UP Cebu faculty members attend Multidisciplinary Writeshop

More than 30 UP Cebu faculty members attended the Multidisciplinary Research Proposal Writeshop organized by CVSC with Vice President for Academic Affairs Gisela Concepcion as the keynote speaker and Dr. Ma. Cecilia Conaco from the UP Department of Psychology as the resource speaker.

The writeshop brought together faculty members from the four clusters to engage with each other in identifying topics for collaborative research and drafting multidisciplinary research proposals for submissions to identified funding sources.

At the end of the workshop, four research teams were able to identify their research topic and write their draft research proposal for submission to OVPAA - Emerging Interdisciplinary Research (EIDR) Program.

The writeshop was held last 16-17 June 2016 in Montebello Villa Hotel.
Researches and Creative Works Summary
2nd Quarter 2016

<table>
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<th>International Publication Awards</th>
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<td>Arts and Humanities</td>
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CVSC welcomes the official return of Miss Cora Jane Lawas who finished her Master of Science in Geoinformation Science with specialization in Natural Resource Management in the University Twente, Enschede, The Netherlands.

Miss Cora is CVSC’s University Research Associate.
Two UP Cebu faculty members from the Sciences Cluster were recognized as among UP’s top scientists as UP gathered together the University’s top scientists, researchers and artists in order to forge stronger interdisciplinary collaborations among themselves, and to work together to effectively showcase to media and the general public the products of their work.

Dr. Ritchelita Galapate of the Biology Program and Prof. Demelo Lao of the Department of Computer Science were given the recognition during the UP Knowledge Festival: Utak at Puso para sa Bayan held last 17-19 April 2016.

The three-day event was part of the University’s efforts to increase scientific literacy and artistic awareness in the country.

The festival included an exhibit of cutting-edge research and innovations developed within the six clusters of the Emerging Interdisciplinary Research Program: (1) agri/aquaculture, food and nutrition, (2) health and wellness, (3) disaster risk management and climate change, (4) energy, environment and ecotourism, (5) technology, new materials and other products, and (6) progressive teaching and learning, which were shared for the first time with state universities and colleges, government agencies, industry partners and the media.

The UP Knowledge Festival was held in Taal Vista Hotel, Tagaytay City.

Participants and panel members of the research presentation

UP Cebu faculty members present researches in 2nd research presentation organized by CVSC

Six faculty members presented their respective researches during the Research Presentations on Social Sciences and Business Management held last 7 June 2016 in UP Cebu AVR 1.

Researches presented were the following:

- Swimming with Whale Sharks: A case study of the whale shark tourism in Tanawan, Oslob, Cebu by Prof. Zenaida Ligan-Ashburn
- A Model of Trust and Collaboration in a Fresh Vegetable Supply Chain in Central Philippines by Prof. Ernesto Yap
- Developing Reciprocity, Intercultural Communicative Competence, Learning through International Service Learning by Dr. Aurelio Vilbar
- Communicating the urgency of climate change: Effects of message elaboration, mode of communication, and gender on behavioral intentions toward climate change mitigation by Prof. Ma. Rowena Mende
- Emotional Labor and Its Influence on Employees’ Work and Personal Life in a Philippine Franchise Dining Industry Setting by Dr. Leahlizabeth Sia

Panel members of the second research presentation were Prof. Henry Francis Espiritu and Prof. Mahdi Darius Nazemooya.
Examing the Resilience of Public Participation Structures for Sustainable Mining in the Philippines

An IPA of Dr. Weena Jade Gera

Abstract

This paper analyses the interplay of institutional-legal architecture, politico-structural conditions and civil society configurations and how it influences the resilience of public participation structures towards sustainable mining in the Philippines. It illustrates how intersecting forces of predominant political economic interests and emergent civil society networks navigate through legal frameworks to influence dependencies and the shifting boundaries of public engagement in mining governance. It argues that the country’s mining sector is in a state of impasse with a government struggling to restructure its mining policies to accommodate a growing public clamour for environmental and social protection while continuing to provide incentives to large-scale mining corporations within a neoliberal framework. This has expanded and created new spaces, including legal and juridical paths, for civil society to pursue accountability mechanisms and challenge entrenched constraints. However, this attempt by the government to reconcile incompatible interests in the mining sector, translates to an ambivalent framework of governance that could not identify its priority. This results to arbitrary policy compromises that exacerbate prevailing tensions amid power imbalances in the sector, leaving civil society in perpetual square-off against mining corporations.

The paper was published as a book chapter of Legal Aspects of Sustainable Development: Horizontal and Sectorial Policy Issue: 202-231. Dr. Gera was given the IPA on April 2016.

