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## Registration

Twenty faculty/researchers/staff from eleven member-Higher Education Institutions attended the workshop held at the Australasia Conference Room of the CSB Hotel International Conference Center, De La Salle-College of St. Benilde (see Directory of Participants).

As the participants entered the room, Dr. Benito Teehankee, the invited facilitator for business and society thrust, briefed the participants what can be expected in the workshop and even lend some of his books related to the theme.

## Opening Program

Mr. Louie Montemar, the ZRC Assistant Director for DLSU-ZRC provided the Welcome Remarks and Orientation to the Workshop. As in the recently concluded workshop for the proposal development under the theme State of Private HEIs in NCR, the concept of zonal research centers and its activities in the coming years was first explained to the participants. In particular, the vital role of the Grants-In-Aid program of CHED in enhancing research cultures among higher education institutions aside from its usual functions of teaching was given emphasis in the opening of the day's activity. In the course of his talk, Mr. Montemar reminded the participants to be ready with their individual concept papers related to the theme which was part of the invitation sent to member institutions. Immediately after the orientation on the mechanics of the workshop, the facilitator was cordially introduced to the group.



*Mr. Louie Montemar, Assistant ZRC Director during the Opening Program.*

## Presentation of the Workshop Theme/Research Agenda



*Dr. Benito Teehankee set the mood of the workshop by asking the background of the participants.*

Prior to the presentation of the research agenda, Dr. Teehankee informed that a group of HEIs in NCR 1 recently completed a GIA-funded research under the same theme under his tutelage. He then requested the ZRC staff to provide a soft copy of the terminal report, even in pdf file, to the participants to inspire them to come with similar output as part of their effort to attend the workshop.

To further set the mood for the workshop, Dr. Teehankee requested each participant to introduce themselves and cite the present duties and/or assignment in their respective institutions.

The following was the sequence of the roll call and introduction of the participants:

1. Dr. Herminia Manimtim- Research Coordinator at the Polytechnic University of the Philippines teaches higher cooperative courses.
2. Dr. Isagani Sta. Maria- a Filipino-American faculty and Research Coordinator of the College of Economics, Finance and Politics, Polytechnic University of the Philippines.
3. Ireneo C. De Las Armas, Jr. - Professor of the lower cooperative courses and at the same time connected with the Career and Placement Office of the Polytechnic University of the Philippines.
4. Frederick Halcon- teaches Business Economics and Finance and at the same time connected with the research office of the Assumption College.
5. Dr. Gina Yap- Professor at the Social Development Department of the Asian Social Institute where she handles Education and Social Science-related courses.
6. Dr. Villamor D. Vital – earned his doctoral degree in Business Administration at the De La Salle University and currently the Vice President for Academics and Research at the Asian Social Institute cum Dean of the Graduate School. He mentioned that ASI adopts “how-why-what” concept in their curriculum.
7. Dr. Olivia Caoili- a retired professor of Political Science at UP Diliman, but presently handles the UE-Caloocan office of coordination aside from being an active member of the U-Belt Consortium. She further mentioned that she is a member of CHED’s technical panel and has been one of those who reviewed the performance of ZRCs during its second term of operation.
8. Rowena Atangan- a license custom broker and a faculty of the Philippine Maritime Institute who handles courses in custom administration.
9. Dr. Aida Pardales- another faculty of the College of Custom Administration at the Philippine Maritime Institute.
10. Dr. Angelina Irapta- a Research Coordinator at the PMI who provides teach research-related support to the faculty.

11. Prof. Ma. Luisa Valera- Director of Research at the Philippine Christian University and part of the former ZRC-funded research.
12. Prof. Villaconsuelo Tupas- faculty at the University of Perpetual Help-Las Piñas and teaches business-related courses.
13. Mr. William Chua- Officer-In-Charge of the College of Business and Accountancy at the Chang Kai Shek College.
14. Prof. Pia Manalastas- Vice Dean at the DLSU-Graduate School of Business who teaches a new course that focus on teaching NGOs to come up with a proposal for funding. She further mentioned that she is currently pursuing her doctoral degree in the same field.
15. Dr. Silvestre Maslang –Professor at the Philippine Women University and a doctoral degree holder in Business Administration from DLSU.
16. Dr. Estelita Bello- Dean of the College of Business Administration, University of the East-Caloocan who wish to combine her educational attainment with her extensive experience working with he multinationals and private companies in doing research.
17. Christine Arnado- head of the Department of Business Administration at the Philippine Christian University.
18. Jennifer Ramos- faculty of San Beda College and she intends to conduct research related to her dissertation.

## REACTIONS/SUGGESTIONS OF THE FACILITATOR

After hearing the background information about the participants, Dr. Teehankee proceeds to the presentation of his outline for the workshop and the strategy for grouping the participants under common concerns.

In his paper, particular attention was given to Boyer's framework that allows four types of scholarly research as follows:

- Discovery type
- Application type
- Integration research
- Pedagogical research



*Dr. Benito Teehankee emphasized the four types of research described in Boyer's framework.*

He further mentioned that according to Boyer, majority of researches conducted were done primarily towards the discovery of new ideas with very little of its application.

