



Philippine School of Business Administration
Graduate School of Business
Manila



**Safeguarding Business
Management towards Business Resilience:
Rethinking Risk Management in Business Continuity First**

**Grand Opera Hotel, Manila
925 Rizal Avenue Corner, Doroteo Jose Street, Santa Cruz, Manila October 15,
2016**

Organized by: Disaster Risk Management Unit and GSB Research Center

**ANNUAL RESEARCH SYMPOSIUM 2016
PROCEEDINGS**

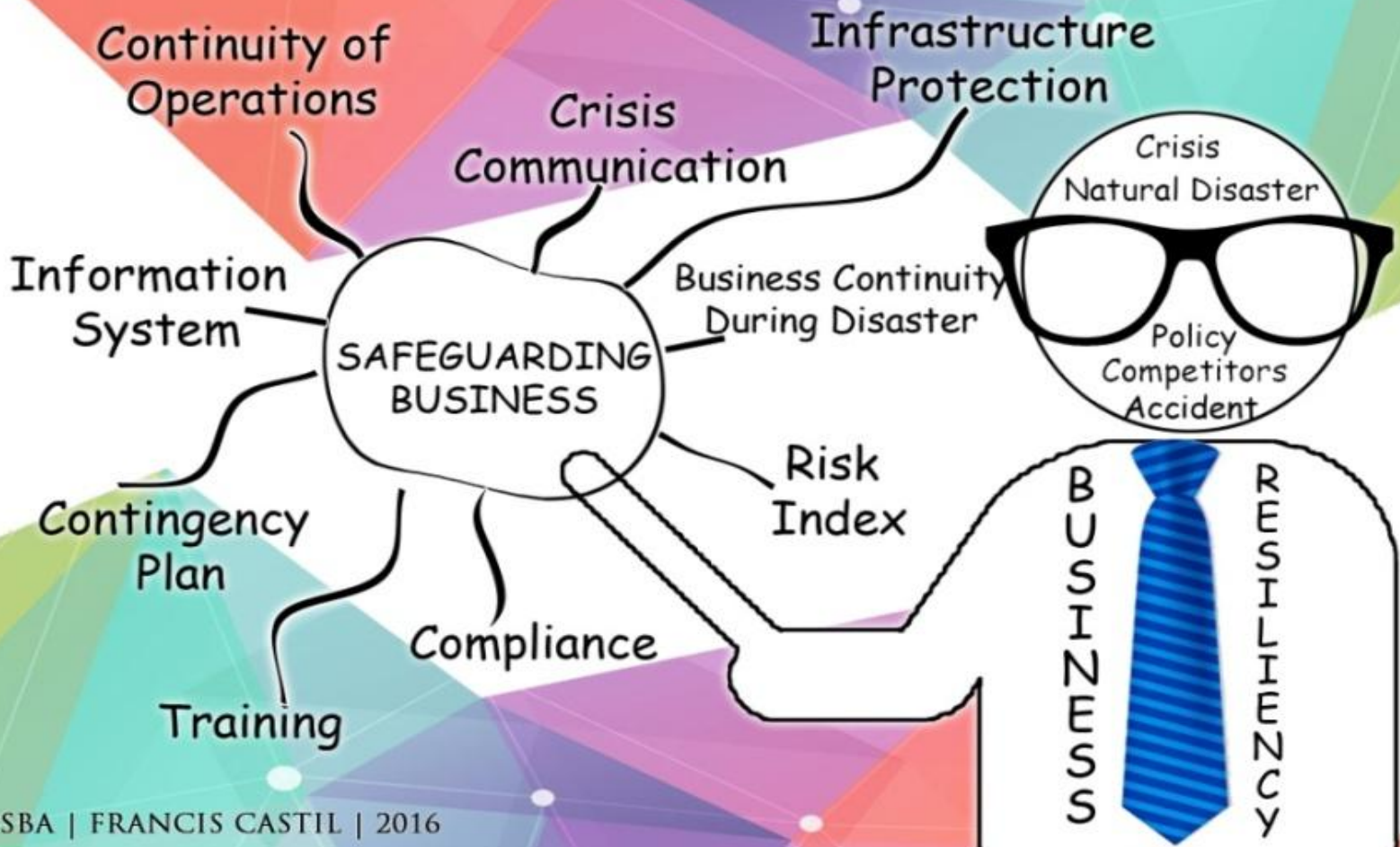


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CHALLENGES OF TRANSFER PRICING IN FINANCE SERVICES TOWARDS EXISTING ASEAN INTEGRATION