The Politics of Ethnic Representation in Philippine Bureaucracy

An IPA of Dr. Weena Jade Gera

Abstract

The good governance argument for diversity in civil service is based on the notion that creating a bureaucracy that represents the diverse communities it serves strengthens government accountability and legitimacy. This paper argues that ethnic representation in national bureaucratic governance in the Philippines primarily constitutes a means for political reallocation of space, as it is embedded in the government's framework of asymmetric political autonomy. Mired in intersecting political and ethnic tensions (i.e. blurred ethnic distinctions/ethnic identity disputes and politico-ethnic conflicts), patrimonial forces could easily exploit the country's bureaucratic representation policies as spaces for patronage and as superficial tokens to mollify interethnic factions of their share of the national polity. Thus, instead of facilitating equitable voice in bureaucratic governance, such policy framework could only hold ordinary indigenous and minority ethnic communities captive in the elite-dominated interethnic struggle for representation.

The paper was published in Ethnic and Racial Studies, 39 (5): 858-877. Dr. Gera was given the IPA on April 2016.
Remembering Philippine history: satire in popular songs

An IPA of Dr. Jocelyn Pinzon

Abstract

This paper examines how specific historical narratives of the Philippines are remembered in the domain of popular music. Using popular songs written by Filipino folk pop singer Yoyoy Villame about the discovery of the Philippines by Ferdinand Magellan in 1521, it analyses the lyrics of 'Magellan' (1972) and 'Diklamasyon' (1999) as cultural text and interprets them in the light of concepts from literature, language and history. Using Benedict Anderson's (1983) 'imagined communities', the study puts forward two ways of remembering the nation's history — the textbook and folk tradition. It shows that satire, facilitated through parody, burlesque, irony and code-switching as rhetorical devices, is a mode for remembering the nation.

The paper was published in the ISI journal, South East Asia Research 23 (3): 423-442. Dr. Pinzon was given the IPA on May 2016.

The Influence of Organizational Justice on Job Satisfaction in a Hotel Setting

A Scopus-indexed publication of Dr. Leahlizabeth Sia
with Dr. Tiffany Adelaine Tan

Abstract

Perceived organizational justice in the workplace is a primary factor affecting employee job satisfaction and tenure. This paper examined the relationship between organizational justice and job satisfaction of managers, supervisors, and staff in a hotel setting situated in one of the major cities outside Metro Manila, Philippines, namely Metropolitan Cebu. Specifically, it looked into the influence of the three dimensions of organizational justice (distributive, procedural, and interactional) on the hotel employees' level of job satisfaction with regards to fairness of manager/ supervisor to staff relationships, pay, and schedule (among others). A Likert scale, survey instrument was administered to select respondents from 13 departments of nine hotels in Metropolitan Cebu, Philippines: Front Office, Food & Beverage, Housekeeping, Sales & Marketing, Human Resources, Maintenance, Kitchen, Finance, Butchery, Engineering, Administration, Security, and the Executive Office. Structural Equation Modeling (SEM) was applied for data analysis. The results revealed that distributive and interactional justice positively affects employees' job satisfaction, while procedural justice does not have a significant impact.

The paper has been accepted for publication in DLSU Business and Economics Review 6 (1), July 2016.
Relationship of coliform and physicochemical factors of Buhisan, Bulacao and Lahug Rivers, Cebu, Philippines

An ISI Publication of Prof. Fleurdeliz Maglangit with Prof. Eukene Bensig and Dr. Mary Joyce Flores

Abstract

The study was conducted to evaluate the relationship of coliforms and physico-chemical parameters such as biological oxygen demand (BOD), conductivity, dissolved oxygen (DO), nitrate, pH, phosphate, salinity, temperature, total dissolved solids (TDS) and total suspended solids (TSS) from the water samples taken from Buhisan, Bulacao and Lahug rivers in Cebu Philippines. Monthly sampling was conducted from November 2011 to April 2012 to cover the rainy and dry seasons from three established stations namely upstream, midstream and downstream in each river. The methods for the examination of water and wastewater (APHA AWWA WEF 2005) and the multiple tube fermentation technique (MTFT) were employed for the analyses of the physico-chemical parameters and coliforms respectively. Of the physicochemical parameters tested, BOD, conductivity, DO, nitrate, phosphate, salinity and TDS showed a significant correlation with FC and TC (p<0.05). The high levels of organic of pollutants combined with the presence of coliforms could be related to an accumulation of waste along the river stretch, the lack of wastewater treatment plants and the high impact of human activities across the river networks.

The paper was published in WALIA Journal 32 (51): 28-30.

The response of plants growing in a landfill in the Philippines towards cadmium and chromium and its implications for future remediation of metal-contaminated soils

An ISI publication of Dr. Patricia Anne Nazareno with Inocencio Buot, Jr.