To explain the application type of research, he used the case of Lamoyan Corporation that focused on organizational development and cited that the commitment of company to hire 'differently able' workers may explain why they are not expanding to international market.

As he continue, Dr. Teehankee explained that integration type of research interpret a technical knowledge just like the review of literature in our proposals while teaching research is the service learning or simply the idea of mentoring.

In order to gauge the understanding of the participants on the four types of research presented, the facilitator asked the participants to select which among the four types they prefer and it turn out that the application type is the highest (11) followed by the integration, teaching and discovery at 8, 7 and 3 votes, respectively. In the like manner, he also presented the Philippine journal online as well as the list of business-related books that can be used by the participants as reference in preparing their detailed proposals later. He also promoted the formation of consortiums to further gain access to library materials which may not be present in one institution.

See attached copy of the research agenda presented by Dr. Benito Teehankee.

### **Presentation of Individual Concept Papers**

The afternoon session was highlighted by the presentation of individual concept papers which were prepared by the participants. But prior to the presentation, Dr. Teehankee reminded the participants of the deadline for the submission of their detailed proposals following CHED-GIA format. Dr. Sta. Maria, ZRC Director supported his explanation by mentioning the budget allocation of Php 1M for this particular thrust which will be divided among the number of proposals that will be submitted and approved.



*Dr. Madelene Sta. Maria, ZRC Director explains the details for the submission of the groups' proposals and the budget allocated for the theme.*

The presentation of the concept papers followed this sequence:

Name	Title	School	Comments
Ma. Luisa Valera	Micro entrepreneur/microfinance	PCU	<ul style="list-style-type: none"> <li>- Business angle was clear but it would be better to bring out or focus on the social aspect of the research? It has to be clear whether the study will address the economic or social aspect of the dependency to lending institutions.</li> <li>- Will the study look at the poverty level of the target respondents? If yes, find out what is the root of the problem because it might be just a matter of paying the debt and not necessarily the dependence on lending institutions.</li> <li>- The study may focus on developing the saving habits among the respondents.</li> <li>- Conduct a thorough literature researches of the studies conducted by Dr. Nava Ashraf (under project SEED- ganansya box) - check if the mechanism will improve the savings capacity of the people.</li> </ul>

			<p><b>Comment of Dr. Caoili:</b>  <i>Use the following questions as indicator:</i></p> <ol style="list-style-type: none"> <li>1. <i>Has there been a change in their housing (and facilities acquired) through the years?</i></li> <li>2. <i>How many children are currently enrolled in schools and what type, private or public?</i></li> <li>3. <i>Numbers of implements/facilities used for the business were acquired?</i></li> <li>4. <i>Do the micro entrepreneurs hired workers? How many?</i></li> </ol>
Estelita Bello	Identifying Factors that Contribute to the Commission of Graft and Corruption in Business: As Basis for Curriculum Redesigning and Enhancement of Accountancy and Business Management Courses of Selected Private HEIs	UE Cal	<ul style="list-style-type: none"> <li>- There is a clear link among the components of the study but need to clarify if the study will also include curricular development.</li> <li>- Limit the scope of the research doable in 1 year or less.</li> </ul>
Herminia Manimtim	Study on the CSR Framework and Practices of Cooperatives	PUP	<ul style="list-style-type: none"> <li>- The study is focus on how a cooperative is being run as a business but look at existing literature because there were a lot of studies already conducted on this aspect. If possible, just fill the</li> </ul>

			gap in the wide spectrum of the topic and limit the scope doable in 1 year.
Christine Arnado	Relative Importance of Small Medium Enterprises in Building a Sustainable Social Network Position in the Entrepreneurial Paradigm		<ul style="list-style-type: none"> <li>- Operationalize the term "networking?"</li> <li>- Clarify what kind of sustainability intends to focus.</li> <li>- It would be better to look into social sustainability and review the literature on social theory.</li> </ul>
Silvestre Maslang	Cooperatives and Small-Scale Business		<ul style="list-style-type: none"> <li>- Clarify the 'hostility' between coops and small businesses cited in the concept paper. Do they really exist?</li> <li>- Will this be an action-research?</li> <li>- The problem is clear but scoping is necessary to determine the target given a 3-mo collection pd.; have u thought of the method yet?;</li> </ul>
Pia Manalastas	CSR Education in Business Schools in the Philippines	DLSU	<ul style="list-style-type: none"> <li>- You can do both survey and case study but depend on the time at hand.</li> <li>- How is this study different from the corruption proposal?</li> <li>- Do you have any idea how are you going to run your study because indigenous concept of CSR is already one study? Limit the scope</li> </ul>