Ismael Hidalgo

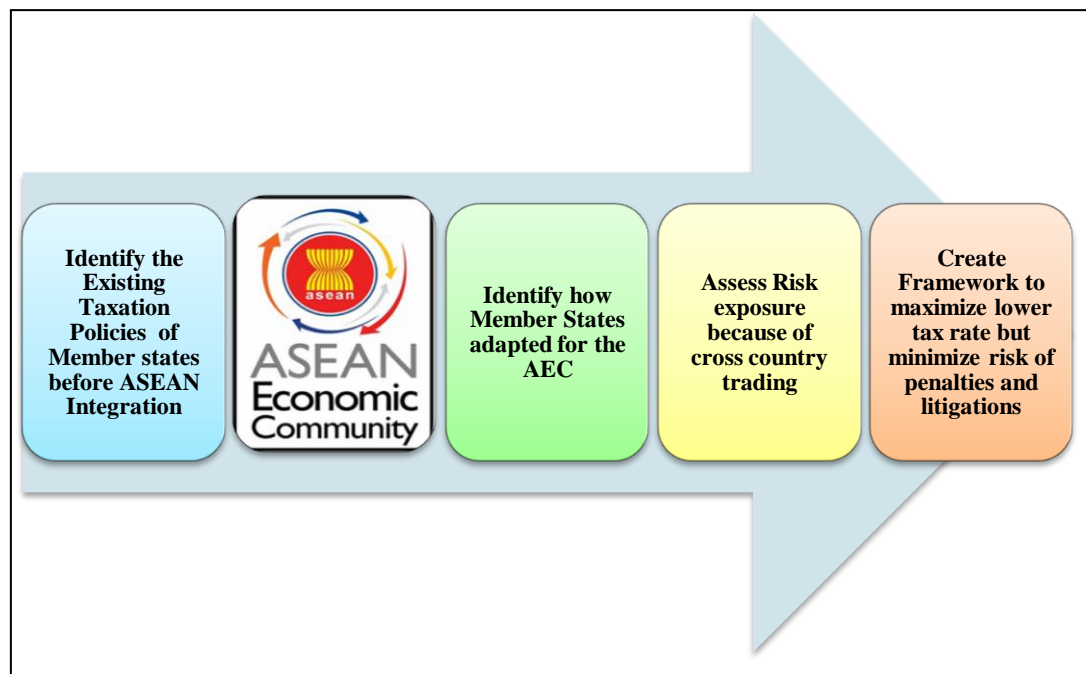
Research Methodology Class MBA program, 1st Semester 2016-2017

Adviser: Dr. Tabassam Raza

ABSTRACT

The purpose of this research is to identify the challenges in transfer pricing to the ASEAN Economic Community (AEC). The research study will review and explore the relevant challenges in the transfer pricing within the ASEAN region. Further, the study will also focus on the challenges that happened after 2007; the year ASEAN Economic Community blueprint was adopted. The review on how the different member states of the ASEAN adopted policies to address these challenges is also part of this research. It will include review of the latest legislations passed by the tax regulatory bodies of the member countries; including penalties and sanctions that enterprises are exposed to if noncompliance occurs. Further, the study will include journal publications of various experts in Taxation and Transfer Pricing in order to get insight on how tax legislations are interpreted. After the review of the challenges and the regulatory changes, this will formulate a framework which multinational enterprises can use as a guideline to maximizing opportunities to lower effective tax rate but minimizes Transfer Pricing risks.

