study compared the students’ attitude towards the use of MILO and PPT in terms of their learning styles anchored upon Entwistle’s Approaches and Study Skills Inventory for Students (ASSIST), the effectiveness of MILO and PPT using the students’ score gain, determine the aspects of both LOs that helped the students and the domain of MILO and PPT in teaching using the Gagne’s 9 steps of instruction.

It was found out that the preferred learning object of the students is dependent on the students’ learning approach. Deep, strategic, and surface apathetic students prefer the use of PPT as an LO than MILO. The students’ also showed gain in scores in both PPT and MILO, however there is no difference between the students’ gain in PPT and in MILO. The students yield positively towards PPT due to the presence of the teacher and the opportunity for immediate feedback, although the note-taking opportunity is limited. They affirmed that using MILO in tablets is very interactive and visually stimulating but it is at the same time challenging due to concerns on battery, internet, and manipulation. The students prefer MILO in stimulating recall of prior knowledge, assess performance, and presenting information while PPT is to present information, present objectives, and in gaining attention.

It is recommended that in using PPT and MILO, the students must be given a defined set of activities, time to learn how to manipulate the gadget, and teacher supervision.

Miss Gumalal presented her research during the LEAP Series of the Coalition for Better Education held at the University of the Visayas Main Campus, Cebu City, on July 18, 2014.
The City South of Everything
A Faculty Grant Creative Work Presentation
of Prof. Charmaine Carreon

Foreword

I WANT TO WRITE ABOUT CEBU. Its many places within places, its many suggestions, after-images, and traces after it is seen, lived at, or imagined. While I have spent many years living in Cebu—quite a bit of my life unfortunately, I have not really lived in it until only recently. Raised within the limits of the family compound, I have spent what may be too many years travelling from behind books and movies that had no Cebu in them, that soon I could no longer see Cebu even as I was standing right on its grounds. I remember being twenty and seeing for the first time Magellan's Cross, myself exclaiming in utter disbelief that it wasn't at all I expected it to be. The actual did not match the breadth of its image in my mind, the impression culled from photographs and hand-me-down descriptions. It would take about a decade after standing right under the painted ceilings at the Cross before I would finally arrive to an understanding how the actual Cebu and the image of it in my mind are both real.

This sensing of the palimpsest that is Cebu is what this collection is all about. Known as the "queen city of the south", I write Cebu as a literal and/or metaphorical city, a space and an idea, which the persona experiences and engages in a relationship with. Perhaps not dissimilar to the ways one experiences both memory and foresight, belongingness and alienation, and engages with a beloved who is both leaving and returning, lost and found. I write Cebu as a place in the past, as a place of on-going changes, a place foreseen, a place of escape, stagnation, and waiting. Also a place to return to, a place of loss, a place of finding.

In this collection of twenty poems, I hope to simultaneously recall and move forward from *travelbook* (UP Press, 2013) where the theme of journeying was first explored; to further contribute to the Contemporary Cebuano Literature in English; and to make Cebu, the city and its province, a literary presence in "written memory" by queering its space and its metaphorical relationship with personas and/or peoples.

Shane Carreon
June 11, 2014
Cebu City

Prof. Charmaine Carreon presented her creative work at Handuraw Pizza Events Café on August 9, 2014. This creative work was completed on August 11, 2014.

Gallery

Prof. Carreon read 13 of her 20 poems from her collection, The City South of Everything.

Participants listen to the creative work presentation at the Handuraw Pizza Events Café.
Online Citizens’ Voices on Corruption and Governance in the Philippines: An Analysis of Blogs and Comment Threads on the Pork Barrel Scam

A Faculty Research Grant Presentation of Dr. Belinda Espiritu

Abstract

Social media such as blogs have been used by citizens all over the world to post information and opinion articles on varied issues such as corruption, governance, climate change, and disaster preparedness. In the Philippine context, the massive corruption scandal of public funds meant for local development projects is the topic of this research which analyzed selected blogs of Filipino netizens over the 10-billion pesos scam with the misuse of the priority development assistance funds (PDAF) by government officials in the congress and senate. Blogs related to the government’s lack of preparedness for disasters like typhoon Haiyan were included in relation to the twin issues of corruption and governance. The researcher analyzed blogs and the comment threads generated by the most popular blogs from July to November 2013 using framing analysis and discourse analysis, respectively. The theories that inform the study are Habermas’s theory of public sphere and the agenda-setting theory, with the concept of public agenda as its main concern.

