



# The Conference Profile Global Research Conference (GRC) 2024

**Theme:** “**CONGRESS:** Collaborative  
Opportunities for Next Generation  
Research and Exploration towards  
Sustainable Society”

**September 1, 2024  
8:00 AM – 3:00 PM  
Via ZOOM**





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(GRC) 2024

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## CEO's Message



Distinguished guests, ladies and gentlemen,

It's my pleasure to express a warm welcome to you for the Global Research Conference 2024 with the theme CONGRESS: Collaborative Opportunities for Next Generation Research and Exploration towards Sustainable Society. This yearly event is evidence of our shared dedication to promoting communication, creativity, and teamwork within the academic community

This year, we are living at an important crossroads. There are possibilities and problems associated with the fast advancement of technology and the changing social and economic environments. It is our duty as industrial relations leaders and practitioners to guide this transition with honesty and vision, making sure that the workforce of the future is prepared to succeed in a changing environment.

The theme CONGRESS: Collaborative Opportunities for Next Generation Research and Exploration towards Sustainable Society embodies our common goal of building a future in which advancement benefits everyone through exploration, networking, and sustainability. The varied roster of speakers and panelists who will share their perspectives and experiences over the next few hours. Their knowledge will surely stimulate and test our ability to critically consider how industrial relations affect long-term, sustainable progress.

I urge all of you to actively engage in the discussions and virtual networking opportunities as we set off on the journey together. This conference's real worth is in the ideas that are shared and the relationships that are formed; they may lead to significant changes in our areas.





## CEO's Message

Finally, I would want to express my sincere appreciation to everyone who helped make GRC 2024 a reality, including the organizers, co-hosts, and participants. Your commitment and assistance are crucial to the success of this event. Special thanks to all the institutions and individuals who joined this special international event like the Ding Cheng Education Consulting under the leadership of Mr. Zheng and Ms. Caili Zhang, to the keynote speaker, resource and plenary speakers, session chairs, moderators, and the Technical Working Group.

Let's take advantage of this chance to grow, work together, and create for a better future. I appreciate everything and hope the conference is fruitful and motivational for everyone. Welcome to GRC 2024!

**Mr. Jerome N. Chua**

CEO, EduHeart Book Publishing  
& Training and Development Services





## The Conference Chair



**Dr. Liane Vina G. Ocampo** is a distinguished Economics and Business Management academic. She earned her Ph.D. in Business Management by the age of 25. Dr. Ocampo seamlessly blends theoretical and practical approaches, significantly contributing to teaching and research. Her works have been published in esteemed journals and presented on global platforms.

A recognized researcher, Dr. Ocampo was honored for having the top paper in Thailand in 2022 and served on several technical committees. She also brings much experience as a reviewer, author, and advisory board member across various conferences and organizations.

Dr. Ocampo is deeply committed to mentoring entrepreneurs and indigenous communities outside academia. She co-authors books on research and entrepreneurship and is actively engaged in community service.





# Special Messages





## **Mr. Jack Zeng**

*President*

*Ding Cheng Education Consulting  
CHINA*

Respected ladies and gentlemen! Magandang umaga sa inyong lahat!

I appreciate the chance to discuss the importance of research in higher education. This topic has great significance as it pertains to the fundamental basis of our collaborative development as a community.

Fundamentally, research in higher education serves as the catalyst for the expansion of knowledge. It drives creativity and innovation, advancing the fields of science, technology, the humanities, and the social sciences. It enables us to stretch the limits of our knowledge and promotes a culture of research and intellectual advancement. Through study, academics explore previously unexplored areas, posing novel queries and obtaining previously unattainable solutions.

Educational experiences are enhanced by research. It turns learning into an engaging, active experience rather than just a passive assimilation of knowledge. Students that engage in research projects improve their analytical, problem-solving, and critical thinking abilities. These abilities are priceless because they equip individuals to handle the difficult problems that arise in the actual world. Students who do research contribute to our knowledge of the world in addition to learning about it.





Research has a profound effect that goes well beyond academic boundaries. It provides evidence-based insights that influence our laws, healthcare systems, educational institutions, and other crucial areas, therefore informing public policy and professional practice. Global issues including public health problems, socioeconomic inequality, climate change, and technology upheavals are all addressed by research. By doing this, it significantly contributes to enhancing our country and guaranteeing a brighter future for future generations.

On the other hand, research shows that an important factor in economic development is research. It encourages innovation, which increases the competitiveness of our businesses by creating new tools and procedures. This in turn sustains whole economic sectors, especially those that depend on research and development, and generates employment. Research has significant economic advantages that enhance the prosperity and well-being of our society.

Through research, networking and cooperation are encouraged both within and outside the country. It promotes multidisciplinary cooperation by uniting professionals from different domains to address challenging issues just like this GRC 2024.

My warmest congratulations to all the presenters, organizers, and attendees for this momentous event. Indeed, research is a vital component of academics' professional growth and I would say that I am being challenged and improved professionally through the process of research.

Mabuhay tayong lahat!





## Keynote Speaker



### PROF. MARIO PACE

**Director of the Department of Languages & Humanities in Education at the Faculty of Education, University of Malta**

Prof Mario Pace is an Associate Professor of Italian and Head of the Department of Languages and Humanities in Education within the Faculty of Education of the University of Malta. He is responsible for the training and formation of teachers of Italian as a foreign language. Besides language teaching methodology, his main areas of interest include second language acquisition, foreign language teaching and learning, and the teaching of foreign languages for specific purposes. He is also a Visiting Professor in a number of Universities across Europe. For a number of years he was consultant to the Ministry of Education in Malta on the teaching and learning of foreign languages in compulsory education. He has participated in conferences both in Europe and the USA and is the author of several chapters in books as well as academic papers in peer reviewed journals. He is also the author of the book entitled *Marco Larga ovvero Carlo Magri – drammaturgo maltese (1617 – 1693). Vita e opera* published in 2018. He received the prestigious award of "Cavaliere dell'Ordine della Stella d'Italia" (OSI) given by the President of the Italian Republic Sergio Mattarella in recognition of his significant contribution towards the enhancement of the teaching and learning of Italian as a foreign language in Maltese schools and other educational institutions.





# Resource Speakers





## **Asst. Prof. Frederick Andal**

*IGCSE Biology Professor/Researcher  
Saudi Arabia/Asst. Prof, Institute of Sciences  
Kolehiyo ng Lungsod ng Dasmariñas  
Cavite, Philippines*

Frederick Andal is an accomplished biology educator with over 20 years of experience in the field. He has taught a range of subjects, including Environmental Science, Zoology, Histology, Microbiology and Cambridge IGCSE Biology, across prestigious institutions in both the Philippines and Saudi Arabia. Frederick holds a Master of Science in Biology and has completed 18 units of his Doctor of Philosophy in Biology at De La Salle University - Dasmariñas. His career highlights include serving as the OIC Research Director and Associate Professor at Emilio Aguinaldo College, where he contributed significantly to the academic community through both teaching and research.

Frederick's work has been recognized in multiple publications, and he is dedicated to fostering a deep understanding of biological sciences among his students. His expertise and passion for teaching continue to inspire those he educates, making him a valuable contributor to any academic or research-focused event.





## **Ms. Analyn I. Diola**

*Assistant Professor  
Pangasinan State University-Asingan Campus  
Pangasinan  
PHILIPPINES*

Ms. Diola is currently an Assistant Professor II at Pangasinan State University. She is the designated focal person of the Expanded Tertiary Education Equity and Accreditation Program (ETEEAP) of PSU Asingan and the concurrent coordinator of the Continuing Professional Development Office and Special Projects. Ms. Diola is an active Coordinator for the Institute of Environmental Governance (Tanggol Kalikasan Inc.) and a Fellow for the International Visitors Leadership Program (IVLP) of the United States State Department. She is currently taking Doctor of Philosophy in Science Education. She graduated Master of Science in Environmental Science at the University of the Philippines Los Baños with the Department of Science and Technology- Accelerated Science and Technology Human Resource Development Program (DOST ASTHRDP). She graduated Bachelor of Science in Environmental Studies at PSU Binmaley Campus and took Professional Education units at Olivarez College-Parañaque City. She is a Licensed Professional Teacher and Civil Service Examination Passer- Professional Level. Ms. Aying is a multi -awarded Researcher and Teacher. She loves to travel locally and abroad to present Research works and establish linkages and networks.





**MS. JOANA L. YASOL – VICENTE**

*Assistant Professor  
University of the Philippines  
Los Banos, Laguna  
Philippines*

Assistant Professor Joana L. Yasol-Vicente finished Bachelor of Science in Sports (BSS) and Master of Science in Physical Education at the College of Human Kinetics, University of the Philippines, Diliman. Her MS thesis entitled “Ay-ayam: Games Bontoc Play in Samoki Village” was awarded the best thesis. She is currently pursuing her PhD in Human Nutrition in the Institute of Human Nutrition and Food at the University of the Philippines Los Baños. For nearly 25 years, she has taught professional courses in Health and Physical Education, as well as Sports Science, both locally and internationally. She has conducted extensive study and scholarship on sports, fitness, and recreation. She was the former Chairperson and Athletic Director of the Human Kinetics Program at the University of Philippines Baguio and the Course Director of the Health Education Program of Jubail University College in the Kingdom of Saudi Arabia.





**DR. ALFE M. SOLINA**

*Cavite State University  
Imus City, Cavite  
Philippines*

Dr. Alfe M. Solina is an Associate Professor V at Cavite State University's Imus Campus, serving as the Management Department Chairperson and Graduate School Coordinator. She began working as an education program specialist at the Department of Education, Culture, and Sports in 1989. She also served the Technical Education and Skills Development Authority Central Office from 1996 until 2005. Local and international conference speakers from the University of the Philippines, the University of Waterloo, Canada, New York University, Stanford University Business School, and Harvard University Business School have invited Dr. Solina to serve as a panelist. She has also represented the Philippines in training programs held in Germany, Italy, and Vietnam, and she served as a resource person at national, regional, and local conferences and youth summits. She received a commission from the United Nations Development Programme (UNDP) to serve as one of the management program training facilitators for government educational institutions in the Asia and Pacific regions in the early 1990s. She has presented papers at multidisciplinary research conferences in the Philippines, Singapore, Thailand, Hong Kong, and Seattle, WA, USA. She is a member of the Asia-Pacific Consortium of Researchers and Educators, the Asian Qualitative Research Association, and the Philippine Council of Deans and Educators in Business, among other reputable professional organizations.





## Global Research Congress (GRC) 2024 September 1, 2024

*Theme: "CONGRESS - Collaborative Opportunities for Next Generation Research and Exploration towards Sustainable Society"*

### •Description:

*It is an International Global Research Congress 2024 intended for students and professionals in various disciplines to present their research outputs in a global forum*

### •Objectives: The goals of this event are to:

1. Motivate and empower professionals and students in various disciplines to present their research outputs in a global forum.
2. Expand research opportunities to bring people together or establish collaboration, partnership, and networking among institutions or agencies.
3. Encourage the production of high-quality, impactful research outputs that contribute to academic and societal advancement
4. Provide a platform for professionals and students to share their insights and contribute to discussions in global research forums.
5. Promote continuous professional development by showcasing advance research tools, methodologies and global best practice.

### •Conference Leaders

•**Fees inclusive of:** Certificates of Oral Presentation and Participation, Possibility to win the awards for Best Presenter, Best Abstract, and Best Paper, and e-copy of the plenary speakers' talk, e-copy of the conference proceedings, and unlimited access to the EduHeart's website.

#### • Fees

|             |         |         |
|-------------|---------|---------|
|             | Local   | Php 500 |
| •Presenter: | Foreign | \$ 20   |

#### •Attendee:

•**Clusters:** There will be five (5) clusters per category

#### •Program of Activities:





## **I. Mechanics/Guidelines**

1. The conference is open to all professionals and students.

Abstracts shall be submitted **to google form/registration form**. This should not be more than 250 words and 5 keywords only. Submission date starts on July 20, 2024.

2. Accepted abstracts shall be categorized per cluster. A Notice of Acceptance (NOA) shall be sent to all accepted abstracts/papers based on the cluster.
3. All presenters shall be given 8-minute presentation with Q&A.