CONCEPTUAL FRAMEWORK



A CALL ON VOLUNTEER ENGAGEMENT BY CIVIC ORGANIZATIONS IN THE PHILIPPINES: AN ASSESSMENT

Ariane Aliggayu

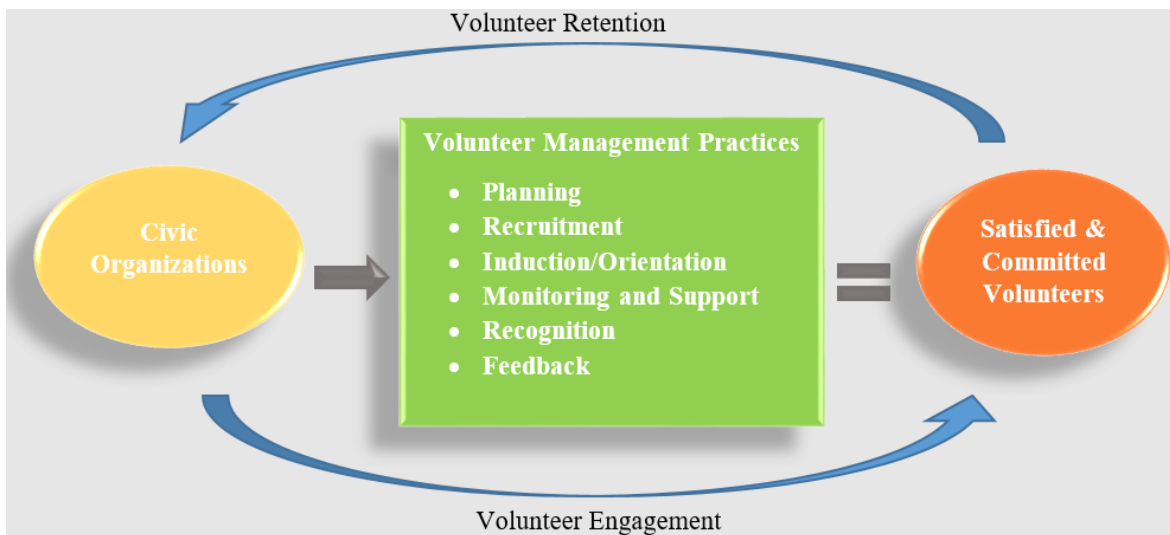
Research Methodology Class MBA program, 1st Semester 2016-2017

Adviser: Dr. Tabassam Raza

ABSTRACT

There has been an increasing interest and recognition on volunteer engagement worldwide. More and more civic organizations are tapping into volunteers to help them promote their mission and deliver services in the communities where they serve. Previously, volunteers were only involved as clerical personnel to supplement work of the paid staff. However, several trends are leading to increased and broader involvement of volunteers in civic organizations. Volunteers are now engaged in varying roles and in diverse setting. Civic organizations are now challenged to develop and improve their skills to be able to effectively engage and manage more volunteers. Involving volunteers efficiently begins with understanding the “universals” of volunteer management practices and applying them where and when appropriate. This paper will look at some of the recommended volunteer management best practices with the help of secondary data and explore the relationship between adoption of these practices by civic organizations in the country to the engagement and retention of volunteers. The practices under study will be from planning, recruitment, induction/orientation, monitoring and support, recognition and feedback for volunteers. The findings will provide insight into volunteer management capacity and the approaches on volunteer engagement and retention of selected civic organizations.

