



SBE



SBE-ICBE 2018

INTERNATIONAL CONFERENCE ON BUSINESS AND ECONOMY

THEME:

**CREATING, MANAGING, AND DISTRIBUTING WEALTH:
LEADING THE INNOVATION CHALLENGE**





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**CREATING, MANAGING, AND DISTRIBUTING WEALTH:
LEADING THE INNOVATION CHALLENGE**

Program of Activities

Day 1, Morning

February 16, 2018- Friday

Venue: Arctic Hall, Waterfront Cebu Hotel and Casino

0700-0800 **Registration**

0800-0850 **Opening Ceremonies**

Invocation and National Anthem

Declaration of Opening of the ICBE 2018

Lauro R. Silapan, Jr., DBA

Chair, ICBE 2018

Welcome Remarks

Challoner A. Matero, CPA, DPA

Dean, School of Business and Economics

Acknowledgment of Participants

Rationale of Conference

Lauro R. Silapan, Jr., DBA

Chair, ICBE 2018

Introduction of Keynote Speaker

Melanie B. De Ocampo, PhD

Asst. Dean, School of Business and Economics

0850-0935 **Keynote Address:**

“Facing Society's Challenges Through Responsible
Research in Business and Management”

Benito L. Teehankee, PhD

Member, USC Board of Trustees
Full Professor, De La Salle University

Photo opportunity and giving of certificate and token

SBE-ICBE 2018

INTERNATIONAL CONFERENCE ON BUSINESS AND ECONOMY

Plenary Session

Session Chair : **Corazon G. Anzano, PhD**
 Rapporteur : **Mr. Jose Lorenzo B. Kindica**

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|-----------|---|---|
| 0940-1010 | “Creating Shared Value: Integrating CSR into the Firm’s Strategy” | Atty. Ernesto S. Mascenon
Senior Vice President and Head of Corporate Affairs of Nestle Phil. |
| 1012-1042 | “Sustainable Tourism: Cebu Experience” | Mr. Joselito “Boboi” Costas
Provincial Tourism Officer
Province of Cebu |
| 1044-1114 | “Poverty and Inequality in the Philippines” | Mr. Adrian Boyett D. Agbon
Research Associate, PIDS |
| 1115-1130 | Open forum and photo opportunity | |
| 1130-1200 | Opening of the Poster Exhibits <i>simultaneous with ICBE 2018 Press Briefing</i> | |
| 1200-1300 | Lunch Break with Entertainment | |



Parallel Sessions (Day 1, Afternoon)

February 16, 2018 - Friday

Venue: Pre-identified Parallel Session Rooms

1300-1330 Registration in Session Rooms

1330-1730 Parallel Sessions

<i>Parallel Session A: Financial Management, Accounting, and Risk Management</i>		
Session Chair: Octavianus Digdo Hartomo	Rappporteur: Jovelyn Q. Yu	Venue: Balearic Room
Title of Paper	Presenter	
1. Environmental Cost Accounting of a Utility Company in Negros Oriental, Philippines	Mylah R. Bomediano	
2. Strategy Formulation and Business Risk Management Towards Business Continuity for Asia Pacific Circulation Exponents, Inc. (APCEI)	Martita C. Ferrer	
3. The Effect of International Financial Accounting Standards, Business Complexity, Ability to Generate Profit and Company Size on Effectiveness of Internal Control System	Theresia Dwi Hastuti	
4. Financial Management Challenges in the Selected Small and Medium-Sized Businesses in Cagayan de Oro City, Philippines	Glenn S. Manlupig	
5. Assessment on the Satisfaction of ATM Debit Cardholders on the Adopted Fraud Preventive Measures	Shaira M. Nimitz	
6. Personal Finance Practices of Employees of a Rural Bank in Cebu Towards Innovative Interventions to Enhance Financial Literacy	Leslie-Anne L. Chua	
7. The Study on the Working Capital Management of Small and Micro Business Enterprises (SMEs) Food Sector Based Cassava in Semarang Regency and Surrounding Area.	B.Junianto Wibowo	