## **II. Important Dates:**

*Call for Abstract/Full Papers (IMRAD Format): **July 20 - Aug. 15, 2024***

*Notice of Acceptance for Oral Presentation: **Aug, 20, 2024***

*Payment Deadline for Presenters: **August 25, 2024,***

*Review Results for Best Paper/Best Abstract: **August 25, 2024***

*Payment Deadline for Attendees: **As soon as possible***

*Final List of Presenters Per Cluster: **August 25, 2024***

*Final List of Session Chairs & Moderators: **August 15, 2024***

*Conference Proceedings: **August 30, 2024***

1. Awards: These include the following awards: **Best Abstracts, and Best Presenters** per cluster. **Innovation Award** will be the overall winner. All winners shall be recognized during the simple closing and awarding ceremony by giving them certificates.
2. Templates shall be sent to all presenters such as: Abstract Template, Manuscript Template, and PowerPoint Presentations.
3. Conference Proceedings shall be given to all the participants after the event for **FREE**.
4. **Certificates of Oral Presentation** and **Certificate of Recognition** shall be received by the presenters (only) and Certificate of Attendance shall be received by attendees. All advisers shall receive **Certificates of Recognition**.
5. There will be one or two session chair/s per category. All participants shall be responsible for their PPT during the actual event.
6. Advisers shall also be given a Certificate of Recognition.
7. Presenters' respective institutions shall be given a Certificate of Recognition.





### III. Abstract Format:

- (1) Research Title
- (2) Name of researcher/affiliation, email address, mobile number
- (3) Abstract in IMRAD format
- (4) Five (5) Keywords

### IV. Full Paper Format:

The paper format includes the following:

- ✓ Abstract of 250 words
- ✓ Keywords (maximum of 5 words only)
- ✓ Introduction
- ✓ Methods
- ✓ Results and Discussion
- ✓ Conclusion/Recommendation
- ✓ References (APA, 7<sup>th</sup> edition format)

### V. PowerPoint Presentations

|             |                                                                                                                                                            |
|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| SLIDES 1-2  | <ul style="list-style-type: none"><li>• TITLE OF RESEARCH</li><li>• NAME</li><li>• AFFILIATION</li><li>• EMAIL ADDRESSES</li><li>• MOBILE NUMBER</li></ul> |
| SLIDES 3-4  | <ul style="list-style-type: none"><li>• INTRODUCTION</li><li>• BACKGROUND</li><li>• PROBLEM AREA/NEED OF RESEARCH</li><li>• RESEARCH METHODOLOGY</li></ul> |
| SLIDES 5-12 | <ul style="list-style-type: none"><li>• RESULTS AND DISCUSSION</li><li>• INTEGRATE CONCLUSIONS/RECOMMENDATIONS</li></ul>                                   |

### VI. Abstract Guidelines

#### INTRODUCTION AND IMPORTANCE

What is the problem why you research and why this research is necessary? Convince the readers that your research is significant and worthwhile to read. State a problem or explain why your present research is time and effective solution to the gap.

#### METHODS

What did you do to conduct your study? Explain what you did. Your intervention and how you did it!





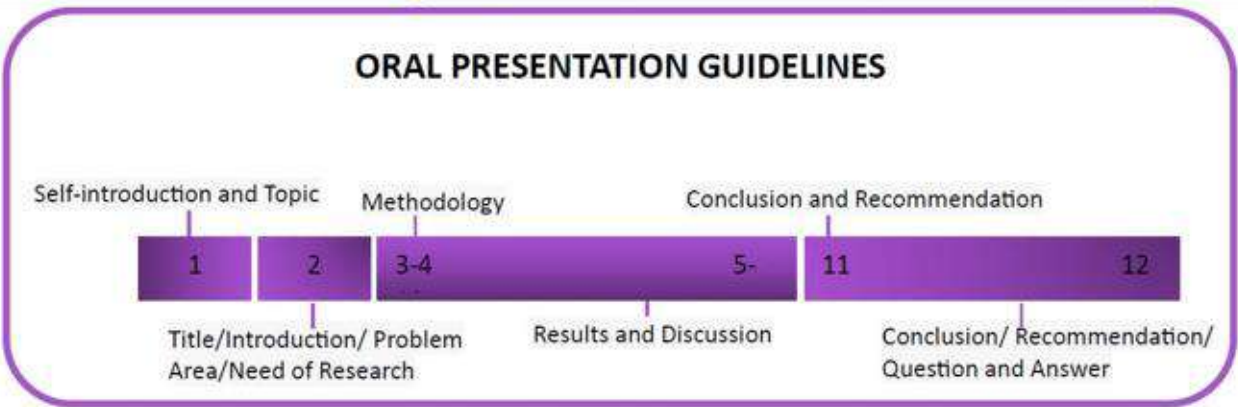
**RESULTS**

The essence of your paper. How did you arrive at your results (methods) and their significance (introduction)? Explain and interpret your findings. Assess or evaluate the outcomes.

**DISCUSSION**

Summarize the main findings of the study. Connect these findings to other results findings. They discuss the flaws in the current study and use these flaws as reason to suggest additional information, future research make recommendations, etc.

**ORAL PRESENTATION GUIDELINES**



- Criteria
- BEST ABSTRACT

|                                                             |             |
|-------------------------------------------------------------|-------------|
| Significance of the Topic/Issue to the field of Research    | 60%         |
| A. Importance of the Issue to the field of research         | 20%         |
| B. Value of writing and other elements                      | 20%         |
| C. Conceptual Consistency of writing (objectives/argument)  | 20%         |
| Methods Used                                                | 10%         |
| Relevance and Practicality of results/discussion/conclusion | 20%         |
| Paper’s Contribution to research/institution/community      | 10%         |
| <b>TOTAL</b>                                                | <b>100%</b> |



**•BEST PRESENTER**

|                                             |             |
|---------------------------------------------|-------------|
| Presentation Strategy                       | 30%         |
| Delivery and Confidence                     | 30%         |
| Materials to capture the audience attention | 20%         |
| Ability to Answer Questions                 | 20%         |
| <b>TOTAL</b>                                | <b>100%</b> |

|                                                                    |             |
|--------------------------------------------------------------------|-------------|
| <b>1. Significance of the Topic/Issue to the field of Research</b> | <b>60%</b>  |
| Importance of the Issue to the field of research                   | 10%         |
| Value of writing and other elements                                | 10%         |
| Conceptual Consistency of writing (objectives/argument)            | 10%         |
| Methodological Consistency (design/sampling/data collection)       | 10%         |
| General discussion and Conclusion                                  | 10%         |
| Paper's Contribution to research/institution                       | 10%         |
| <b>1. Manuscript (Creativity/Originality/Quality of Work)</b>      | <b>40%</b>  |
| <b>TOTAL</b>                                                       | <b>100%</b> |



## CONFERENCE REMINDERS ( hosts)

1. You are required to attend the Opening Ceremony.
2. Please display your participant name with your **affiliation\_\_ name** eg. **EAC-C\_MCPASCO**.
3. Ensure that you have prepared your 8-minute PowerPoint Presentation.
4. There will be one session chair and one judge per cluster.
5. The following are the session chairs and judges per cluster.

| CLUSTER    | SESSION CHAIR                           | JUDGE                          |
|------------|-----------------------------------------|--------------------------------|
| CLUSTER 1A | Asst. Prof. Jocelyn Sagun-Devera        | Phaebi B. Romen                |
| CLUSTER 1B | Ms. Vladimir Marie E. Cabutotan         | Mr. Steve B. Anapi             |
| CLUSTER 2A | Prof. Supriano D. Gatdula               | Asst. Prof. Ronalyn I Garcia   |
| CLUSTER 2B | Prof. Edgar Olano                       | Asst. Prof. Bernard Pangilinan |
| CLUSTER 3  | Dr. Isagani Y. Busito<br>Doc Loc Nguyen | Asst Prof. Sixto Ras Jr.       |

6. The plenary will start after the preliminaries.
7. There is a one-hour break right after the preliminaries.
8. You may enter the main meeting room after the break to listen to the mechanics of the conference to be given by Ms. Joice Pamela R. Zorca.
9. The breakout rooms per cluster will be created and to be made available for joining.
10. If you have difficulty joining the breakout room, please do not hesitate to ask for assistance from the Technical Working Group.
11. After the breakout sessions, everyone is required to join the main meeting room for the awarding ceremony at 2.30 – 3:00 p.m.



# GLOBAL RESEARCH CONGRESS 2024

Collaborative  
Opportunities for  
Next  
Generation  
Research and  
Exploration towards  
Sustainable  
Society



EduHeart

## PROGRAM

01 SEPTEMBER, 2024  
8:00 AM - 3:00 PM MANILA TIME  
VIA ZOOM

THEME: "CONGRESS: COLLABORATIVE OPPORTUNITIES FOR NEXT GENERATION RESEARCH AND EXPLORATION  
TOWARDS SUSTAINABLE SOCIETY"

### PRELIMINARIES

|                            |                                                                                                                                                                                                                             |
|----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| INTERFAITH PRAYER.....     | AVP                                                                                                                                                                                                                         |
| NATIONAL ANTHEM .....      | AVP                                                                                                                                                                                                                         |
| EDUHEART'S THEME SONG..... | AVP                                                                                                                                                                                                                         |
| STATEMENT OF PURPOSE ..... | HOST                                                                                                                                                                                                                        |
| WELCOME ADDRESS .....      | MR. JESOME N. CHUA<br>CEO EduHeart                                                                                                                                                                                          |
| SPECIAL MESSAGE .....      | MR. JACK LING<br>President Ding Cheng Educational Consulting                                                                                                                                                                |
| KEYNOTE SPEAKER .....      | PROF. MARIO PACE<br>Director of the Department of Languages &<br>Humanities in Education at the Faculty of<br>Education, University of Malta<br>Theme: "CONGRESS: Collaborative Opportunit<br>Towards Sustainable Society." |

|                           |                                                                                                                                                                                                  |
|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| INTERMISSION NUMBER ..... | KNESH MENDOZA                                                                                                                                                                                    |
| RESOURCE SPEAKER .....    | MR. FREDERICK ANDAL<br>IGCSE Biology Professor/Researcher<br>Saudi Arabia/Asst. Prof, Institute of Sciences<br>Kolehiyo ng Lungsod ng Dasmarias<br>Cavite, Philippines<br>Research Collaboration |
| .....                     | ASST. PROF. ANALYN I. DIOLA<br>Pangasinan State University<br>Sustainable Research in a Sustainable Society                                                                                      |
| .....                     | DR. ALFE M. BOLINA<br>Cavite State University, Imus<br>Effective Research Introduction                                                                                                           |
| .....                     | ASST. PROF. JOANA L. YARDOL VICENTE<br>University of the Philippines - Los Banos<br>Writing a Well-Crafted Research Conclusion                                                                   |

### PHOTO OPPORTUNITIES & MECHANICS OF THE ORAL PRESENTATION

|                                                     |                                 |
|-----------------------------------------------------|---------------------------------|
| BREAK ( 1 HOUR )                                    |                                 |
| BREAK OUT SESSION                                   |                                 |
| PHOTO OPPORTUNITIES                                 |                                 |
| ACKNOWLEDGEMENT .....                               | HOST                            |
| CERTIFICATE OF ORAL PRESENTATION .....              | MS. KORKALYN GARCIA             |
| CERTIFICATE OF RECOGNITION .....                    | DR. ALFE M. BOLINA              |
| CERTIFICATE OF APPRECIATION .....                   | DR. LIANE VINA S. OCAMPO        |
| CERTIFICATE OF RECOGNITION SESSION CHAIR, TWG ..... | MR. JOHN PHILIP M. ALEXANDER    |
| BEST ABSTRACT .....                                 | MS. VLADIMIR MARIE E. CABUTOTAN |
| BEST PRESENTERS .....                               | MS. JOICE PAMELA W. TORCA       |
| INNOVATION AWARD .....                              | PROF. BERNARDO PANGOLINAN       |
| CLOSING REMARKS .....                               | DR. ETHEL REYES CHUA            |

MASTERS OF CEREMONIES  
MR. JOHN PHILIP M. ALEXANDER &  
MS. PATRICIA DAYRIT





# Session Chairs & Judges





## Cluster 1A



**Asst. Prof. Jocelyn Sagun-Devera**  
Session Chair

She is an Associate Professor V at Pangasinan State University. She is a seasoned Educator who obtained her Doctoral Degree in Philosophy with a Major in Educational Leadership and Management from the University of Dagupan. Due to her dedication and strong commitment to science and education, she was awarded the title of Outstanding Researcher in the year 2022 at Pangasinan State University and ranked No. 1 as the outstanding Extensionist of PSU, last 2021.