VOLUNTEER ENGAGEMENT FRAMEWORK



INFORMATION TECHNOLOGY SYSTEM DIAGNOSTIC IMPACT TOWARDS BUSINESS RISK

Luther Apalis

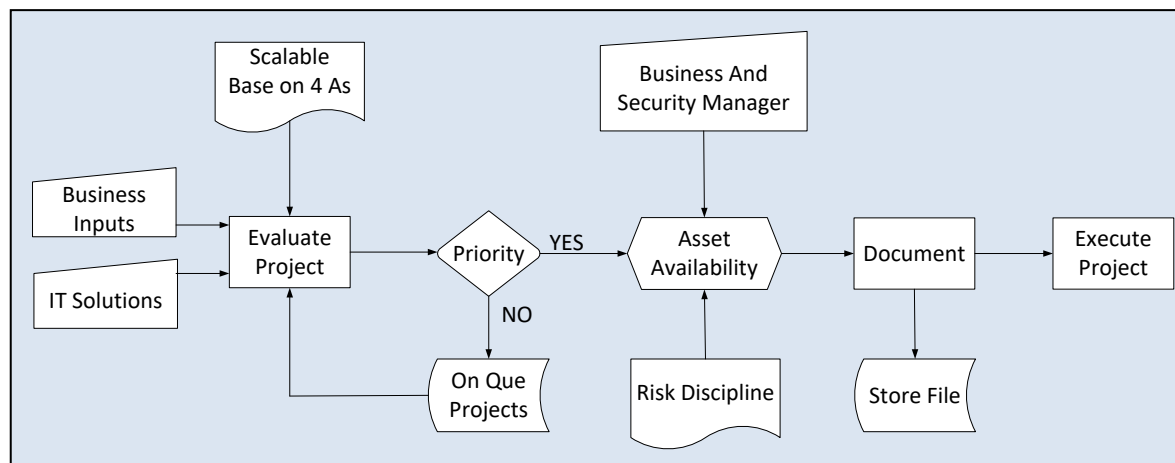
Research Methodology Class MBA program, 1st Semester 2016-2017

Adviser: Dr. Tabassam Raza

ABSTRACT

The fast growing companies around the world have made substantial investments in personnel, processes and technology to help mitigate and control business risk. Historically, these risk investments have focused primarily on financial controls and regulatory compliance. These companies end up integrating software, hardware system to help them mitigate most of internal and external threat that can cause data breach or financial issue for short period of time, without knowing long term maintenance issue. Since, they are focusing on obtaining clients trust and confidence for the confidentiality and security without recognizing the long term consequences entailing high cost of maintenance. This study will develop a model to help business personnel to have the common understanding with technical personnel to reduce risk for both business and technology requirements. Further, the model will help in expanding business and technical personnel capacity in assessing business and technology risks and provide corresponding economical mitigations.

CONCEPTUAL FRAMEWORK



THE IMPACT OF SOCIAL MEDIA ON STARBUCKS AS A DIGITAL MARKETING TOOL

Dina B. De Ala

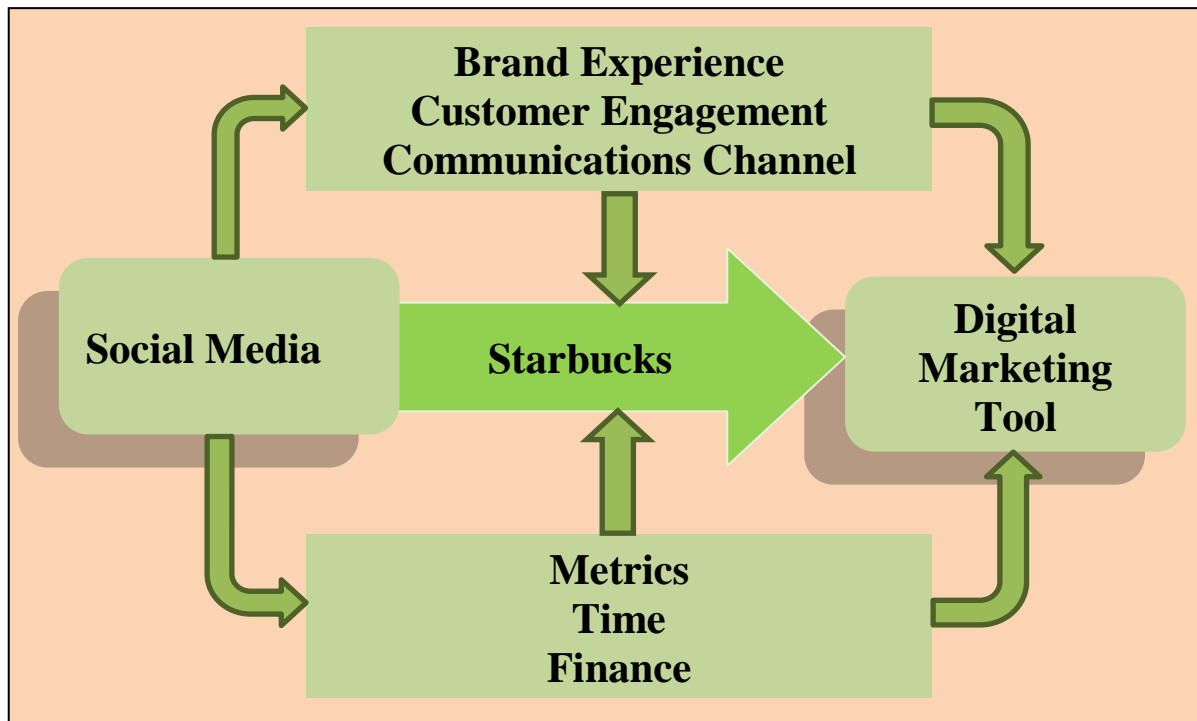
Research Methodology Class MBA program, 1st Semester 2016-2017