Abstract

During several visits to the Cebu City landfill in the Philippines, plants were observed growing within the area, including on top of the garbage piles. Studying the response of these plants is important in assessing which can be used in remediating metal contaminated soils. This study aimed to determine whether the plants in the Cebu City landfill excluded or accumulated cadmium (Cd) and chromium (Cr) in the plant tissues. The floristic composition of the landfill was analyzed prior to the sample collection. The samples were acid-digested before the desired elements were measured using atomic absorption spectrophotometry (AAS). The Cd and Cr concentrations in the plant root-zone soil were also measured using AAS. The results indicated that the landfill substrate was generally acidic based on the results of the pH measurement. Of the 32 plant species sampled, Cyperus odoratus showed potential for Cd uptake and internal transfer; Chenchrus echinatus, Vernonia cinerea and Terminalia catappa for Cr uptake, and Cynodon dactylon for Cr internal transfer. The plants in the landfill differed in their response towards the heavy metals. To confirm the behavior of C. odoratus towards Cd, and C. echinatus, C. dactylon, V. cinerea, and T. catappa towards Cr, controlled experiments are recommended, as the plant samples analyzed were collected from the field.

The paper was published in the Journal of Ecology and Environment 38 (2): 123-131, 2015. The publication was reported to CVSC on April 2016.
In vitro and in vivo effects of the phytohormone inhibitor fluridone against Neospora caninum infection

An ISI Publication of Prof. Rochelle Haidee Ybañez with Arpron Leesombun, Maki Nishimura, Ryuma Matsubara, Mikiko Kojima, Hitoshi Sakakibara, Kisaburo Nagamune, and Yoshifumi Nishikawa

Abstract

Neospora caninum causes abortion and stillbirth in cattle. Identification of effective drugs against this parasite remains a challenge. Previous studies have suggested that disruption of abscisic acid (ABA)-mediated signaling in apicomplexan parasites such as Toxoplasma gondii offers a new drug target. In this study, the ABA inhibitor, fluridone (FLU), was evaluated for its action against N. caninum. Production of endogenous ABA within N. caninum was confirmed by ultra-performance liquid chromatography-tandem quadruple mass spectrometry. Subsequently, FLU treatment efficacy was assessed using in vitro. Results revealed that FLU inhibited the growth of N. caninum and T. gondii in vitro (IC50 143.1±43.96µM and 330.6±52.38µM, respectively). However, FLU did not affect parasite replication at 24h post-infection, but inhibited egress of N. caninum thereafter. To evaluate the effect of FLU in vivo, N. caninum-infected mice were treated with FLU for 15 days. FLU treatment appeared to ameliorate acute neosporosis induced by lethal parasite challenge. Together, our data shows that ABA might control egress in N. caninum. Therefore, FLU has potential as a candidate drug for the treatment of acute neosporosis.

The paper was published in Parasitology International 65 (4): 319-322.

RNA polymerase sub-unit β (rpoB) characterization of Ehrlichia canis detected from dogs and Rhipicephalus sanguineus ticks in Cebu, Philippines

A Scopus-indexed publication of Prof. Rochelle Haidee Ybañez with Adrian Ybañez, Naoaki Yokoyama, and Hisashi Inokuma

Abstract

Ehrlichia canis, a canine tick-borne pathogen with wide geographic distribution, has been serologically and molecularly detected in the Philippines. The present study aimed to characterize E. canis detected from Rhipicephalus sanguineus ticks and dogs in Cebu, Philippines, using the RNA polymerase sub-unit Beta (rpoB), a gene that has been used for disease diagnosis and resolution of phylogenetic relationships between closely related species. Using a 16S rRNA gene-based PCR that screens Ehrlichia spp., DNA samples obtained from the blood of 10 dogs, confirmed to be serologically positive for E. canis, were tested and found positive for E. canis after subsequent DNA sequencing. DNA from infected ticks and the 16S rRNA-E. canis-positive canine blood samples from the present study were further analyzed using the rpoB gene. All registered Ehrlichia spp. rpoB gene sequences were aligned to design specific primers that can amplify a partial 1572-bp length sequence of E. canis. The obtained sequences revealed 99.8-100 % identities with each other, and 99.8-100 % and 87.8-89.1 % identities with registered E. canis and E. chaffeensis sequences from the USA, respectively. Phylogenetic analysis revealed that the obtained partial rpoB sequences formed a clade with E. canis strains from the USA. The present study is the first rpoB characterization of E. canis in the Philippines, and apparently in Asia, and provides additional evidence of the presence of the pathogen in the country. It also adds information on the high conservation of the rpoB gene in E. canis.