Parallel Session B: Competitiveness, Social Entrepreneurship & Industry

Session Chair: Frank M. Largo	Rappporteur: John Solomon T. Legara	Venue: Adriatic Room
Title of Paper		Presenter
1. The Institutional Arrangement Amongst Agents of Besuki Na-Oogst Tobacco Cultivation in Jember Regency Indonesia		Adhitya Wardhono
2. Cebu City Businesses: A Walkthrough		Rodulfo T. Aunzo, Jr.
3. The Chain of Economics in Simpang Lima Area Semarang		Wahyu Candra Dewi
4. Comparative Analysis of Competitiveness of Highly Urbanized Cities in Central Visayas and Metro Manila		Janet A. Pontevedra
5. Accelerated Development of Coffee Industry Using Value Chain Analysis in Jember District, East Java, Indonesia		Dewi Prihatini
6. Young People Learning Social Entrepreneurship		Rustina Untari

Parallel Session C: Social Responsibility & Green Business

Session Chair: Demetrio S. Anticuando	Rappporteur: April Joan S. Bagano	Venue: Aegean Room
Title of Paper		Presenter
1. Understanding the Roles of: Cultural Context, Religious Doctrine, Political Atmosphere and the Existent Educational System to Control Rampant Waste Disposal: A Case Study of Tegeta (Kinondoni Municipal) in Dar es Salaam, Tanzania		Jacek A. Gorka
2. A Case Study on Green Marketing Practices of Healing Present Nature and Wellness Center, Inc.in Cebu, Philippines		Anna Marie R. Baloran
3. The Effect of Using Styrofoam for Food Industries		Nur Indah Shinta Devi
4. Development of Polyethylene Wastes Used Into Home Craft		Ma. Liberty B. Doncillo
5. Consumers' Perception on the Use of Eco-Friendly Bags: A Green Marketing Perspective		Jonathan C. Gano-an
6. The Green Business Strategies of Kenneth Cobonpue Asia and Bohol Bee Farm, Central Visayas, Philippines		Lolita V. Velita

Parallel Session D: Product Innovation/Development

Session Chair: Pepito T. Echavez	Rapporteur: Edrick L. Templado	Venue: Caspian Room
Title of Paper		Presenter
1. Network-attached Wireless Local Storage		Ian Chris C. Ajon
2. Salvinia Auriculata as a Constituent of Charcoal Briquettes		Christian Joshua R. Cabral
3. Automotive Lighting System Simulator		Lad H. Labrada
4. Automated Water Alarm System with Auto-Dialer-Communicator and CCTV Wireless Monitoring System		Rex C. Ladao
5. Coin Net WIFI System		Rodel Megollas
6. Low-Cost Water Filter Prototype from Coconut Husk, Durian Rind, and Rice Husk Composite		Piolo Andre B. Pablo
7. Cassava Squid Kropeck		Aler L. Pagente
8. Inhibitory Properties of Kalanchoe Pinnata Leaf Extract on the Growth of Escherichia Coli on Sterilized Cow's Milk		Geremee Cayle Z. Vasquez

Parallel Session E: Marketing/Consumer Behavior

Session Chair: Joyce Natalie U. Yang	Rapporteur: Philip W. Marnoch	Venue: Baltic Room
Title of Paper		Presenter
1. Social Commerce Continuance Participation Intention Among Business Administration Students of Jose Rizal University		Eric Jayson V. Asuncion
2. Does Facebook group engagement moderate brand preference?: an analysis using structural equation modeling approach		Nelson B. Guillen Jr.
3. Commuters Perspectives on the Online Enabled Transportation Services (OETS) in Metro Manila		Mark Lorenz G. Nadonga
4. Customer-Based Brand Equity of Bakeshop Chains in Cebu City		Jerome V. Ornopia
5. Preference-Based Market Segmentation of Eco-Friendly Systems Installation in Households		Erlyn Ivy O. Rago
6. Processes in Strategic Marketing decisions: A case of a growing SME in the manufacturing sector in Cebu City, Philippines		Joseph Anthony M. Romero
7. Market Orientation and Marketing Capabilities: A Case of a Multi-Purpose Cooperative in Southern Leyte		Candy Elizabeth G. Salapi
8. Level of Success of Social Media Marketing to Electronic Resellers in National Capital Region (NCR)		Arlene A. San Pablo