The blogs used different frames such as episodic, thematic, injustice, agency, and problem-solution frames. Episodic frames were used in the blogs that discussed the accountability of the politicians who used the people’s money for their own conveniences and luxuries. Propositions and calls to action in the struggle against corruption used the agency frame as these blog articles promoted the belief that social change and change of policies are possible through collective action. Several blogs used the issue frame, or the problem-solution frame, in discussing why PDAF should be abolished. The blogs on typhoon Yolanda (internationally known as “Haiyan”) in relation to the government and Philippine nation used episodic and thematic frames. The ideology of nationalism is evident in the online dialogue. Even as others expressed sadness and hopelessness, there were those who used words that were positive in tone, expressing hope and urging the Filipinos to join in the collective struggle of the nation against corruption. Other netizens posted their suggested solutions to the problem of corruption in the country like having a tax revolt and allowing only the taxpayers to vote since the poor and masses are easily fooled by politicians. The conversations also delved on the need to spread the crusade to a wider Filipino audience, especially the masses; the call for change or reform in the Philippine government and society; gratitude for the international community who helped in the relief operations after typhoon Haiyan; vigilance that the donations will not be corrupted; and the call to participate in cleansing the country from corruption. Moral leadership and the reinstitution of time-honored virtues were the ideologies of those who called for moral and political reform. Nationalism and faith in God were the ideologies expressed by those who called on everyone to participate in the cleansing the nation and to have recourse to prayer and spiritual consecration of the country to God.

The public agenda drawn out from the blogs and online dialogue revealed a strong call for the following: an end to corruption in the country, political and social change or reform, truth and justice in a complete and transparent investigation of the scam, moral leadership, annual tradition of gratitude to countries who came to the aid of the Philippines, and recourse to prayer and repentance.

Dr. Espiritu presented her research at the UP Cebu Audio-Visual Room 2 on August 20, 2014. The research was completed on September 8, 2014.
Integrating Justice Theory and Service Quality Concept to Evaluate Customer Recovery Satisfaction
A UP Cebu Research Grant Presentation of Dr. Tiffany Adelaine Tan

Abstract
Service failure happens despite management’s effort to prevent it; therefore appropriate handling of such situation is crucial to a company’s business strategy. This paper extends the service quality concept in the recovery context to provide a complete picture of what influence customer satisfaction in service recovery programs. The justice theory provides an explanation how customers evaluate and respond to service recovery while the concept of service quality rationalizes what customers look for in a service. It is argued that even if the context changes from service to service recovery, customer satisfaction is still a consequence of a quality service. A self-administered survey questionnaire was used to collect data from selected graduate schools and the general public in Metro Manila, Philippines. To test the hypotheses, confirmatory factor analysis was used. Of the eleven hypotheses, only seven were supported. Results show all the recovery attributes directly affect customer’s recovery satisfaction. The influence of these attributes on behavioral intentions is mediated by the customer’s level of satisfaction with the recovery performance.

Dr. Tan presented her research at the UP Cebu Audio-Visual Room 2 on August 20, 2014. The research was also published in IAMURE International Journal of Business and Management 8: 38-53.

Greening the Management Curriculum: An Assessment on Students’ Attitudes and Interest on Sustainability Education
A Faculty Research Grant Presentation of Dr. Mary Gretchen Chaves

Abstract
The current management program in a state university has yet to mainstream a stand-alone course on sustainability and environment management. This study provides an assessment of the attitudes and interest of senior management students on the integration of sustainability and environment management in the management program. A face-to-face survey of 58 senior management students was conducted in August 2013. The results show the students’ limited knowledge on environment management systems as concepts and as applied in business operations. The students however have a high level of interest in taking a course on environment management systems. The correlations test indicate strong positive relationship between the students’ level of interest in taking a course related to sustainability and environment management and their: a) level of interest on the issues of sustainability and environment management, and b) view that increasing their knowledge on sustainability and environment management will add value to their management degree. Considering the urgency of integrating sustainable education in the management curriculum and the upbeat pre-disposition of the students towards learning sustainability and environment, the study recommends the institution of an appropriate course on sustainability and environment management systems in the management program.