The paper was published in the Veterinary Archives 85 (6): 601-608, December 2015. The publication was reported to CVSC on April 2016.
Retrospective analyses of dogs found serologically positive for *Ehrlichia canis* in Cebu, Philippines from 2003 to 2014

A Scopus-indexed publication of Prof. Rochelle Haidee Ybañez with Adrian Ybañez, Rex Villavelez, Honey Pearl Malingin, Dana Natasha Barrameda, Sharmaine Naquila, and Shiella Mae Olimpos

Abstract

Aim: The study aimed to document the clinical and hematological observations of dogs found serologically positive for *Ehrlichia canis* and to identify parameters or factors that are associated with the disease with focus on the anemic and thrombocytopenic state of the infected dogs.

Materials and Methods: From 7 participating veterinary establishments, a total of 913 cases from 2003 to 2014 were initially assessed using inclusion criteria, including *E. canis* diagnosis by the attending veterinarian and the presence of ticks or history of infestation, thrombocytopenia, and/or anemia. From these, 438 cases that were found serologically positive for *E. canis* using commercial test kits were selected. Profile, clinical observations and hematological test results were obtained from the selected cases. Computations for statistical associations between the anemic and thrombocytopenic state of the infected dogs and their profile, observed clinical signs and other hematological values were performed.

Results: Most of the dogs were purebred (60.0%) and female (51.1%) and were within the age range of 1-5 years (38.4%). The mean packed cell volume (PCV), red blood cell (RBC) count, and platelet count were lower than the normal values while the absolute count of basophils were higher than normal values. Creatinine and blood urea nitrogen (BUN) appear to be elevated. The most common clinical signs observed were inappetence (41.3%), lethargy/depression (35.6%), vomiting (32.4%), fever (18.5%), paleness (8.2%), and epistaxis (6.6%). Analyses showed that there were no significant differences on the hematological values and clinical signs between thrombocytopenic and non-thrombocytopenic seropositive dogs. Moreover, very weak correlations between platelet count and RBC count, absolute lymphocyte count, and neutrophil count were found. On the other hand, only paleness (p=0.008) and epistaxis (p=0.004) were found to be significantly different between anemic and non-anemic patients. This coincided with the linear regression results where PCV (p=0.000, R=0.787, R²=0.619) was moderately correlated with the RBC count. In addition, eosinophil count was found weakly correlated.

Conclusion: *E. canis* infection in dogs may produce varied clinical signs that may be influenced by the thrombocytopenic and anemic states of affected animals. Complete blood counts remain important in the diagnosis of the disease, especially the platelet and RBC counts. Creatinine, BUN and alanine aminotransferase can be of value in the diagnosis of the infection. Several cases were lost to follow-up and appeared to be a challenge for handling veterinarians to monitor compliance of owners and progress of infected patients.

The paper was published in *Veterinary World*, 9 (1): 43-47.
Emotional Labor and Its Influence on Employees’ Work and Personal Life in a Philippine Franchise Dining Industry Setting

A Publication of Dr. Leahlizabeth Sia

Abstract

Emotional labor involves an employee handling a wide range of his or her feelings and emotions on the job, interacting with a customer. Emotional awareness and control is necessary to maintain positive relationships with customers, and ensure continued income and profit for the company. Yet majority of these emotions and feelings are fake, or what Hochschild (2012) defines either as surface acting or deep acting. This research paper sought to examine the effects of acting on a regular basis on the part of the employees of several international dining franchises in Cebu, Philippines, whether it leads to emotional exhaustion, stress, or it affects their productivity, relationship with co-workers and family, or influences their decision to quit their jobs. These employees work in upscale quick-service restaurants. A Likert-scale, 81-item questionnaire was sent out to 136 employees. A focus group discussion followed, to check for understanding and validity and reliability of the survey answers. Regression analysis was used to analyze and interpret the results.

The paper was accepted for publication in International Journal of Applied Industrial Engineering (IJAE) 3 (1). It was also presented during the Research Presentations on Social Sciences and Business Management in UP Cebu AVR 1 on June 7, 2016.

Challenges of the Hyogo Framework for Action in the Disaster Relief Response and Early Recovery in a Municipality in the Aftermath of Super Typhoon Yolanda (International Name: Haiyan)

A Publication of Atty. Liza Corro

Abstract

Responding to the need to create a sustainable framework on a disaster relief response, this study aims to assess the Relief Distribution and early Recovery efforts in the Municipality of Daanbantayan, Cebu after Super-typhoon Yolanda using the Hyogo Framework for Action (HFA). It also aims to propose a policy on Disaster Relief Response and Early Recovery Mechanism for the Philippines. It used the qualitative approach through key informant interviews. Findings show challenges encountered in the relief distribution and early recovery efforts. The Daanbantayan Municipality used the freewheeling mode of distribution, which means there was an absence of the desired policy.