Parallel Session F: Human Resource Management and Productivity

Session Chair: Rolando M. Simbre	Rapporteur: Clifford A. Villaflores	Venue: Riga-Sidra Room
Title of Paper		Presenter
1. The Untapped Reservoir of Deaf Manpower.		Freshtille Mae S. Cuello
2. Level of Awareness of Management on the Work-Life Balance Practices of Their Female Employees in a Multi-National Industry		Carolyn Cuevas
3. Workplace Spirituality and Its Relationship to Job Satisfaction: An HR Case of a Logistics Company		Marie Annette G. Dacul and Jose Mari L. Yupangco
4. The Effects of Relative Humidity on Productivity of Workers in Small and Medium-Sized Garment Company in Cebu		Charina Mae M. Hernandez
5. The Generational Diversity Work Values and Beliefs in the Workplace in the Philippines		Benita A. Meneses and Marietta C. Israel
6. Regression Analysis of Physical Environmental Factors Affecting Workers' Productivity		Brylle Jade D. Licayan
7. Employee Engagement as a Strategic Tool for Improving Productivity in the Employees of a BPO Office in Cubao, Quezon City: An Analysis		Ryan Christian C. Mercado
8. Impact of High Performance Work Practices System on Human Resource Outcomes and Organizational Performance in the Philippine Government Banks		Rhodora D. Tabal and Roland M. Simbre

Parallel Session G: Cooperative, Entrepreneurship, and MSMEs

Session Chair: Grace Marie V. Lape	Rapporteur: Kareem Q. Durano	Venue: Tasman Room
Title of Paper		Presenter
1. Knowledge Management Practices Appraisal for Innovation Strategies of Knowledge-Based Cooperative in Bohol, Philippines		Edgardo C. Buhayang
2. Internet Democratization for the Small and Medium-Sized Enterprises' Participation in the Global Value Chains		Mabel R. Calva
3. Sustainability of Xavier University Community Multi-Purpose Cooperative in Relation to Profitability		Rustum D. Gevero
4. Ecopreneurial Personality of Selected Ecopreneurs in Luzon and Cebu, Philippines		Marites A. Khanser
5. Pilgrim Christian Community Consumer's Cooperative (PCCCC) In Cagayan De Oro City, Philippines		Gervacio I. Piator
6. Effectiveness of the Implementation of the Barangay Micro Business Enterprise Law in Manila, Philippines		Maria Louella P. Sta Maria

Parallel Sessions (Day 2, Morning)

February 17, 2018 - Saturday

Venue: Pre-identified Parallel Session Rooms

0700-0830 Registration in Session Rooms

0830-1130 Parallel Sessions

<i>Parallel Session A: Financial, Social, & Environmental Literacy & Education</i>		
Session Chair: Marietta C. Israel	Rapporteur: Rey D. Amaya	Venue: Tasman Room
Title of Paper		Presenter
1. Sustainable Environmental Literacy of Entering Senior High School Students of Mater Dei College		Haydee C. Cabasan and Christopher Asuncion L. Arcay
2. Learning by Doing: Assessment of Apprentices Performance Across Partner Institutions in Metro Manila		Leonardo Cada Jr.
3. Financial Inclusion: The Case of Guadalupe Community Multi-Purpose Cooperative (GCMPC)		Immanuel L. Caralde
4. Preschoolers' Interactive Game-Based Learning Systems: Implications for Entrepreneurs in Tanzania		Catherine Akoth Ongoro
5. Financial Literacy and Behavior of Young Professionals		Marissa S. Quezon
6. Performance in the PHILNITS Fundamental Information Technology Engineers Examination: Basis for Information Technology Education Program Evaluation		Marian R. Sionzon
7. A Profiling of MSMEs (Micro, Small, and Medium Enterprises) in the City of Mandaue, Cebu, Philippines		Roberto H. Visitacion

Parallel Session B: Hospitality & Tourism, Sustainability, & Leadership

Session Chair: Myrla B. Gidayawan	Rapporteur: Ma. Lecarme S. Susada	Venue: Riga-Sidra Room
Title of Paper		Presenter
1. A Tourism Complex for Mandaue City, Cebu		Demetrio S. Anticuando
2. Surf Travel Behavior: The Evolution of Brand Communities and its Symptomatic Nature		Moireen S. Espinosa
3. Sustainability Programs for the Public Housing Beneficiaries of Quezon City, Philippines		Donato Z. Estocada
4. Business Practices of Selected Ecotourism Sites in Central Visayas, Philippines: An Overview		Ivy R. Jumao-as
5. Leadership Behavior, Entrepreneurial Preparedness, and Management Skills of Elected Barangay Officials in Inabanga, Bohol: Bases for Capability Building Programs		Angelica T. Lanoy and Christopher Asuncion L. Arcay
6. Information Systems Management's (ISM) Green Role in the Hospitality Industry		Albert WY Leow
7. The Relationship Between Leadership Style of Managers and Job Performance of Employees of Ng Khai Development Corporation		Lucille I. Pepito