Adviser: Dr. Tabassam Raza

ABSTRACT

Social media is a phenomenon that has become an important aspect in marketing mix and revolutionizing the way companies interact with customers. It allows individual to interact with one another and build relationships. When companies join the social channels, consumers can interact with them and they can communicate with consumers directly. The paper carries out empirical research to understand how social media become effective and useful as a digital marketing tool. The study will focus on the business Starbucks. Starbucks is a part of everyone's daily life. Starbucks has used social media as their best platform to communicate with its customers, to reach out and stay connected with their dedicated fans and followers. Through this study will explore how Starbucks Social Media Marketing Model becomes effective as a Digital Marketing Tool and how it can be customized for other similar line of businesses.

CONCEPTUAL FRAMEWORK



IMPACT OF BRANDED AND NON-BRANDED SYNTHETIC BAGS ON YEARLY SALE OF WHOLESALE STORES IN DIVISORIA AND BACLARAN, PHILIPPINES

Melody Que Co

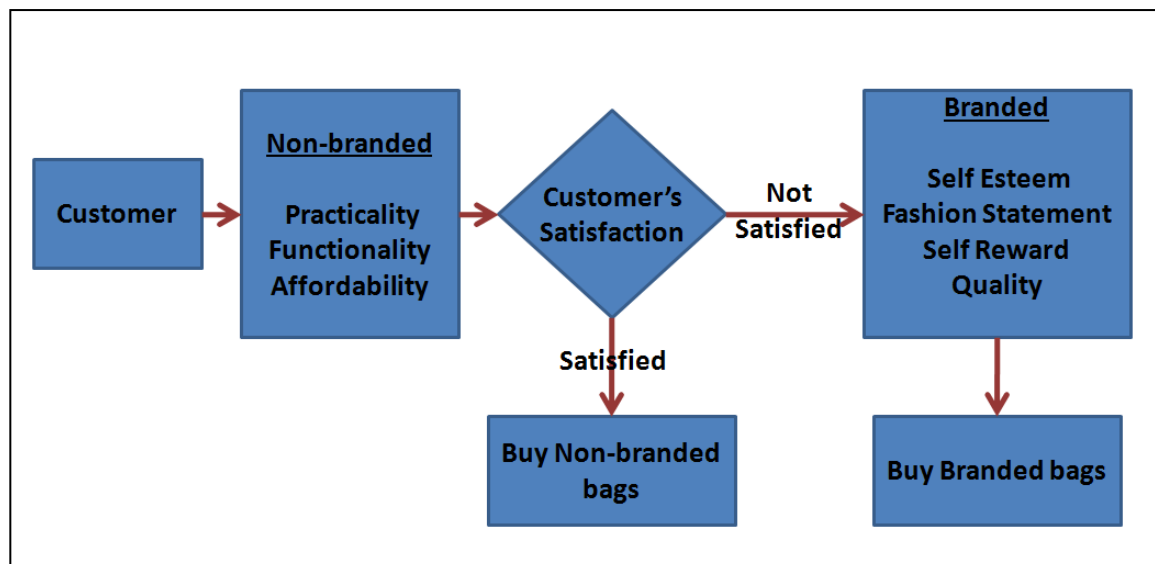
Research Methodology Class MBA program, 1st Semester 2016-2017

Adviser: Dr. Tabassam Raza

ABSTRACT

The objective of this research is to identify the impact of non-branded as compared to branded synthetic bags on the yearly sales of a whole sale store. The scope of the research will be within the two main market districts in Metro Manila: Divisoria and Baclaran. This will be done in by comparing the sales of a non-branded versus a branded synthetic bag of the same material, design and price. While the other variables that will can also affect the buying behaviour of the customer preference will be kept constant. The study will also conduct surveys using customers as respondents to have primary insight on their preferences. The output of this research in term of comparative study can be used as guide by entrepreneurs when they plan to brand their products.