The gap between policies escalated to other adverse events, like the lack of coordination among humanitarian agencies with the local government unit of Daanbantayan and the lack of trust among main players in the managements of distribution. These were manifested in the uneven distribution of relief goods, provision of some inappropriate relief goods, rise of security and economic issues, excessive relief goods in some barangays, mendicancy tendencies, inaccurate media reports, relief goods held at the airport due to Bureau of Customs issues, and politicking among local and national government officials. These findings recommend the following: (1) the endorsement of the proposal to strengthen the implementation of the disaster relief and recovery laws; and (2) the drafting of a proposal of national policies for the implementation of Disaster Relief Recovery Guidelines and the immediate application of penal clauses provided in the NDRMM law to discourage fraud and demand accountability from government officials and others who violate pertinent laws.

The paper was published in Public Policy 14: 163-198.
Microbial plate count and detection of Escherichia coli in pork meat samples from stalls in a public wet market in Cebu, Philippines

A Publication of Prof. Rochelle Haidee Ybañez
with Ryan Yandug III, Daniel Ventura Jr., and Adrian P. Ybañez

Abstract

Meat safety issue is among the public health concerns associated with microbial pathogens. Contaminated meat can cause food-borne illnesses that can lead to serious medical conditions. In the local wet market setting in the Philippines, several common unhygienic practices may be observed. In this study, 75 pork meat samples (3 batches of 25 each) from 25 stalls were taken from a representative public wet market in Cebu, Philippines. Collected samples were subjected to microbial aerobic plate counts and Escherichia coli detection methods. Profile of meat vendors was also recorded. Obtained samples were subjected to microbiological assaying, starting from the non-selective bacterial growing to the selective E. coli media, and finally to the confirmatory chemical analysis of isolated organism for definitive E. coli identification. Results showed that the collected samples had high microbial plate count 1.1 x 108 to >5.9 x 108 cfu/g exceeded the current limit (1 x cfu/g) set by the National Meat Inspection Services (NMIS) of the Philippines. A total of 41 (55%) samples were found positive with E. coli, but the samples had a most probable number (MPN) value (<0.3 to 15) lower than NMIS standard (500). Consumers must be made aware of the health risks in buying pork meat from public wet markets. It is recommended that meat purchased from public markets must be properly heated before consuming to ensure that microbial pathogens are killed to avoid food-borne illnesses.

The paper was published in the International Research Journal of Interdisciplinary & Multidisciplinary Studies (IRJIMS) 2 (2):65-72, March 2016. The publication was reported to CVSC on April 2016.

Canine parvovirus infection and pet owner’s perception: a case study in Cebu, Philippines

A Publication of Prof. Rochelle Haidee Ybañez
with Erlah Shermaine Roble, Ryan Yandug III, and Adrian Ybañez

Abstract

The highly infectious Canine Parvovirus (CPV) is globally known as the leading viral cause of enteritis in domestic dogs. In the Philippines, clinical signs of infected dogs and information on owner’s perspective on CPV have not been reported. This study aimed to describe the clinical features of CPV cases, find significant associations, and qualitatively analyze owner responses on selected questions about CPV in Cebu, Philippines. A total of 45 CPV-suspected dogs were selected from different veterinary establishments. Presenting clinical signs were recorded. Hematological examinations, fecalysis and CPV fecal testing using a commercial immunochromatographic assay (ICA)-based antigen test kit were performed. Owners of CPV-positive dogs (70%) were subsequently interviewed. The median age of infected dogs was 4 months. Lethargy, inappetence and vomiting were the most observed clinical signs. Common hematological observations include panleukopenia, neutropenia, anemia and thrombocytopenia. Case fatality rate was 29%. Multivariate analysis revealed that neutrophil and total WBC counts, age category and vaccination status, and the presence of lethargy, inappetence and vomiting were found significantly associated. Absolute neutrophil count (p-value=0.009) was a significant predictor of ICA test result. Half of the owners (51%) claimed to be unaware of the disease and the vaccinations against it.