Parallel Session C: ASEAN Integration & Economics

Session Chair: Elizabeth M. Remedio	Rapporteur: John Solomon T. Legara	Venue: Aegean Room
Title of Paper		Presenter
1. Comparative Study of the Indonesia and the Philippine Economy Against USA Economic Uncertainty		Darwis Muhammad Ahrori
2. Pattern and Determinants of Export Diversification in the Philippines		Krisfelle Dyan A. Aljibe
3. Price Elasticity of Demand for One Liter Sugar-Sweetened Beverages among Households in Cebu City		Christopher C. Bacungan
4. Comparative Analysis of the Implementation of the Business Permits and Licensing System in Central Visayas: 2015 to 2017		Pepito T. Echavez
5. Spatial Analysis of SMEs Credit Beta Convergence in Indonesia		Yulia Indrawati
6. Credit Distribution, Interest Rate, and Profitability of Islamic Banks vs. Conventional Banks: The Case of Indonesia		Widuri Kurniasari
7. The Patterns and Determinants of the Share of Income and Development in Rural Nonfarm Business: Evidence of Indonesian Family Life Survey 2007 And 2014		M. Abd. Nasir, Adhitya Wardhono, and Ciplis Gema Qori'ah
8. Does Remittance Have an Effect on Economic Growth?: Evidence from ASEAN 3 Countries		Panji Tirta Nirwana Putra

Parallel Session D: Knowledge Management & Business Innovation

Session Chair: Marites A. Khanser	Rapporteur: Danilo P. Canete	Venue: Balearic Room
Title of Paper		Presenter
1. Codifying Green Business Innovation: The Case Of A Bamboo Enterprise In Bayawan City, Philippines		Mayuan T. Calijan
2. An Assessment of High Value Manufacturing Firms in Mandaue City, Cebu, Philippines		Jovenal M. Arnaiz
3. Comparing Machine Learning Algorithms with Computer Vision in Banana Fruit Segregation		Honey Faith D. Cascabel
4. A System Dynamics Approach of a Sustainable Poultry Farming in Consolacion, Cebu, Philippines		Kim Charles Manlangit
5. A System Dynamics Approach to Derive Strategies to Enhance the Sustainability of the Win on Waste Program of the University of San Jose – Recoletos		Joshua Nacua
6. Using ICT as an Integrated Platform for Enhancing Information Flow Among Poultry Stakeholders: A Case Study of Tanzania		Catherine Akoth Ongoro
7. Improvement of Waste on Production Process Used Lean Sigma: Study on Garment's Firm in Semarang		Samuel Ardiyanto
8. Codification of Tacit Knowledge of an Expert on Computed Tomography Coronary Angiography in a Tertiary Hospital in Cebu City: An Impetus for Innovation.		Kimberly Michelle R. Quintua

Parallel Session E: Operations Management & Information Technology

Session Chair: Felixberto C. Janulgue	Rapporteur: Ritchie Z. Tejana	Venue: Caspian Room
Title of Paper		Presenter
1. Usability of Closed Captions and Narrations in an Instructional Videos		Cherry Pie A. Bagoio
2. Reduction on the Quality Chargeback of Becker Swivel Counter Stool at Mastercraft Philippines Incorporated		Maricar A. Calimot
3. Design of Enterprise Resource Planning (ERP) System as Integration Part of Internal Business Process		Stefani Lily Indarto
4. Simulating the Impact of Inventory in Supply Chain Resilience Using Supply-side Dynamic Inoperability Input-Output Model for Decision-making		Eula Margareth Y. Jabilles
5. Coffee Supply Chain and Marketing Channel Management in Central Java		Veronica Kusdiartini
6. An Integration of QFD-Based Fuzzy AHP Approach on the Distribution Network Based on Customer's Preferences		Rankine Ruel G. Novabos
7. Risk Analysis in Uncertain and Interdependent Systems: A Fuzzy Dynamic Inoperability Input-Output Model		Amado C. Novela
8. Organizational Dynamism of the Green Supply Chain Management Practices and Sustainability of Organic Farming in Selected Areas of the Central Visayas		Jose R. Suson