Ms. Phaebi B. Romen serves as the College Secretary of the College of Nursing at Cavite State University in Indang Cavite. She obtained a Master of Arts in Nursing specializing in Nursing Administration from St. Bernadette of Lourdes College in Cavite City. A member of the Integrated Midwives Association of the Philippines. She works as a midwife at Longos -Zapote V Lying In Clinic in Longos- Zapote V, Bacoar, Cavite, for a duration of one year. She is also a recipient of the Best Employee Award in recognition of her dedication as a Nurse at MV Santiago Medical Center.



**Phaebi B. Romen**  
Judge





## Cluster 1B



**Ms. Vladimir Marie E. Cabutotan**  
Session Chair

A Teacher for almost a decade, she has been conducting research related to language and teacher education. She graduated Bachelor of secondary education at Pangasinan State University and took her Master in Education in English at Lyceum Northwestern University - Dagupan and Masters of Arts in Education - Educational Management

He is an Assistant Professor at the Philippine Normal University Manila. An expert Junior high school Teacher in both Public and private schools. He is pursuing his Doctor of Philosophy in Mathematics Education at the Philippine Normal University- Manila. He completed his Bachelor of Secondary Education Major in Mathematics and Master of Arts in Education with a Specialization in Mathematics Education at the same University.



**Mr. Steve B. Anapi**  
Judge





## Cluster 2A



**Prof. Supriano D. Gatdula**  
Session Chair

A professional teacher with over 30 years of experience teaching subjects like World History, Economics, Philippine History, and Asian History. A degree in Bachelor of Arts in Political Science has prepared him to take up Law but financial constraints prevented him from pursuing such goal. What he has missed in pursuing a law career, he gained so much in teaching. With a Master of Arts in Education from Olivarez College and Graduate Diploma in Teaching Social Studies from Philippine Normal University, he acquired the innovative teaching strategies and shared them to his teachers, when he was the Subject Area Coordinator from his previous school. Currently he is the Assistant Professor at Parañaque City College teaching subjects like Art Appreciation, Rizal's Life and Works, Readings in Philippine History, Ethics and Contemporary World. He has presented a research proposal entitled "IMPACT ASSESSMENT OF COMMUNITY EXTENSION PROGRAM OF PARAÑAQUE CITY COLLEGE-NSTP: BRIGADA PAGBASA- SILVERIO ELEMENTARY SCHOOL, 2022-2023" for approval. Besides his goal of helping college students achieve their full potential, he is also a Trainer in preparing students to join Quiz Bee Contests and Balagtasan

She has mentored various enterprise development projects to her extensive knowledge of research writing. She completed her Bachelor of Science in Economics major in Business from Cavite State University-Main Campus and currently completing the last phase of her Master of Arts in Economics at Polytechnic University of the Philippines.



**Asst. Prof. Ronalyn I Garcia**  
Judge





## Cluster 2B



**Prof. Edgar Olano**  
Session Chair

He is a Business Professor at PCC handling the Subjects of Entrepreneurship, Management, and NSTP with prior experience serving as Head of Quality Assurance and Program Chair of BSEntrepreneurship. Currently, he is the Head of Sports Development at Paranaque City College.

A licensed Professional Teacher, Real State Broker, and Licensed Real State Appraisal. He is an instructor at Cavite State University Imus Campus and the Coordinator of the Bachelor of Science in Business Management with a concurrent designation as Head of the Office of Student Affairs and Services. He earned his Masters in Business Administration from the Philippine Christian University and his bachelor degree at Manuel L. Quezon University Manila.



**Asst. Prof. Bernard Pangilinan**  
Judge





## Cluster 3



**Dr. Isagani Y. Busito**  
Session Chair

He is a seasoned Educator with vast experience in handling International Linkages. He has a bachelor's degree of Bachelor of Secondary Education majoring in Social Science at the Philippine Normal University and earned his Doctoral Degree of Development Administration at Philippine Christian University. Currently, he is an Emilian Educator and Administrator

Nguyen is an independent scholar since 2017. He earned a 2005 Master of Computer Science from Science University, Vietnam. His PhD in Computer Science and Education was from Ho Chi Minh University of Science in 2009. In 2014, WeEF and Standard Scientific Research and Essays complimented his PhD dissertation. In 2015, INSTICC accepted his 2013 computer science postdoc. Poetry, )computer science, statistics, arithmetic, education, and medicine now interest him. He evaluates, edits, delivers, and lectures at international conferences and publications since 2014. Served at Statistics Without Borders in 2015. He is a London Mathematical Society postdoctoral mathematician since 2016. Scientific Advances and Science Publishing Group named him Professor in 2016. Doctorate in Statistical Medicine from Ho Chi Minh City Society for Reproductive Medicine (2016)



**Doc Loc Nguyen**  
Session Chair



**Asst Prof. Sixto Ras Jr.**  
Judge

An assistant professor at Cavite State University - Imus Campus. He is the campus NSTP Coordinator and a research presenter at different local and international conferences. He finished his Masters in Business Administration at the Polytechnic University of the Philippines Sta.Mesa Manila.





# The Abstracts

## CLUSTER 1A





## **Capability, Challenges and Adaptation Strategy of Physical Education Teachers in Public HEIs of Cavite in the New Normal**

Jenny Danica, P. Abayari  
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Cavite State University- Imus Campus

### **Abstract**

*This research study is quantitative descriptive-correlational research conducted to determine the relationship between capabilities, challenges and adaptation strategies of 83 Physical Education teachers in public Higher Education Institutions of Cavite in the new normal sought for the responses which was anchored on the implication of online teaching mode on their teaching strategies with regards to PE subjects. The study survey questionnaires were retrieved, statistically treated using spearman-rho test, analyzed, and interpreted the result. The study resulted that the higher the online teaching capabilities the more concern in the challenges, the online teaching capabilities do affects online teaching challenges, and the higher the online teaching challenges the higher the adaptation strategies. The use of technology and different materials, software, and applications in teaching Physical Education may increase the learning experiences of the students. The more the teachers' capacity to innovate in school education institutions, the more positive organizational learning, hard skills, and soft skills they possess that may be beneficial to the learners. The study may help the Higher Education Institutions like Cavite State University to continue the preparation and implementation of contact sports courses for the enhancement of student skills to adapt to the new normal situation in education. Further health education about the outcome of sports in maintaining the mental health of people in the community. Results may serve as a reference data for future researchers, in conducting further researches on coping mechanisms of other courses in both quantitative and qualitative method.*

**Keywords:** *capabilities, challenges, adaptation strategies, physical education, teachers, new normal*





## STANDARD BALLROOM DANCING IN THE TERTIARY LEVEL: TEACHERS' COMPETENCIES TOWARDS CAPABILITY TRAINING

Armand G. Aton

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Cavite State University

### Abstract

*This study assessed the knowledge and capability of tertiary physical education teachers in ballroom dancing technique teaching under the standard program development for capability training in ballroom dancing. Although ballroom dancing is seen as part of the physical education component, teaching inconsistencies and the lack of teaching formality in training trigger variations in learning outcomes among students. This research elicited the opinions of PE teachers on their knowledge and performance ability in a number of ballroom dance styles, taking into account such background variables as age, sex, number of years of teaching experience, and training experience. Findings shows that most of this group of teachers is young and has little experience in teaching ballroom dance. They performed considerably well by expressing adequate knowledge about the basics of ballroom dance, particularly the cha-cha, mambo, and quickstep, while most other styles, they fell short by quite a high margin. The study did not establish a strong relationship between knowledge and skills among the teachers, thus probably indicating a higher demand for practical input than theory. The study proposes a capability training program that consists of technical workshops, peer reviews, and practical sessions relating to music, rhythm, and competitive ballroom dance. The findings recommend continuous professional development for physical education teachers in order to increase the competency of the teachers and students toward better, improved, and increased engagement in dance education.*

**Keywords:** *Ballroom dancing, teachers competencies, Skills Development, Dance styles, Skills development*





## **Perspective from Students and Stakeholders: Satisfaction with Registrar Office Services - Emilio Aguinaldo College Cavite Evidence Based**

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Emilio Aguinaldo College - Cavite

### **Abstract**

*This study evaluates customer satisfaction with the services provided by the Registrar's Office at Emilio Aguinaldo College, Dasmariñas, Cavite, from January 2020 to April 2024. The study utilized a customer satisfaction survey to assess various dimensions of service quality, including courtesy, accuracy, promptness, communication, and overall service delivery. A total of 1,467 responses were collected and analyzed to determine the level of satisfaction across these dimensions. Findings indicate that the Registrar's Office has consistently achieved "Very Satisfactory (VS)" ratings, with an overall mean satisfaction score of 3.84 out of 4. Specifically, customers were highly satisfied with the courtesy displayed by staff, the accuracy and promptness of responses to inquiries, the clarity of communication, and the overall service delivery. The results highlight the effective implementation of policies and procedures that align with customer expectations. However, areas for improvement were identified, particularly in enhancing service promptness and leveraging technology to streamline operations. Recommendations include continuous training for staff, regular customer feedback mechanisms, and improved communication strategies to sustain and enhance customer satisfaction. This study contributes to understanding customer satisfaction in higher education administration and provides practical insights for improving service quality in Registrar's offices. Future research could explore the impact of implemented improvements on long-term customer satisfaction and retention.*

**Keywords:** *Customer Satisfaction, Service Quality, Registrar's Office, Satisfaction Ratings*





## **An Exploration of Information Technology Security Education and Training Strategies for Higher Education Teaching Services**

Li, Huifang

University of the East

### **Abstract**

*In the context of information technology and the digital era, people's life has been inseparable from the support of information technology, contemporary college students are using cell phones and the Internet every moment. However, information technology is a double-edged sword, in bringing convenience to our study, life, and work, there are also information security risks, especially college students have a low sense of precaution, and they may face all kinds of information security threats in the process of surfing the Internet. In the face of information technology security risks and threats, the Teaching Department of universities must take active measures to strengthen information technology security education and training to protect the privacy and rights of teachers and students, enhance the competitiveness of students' future careers, and safeguard the reputation of colleges and universities and the quality of teaching. The article first introduces the significance of information technology security education and training in the teaching department of colleges and universities and then gives effective strategies for information technology security education and training in the teaching department of colleges and universities.*

**Keywords:** *colleges and universities, teaching office, information security education, training, strategy*





## **Students' Preparedness in an Onsite Laboratory after the Pandemic**

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Co-authors

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Hernan G Pantolla,

Mary Jane S. Legaspi

Kolehiyo ng Lungsod ng Dasmariñas

### **Abstract**

*The COVID-19 pandemic significantly disrupted educational systems worldwide, particularly affecting laboratory-based science courses. This study investigates the preparedness of freshmen students at Kolehiyo ng Lungsod ng Dasmariñas (KLD) for onsite laboratory courses following the pandemic. Utilizing a descriptive quantitative research design, a survey was administered to 190 freshmen psychology students to assess their knowledge of laboratory equipment, perceived skills and techniques, and attitudes towards safety practices. Findings reveal that students exhibited low knowledge levels regarding basic laboratory equipment, with a mean score indicating inadequate identification and understanding of equipment functions. Despite this, students reported moderate perceived skills and a generally positive attitude towards safety practices in the laboratory. Notably, demographic factors has no influence on the knowledge and perceived skills, with students from the Technology and Livelihood (TVL) track demonstrating higher knowledge scores. The study underscores the necessity for educational institutions to implement comprehensive training programs that enhance students' understanding of laboratory equipment and safety protocols. Recommendations include targeted educational strategies to improve laboratory preparedness, ensuring students possess the requisite knowledge and skills for effective and safe laboratory work in the post-pandemic educational landscape.*

**Keywords:** *laboratory safety, laboratory preparedness, pandemic, laboratory*





## **Performance of Physical Education Teachers of Cavite State University on Online Learning Delivery**

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### **Abstract**

*Teaching performance is an important aspect in higher education. It is considered to be challenging the expectations of various stakeholders such as parents and students and reasons for assessing the teaching effectiveness. Teachers have a big influence in their students, teaching and assisting them by imparting knowledge, techniques, as well as sharing or life experiences can have an impact for them to engage and be more participative during class activities. Physical education subject can help them be more active, program in this subject may help them in a lot of aspects. This research was conducted by the author in order to determine the Performance of Physical Education Teacher with regards to their online learning delivery. The study also dealt with knowing the status of the profile of the faculty respondents such as Highest educational attainment, years of teaching experience, status of appointment, teaching workload. Secondary data was also gathered such as supervisor/dean's performance evaluation and student evaluation test was considered to determine the performance level in online learning delivery. This study used a descriptive research method. A total of 44 (forty-four) faculty from Cavite State University I Main Campus were chosen as respondents using a purposive sampling technique. In order to collect data, a self-made questionnaire is employed as a research tool and secondary data was collected. The main study instrument was the Likert scale survey questionnaire and secondary data, with these instruments, it was examined and interpreted using statistical tool. The results showed that the respondents in terms of highest educational attainment needs to be pursued, teaching experience are mostly new in the service, status of appointment mostly faculty - respondents are in the job order status, teaching workload were more than regular number of hours, for eligibility findings faculty needed to take teacher's board examination. Management styles findings in terms of interventionist styles was high, interactionist style was very high and non interventionist style data results show of an overall rating for interactionist style with a 4.53 % was the frequent management style that is implicated by the faculty. Leadership styles findings was democratic and transformational styles with a very high interpretation, while autocratic style result was high, among the results that gained a very high rating transformational style stand out the most with a 4.50% overall rating.*