CONCEPTUAL FRAMEWORK



**ACCOUNTANT POOLING FOR GENERAL PRACTICE DOCTOR'S COST
EFFECTIVE INDIVIDUAL ACCOUNTING SERVICES, QUEZON CITY,
PHILIPPINES**

Paul Simon A. Francisco

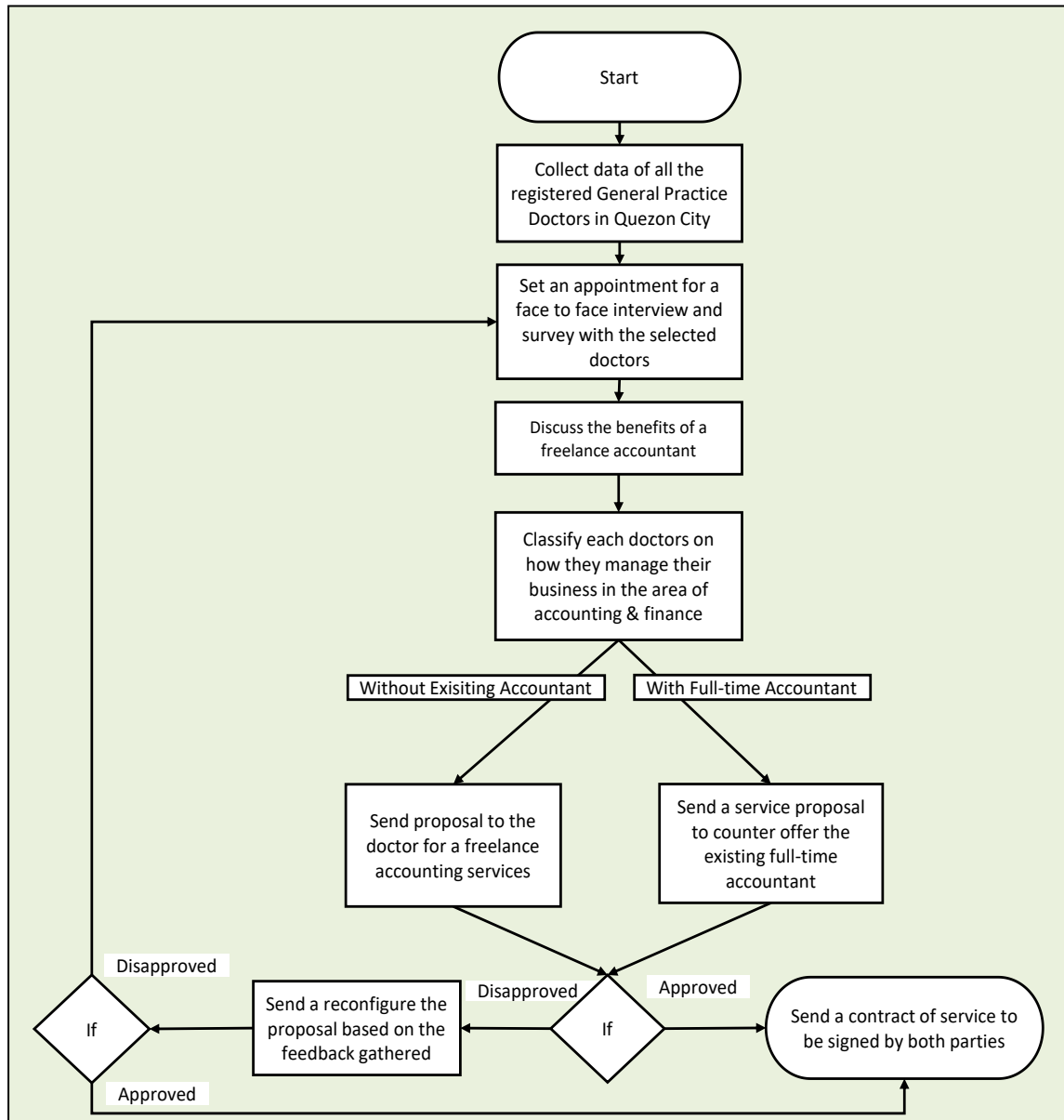
Research Methodology Class MBA program, 1st Semester 2016-2017