The paper was published in the International Journal of Scientific and Research Publications 6 (2): 77-84, February 2016. The publication was reported to CVSC on April 2016.
Molecular Detection of Hemoplasma Species (*Mycoplasma spp.*) in Cattle in Cebu, Philippines

A Publication of Prof. Rochelle Haidee Ybañez
with Adrian Patalinghug Ybañez and Michihito Tagawa

Abstract

Epidemiological reports on vector-borne diseases affecting cattle in the Philippines have been limited. The present study aimed to detect the presence of the Hemoplasma pathogen (*Mycoplasma spp.*) in dispersal cattle in selected plainlands and marginal uplands in Cebu, Philippines, using peripheral blood smear examination (PBSE) and polymerase chain re-action (PCR) methods. A total of 14 cattle were tested. Using PBSE, no inclusion bodies were observed. However, using PCR, 4 out of 14 cattle showed positive results. Results indicate the high sensitivity of the PCR methods in detecting *Mycoplasma spp.* than that of the PBSE. The present study adds new information on the biodiversity of vector-borne pathogens in cattle in Cebu, Philippines, and is the first report of detection in the country.

The paper was published in the Journal of Advanced Veterinary Research 5 (1): 43-46, 2015. The publication was reported to CVSC on April 2016.

Badiouian Philosophy, Critical Pedagogy, and the K12: Suturing the Educational with the Political

A Publication of Mr. Regletto Aldrich Imbong

Abstract

This paper addresses specific concerns that emerge as a consequence to the current educational reforms in the Philippines. These concerns are philosophical and pedagogical. The philosophical concern underscores the importance to situate philosophical thought within concrete historical conditions. In this way, philosophy does not only become a pure abstract enterprise, but an intellectual struggle at the service of historical novelties. I propose a philosophical paradigm that values collective practice at the service of truth. As new situations demand new interpretations and contextualization, I shall also employ a philosophical discourse and practice not only contemporary to, but also one of the bests of our times: the philosophy of Alain Badiou. The pedagogical concern elucidates the political nature of education, which is what Critical Pedagogy argues essentially. This paradigm puts importance above all on the role critical knowledge and collective practice plays in the educational and socio-political arena. The critical pedagogy which I propose is not far from the emancipation politics also embedded in Badiouian Philosophy. Hence, there is a connection between the kind of philosophy I propose and the pedagogical paradigm I present as an alternative. From the philosophical and pedagogical arguments presented, I shall argue for the need to rescue education from the influence of neoliberalism. The resistance necessitates the movement of the collective through the agency of the teacher-militant.

The paper was published in PHAVISMINDA Journal 14, May 2015: 35-48. The publication was reported to CVSC on May 2016.
Mainstreaming the Management of Innovation in the Curriculum:
A Review on Cebu Universities’ Business and Management Programs

An International Research Presentation of Dr. Mary Gretchen Chaves

Abstract

This paper investigates the currency of forty (40) undergraduate business and management programs among eight (8) higher educational institutions (HEIs) in Cebu City, Philippines, on whether the course on “management of innovation” had been incorporated into their curriculum. In today’s hypercompetitive world, with complex market structures, shorter product life cycles, and the ubiquity of digital technology solutions, innovation has become a necessity to sustain business competitiveness. Corollary to this is the anticipated demand for innovation champions and leaders who shall manage industry innovation projects. Academic institutions are expected to educate future entrepreneurs and managers not only on the intricacies of innovation, but also on the managerial processes involved in the conduct of innovation efforts. In this study, the curriculum prospectus data of the business programs were obtained from the HEI’s available documents and websites, if available. Using the innovation funnel framework, the content analysis revealed the absence of a stand-alone course on “management of innovation,” or even its equivalents. The study concludes the pressing need for HEIs to revitalize their programs, cognizant of the responsibility of business education to prepare students to the management of innovation. The study recommends to policy makers and HEIs to modes to mainstream and integrate the “management of innovation,” in business and management programs, to ensure relevance and responsiveness to industry requirements.

*The paper was presented during the 2016 International Symposium on Business and Management (ISBM 2016) in Chulalongkorn University, Bangkok, Thailand on April 7, 2016.*

Weathering the "Push and Pull" Factors of Labor Mitigation:
Filipinos Across East Asian Borders

An International Research Presentation of Prof. Anna Marie Talam

Abstract

This paper is a study of Filipino migrant domestic workers (MDW) community in Hong Kong, a core urban area in East Asia with a distinct culture. The Philippines with its rich history of migration is one of the largest exporter of MDWs ranging from low skilled to highly skilled labor. Hong Kong is a favorite destination among the majority of domestic service workers offering different socio-political and economic working climate. The aim of this study is to describe the “push” and “pull” factors that motivate Filipinos to work abroad particularly in Hong Kong based on virtually available literature. Specifically, the paper tackles on the impacts of ethnicity and assimilation in the realm of mobility as viewed in an anthropological perspective. Moreover, this paper identifies the social processes involved in weathering the pressures and challenges brought by the “pull” and “pull” factors in a socially constructed space of Filipino diaspora. The results of this study would serve as an addition to the existing body of literature on labor migration, and as an important insight for national policy making.