**Keywords:** *Teaching Performance; Physical Education; Online Learning Delivery*





## **Enhancing ESG Literacy in New Business Majors under the OBE Framework: Pathways in Higher Education**

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Adviser: Raja Adzrin, Raja Ahmad

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### **Abstract**

*In recent years, the global focus on sustainable development has increased, and Environmental, Social and Governance (ESG) has become the key benchmark for measuring corporate social responsibility and sustainable development. In this context, universities, as the cradle of talent training, urgently need to adapt their educational strategies to the needs of The Times and train new business professionals with ESG knowledge. Based on the concept of outcomes-based education (OBE), analyzes the current business education in the current situation of ESG literacy training, proposes a series of innovative educational strategies and reform measures, and discusses how to establish effective ESG in the system Way to promote professional competence in companies and proposes a series of scientific impact assessment systems. The research not only provides a new perspective for the innovation of the university education model, but also lays a solid theoretical foundation and practical guidance for cultivating complex business talents with a global vision, strong social responsibility and outstanding and sustainable development ability.*

**Keywords:** ESG literacy; OBE concept; sustainable development; new business major





## Information Application in School Football Teaching

Xue, Hao

University of the East

### Abstract

*This paper deeply discusses the current situation and advantages of information application in school football teaching and its significant role in improving teaching quality. With the vigorous development of information technology, its integration and application in the field of education, especially in physical education, has become more and more extensive, bringing unprecedented changes to football teaching. The application of information technology in school football teaching is mainly reflected in the following aspects: firstly, multimedia teaching resources such as high-definition game videos and tactical analysis software provide students with a rich visual and auditory experience, which helps them to have a deeper understanding of football rules, tactical layout and players' technical movements; Secondly, virtual reality (VR) and augmented reality (AR) technologies create an immersive learning environment for students, simulating real competition scenarios, so that students can practice repeatedly in a safe environment and improve their actual combat ability. In addition, big data analysis technology can accurately record students' performance data in training, find potential problems through data analysis, and provide a scientific basis for coaches to formulate personalized training plans. The application of information technology not only enriches the teaching methods, improves students' interest in learning and participation, but also promotes the innovation of teaching mode, and realizes the transformation from traditional "cramming" teaching to "heuristic" and "inquiry-based" teaching. At the same time, information technology can also help to establish a more perfect evaluation system, comprehensively and objectively evaluate students' learning results, and provide strong support for teaching improvement. However, the application of information technology in school football teaching also faces some challenges, such as the high cost of technical equipment, the lack of information literacy of teachers, network security and privacy protection. In view of these challenges, this paper puts forward corresponding countermeasures and suggestions, in order to provide a useful reference for the application of information technology in school football teaching.*

**Keywords:** *football sports teaching; information application; multimedia technology, data analysis*





## **Academic Performance of College Students During Pandemic: A Literature Trends on Factors Affecting the Performance**

Caren Casama Orlanda-Ventayen

Faculty, College of Industrial Technology, Pangasinan State University,  
Lingayen Campus

### **Abstract**

*This literature review synthesizes research on the academic performance of college students during the COVID-19 pandemic. Of the 209 studies in the dataset, 131 are specifically relevant to the academic performance of college students during the pandemic. The review explores the multifaceted impact of the pandemic on higher education, focusing on the transition to online learning, mental health challenges, and the exacerbation of educational inequalities. Key findings indicate that the pandemic significantly disrupted traditional learning environments, leading to a rapid adaptation to digital platforms which has a contributing factor in academic performance. While these changes demonstrated the potential of online education, they also highlighted accessibility issues and varying student engagement levels. Furthermore, the studies reveal a strong correlation between pandemic-induced stress and students' academic performance, emphasizing the need for comprehensive mental health support in academic settings. The review identifies critical gaps in current understanding, such as the long-term effects of this educational disruption and its effect on academic performance. These insights are crucial for informing future educational policies and strategies to foster resilience and inclusivity in higher education.*

**Keywords:** COVID-19, Academic performance, E-Learning, Disparities, Well-being and health





## **Exploring Teacher Workload Through Sentiment Analysis: A Study of Elementary and Secondary Educators in the Philippines**

Caren Casama Orlanda-Ventayen

Pangasinan State University, Lingayen Campus

### **Abstract**

*Teachers are among the most important assets in any educational institution, often referred to as part of the noblest profession due to their role in shaping all other careers. This expanded study builds upon previous research to discover the impact of workload-related stress and workplace depression on teachers, particularly during the COVID-19 pandemic. The study employed an open-ended question to explore how educators perceive their workload, allowing them to express their experiences in their own words. Conducted as a national survey with approximately 21,000 respondents, the study aimed to capture a broad perspective from teachers across the Philippines. The results suggest that the general sentiment toward workload is neutral, though stress management remains an essential skill for educators to maintain well-being. The study further examines demographic variations highlighting the importance of effective mental health strategies. It also addresses the limitations of previous research, thus providing a more understanding of the challenges faced by educators during the pandemic.*

**Keywords:** *pandemic stress, pandemic workload*





# The Abstracts

## CLUSTER 1B





## **REDEFINING TEACHER CERTIFICATE PROGRAM (TCP) OF THE BATANGAS STATE UNIVERSITY: INPUT TOWARDS PROFESSIONAL ACADEMIC EXCELLENCE**

Dr. Roldan D. Atienza

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Batangas State University

### **Abstract**

*This study explored the relevant factors for non-education professionals to take up Teacher Certificate Program (TCP). It identified their profile in terms of age, sex, civil status, year graduated (bachelor's), present position/designation, reasons for taking TCP and enrolling at BatStateU. Moreover, this also ascertained its implementation relative to curriculum and faculty. Likewise, the study also identified the program's contribution to the students' personal and professional growth and the prevailing issues and challenges in TCP implementation. All of which contributed to the proposed technical report. The study employed descriptive type of research with 48 TCP students at Batangas State University AY 2018-2022. The respondents were selected through the use of Raosoft calculator. The statistical treatment used were frequency, percentage, weighted mean, and composite mean. Findings of the study revealed that majority of the TCP students aged 26 to 30 years old, male, single, graduated from batch 2016-2020, working as government employee, more of professional side for taking the program and cited academic excellence and standing of BatStateU for their enrollment. As such, TCP is greatly implemented and supported through its curriculum and faculty while the study also revealed great extent of contribution to students' personal and professional growth. Flexibility of class, teaching pedagogy and content knowledge of the instructors were the topmost issues and challenges. The proposed technical report served as the strong bases to redefine the TCP offering in the university.*

**Keywords:** *Teacher certificate program, academic excellence, curriculum, faculty, technical report*





## **Students and School Counselors' Perceptions of Preparedness for a School Crisis Among Selected Schools in Marawi City**

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Mndanao State University - Main Campus

### **Abstract**

*School crises are an inevitable part of the school. As such, this study examines the students and School Counselors' perceptions on school crisis preparedness among selected schools in Marawi City. Participants were 127 students and 5 school counselors in different schools in Marawi City. This study aims to determine the demographic profile of the respondents; their perception on school crisis, preparedness, and importance of crisis management plan. A mixed-method research design was utilized. The instrument used was adapted from the 5 Likert-Scale. The gathered data were statistically analyzed and interpreted. Findings showed that 70.1% of the student-respondents were female; age range between 10-11 years old; and enrolled in public schools. While most of the counselor-respondents are married, employed for 5 years and above; and have a permanent tenure. In the aspects of student respondents' perception, it revealed that on average, the respondents definitely would ( $m=3.850$ ) report school crises to the guidance counselor. As for the counselor's perceptions, it revealed that they are very much prepared; capable to assess and respond to any school crisis. Moreover, they perceived that crisis management plan is essential to the school and must be implemented to avoid crises. Therefore, the schools should execute their crisis management plan for the students to provide proper assistance. It is then recommended that further study be conducted considering other significant variables that may contribute to the findings of the study.*

**Keywords:** school crisis, preparedness, perception, students, counselors





## RESOURCE ASSESSMENT OF 2 FISH SANCTUARIES IN ILLANA BAY

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EAC CAVITE

### Abstract

*This research aimed to find out the marine resources present in the fish sanctuaries of two municipalities Maguindanao fronting Illana Bay through assessment. This study would provide awareness and knowledge to the students as well as to the teachers, stakeholders in academe about the present situations of sample study area. Moreover, this will served as guide and ready reference to the local populace as well as the local government unit of Brgy. Tapian Datu Odin Sinsuat (DOS) Maguindanao and Brgy. Nalkan Datu Blah Sinsuat Maguindanao Fish Sanctuaries in particular and to the entire Maguindanao province in general. Towards protection, conservation, preservation and development of Fishery resources. This study is limited on marine fauna like corals, fishes, sponges, crustaceans, echinoderms and other marine invertebrates and vertebrates(sea snake), Marine flora like algae and sea grasses. Collection of data were obtained during low tide through transect and opportunistic sampling by employing the Manta Tow Survey Method to capture videos, photographs and measuring the study sites. GPS was used to track and record the lay-out of the study. Video-transect method in diving the resources using the underwater camera 4K Wifi Ultra HD present in both areas were also obtained in the study area. Furthermore, it is concluded that Tapian D.O.S and Nalkan DBS fish sanctuaries has a total of 127 faunal species while 158 faunal species in the study of De Guzman (2002).These study has only 19 floral species and no published data on flora in Illana Bay. Tapian fish sanctuary has only 72 faunal species compared to the study of Sabal et.al, (2008) they collected 43 faunal species. These study collected 13 floral species while Sabal et. al (2008) study has only 5 floral species. Nalkan fish sanctuary has only 75 faunal species and 8 floral species. Nalkan DBS fish sanctuaries has high abundance of faunal species while Tapian D.O.S has high abundance of floral species. Nalkan has stable and establish fishery resources and less observed problems than Tapian. Thus, it is also concluded that no significant difference on the number of species both fauna and flora in the study area.*

**Keywords:** *diving, marine, resources, species, sanctuaries*





## **Inclusive Classroom Strategies and Practices Among Teachers of Bani East Integrated School**

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Pangasinan State University - Alaminos City Campus

### **Abstract**

*Abstract- The educational landscape has increasingly embraced the principles of inclusivity, recognizing the importance of accommodating diverse learners within the classroom. This study investigated the inclusive classroom strategies employed by 14 elementary teacher respondents at Bani East Integrated School in Bani Pangasinan and their impact on students' development. Through a purposive sampling technique, researchers gathered data on the educators' diverse perspectives on inclusive classroom practices. Moreover, it also aimed to address key questions concerning teacher profiles, learner characteristics, teaching strategies, challenges encountered, and benefits derived from these strategies. Using surveys and qualitative methods a multiple case study approach was used to delve deeper into essential questions surrounding teacher profiles, learner characteristics, and the intricate dynamics of inclusive classrooms. Results showed that most respondents were female and 50% were master's degree graduates and had been teaching for more than 16 years. In addition, the study also revealed that normal learners exhibit exemplary mental capacities, as indicated by mean scores ranging from 3.86 to 4.92. Also, they demonstrate adeptness in understanding instructions, maintaining focus during learning sessions, efficiently managing tasks, showcasing learning progress, and actively engaging socially within the classroom environment. Additionally, it is closely followed by their consistent demonstration of learning progress (4.12), effective task management (3.93), ease in comprehending instructions (3.86), and sustained focus during learning activities (3.86). Based on the results it is recommended that there should be continuous professional and culturally responsive training for inclusive classroom teacher and regular training assessment and assessment for teacher.*

**Keywords:** *Inclusive education, adeptness, classroom, learning sessions, progress*





## **ASSESSMENT OF THE GRAMMATICAL COMPETENCE OF SELECTED SENIOR HIGH SCHOOL STUDENTS: A BASIS FOR WORKTEXT DEVELOPMENT**

Danilo C. Siquig Jr.