Dr. Chaves presented her research at the UP Cebu Audio-Visual Room 2 on August 27, 2014. The research was completed on August 4, 2014.
Aging Small Scale Coconut Farmers: Their Perspectives on Farming – Succession, Threats and Opportunities in Farming
A Faculty Research Grant Presentation of Prof. Ernesto Yap

Abstract
The Philippines is a prime producer and exporter of various coconut products. Yet many past and recent studies have shown that the coconut farmers are poor, with the causes ranging from lack of finance, technical assistance and socio-cultural factors. This study further explored the perspectives of small scale coconut farmers on the issues of succession, threats and opportunities to coconut farmers. This study is conducted in the province of Negros Oriental, Municipality of Bacong, in Central Philippines. Qualitative methods were primarily used in the research, including survey, key informant interviews, participant observation and focus group discussion. The study revealed that family members currently involved in coconut farming are decreasing, and a significant number of families do not have members to succeed the parent-farmers, preferring to go for non-farming jobs. Yet, it is widely believed that farming still presents vast opportunities for substantial income generation.


Antibacterial Activity of the Tissue Extracts of Helicostyla daphnis (Takyong)
A UP Cebu Research Grant Presentation of Prof. Eukene Bensig

Abstract
The study investigated the antibacterial property of the shell and tissue extracts of H. daphnis, locally known as Takyong. H. daphnis is a tree snail which is endemic in Cebu, Philippines. Samples of H. daphnis were collected from Borbon, Cebu. Methanolic extract concentrations at 0.25, 0.4, 0.5 and 1.0 g/ml from the shell and tissue composite were prepared. The methanolic extracts were tested for its inhibitory effect on E. coli, S. areus, P. aeruginosa and B. subtilis. Results revealed that the extracts across concentrations were able to inhibit the bacterial activity. However, almost all inhibitions from the methanolic extracts did not vary significantly with the negative control. In addition, they showed significantly lower inhibitions compared to that of the positive control.

Prof. Bensig presented her research at the UP Cebu Audio-Visual Room 2 on August 27, 2014. The paper was published in ISI journal, International Journal of Biosciences 5 (3): 246-251. Her co-authors are Prof. Brisneve Edulliantes and Mr. Joemark Narsico.
Triggers: Understanding hospitality employees' motivation  
A Research Presentation of Mr. Jonathan de la Cerna

Abstract

Researches on motivation and performance led the study to identify the work drivers of employees of a resort in Mactan Island, Cebu, Philippines. Analysis of Supervisor’s Responses, Supervisors’ Perception, and Associates’ Responses showed that respondents considered three extrinsic needs as important: Job Tenure, Adequate Compensation, and Company Benefits. These were attributed to respondents’ family as primary source of inspiration. Supervisors considered intrinsic motivators Opportunities for Promotion and Growth, Clear Understanding of What is Expected of Me, and Feeling of Personal Accomplishment as important. These differing trends on motivation had important organizational implications like creating tailored-fit goals and rewards programs across job levels. Supervisors’ Perception and Associates’ Responses also matched particularly in Job Security, Adequate Compensation, and Pleasant Working Environment. While this may mean supervisors’ better understanding of their team members’ needs, supervisors should transcend such knowledge to their human resources and strategic management functions. Gender differences also existed in factors, Adequate Compensation and Participation in Decisions Affecting Me. These were consistent to literature on the changing roles of women and men. Results of the study were also consistent to Herzberg’s Theory that motivation variables are independent drivers for employees while hygiene factors remain important triggers that cannot be neglected.

Mr. de la Cerna presented his research during the The International Conference on Tourism and Development: Growth and Diversity 2014 in Chiang Mai, Thailand, on August 29-30, 2014.

ADDITIONAL ACCOMPLISHMENTS IN RESEARCH AND CREATIVE WORKS:

Other Journal Publications (peer reviewed, non-ISI)


Completed Researches

Gender Readings on the Winning Short Stories in Cebuano of the Don Carlos Palanca Memorial Awards, Faculty Grant 2012. (Aday, M. D.)
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cvsc.upcebu@mail.com

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