*The paper was presented during the 2016 SEAA (Society for East Asian Anthropology) Hong Kong Conference in The Chinese University of Hong Kong on June 19-22, 2016.*
When LGUs establish “Schools for the Poor”:
The politics of higher education in two local government fund colleges in Cebu

A Research Presentation of Prof. Ronald Pernia

Abstract

The experience of two local government units and its local colleges in Cebu presented in this study examines how the creation of schools intended for the poor i.e. local colleges and universities (LCUs), has become an arena of struggle for local political power. This can be scrutinized in the context of patron-client relationship so deeply embedded in our fragile democratic set up, despite purely avowed educational necessities sought to be addressed by the said policy. This study provides evidence on how the creation of local colleges both fosters educational change & development among its populace, while at the same time, affords some degree of political leverage to local public officials who were associated with the government educational program. Thus, advancing political ends in what was billed by most of its local constituents as a form of good governance to the said public good.

Methodologically, this study looks into the perceptions of local government officials, teachers, students and graduates from both colleges and LGUs using key informant interviews and focus group discussions. Pertinent secondary data and documents were also reviewed and analyzed. This study argues that the establishment of public higher education institution has put local government units in better position to respond to the higher education needs of its poor constituents; however, the lack of clear governance structure, institutionalized management mechanism and the realities of local political dynamics and periodic electoral cycle, makes the whole enterprise of venturing into tertiary education for LGUs very challenging and potentially unsustainable despite having a local legislation.

Ultimately, this study attempts to provide a contribution to the discourse on an aspect of Philippine politics least explored: the interface between politics and higher education.

The paper was presented during the Philippine Political Science Association (PPSA) 2016 International Conference in Legazpi City on April 21-22, 2016.

Distributed representations for spatio-temporal topic modelling and sentiment analysis

A Research Presentation of Prof. Kurt Junshean Espinosa

Abstract

Text representation is very important for any natural language processing task. Common representations use n-grams bag-of-words model. However, those representations fail to represent idiomatic expressions and they are indifferent to word order. This paper proposes to use distributed representations for spatio-temporal topic modelling as it captures phrases in the corpus better than Latent Dirichlet Allocation. Initial results on integrating this into an overall framework for sentiment analysis and research directions are presented.

The paper was presented during the 12th National Natural Language Processing Research Symposium in Siliman University, Dumaguete, on April 22-23, 2016.
A Model of Trust and Collaboration
in a Fresh Vegetable Supply Chain in Central Philippines

A Research Presentation of Prof. Ernesto Yap

Abstract

It has always been asserted that farmers are the most grossly disadvantaged group among all members of the supply chain for fresh vegetables in the Philippines. This paper attempts to refute such claim by presenting a model of a mountain barangay in Central Philippines and identifying the different economic, socio-cultural and environmental factors present that enable farmers to enjoy optimal prices for their produce. The trust participants in the supply chain have for one another enabled them to collaborate, thus resulting to benefits for all parties. Key informant interviews and participant observation were the qualitative research methods predominantly used in data gathering. The author argues that trust is necessary for effective collaboration and these aided by an efficient access to market information on prices of vegetables, and a minimum of government participation, can result in favorable outcomes for all participants in the supply chain. Farmers are able to mitigate much uncertainty, attain higher income from their produce, decrease stress and allow some recreation during market days.

The paper was presented during the Research Presentations on Social Sciences and Business Management held in UP Cebu AVR 1 on June 7, 2016.

Breast is Best?
A Feminist Re-reading of Breastfeeding Policies and Practices in the Philippines

A Research Presentation of Prof. Kaira Zoe Alburo-Cañete

Abstract

Amidst the privileging of breastfeeding as vital to infant development and the strengthening of the bond between mother and child(ren) by contemporary medical and public health institutions, there remains a dearth of academic, sociological, and feminist explorations on the qualitative breastfeeding experiences of Filipino women. Despite the largely unchallenged truth claim that “breast is best”, a more critical (re)reading of breastfeeding policies in the country however would ask the question, best for whom? Dominant discursive frames have asserted that breastfeeding is an expression of “women’s empowerment” emphasizing positive views on the unique features and capacities of women’s bodies. But at the same time, given the strong child-centered ideology that informs breastfeeding policies and expectations, this study asks how can the de-centering of the mother in an act which is undeniably so intimate to motherhood be considered empowering? Given this, there is evidently a need to revisit assumptions and practices surrounding breastfeeding in order to highlight the complexity of the issue beyond the discourse of nourishment towards a more grounded understanding of women’s struggles and triumphs in being and becoming mothers.