Pasay City North High School (M. Dela Cruz)

### **Abstract**

*This study evaluates the grammatical competence of Senior High School students in two stand-alone schools in Makati City, aiming to develop a targeted worktext. The research adopts a descriptive-developmental design, involving 302 students across various academic strands and grades. Initial assessments reveal a general proficiency in grammatical skills, particularly in summarizing paragraphs and vocabulary usage, yet highlight a need for improvement in syntax. Stratified random sampling is employed to ensure representativeness across demographic profiles. Data analysis, incorporating Pearson Product Moment Correlation, indicates a significant relationship between grammatical competence and factors like grade level and educational strand, but not gender. The findings support the development of "Mastering Grammatical Competence: A Comprehensive Worktext for Senior High School Students," tailored to address identified grammatical challenges and enhance overall competence. This study contributes to the field of language teaching by providing insights into students' grammatical abilities and informing the creation of effective educational materials.*

**Keywords:** *grammatical competence, senior high school students, worktext development, educational research, syntax, vocabulary, descriptive-developmental research, stratified random sampling, Pearson correlation.*





## **Utilizing Plickers to Enhance English Reading Skill and Self-Assessment in Secondary Vocational Education: A Practical Approach**

Zhang, Mingmin

University of the East

### **Abstract**

*This study explores the use of Plickers, a simple real-time assessment tool, in improving English reading skills and self-assessment among students in secondary vocational education. Plickers allows teachers to gauge student understanding without requiring personal devices, making it accessible in resource-limited classrooms. The research was conducted through classroom observations, student surveys, and performance assessments. Results indicate that students using Plickers showed marked improvement in reading comprehension and developed greater confidence in evaluating their progress. Teachers found Plickers facilitated more frequent and efficient assessments, enabling them to adjust instruction to better meet students' needs. The study offers practical recommendations for integrating Plickers into English reading instruction, emphasizing its potential to enhance both teaching and learning in vocational education. These findings provide valuable insights for educators seeking to improve engagement and learning outcomes through simple, accessible technologies.*

**Keywords:** *Plickers, secondary vocational education, English reading skills, modern educational, student engagement*





## **Administrative Support and Athletes' Holistic Sports Development: Status and Policy Implications**

Yashier T. Hadji Kasan  
Mindanao State University - Maguindanao

### **Abstract**

*Administrative support is vital to the sports development of athletes, providing the necessary infrastructure and resources for their growth and success. Administrators create an environment where athletes can thrive by managing training schedules, coordinating medical and nutritional care, and facilitating access to mental health services. Hence, by providing a structured and supportive environment, administrators help athletes balance their sporting commitments with personal growth and education while promoting overall personal development and preparing them for sustained success in sports and life.*

*This descriptive comparative-correlational research study identified and analyzed the current status of administrative support in sports and its influence on athletes' holistic sports development focusing on identifying gaps, challenges, and policy implications within this crucial relationship. Specifically, it focused on respondents' level of administrative support, significant difference in the respondent assessment of the level of administrative support based on the aforementioned variables, assessment of the respondents on the level of athletes' holistic sports development, significant difference in the respondent assessment on the level of athletes' holistic sports development, and significant relationship between the assessed level of administrative support and the assessed level of the athletes' holistic sports development. The data was collected from 186 respondents, including Physical Education and School Sports (PESS) coordinators and physical education teachers from the school's division of Maguindanao del Norte, MBHTE, BARMM. The data were treated statistically using mean, t-test, ANOVA, and Pearson product-moment correlation ( $r$ ). The study found that PE Teachers and PESS Coordinators rated leadership, guidance, and supervision as strong aspects of administrative support. However, they emphasized the need for better strategic planning, communication, and financial management, particularly in prioritizing sports activity funding. Improvements in facilities and equipment management are also needed. There is a strong positive correlation between administrative support and athletes' holistic sports development. There is a need to improve athlete development, strategic planning, communication, and prioritizing funding for sports-related activities are essential. Regular meetings, feedback sessions, and open lines of communication can facilitate a cohesive approach. Prioritizing facilities and equipment upgrades can enhance training experiences and performance. Financial management practices should be enhanced, with transparency and budget allocation. Sports science tools and technology can aid physical development, while accessible mental health services can support holistic growth. Regular reviews and data-driven decision-making can drive progress. A collaborative environment among administrators, teachers, coordinators, and athletes can foster a positive team culture, enabling athletes to reach their full potential both on and off the field.*

**Keywords:** Administrative Support, Athletes' Holistic Sports Development, People Management, Financial Management, Facilities Management, Activity Management, Mental, Physical





## **Striving for Excellence: Teacher Competencies and Sport Experiences as Keys to Achieving Eligibility in Sport Designation**

Harold Deo B. Cristobal

Graduate School Student- Adamson University, Manila, Philippines

### **Abstract**

*This study investigates the critical role of MAPEH (Music, Arts, Physical Education, and Health) teacher-coaches in integrating sports within the Philippine basic education system, with an emphasis on their competencies and experiences in sports coaching. Grounded in Kolb's Experiential Learning Theory, the research examines how the personal sports backgrounds of MAPEH teachers influence their effectiveness in coaching roles in Cluster 1 Junior High Schools in Las Piñas. Through a comparative-correlational approach, data was collected via surveys, focusing on variables such as coaching experience, athletic background, certification, success, knowledge of sports and sports professional assessment, development and management. The study reveals that MAPEH teacher-coaches with robust sports experiences and certifications are significantly more effective in their coaching roles. It also identifies gaps in the current professional development programs, highlighting the need for targeted support to enhance the coaching competencies of these teachers. A key outcome of this research is the proposal for a Coaching Eligibility Program, which aims to establish standardized criteria for MAPEH teachers assigned as coaches. This program is designed to ensure that teacher-coaches possess the necessary skills and knowledge to lead effective sports programs, thus elevating the overall quality of sports education within the academic curriculum. The proposed program emphasizes the importance of continuous professional development, certification, and equitable access to coaching opportunities, which are essential for fostering a competent and confident structure of teacher-coaches. The implications of this study underscore the importance of investing in the professional growth of MAPEH teachers, as their enhanced coaching competencies directly contribute to the success of school sports programs. By supporting teacher-coaches through structured eligibility criteria and professional development, the education system can achieve a more effective integration of academics and athletics, ultimately benefiting both the educators and the educational institutions.*

**Keywords:** Sports Experiences, Teaching Competencies, Coaching Eligibility





# The Abstracts

## CLUSTER 2A





## **An Investigation into The Dynamics of Southeast Asian Chinese Merchants: A Study on Transnational Trade and Cultural Networks**

Guo, Dandan

### **Abstract**

*Chinese merchants from Southeast Asia have historically been crucial in shaping the economic environment of the region, enabling international commerce, and promoting complex cultural connections. Their endeavors have not only altered economic dynamics but also exerted an impact on socio-cultural exchanges that transcend national boundaries. To comprehend the dynamics of Southeast Asian Chinese merchants, one must explore the intricacies of transnational trade and the complex interaction of cultural influences both within and outside the region. This qualitative study aims to examine the dynamics of Southeast Asian Chinese merchant groups and their interactions within wider socio-economic and cultural contexts, providing insights into their complex character.*

**Keywords:** *merchants, dynamics, region, culture, context*





## **Challenges and Opportunities in the Philippines: Multidimensional analysis of poverty and unemployment and policy recommendations**

Han, Luxin

University of the East

### **Abstract**

*As a country with a population of more than 100 million, poverty and unemployment in the Philippines are multidimensional in nature, involving economic, political and historical aspects. Despite once being one of Asia's richest countries, factors such as prolonged colonial rule, political instability and natural disasters have led to the Philippines becoming a developing economy with severe socio-economic challenges. According to the Philippine National Economic and Development Authority (NEDA) and the Bureau of Statistics (PSA), despite continued economic growth, poverty rates remain high, with rural and marginalized groups disproportionately affected. In the first quarter of 2024, 14.2% of Filipinos suffered from involuntary hunger, the highest rate since 2021. The unemployment rate stood at 3.9% in March 2024, with the service sector being the largest employer, followed by agriculture and industry. The causes of poverty and unemployment in the Philippines are complex and include historical legacies, modernization challenges, structural imbalances in the economy, mismatch between the education system and labor market needs, inadequate infrastructure, geographic and demographic issues, political governance issues, and health and nutrition issues. Social and economic impacts include rising crime rates, deteriorating public health, social instability, reduced consumption power, wasted labor resources, increased pressure on social services, widening urban-rural disparities, reduced investment attractiveness, and slower economic growth. The government has adopted a number of policies and programs such as conditional cash transfer programs, labor-intensive infrastructure projects, skills training, public-private partnerships, agricultural reform, tourism development, overseas employment management, and education reform to boost economic growth and employment. The study concludes with recommendations for continued investment in education, Labour market information systems, support for entrepreneurship, strengthening social safety nets, infrastructure investment, improving agricultural productivity, implementing health and nutrition programmes, ensuring the integration of environmental protection and climate change adaptation, encouraging public-private partnerships, and leveraging international aid and development cooperation. In addition, the government is recommended to take measures to reduce the gap between the rich and the poor, such as land reform, raising the minimum wage and strengthening the social security system.*

**Key words:** *Philippine economy, poverty rate, unemployment rate, social inequality, government policies, education system*





## **Recognition of Construction Sites Captured by Drones Using Improved Convolutional Neural Network Techniques**

Jiating, Chen  
Yan, Liu

University of the East

### **Abstract**

*Current generic object detection algorithms frequently face challenges, such as low accuracy when identifying drone construction sites. The convolutional neural network model for comparable target detection in complicated contexts is proposed in this article as a solution to this issue. Using drone-captured aerial photos as the dataset, the model first applies image modification and Gaussian blur techniques for data augmentation, which improves the model's ability to generalize. Then, it utilizes the DarkNet-53 feature extraction network to accomplish multi-scale feature fusion, and it integrates Spatial Pyramid Pooling Networks (SPP-net) to address feature vanishing problems related to the model. The imbalance between the positive and negative samples is finally corrected by optimizing the loss function. According to the experimental data, the model's average accuracy (mAP) is 84.94%. This means that it can offer technical assistance for managing construction projects, removing unlawful structures, and urban land planning.*

**Keywords:** Convolutional Neural Network; Construction Site, Recognition; Loss Function; Data Augmentation.





## **Understanding Financial Management Strategies Amidst Inflation: A Qualitative Study Among Filipinos**

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### **Abstract**

*The phenomenon of inflation presents substantial obstacles for individuals, households, and enterprises on a global scale, exerting an impact on diverse facets of financial management tactics. The susceptibility of the Philippines, being a growing country, to the effects of inflation is heightened by its interdependence with global markets and domestic economic dynamics. This qualitative research examines the complex terrain of financial management tactics employed by individuals in the Philippines in response to inflationary pressures. The research endeavors to uncover the fundamental motivations, behaviors, and coping strategies utilized by people and households in managing financial difficulties amongst inflationary situations, utilizing in-depth interviews and theme analysis. The study illuminates the intricate tactics used to alleviate the negative impacts of inflation on personal finances and investments by examining the views, experiences, and decision-making processes of Filipino participants. Furthermore, the study examines the influence of cultural elements, socio-economic conditions, and institutional structures on the formation of financial management practices within the Filipino setting. The findings of this study provide useful insights for policymakers, financial institutions, and individuals who want to improve their financial resilience in inflationary conditions. They enrich our understanding of the complex relationship between inflation and financial decision-making.*

**Keywords:** *Inflation, financial management, economics, personal finance, and financial resilience.*





## **Economic and Social Development of Fujian Chinese Merchants in the Philippines**

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### **Abstract**

*Fujian Chinese merchants have been present in the Philippines since ancient times, with their beginnings dating back to the pre-colonial era, when Chinese traders built strong business onnections with the archipelago. Throughout time, this connection has transformed, characterized by successive waves of migration, economic volatility, and socio-political shifts. This study examines the economic and social progress of Chinese merchants from Fujian who are engaged in business activities in the Philippines. This study examines the challenges and obstacles encountered by merchants in the Philippine business environment. Additionally, it investigates the tactics implemented by these merchants to overcome these challenges. Economic issues involve a range of obstacles, such as fierce rivalry, intricate regulatory frameworks, and bureaucratic impediments. On the other hand, social challenges pertain to cultural disparities, linguistic barriers, and instances of prejudice. Notwithstanding these hurdles, merchants from Fujian Province demonstrate adaptability through the establishment of robust networks, the formation of strategic alliances, and the adoption of technical innovations. The study provides insights into the intricate interplay between economic and social variables that influence the experiences of Chinese merchants from FujianProvince in the Philippines.*