Parallel Session F: Finance & Corporate Governance

Session Chair: Grace L. Yomo	Rapporteur: Cymon P. Argawanon	Venue: Adriatic Room
Title of Paper		Presenter
1.	An Assessment of the CSR Initiatives of a Power Plant in Cebu	Corazon G. Anzano
2.	Estimating Premium for Corporate Governance in the Philippine Stock Market: A Multifactor Model Approach	Ferdinand D. Anabo
3.	Corporate Governance and Financial Performance, The Indonesian Experience	Stephana Dyah Ayu
4.	Ex Ante Uncertainty and Underpricing of Philippine Initial Public Offerings	Angelo O. Burdeos
5.	A Study of Predictability of Returns in the Financial Markets in the Philippines from 2011 to 2017 Using Modified Rescaled Range Analysis	Manuelito F. Co
6.	Good Corporate Governance and Investment Opportunity Set (Evidence from Indonesian Blue Chips Company)	Octavianus Digdo Hartomo
7.	Financial Literacy and Financial Decisions of Individual Stock Investors	Ma. Elizabeth M. Trinidad

Parallel Session G: Strategy, Financial Literacy, & Integrity Initiatives

Session Chair: Wardhono Adhitya	Rapporteur: Artche P. Lieve	Venue: Baltic Room
Title of Paper		Presenter
1.	Level of Awareness of Filipinos' on Stock Market Investment in Relation to Economic Growth	Ronald C. Barriga
2.	Assessment of Strategic Marketing of Selected Rural Banks in Region IX	Jennifer B. Cabaron
3.	In Search of Sustainable Growth Strategy: The Case of XGC	Romyr B. Dellona
4.	Business Practices of Selected Companies on Integrity Initiatives Implementation	Grace Marie V. Lape
5.	Performance Evaluation of Mergers Using the CAMEL Parameters: The case of selected banks in the Philippines	Maria Carmen Lapuz
6.	IT-Dependent Strategic Initiatives and Sustained Competitive Advantage: A Case Study of Silliman University Dumaguete City, Philippines	Ofelia T. Ragpa
7.	Conglomerate Strategy, Firm Efficiency, And Performance: An Analysis Of Southeast Asian Conglomerates	Madonna Tejada
8.	A Proposed Health Management Program for A Power Plant in Cebu	Angelita L. Valles

Plenary Session

Session Chair : **Melanie B. De Ocampo, PhD**
Rapporteur : **Angelo O. Burdeos, MBA**

Day 2, Afternoon
February 17, 2018 - Saturday
Venue: Arctic Hall, Waterfront Cebu Hotel and Casino

1200-1300 **Lunch Break with Cultural Show**

Closing Ceremonies

1300-1350	“Leading the Innovation Challenge to Address the Needs of the Marginalized Through Social Entrepreneurship and Impact Investing”	Mr. Mark Correnti Director, Impact Investing, Miller Center for Social Entrepreneurship, Santa Clara University, United States of America
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1350-1420	“Innovations in Grassroots Agribusiness and Countryside Development: The Alegria Experience”	Gilberto F. Magallon, MD President, St. Peter Academy of Algeria Academy Foundation, Inc.
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1420-1500	“Innovations in Community Development in Light of Sustained Change”	Mrs. Dominica B. Chua President, Ramon Aboitiz Foundation, Inc.
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1500-1550	“Academic Entrepreneurship: The Case of Green Enviro Management Systems (GEMS), Inc.”	Evelyn B. Taboada, PhD Dean, School of Engineering University of San Carlos
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1550-1625 **Open forum and photo opportunity**

1625-1650 **Presentation of the SCU-USC-RAFI Collaboration and Launching of USC SBE’s Center for Social Entrepreneurship**

Brief Introduction

Andrew Lieberman, MSE, MSI
New Programs Director, Miller Center for Social Entrepreneurship, Santa Clara University, USA

Unveiling of the USC-SBE Center for Social Entrepreneurship Logo

1650-1700 **Recognition and Awarding of Best Paper**

1700-1730 **Closing Remarks and ICBE 2019 Announcement**

ICBE 2019 Call for Papers:
“Creating, Managing, and Distributing
Wealth: Fulfilling ASEAN Economic
Community Goals”

Cecil S. Gantalao, PhD
Chair, ICBE 2019

Closing Remarks

Mr. Allan O. Gozon
Asst. Chair, ICBE 2018

Photo Opportunity

1730 End of Program (*Press Briefing for SCU-USC-RAFI Collaboration*)

Master of Ceremonies:
Junix A. Salinas, PhD