			of the research and focus on one issue.
Aida Pardales	The Impact of Melamine on the Awareness of Consumers	PMI	<ul style="list-style-type: none"> <li>- In developing your full proposal, it must be clear in the objective the importance of involving the consumers in safeguarding the products.</li> <li>- You must be familiar with other existing "watchdog groups?"</li> <li>- This study is important because not all action-research include consumer's viewpoint.</li> </ul>
Villaconsuelo Tupas	Survey of Selected Corporation in the Philippines as they empower CSR	UPHS	<ul style="list-style-type: none"> <li>- Contextualized and elaborate PR being used for CSR because this can be a good study for PR among private companies.</li> </ul>
Frederick Halcon	Environmental Economics: A Framework on the Elementary Notion of Equilibrium in Analyzing Problems in Sustainability	Assumption College	<ul style="list-style-type: none"> <li>- Very broad concept paper. Try to be specific what aspect to address. You must establish where are you really interested of? Behavioural economics is a very interesting matter to consider.</li> <li>- Define the approach to use in conducting the research whether a modelling or empirical study.</li> </ul>
Jennifer Ramos	The Contributions of Micro and Small Enterprises in the Social and Economic Development Within Selected Areas in	San Beda College	<ul style="list-style-type: none"> <li>- The variable and scope is much defined but operationalized the meaning of 'microbusiness'?</li> </ul>

	University Belts, City of Manila: Bases for College/University Program Formulation		<ul style="list-style-type: none"> <li>- If possible, look at what social impact can be addressed?</li> <li>- What do you envisioned for San Beda proposal and put a connection of your research with U-belt consortium and its programs. Also look at computer shop within schools and clarify the role of the schools in the study of microentrepreneurs.</li> <li>- There is no need to cover the 3 areas, just select one which is more accessible for the researcher. It still quite broad but at least definite and what kind of social development intend to focus?</li> </ul>
Dr. Villamor Vital and Dr. GinaYap	The Contributions of Micro and Small Enterprises in the Social and Economic Development Within Selected Areas in University Belts, City of Manila: Bases for College/University Program Formulation	Asian Social Institute	<ul style="list-style-type: none"> <li>- This is a good alternative model but do scoping.</li> <li>- This is could be a very good research because it combines the three types of researches classified by Boyer.</li> </ul>
Dr. Isagani Sta. Maria	Health service delivery by the Manila Health Department	PUP	<ul style="list-style-type: none"> <li>- Look for the business aspect of the public health services provided by the Manila Health Department.</li> <li>- PGH can be a potential area of research.</li> </ul>

Ricardo Deri	Employment of Marginalized Sector in the Manufacturing Industry: Lamoyan Inc. Model	UPHS	- The term 'marginalized' is not specific, used 'differently able' instead.
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See Appendices for the individual concept papers presented.

After the presentation, Dr. Teehankee identified four groups with common ideas and concerns as follows:

Team Members	Title/Focus of Research
Project Leader: Dr. Villamor Vital- ASI  Members: Dr. Gina Yap-ASI Dr. Silvestre Maslang-PWU Dr. Herminia Manimtim-PUP Mr. Ireneo De Las Armas, Jr.	<b><i>The Contributions of Micro and Small Enterprises in the Social and Economic Development Within Selected Areas in University Belts, City of Manila: Bases for College/University Program Formulation</i></b>
Dr. Estelita Bello-UE Cal.	<b><i>Identifying Factors that Contribute to the Commission of Graft and Corruption in Business: As Basis for Curriculum Redesigning and Enhancement of Accountancy and Business Management Courses of Selected Private HEIs</i></b>
Project Leader: Ricardo Deri-UPHS  Members: Villaconsuelo Tupas-UPHS Jennifer Ramos-SBC William Chua-CKSC	<b><i>Employment of Marginalized Sector in the Manufacturing Industry: Lamoyan Inc. Model</i></b>
Project Leader: Ria Manalastas-DLSU  Members: Aida Pardales-PMI Rowena Atangan-PMI	<b><i>Corporate Social Responsibility (CSR) Education in the Philippines</i></b>

## Open Forum and Closing Ceremony

After the formation of the groups, Dr. Teehankee suggested the creation of e-groups to constantly update each other on the proposals which must be submitted to CHED-ZRC by the end of November. Ms. Babylyn Batlanggao, Project Technical Staff of DLSU-ZRC volunteered to create the e-group for the four teams to immediately package the proposals and meet the deadline set. An inquiry was raised regarding the maximum budget per proposal and prescribed CHED format and the ZRC Asst. Director cordially replied that it will depend on the number of proposals submitted under the thrust but the whole group can expect a P1M budget which was earlier announced by Dr. Sta. Maria.



*Mr. Montemar explaining the details on the submission of group proposals using the prescribed CHED forms.*

The facilitator also provided tips to the participants on budget preparation and he stressed that the involvement of consultants must be lessened so that it will eat a big chunk of the budget.

Parting words and closing remarks were given by Mr. Montemar in behalf of Dr. Sta. Maria.

## Scenes during the Presentation of Concept Papers



(1)



(2)



(3)



(4)



(5)



(6)

***My concept paper:*** (1-6) Participants from the *Philippine Maritime Institute, Asian Social Institute, De La Salle University-Graduate School of Business, Philippine Christian University, Assumption College and San Beda College* during the presentation of their ideas related to the theme.