**Keywords:** *Fujian Chinese, Philippine business, regulatory frameworks, ureaucratic impediments, and merchants.*





## **Research on the Strategy of Strengthening Performance Management of Chinese Small and Medium-sized Enterprises in the New Era**

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### **Abstract**

*Small and medium-sized enterprises in China play a crucial role in the national economy, promoting economic growth, creating employment opportunities, and promoting industrial upgrading. However, small and medium-sized enterprises face a series of problems and challenges in performance management, such as a lack of performance management culture, insufficient technical support, and unreasonable evaluation indicators, resulting in a relatively low level of performance management. Therefore, strengthening the performance management of small and medium-sized enterprises in China has become one of the current important tasks. In the new era, with the changes in the economic environment and market demand, how to better explore and implement effective strategies to strengthen the performance management of small and medium-sized enterprises will have a positive impact on the sustainable development of small and medium-sized enterprises and the long-term prosperity of China's economy.*

**Keywords:** *small and medium-sized enterprises, performance management, goal setting, performance indicators, incentive mechanisms, employee training, communication, sustainable developm*





## Exploring the Impact of Big Data Analytics on Financial Decision-Making: A Qualitative Study

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University of the East

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### Abstract

*This study employs a qualitative research approach to explore the significant impact of big data analytics (BDA) on the processes of financial decision-making. The study examines how businesses utilize BDA tools and approaches to inform and improve their financial decision-making strategies through the use of in-depth interviews and theme analysis. The results highlight the significant impact of Big Data Analytics (BDA) in accelerating the generation of data-driven insights, enabling timely decision-making, and reducing risks within the ever-changing financial markets. Furthermore, the study provides a comprehensive analysis of the difficulties and potential advantages linked to the incorporation of Big Data Analytics (BDA) into financial decision-making frameworks. It highlights the significance of organizational preparedness, data governance, and talent acquisition as pivotal elements that influence the effective execution of this integration. This work is a valuable contribution to the existing body of literature on the convergence of big data analytics and finance. It provides valuable insights for financial professionals, policymakers, and scholars who aim to traverse the dynamic realm of financial decision-making in the age of abundant data in the technological progress.*

**Keywords:** *Big data analytics, financial decision-making, qualitative research, financial professionals, and technological progress.*





## Utilizing Graph Convolutional Network Technology For Fake News Detection

Yan, Liu  
Jiating, Chen

University of the East

### Abstract

*Current techniques for identifying fake news frequently depend on manually created features and demand the supply of significant amounts of sensitive data on privacy, like user data and dissemination pathways, which are hard to come by. In order to tackle these problems, this paper suggests the GCN-ALBERT news detection model, which is pre-trained ALBERT (A Lite Bidirectional Encoder Representations from Transformers) and Graph Convolutional Networks (GCN). In order to extract the overall semantic content of news stories, GCN is first used to gather the global information of the text. Subsequently, the self-attention mechanism is employed to combine the global information with the local information produced by ALBERT. Finally, to aid in the detection of bogus news, a classification representation combining local and worldwide information is constructed. Comparing the proposed model against the pre-trained language model BERT (Bidirectional Encoder Representations from Transformers) on two genuine English datasets, experimental results show that the suggested model improves the macro F1 score by 3.0% and 4.2%, respectively. The model achieves improved accuracy by integrating the global and local information of news content effectively.*

**Keywords:** Fake News Detection; Graph Convolutional Networks; Albert; Self-Attention Mechanism; Pre-Trained Models.





## **An Examination of Market Distribution Strategies and Consumer Behavior in the Philippine Market**

Zhang, Dan

University of the East

### **Abstract**

*In the contemporary and highly competitive business environment, it is imperative for firms aiming to achieve success, particularly in expanding markets such as the Philippines, to possess a comprehensive understanding of market distribution tactics and consumer behavior. The aim of this qualitative study is to examine the complex dynamics of market distribution tactics and customer behavior in the specific setting of the Philippine market. The study examines the complex relationship between cultural, economic, and social elements that impact the development and implementation of market distribution strategies. This is achieved through conducting in-depth interviews and focus group sessions with industry experts, marketers, and consumers. The results demonstrate the crucial influence of cultural values, economic circumstances, and social dynamics on consumer preferences and buying choices. Moreover, the study reveals nascent patterns, such as the influence of digital media on consumer conduct and the dynamic nature of electronic commerce. The findings obtained from this research provide significant implications for enterprises aiming to enhance their market distribution strategies and successfully interact with American consumers.*

**Keywords:** *Market distribution tactics, consumer behavior, Philippine market, cultural considerations, economic effects.*





## **Self-Efficacy and Sports Performance of Secondary Student-Athletes: Training Impli**

Enriqueta R. Buenaventura

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### **Abstract**

*Self-efficacy, a term developed by Albert Bandura, refers to an individual's belief in their capability to execute the course of actions that produce specific performance attainments (Bandura, 1997). This is important for athletes at the level of secondary education, where the challenge of excellently combining academic endeavors with athletics is quite common. Research has shown that high self-efficacy is related to higher performance in a variety of areas, from athletics to academics (Schunk & Pajares, 2002). In athletic performance, this system of beliefs includes physical ability as well as mental toughness and confidence in abilities, particularly important features for acting and making decisions when in highly competitive and pressured environments (Feltz & Lirgg, 2001).*

*The previous literature highlighted a significant gap in the current body of literature regarding the relationship between self-efficacy and athletic performance among high school student-athletes. While self-efficacy has been extensively studied in various fields, such as education and general psychology, its specific impact on sports performance in the context of secondary education is not fully understood (Moritz et al., 2000). Furthermore, most previous research has concentrated on adult athletes or college students, leaving a void in our understanding of how self-efficacy is perceived and utilized by younger athletes, who are still in a crucial stage of development (Eccles & Barber, 1999). Our research is designed to fill this gap by investigating the influence of self-efficacy on athletic performance in secondary school student-athletes, with a focus on establishing demographic moderation, such as by gender, academic performance, and extracurricular activity participation.*

*In this respect, the present study contributes to the existing literature by investigating how self-efficacy interplays with athletic performance in a sample of secondary student-athletes. According to this research, by increasing knowledge of the dynamics between these two variables, more efficient training programs could be created and tailored to meet the unique needs of young athletes (Vealey, 2001). Specifically, research will be conducted on various sources of self-efficacy, including mastery experiences—successful performance of a task—vicarious learning—witnessing accomplishments of others—and verbal persuasion, which emanates from coaches and peers in the form of motivation, in addition to physiological states, which pertain to the physical and emotional responses toward competition (Bandura, 1994). The results of this study seek to provide coaches, educators, and decision-makers with constructive suggestions to help them develop strategies that enhance athletic performance and support the holistic development of student-athletes (Dzewaltowski et al., 1990).*

**Keywords:** *Self efficacy, Sports performance , Training Implication,*





## **Self-Efficacy and Sports Performance of Secondary Student-Athletes: Training Impli**

Irish Miña Orgeta

Camarines Norte State College

### **Abstract**

*The study focus on the relation between leisure participation and self-efficacy among public tertiary students in the Philippines, It is anchored on Social Cognitive Theory and Leisure Constraints Theory explores how such leisure activities could have an effect on the confidence of students in their capabilities and general well-being. In this study, a stratified random sample of 269 was considered and reported a high level of engagement in relaxing and developmental leisure activities, with significant differences noted across academic tracks. A moderate positive correlation between leisure participation and self-efficacy identifies that increased leisure activity enhances students' academic performance and mental well-being. The research provides recommendations for balancing academic demands with leisure time as a targeted intervention in support of student development: it requests efficient time management, opportunities to engage in a variety of leisure activities, and overcoming constraints to participation. The findings add to the big picture of how holistic pedagogies facilitate learners' resilience, motivation, and achievement.*

**Keywords:** *self-efficacy, recreational activities, students at public tertiary institutions, academic achievement, comprehensive development.*





# The Abstracts

## CLUSTER 2B





## **DISASTER RISK REDUCTION MANAGEMENT PROGRAMS OF FOUR PRIVATE UNIVERSITIES IN PANGASINAN**

Christian A.Gamo

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### **Abstract**

*In the world at risk of climate-related disasters, the Philippines is one of the top countries. The Philippines is a country with a high vulnerability to natural hazards. According to the International Bank for Reconstruction and Development (2014), the Philippines ranked third out of 173 countries vulnerable to disaster risks. This assessment was being based on the potential of a natural hazard to induce damage to infrastructures and properties, cause enormous human casualties, and decline of mortal welfare, such as livelihoods and health status (Tuladhar et al., 2015 as cited in Go et al 2019. The country is also vulnerable to the effects of climate change aside from the impact of disaster risks (World Bank, 2014). The geographical location of the Philippines is one of the factors why it is a disaster-prone country (Llanto, 2011) cited in Go et. al., 2019. It is prone to geological and natural disasters such as earthquakes and volcanic eruptions due to its archipelago located in the Pacific Ring of Fire. The country's location is also highly vulnerable to numerous meteorological hazards. (Lapidez et al., 2015) cited by Go et al. 2019. Based on the results of the findings, all the four (4) HEIs in the study have been practicing Disaster Risk Reduction and Management activities are yet to fully extend it to the community. Furthermore, other agencies engaged in DRRM are supportive to such endeavor as it will benefit the community in terms of DRRM preparedness, mitigation and response, but as well as to information dissemination to the community. It will be beneficial to the community as the local residents as it will make them equipped with knowledge and application in combating the effects of calamities and disasters. A long-term partnership between the three (3) parties shall be a best remedy for sustainable DRRM programs for the community.*

**Keywords:** *Disaster Risk Reduction and Management, Memorandum of Agreement, Memorandum of Understanding, Extension Activities, Higher Educational Institutions*





## **Enhancing Organizational Resilience and Performance with An Integrated Framework for Accounting, Risk, and Company Management**

Guo, Yan

University of the East

### **Abstract**

*Within the dynamic landscape of modern business, organizations face a wide range of challenges that involve economic uncertainties and technological disruptions. The successful management of these complexities necessitates the adoption of a proactive approach to enhance the company's resilience and performance. An essential component of this endeavor is the amalgamation of accounting, risk management, and corporate management into a cohesive framework. This study examines the effectiveness of a comprehensive framework that combines accounting, risk, and company management approaches to improve organizational resilience and performance. This research investigates the adoption and implementation of integrated approaches by businesses to mitigate risks, enhance decision-making processes, and cultivate resilience in the presence of uncertainties and disruptions. The study uses in-depth interviews, focus groups, and case studies as research methods. The results emphasize the importance of integrating accounting procedures with risk assessment and strategic company management in order to enhance organizational resilience and flexibility within the organization. The study explores the difficulties faced during the process of integration and provides valuable ideas on how to overcome obstacles to implementation. The integrated framework functions as a strategic instrument for executive executives within organizations to actively oversee risks, optimize the allocation of resources, and improve overall performance.*

**Keywords:** *Organizational resilience, integrated approaches, comprehensive framework, accounting, and risk management.*





## **Tapping into the Future: How Cashless Transactions Boost Business Performance**

Huang, Dexi

Emilio Aguinaldo College (Manila, Philippines)

### **Abstract**

*In recent times, the relentless technological innovations have brought revolutionary paradigm shifts in the global financial landscape: the rise of cashless transactions. Situated at the nexus of this transformation is China, a nation that has robustly embraced digital financial solutions. Within this context, the researcher undertakes an ambitious scholarly endeavor titled "Tapping into the Future: How Cashless Transactions Boost Business Performance," aiming to unravel the nuances of this digital financial revolution and its ramifications on business performance. Undertaking a critical lens, the researcher investigates novel facets, seeking to establish a comprehensive understanding of how business performance is being augmented through cashless transactions. Leveraging a meticulous approach, the study intends to correlate two pivotal variables: the proliferation of cashless transactions and its ensuing impact on business performance. It is imperative to understand the driving forces behind this digital shift and to analyze it from a multifaceted perspective that considers technological nuances, governmental policies, societal attitudes, and emerging trends in consumer behavior. A holistic approach will therefore be championed to discern the intricate web of determinants that stand as both facilitators and barriers in this transformative journey towards a cashless society.*

**Keywords:** Cashless transactions; Business Performance. Multifaceted, Technological, Innovations





## **Development and Application of Key Technologies for Remote Chemical Environment Monitoring using NB-IoT: Enhancing Accuracy and Coverage**