This proposed study aims to engage these under-researched issues and to re-center breastfeeding as a site for feminist activism. Specifically, the research hopes to unpack the various impacts that the emphatic promotion of breastfeeding has on Filipino women; and to provide empirical evidence on the contradictions and tensions that underlie breastfeeding practices to support the need to reframe our understanding of the issued towards development of mother-and-child health programs that are beneficial for both woman and her child.

The paper was presented during the Research Presentations on Social Sciences and Business Management held in UP Cebu AVR 1 on June 7, 2016.
Swimming with Whale Sharks:  
A case study of the whale shark tourism in Tanawan, Oslob, Cebu

*A Research Presentation of Prof. Zenaida Ligan-Ashburn*

**Abstract**

Whale shark tourism in the Philippines is not a new phenomenon. It is happening in Donsol (Sorsogon) Dumaguete (Negros Island), Pintuyan (Southern Leyte) and in Oslob (Cebu). This paper will focus on the whale shark watching activity in Tanawan, Oslob where “swimming with these gentle giants is a zoo-like frenzied activity rather than an authentic nature exhibition”. Second-hand data, interviews, ocular inspections and participant observations were conducted in gathering data. Results of the interviews indicate that the people in Tanawan are supportive of the whale shark tourism in the area because of the rise of income derived from ferrying tourists to swim with whale sharks. However, questions arise on its long-term effect to the town’s economy and to its sustainability. Environmental groups have also voiced their concerns on the activity’s impact to the health and migration patterns of the whale sharks. Thus, this paper will look into the impact of whale shark watching using the concept of sustainable development as framework for analysis. It is hoped that this paper will be a valuable contribution to the literature of the continuing debate on the benefits and the risks of whale shark watching in Tanawan, Oslob, Cebu.

*The paper was presented during the Research Presentations on Social Sciences and Business Management held in UP Cebu AVR 1 on June 7, 2016.*

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Developing Reciprocity, Intercultural Communicative Competence, Learning through International Service Learning

*A Research Presentation of Dr. Aurelio Vilbar*

**Abstract**

The Language Education in Otemae University (OU), Japan and the University of the Philippines Cebu High School (UPCHS) conducted an International Service Learning (ISL) Program in Cebu, Philippines in 2015. It aimed to develop the English communication skills, intercultural competence, and content learning of both service learners (7 OU students and 3 professors) and community partners (40 UPCHS students with 4 professors). The OU students conducted a two-week Japanese arts and culture workshop to UPCHS students while the latter became their students and activity partners. Adapting the service learning frameworks of Ash and Clayton (2009) and Kendall (1990), this paper aimed to assess the impact of ISL on the community partners’ content learning, intercultural competence and receptivity. It used the qualitative method in analyzing the community partners’ reflections and participatory action research to determine the impact. Findings show that the ISL promoted (1) reciprocity; (2) collaborative inquiry between the universities; and (3) learning of Japanese arts and culture among the partners. The study recommends to continue but improve the ISL by providing both universities a training on Japanese-Filipino intercultural understanding to promote a more efficient partnership and to consider the different academic calendars of both countries in planning.

*The paper was presented during the Research Presentations on Social Sciences and Business Management held in UP Cebu AVR 1 on June 7, 2016.*
Communicating the urgency of climate change: Effects of message elaboration, mode of communication, and gender on behavioral intentions toward climate change mitigation

A Research Presentation of Prof. Ma. Rowena Mende

Abstract

How do we communicate the urgency of climate change to young people? In communicating persuasive messages, elaboration of the message is thought to influence attitudes, behavioral intentions, and ultimately, actions in the desires direction, whether favorable or unfavorable. In Study 1, college-age students were exposed to a message designed to influence favorable behavioral intentions toward climate change mitigation. Effects of message elaboration, mode of communication, and gender were investigated in a 2x2x2 between subjects factorial experiment. In Study 2, Study 1 was replicated in a sample of high school students. The studies reveal that elaboration of a persuasive message may lead to significant differences in behavioral intentions, but these appear to be affected by the gender of the participants as well as the mode of communication of the message. The results suggest that persuasive messages should not be generic, but has to be tailored to fit specific audiences.

The paper was presented during the Research Presentations on Social Sciences and Business Management held in UP Cebu AVR I on June 7, 2016.

Music of the Night: Serenata @ 16 goes Broadway

A Creative Work Presentation of Dr. Catherine Rodel

The concert is a celebration of Serenata’s 16th year anniversary as a singing group. For sixteen years, the group accomplished its goals and objectives to be an ambassador of all genre of choral music to UP community and Cebuanos as well. In the concert, Serenta showcased Broadway songs and popular movie songs as a way of gratitude to all their achievement for 16 years.

Photos taken from UP Serenata Facebook page.

The creative work was presented on May 28, 2016 at the Centerstage of SM Seaside Cebu.