Li, Zhi

### **Abstract**

*In the process of chemical production, various hazardous gases may be generated due to factors such as exposure of raw materials and improper equipment operation, posing significant safety risks to chemical production. Therefore, real-time monitoring of the chemical environment is of paramount importance to ensure safety. Existing chemical environment monitoring systems tend to be large-scale and wired, without fully leveraging emerging Internet of Things (IoT) technologies. Given the significant position of coal chemical industry in the chemical field, this paper investigates key technologies for remote monitoring of coal chemical environments based on Narrowband Internet of Things (NB-IoT) technology. Based on the analysis of the architecture of NB-IoT-based coal chemical environment monitoring systems, three main key technologies have been identified, namely the development of sensor nodes in the perception layer, the design of data visualization in the application layer, and data fusion algorithms. After experimental analysis and system test results, it is found that the wireless sensing node of the system can accurately obtain chemical and environmental parameter data. Data pre-processing can effectively reduce invalid data, improve sensor accuracy, and secondary data fusion can be well valued in ecological assessment.*

**Keywords:** Coal Chemical Industry; Data Fusion; NB-IoT; Environmental Monitoring; Internet of Things





## Exploring the Impact of Personalized Content in Modern Marketing Strategies: A Qualitative Study

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### Abstract

*This qualitative study explores the ever-changing field of contemporary marketing strategies, emphasizing the significant influence of tailored content. Marketers need to grasp the subtleties of tailored content as customer behavior shifts more and more toward customized experiences. This study reveals the complex effects of customized marketing strategies on customer engagement, brand loyalty, and purchase decisions through in-depth interviews and theme analysis. This study clarifies the complex relationship between personalization and successful marketing techniques by examining the views, attitudes, and experiences of both consumers and marketers. Results show that tailored content increases customer resonance and receptivity while also building stronger bonds between brands and their target market. Additionally, the study draws attention to the difficulties and moral dilemmas involved in putting customized marketing strategies into practice in a time when worries about data privacy are common. In the end, this study offers insightful guidance to marketers who aim to negotiate the dynamic terrain of current marketing and tailor their approaches to the individual needs of modern consumers.*

**Keywords:** Marketing strategies, customer behavior, brand loyalty, purchase decision, and modern consumers.





## **A Healty Life Guidance System for College Students based on Multi-dimensional Information Fusion**

Wang, Mengxian

### **Abstract**

*Modern college students generally have a variety of bad habits such as eating supper, going to bed late, staying up late or even staying up all night, and not being good at taking care of themselves, which leads to sub-health of the liver and gallbladder, and the clinical manifestations are sentimentality, irritability, irritability and acne. body soreness, numbness, swelling, pain, itching; Some even have serious diseases such as mental depression, crooked nose and mouth, and limited limb movement. Traditional Chinese medicine also calls it "wind syndrome". Students who suffer from wind syndrome are not only harmful to their health, but also unable to study. In school, it is manifested as three-minute heat, poor concentration, memory loss, etc. In this study, students will obtain basic information such as age, gender, dietary preferences, and chronic medical history by improving the assistant information through the self-developed APP "Healthy Life Guidance System". The assistant obtains the time, duration and location of the student's mobile phone through the background, analyzes the rules of students' life, and includes it in the database. The assistant intelligently extracts mathematical variables, establishes mathematical models, generates students' personal files with AI, and uses traditional Chinese medicine to provide students with*

**Keywords:** *wind syndrome, health, chronic, self developed, concentration*





## **Opportunities and Challenges in the Digital Economy Era: Building a Sustainable Digital Ecosystem**

Yu, Xiao

University of the East

### **Abstract**

*With the rapid advancement of information technology, the digital economy has become a new engine for global economic growth. This paper aims to explore the core characteristics, development trends, and the opportunities and challenges faced in the era of the digital economy. Firstly, the article analyzes the definition of the digital economy, its constituent elements, and its impact on traditional economic models. Secondly, through case studies, it reveals the positive roles of the digital economy in promoting innovation, enhancing efficiency, and optimizing resource allocation. At the same time, the paper also points out potential risks inherent in the digital economy, such as data security, privacy protection, digital divide, and market monopolization. Finally, the article proposes strategies for building a sustainable digital ecosystem, including strengthening the construction of digital infrastructure, promoting the deep integration of digital technology with the real economy, improving the governance system of the digital economy, and enhancing public digital literacy. The research in this paper aims to provide references for policymakers, entrepreneurs, and scholars, to promote the healthy development of the digital economy and achieve comprehensive progress in society and the economy.*

**Keywords:** *Digital Economy; Sustainability; Digital Ecosystem; Data Security; Digital Divide*





## **Research on Multiple People Tracking Algorithm and Real Time Surveillance System Based on Depth Data**

Zhang, Kang  
Zhonghua, Zhang

### **Abstract**

*Deep convolutional networks have been making advanced breakthroughs in various fields of computer vision day by day, but when it comes to deployment in some specific scenes, there still exist challenges, including application demands and hardware systems(covering algorithm data storage and computational costs), these problems are barriers against the development in deep convolutional networks. So we choose to start our program with depth data, it can well avoid the affection of external factors, like illumination and weather variation, and the most important thing, depth data only scratch the targets' exterior depth features, it will not expose your private information rather than a bunch of different heights, it's important for a society that requires more privacy than ever. Besides, under the tide of everything's transplantation on mobile platforms and microservices, the transplantation of these deep convolutional networks algorithms on infinite smart chips is a problem waiting for being broken through, so we try different quantization methods for convolutional networks to cut down the computation of our algorithm, and quantizing the whole model on a Xavier evaluation board for less computation to make the whole surveillance system stably operating on the evaluation board. In response to these problems, this paper summarizes different multiple target detection and tracking algorithms and their advantages and disadvantages respectively, takes our hands on the most important technology among them specifically, and applying model lightweight and quantizing on the whole model, and succeeds in deploying the surveillance system on the evaluation board and do the foreshadowing for researches of smart chips embedding problem.*

**Keywords:** computer, variation, transplantation, algorithms, lightweight





## **Semiotic Analysis of Paradijon Pottery Making a Driving Force in Creating Folk Dance Compositions**

Gilbert E. Lopez<sup>1</sup>, Daniel B. Saroca Jr.<sup>2</sup>  
Adamson University

### **Abstract**

*The Paradijon Folk Dance is a vital expression of the cultural identity and traditional practices of the Paradijon community, deeply intertwined with their rich pottery-making heritage. This study investigates the semiotic elements of the Paradijon Pottery-making process and its profound influence on the development of the Paradijon Folk Dance. Through a detailed analysis of the artisans' movements, tools, and materials, the study reveals the symbolic language embedded in pottery-making and the dance forms. The research highlights how specific gestures and tools used in pottery are mirrored in the dance, thus preserving and celebrating the community's artistic legacy. The study discusses the potential of the Paradijon Folk Dance as an educational tool to teach students about the cultural heritage of the Paradijon community. Engaging in the dance, students can gain a deeper appreciation for the craftsmanship and cultural practices of the Paradijon potters. The study also emphasizes the need for cultural preservation initiatives, such as incorporating the dance into school curricula, organizing workshops, and supporting artistic collaborations to ensure the transmission of this tradition to future generations. The findings suggest that the Paradijon Folk Dance is not only a medium of cultural expression but also a dynamic tool for cultural preservation and education. Promoting this dance through various platforms can enhance its reach and ensure the continued celebration of Paradijon's unique cultural identity. The study advocates for collaborative efforts between the community, educational institutions, and cultural organizations to support the documentation, dissemination, and integration of the Paradijon Folk Dance into broader cultural and educational contexts.*

**Keywords:** Paradijon Folkdance, Semiotic Analysis, Pottery-Making Movement, Folk Dance Composition





# The Abstracts

## CLUSTER 3





## **EXPLORING THE IMPACT OF ENHANCED DEFENSE COOPERATION AGREEMENT (EDCA) SITES ON THE CAREER ASPIRATIONS OF PHILSCA-BASA AIR BASE STUDENTS: COLLABORATIVE PATHWAYS TOWARDS SUSTAINABLE AVIATION CAREERS**

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### **Abstract**

*Aviation education, a specialized sector within higher education in the Philippines, was shaped by various factors that attracted students to this field. This quantitative study explored the impact of Enhanced Defense Cooperation Agreement (EDCA) air operations at Basa Air Base on the aviation career aspirations of students at the Philippine State College of Aeronautics (PhilSCA). Through structured surveys of 26 respondents, the research examined demographic profiles, perceptions of EDCA operations, and their influence on educational choices. The findings revealed a predominantly male student population across different year levels at PhilSCA, mirroring the institution's broader demographic trends. Students generally viewed EDCA operations positively, with increased awareness of the agreements and the active presence of American and Philippine Air Forces at Basa Air Base playing a significant role in their decision to pursue aviation studies. The study highlighted how military collaborations, like EDCA, not only shaped educational trajectories but also opened up collaborative opportunities that could drive the next generation of research and exploration in aviation. The students expressed strong confidence in the career prospects and educational advancements facilitated by EDCA operations, especially in aircraft maintenance programs. This research underscored the potential of strategic military partnerships to enhance the sustainability of aviation education by investing in infrastructure, educational resources, and practical industry experiences. These collaborative efforts contributed to the development of a skilled workforce, aligning with broader goals of creating a sustainable and resilient aviation industry in the Philippines.*

**Keywords:** Aviation Education, Military Aviation, Enhanced Defense Cooperation Agreement (EDCA), , Decision-making processes, Philippine State College of Aeronautics





## **Establishment of the Enderun College's Aviation Training Center Using PESTEL Analysis**

Althea Abrasado Dayday

Philippine State College of Aeronautics

### **Abstract**

*The aviation industry played a vital role in global transportation and economic development, demanding a skilled workforce trained in aviation-related fields. Establishing an aviation training center was crucial for meeting this demand and ensuring the industry's sustainability. However, successfully establishing such a center required careful consideration of various factors, including equipment, facilities, personnel, and regulatory compliance. This study examined the essential requirements for establishing an aviation training center through a comprehensive analysis of Political, Economic, Social, Technological, Environmental, and Legal (PESTEL) factors. A total of 29 participants from diverse backgrounds, including aviation regulatory officials, executive and administrative officials from Enderun Colleges, and local government officials from Taguig City, were surveyed. Statistical analyses, including ANOVA tests, frequency, percentage, and mean distribution, were employed to assess participants' level of agreement on various factors related to establishing the aviation training center. Additionally, thematic analysis was employed to extract critical insights from participants' responses regarding equipment, facilities, and personnel requirements for successfully establishing the aviation training center. The findings revealed that ensuring access to state-of-the-art equipment, designing scalable facilities, and investing in personnel development was critical for successfully establishing an aviation training center. These findings provided valuable insights for policymakers, educational institutions, and industry stakeholders seeking to establish similar training centers.*

**Keywords:** *aviation, college, development, stakeholders, industry*





## **FACIAL RECOGNITION ACCESS CONTROL SYSTEM WITH MACHINE LEARNING FOR PHILIPPINE STATE COLLEGE OF AERONAUTICS**

Marc Rainer I. Gatmaitan

Avelino E. Pascua III , Mary Ann Aballiar-Vista, Aron J. Alojado, Rafael Stephen S.  
Estor, Shaena Rae A. Pago, Erlyn B. Yongque

Philippine State College of Aeronautics

### **Abstract**

*Facial Recognition is a form of biometric security that uses the facial features for verifying an individual to be granted for entry. Many establishments had adapted the use of face recognition as means to entry or access certain objects. To enhance security, the researchers had developed a facial recognition system exclusively for the use in the school campus' main entrance. They had implemented a blacklisting option managed by the Office of Student Affairs (OSA) and overseen by the Campus Safety and Security Office (CSSO). Through collaboration between researchers and developers, The goal of the study was to create a system for precise identity verification, ensuring a safer campus environment. The project's objective was to revolutionize campus security at the Philippine State College of Aeronautics. This enhanced the security personnel's efficiency for verifying the students at the campus before entry. The researchers had conducted a pilot testing of their system for evaluation of its effectiveness, with regards to the ISO 25010 standards. The parties involved was the 4th year students of BSAIT and BSAIS students of Institute of Computer Studies (ICS) in Philippine State College of Aeronautics, the Office for Student Affairs (OSA), as well as few IT Experts and its target beneficiary, the CSSO. Results showed that the system showed a positive feedback when it comes to the responsive of the system, the standards abided with regards to data privacy, the applicable for the institutions use, and its overall effectiveness of the system. The study concluded that the system had met favorable for the target beneficiary, and it was subjected for its implementation for the use in campus.*

**Keywords:** *Face Recognition; Machine Learning; Access Control; Biometrics; Facial Image*





## **“DRACAENA TRIFASCIATA” AS A PLANT MICROBIAL FUEL CELL WITH THE INTEGRATION OF PIEZOELECTRIC DISCS FOR ENHANCED HARVESTING OF CLEAN ENERGY**

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### **Abstract**

*The prevalent use of non-renewable energy sources in the Philippines, which has negative effects on the environment, has prompted researchers to pursue alternative sustainable sources of energy in an attempt to reduce the use of fossil fuels. In this study, two methods of harvesting bioelectricity will be tested: Plant Microbial Fuel Cells (PMFCs), which make use of the biogenic process for the plants to produce electricity, and Piezoelectricity through piezoelectric discs, which converts mechanical into electrical energy. The researchers utilized a common plant found in the Philippines as PMFC; the Dracaena Trifasciata or Snake Plant, and tested the efficacy of certain electrical circuit arrangements of piezoelectric discs to be used on plant pots while being exposed to simulated rain conditions. Voltage (mV) and Current (mA) measurements were taken within a 60-day trial period, with a total of six (6) PMFC setups to test the plants' leaf height's effect on energy production. Results showed the large-leaf PMFCs producing the most voltage and current at an all-test high of 567 mV and 1.77 mA respectively. Piezoelectric discs were also able to harvest the kinetic energy created by the water droplets of the rain simulation and produced voltage ranging from 1 mV to 90 mV. Results indicated that attaching the piezoelectric discs in a series connection achieved the highest average voltage output, coming in at 27.6233 mV. With this study's results, a better understanding of PMFCs in the Dracaena species of plants can be achieved while giving further insight into applicability of piezoelectric discs in situations involving the use of water droplets to induce piezoelectricity.*

**Keywords:** bioelectricity, dracaena, piezoelectricity, snake plant, sustainable energy.





## **How Community Participation Drives Sustainable Development in Rural Tourism: An Empirical Study of Community X in Southeast of China**

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### **Abstract**

*This study aims to develop a model that explains how community participation can promote sustainable rural tourism through economic and environmental contributions, as well as sustainable development strategies. The research employs grounded theory combined with qualitative methods, including 120 semi-structured interviews, focus group discussions, and participant observations. The data were collected from community members, tourism practitioners, and local government officials in Community X in Southeast of China. The findings show that community participation significantly contributes to local economic development, job creation, environmental protection, and cultural heritage preservation. However, challenges such as limited economic resources, conflicts between environmental protection and development, and issues related to cultural preservation and intergenerational transmission were also identified. Based on these findings, the paper offers policy recommendations to strengthen community participation and support the sustainable development of rural tourism.*

**Keywords :** *Community Participation, Rural Tourism, Sustainable Development , Grounded Theory, Semi-Structured Interviews ,Focus Group Discussions*





## **Cockpit Simulation For Aircraft Instruments System For Avionics Students Through Virtual Reality**

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### **Abstract**

*A lot of industries have seen the influence and significance of Virtual Reality (VR) technology on their operations by providing immersive experiences and better educational facilities. This VR application was created in order to provide Philippine State College of Aeronautics (PhilSCA) avionics students with an interactive as well as immersive introduction to Airbus A320 aircraft cockpit. With text-to-speech technology incorporated, users can directly engage with various 3D models of cockpit instruments, switches, and displays that give them detailed information verbally. This project bridges the gap between published studies on VR, aviation, education, and mobile applications, offering a valuable educational tool for avionics students and suggesting avenues for future research and development. The project follows the Software Development Life Cycle and is compliant to ISO 25010 software quality standards. It was concluded from the findings based on the evaluation of the IT professionals, avionics faculty and staff, and avionic students that Cockpit Simulation for Aircraft Instruments System for avionics students through VR application is well suited in terms of functional suitability, performance efficiency, compatibility, usability, reliability, maintainability, and portability. Additionally, these findings demonstrate the application's conformity to ISO standards, indicating high participant satisfaction. The evaluations of various quality aspects indicate that participants are highly satisfied overall.*

**Keywords:** Virtual Reality; Cockpit Simulation; Text-to-Speech Technology; Avionics Education; ISO 25010; Immersive Learning Environment





## **Analysis of the International Competitiveness of China's Biopharmaceutical Industry**

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### **Abstract**

*With the rapid advancement of biotechnology and the increasing global demand for healthcare, the biopharmaceutical industry has become one of the most dynamic and promising fields in the global pharmaceutical industry. According to authoritative institutions, the global biopharmaceutical market continues to maintain a high-speed growth trend, with a significantly higher compound annual growth rate than the traditional chemical pharmaceutical market. Biopharmaceutical products, with their unique efficacy and safety, have shown great potential in the treatment of cancer, autoimmune diseases, rare diseases, and other fields, becoming an important direction for pharmaceutical innovation. As the most populous country in the world, China has a huge market demand and abundant biological resources, providing unique conditions for the development of the biopharmaceutical industry. In recent years, the Chinese government has attached great importance to the development of the biopharmaceutical industry, actively promoting industrial transformation, upgrading, and internationalization through various means such as policy support, capital investment, and technological innovation. Chinese biopharmaceutical companies have achieved significant results in technological innovation, product research and development, and market expansion, and some areas have reached international advanced levels, becoming important participants in the global biopharmaceutical industry. In the context of globalization, international competition in the biopharmaceutical industry is becoming increasingly fierce. Countries are increasing their R&D investment, accelerating technological innovation, and competing for market share. To establish and grow in the global market, China's biopharmaceutical industry must continuously enhance its international competitiveness. Therefore, conducting an international competitiveness analysis of China's biopharmaceutical industry, clarifying its own strengths and weaknesses, and formulating a scientific and reasonable development strategy have important practical significance and strategic value.*

**Keywords:** *biotechnology, capital investment, technological innovation, competitiveness*





## **PASSENGER SATISFACTION: A COMPREHENSIVE ANALYSIS OF AIRPORT SERVICES AT NINOY AQUINO INTERNATIONAL AIRPORT TERMINAL 3**

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### **Abstract**

*This study investigates the level of satisfaction among domestic passengers utilizing the services of Ninoy Aquino International Airport (NAIA) Terminal 3. Employing a comprehensive survey methodology, the study explores various aspects of airport services, encompassing check-in processes, security procedures, facilities, and the overall passenger experience. The researcher assessed the level of satisfaction among the domestic travelers passing through NAIA Terminal 3. Findings from the survey indicate a notable degree of satisfaction among respondents with the overall airport services at NAIA Terminal 3. The abstract highlights the encouraging findings, showcasing the strengths that contribute to passenger contentment. The study recommends several enhancements to further improve passenger satisfaction, including the implementation of an efficient queue management system to reduce congestion and waiting times, upgrading and maintaining terminal facilities, including restrooms, lounges, and waiting areas, and lastly, developing a streamlined process for addressing passenger complaints or issues. The research offers valuable insights for airport management to understand the factors that contribute to passenger satisfaction and maintain the positive aspects identified in the survey. This study contributes to the ongoing discourse on airport service quality and underscores the importance of meeting passenger expectations for a successful airport experience. The results emphasize the significance of consistently evaluating passenger satisfaction in order to determine areas for enhancement and guarantee that airports deliver an excellent service that aligns with the evolving demands of passengers.*

**Keywords:** *domestic passengers, satisfaction, airport services, NAIA Terminal 3, satisfiers and dissatisfiers*





## **A Panoramic Disquisition on Selected Historical Landmarks on the Lowland Cities of Cavite**

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### **Abstract**

*The Students' First encounter with our Local History happens inside the classroom, during class lessons. There the students read books that contain information regarding the History, the people involved, and basic information about the event, including the views of the author. In the 21st century, the campaign for nationalism ignites as more people become Historically interested. The teaching strategies and reading books are not enough to ensure students' learning. This participative qualitative research was undertaken in the Province of Cavite is known as the cradle of the Philippine Revolution. Many of the cities in the province witnessed bloody wars against the colonizers. The heroism of the local individual ignites the pride of being of every Caviteño. Those events left rich backdrops in the province. The researcher asked the people around the specific Historical Landmarks to know the cultural worth of every Historical Landmark that can be seen in the study's three domains of BEING, VALUING, and MEANING of Felipe De Leon, Seven Facets of Cultural Worth.*

*Lots of Historical landmarks remain in the province. Those historical landmarks that preserve its glorious beauty and story are worthy to visit and be appreciated by the new generations of learners, especially those who study Philippine History.*

**Keywords:** *Historical landmarks, Philippine History, Philippine Revolution, Cultural Worth, Cavite Province*





## **EFFECTIVENESS OF C.O.P.E (COMFORT, ONLINE GAME, POP MUSIC, AND EXERCISE) THERAPY ON THE LEVEL OF ANXIETY AMONG ADOLESCENTS IN SELECTED BARANGAYS IN THE CITY OF DASMARIÑAS, CAVITE**

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### **Abstract**

This study was conducted in light of coining evidence-based, low-cost, and easily applicable interventions to assist with the emotional and mental health status of adolescents. The study focused on determining the effectiveness of C.O.P.E (Comfort, Online Games, Pop Music, and Exercise) on the level of anxiety among adolescents in selected barangays in the City of Dasmariñas, Cavite. Using a quasi-experimental research design, data were collected from 40 adolescent ages 18-21 years old where participants were divided into control and experimental groups. The experimental group were subjected to actual implementation of C.O.P.E therapy that was conducted for three sessions at three-day intervals. The therapy lasted for 30 minutes and consisted of the following interventions: the comfort intervention using the five-step psychological sensory grounding technique; the online game intervention that utilized a role-playing game called Stardew Valley; the pop music intervention that utilized two full-length pop songs; the exercise intervention that was implemented through walking with a pet or companion. The results revealed significant differences on the initial level of anxiety in comparison to the level of anxiety obtained after every session in the experimental group. The computed t-values of 4.24, 8.90, and 11.30, respectively, on each session showed an increased trend and marked a highly significant change. With that, after three sessions of C.O.P.E therapy, 75 percent of the participants yielded a shift from a mild level of anxiety to no anxiety. Moreover, results revealed high effectiveness on the subjective assessment of the effectiveness of CO.P.E therapy, yielding an overall mean score of 3.41 in a 4-point scale. The study's results highlight effectiveness of C.O.P.E Therapy in decreasing the level of anxiety among adolescents. The therapy posed positive subjective outcomes among adolescents suggesting enjoyment, relaxation, interest, and motivation. These findings provide valuable insights for bridging the gap in advocating for mental health among adolescents

**Keywords:** *Comfort (C), Online Games (O), Pop Music (P), Exercise (E) Therapy*





## **A Prediction Modeling of BSE Mathematics Employment Utilizing Satisfaction performance and Potential Contribution of the Program**

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### **Abstract**

*The pursuit of educational excellence is constantly evolving, and for the graduates of the Bachelor of Secondary Education Major in Mathematics, the application of competencies is becoming more important than the mere acquisition of knowledge. The purpose of this study is to track and evaluate the career paths, educational outcomes, and feedback from the BSEd Mathematics graduates of batches 2019–2023. A total of 131 respondents participated in this study, and a descriptive-correlational research design was used. An online survey questionnaire was administered via Google Form and was sent through social media platforms to collect data. This study reveals significant insights into the demographic profile, employment status, satisfaction levels of the BSEd Mathematics graduates at City College of Calamba, and the perceived contribution of the program in their professional development. It also examines the relationship between graduates' levels of satisfaction and their perceptions of program contributions. Additionally, it explores whether the level of satisfaction and the perceived contribution of the offered program, singly or in combination, predict the employment status of the graduates. The findings reveal gender disparity, predominantly female and bachelor's degrees. Graduates are employed locally and internationally, with education being the primary sector. Challenges in job search and areas for improvement in teaching strategies were identified. Moreover, the study found a significant relationship between alumni's satisfaction with the college's services, courses, and facilities and their perception of the program's contribution to their development. However, the study found no significant correlation between satisfaction levels and employment status, indicating that other factors may contribute to predicting job outcomes. The regression models assessing the program's contribution to employment outcomes revealed weak associations, suggesting that enhancing alumni networks, curriculum alignment, and career services could improve long-term graduate success.*

**Keywords:** Bachelor of Secondary Education Major in Mathematics, Career paths, Employment status, Employment sector, Challenges in job search, **Regression models.**



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