Adviser: Dr. Tabassam Raza

ABSTRACT

When you are to build your own clinic to practice your own profession, the last thing you want to do is to spend unnecessary money. Thanks to money constraints, start-up owners of medical clinics often view accountants as an expensive luxury, believing instead that they themselves have the knowledge to fill out and file the necessary paperwork. However, not hiring an accountant can often be an expensive mistake. A good accountant offers much more than filling out and filling forms; they can provide expert advice and information, help you to grow your business, prevent you from running afoul of the Tax Agents, and save you thousands of pesos in taxes. This research proposal aims to provide General Practice Doctors [GPD] an idea on how they can maximize the use of freelance accountants in their individual accounting services while minimizing its cost. Literature reviews and surveys on GPDs doing business in Quezon City will be conducted to determine their current behaviour in handling their financial related activities. The result of this study will be used to determine the percentage of GPDs who are willing to avail the service of a freelance accountant either for the first time or a shift from their round-the-clock accountant.

CONCEPTUAL FRAMEWORK



ADVANCEMENT IN BASIC INSURANCE MODEL OF AFPMBLAI

Francisco Tiamzon

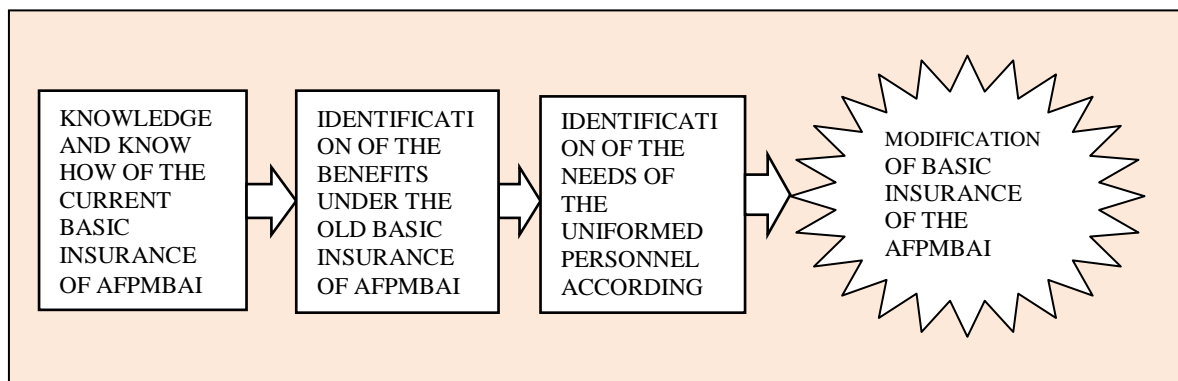
Research Methodology Class MBA program, 1st Semester 2016-2017

Adviser: Dr. Tabassam Raza

ABSTRACT

In today's event of increasing mortality rate of our uniformed personnel, having insurance is a priority that should put in to consideration. The Armed Forces and Police Mutual Benefit Association Incorporated Basic Insurance (AFPMBAI) is an exclusive mandatory membership of the uniformed personnel namely the AFP, PNP, BFP, BJMP, and PCG. The main objective of the study is to conclude the importance of the advancement of the basic insurance of the AFPMBAI for the uniformed personnel. Enhancing the coverage of the basic insurance by increasing the premium contribution and inclusive benefits that would fit their needs is also considered as an objective. This research aims to determine the effectiveness of the advancement in the Basic Insurance Model of AFPMBAI. This has been done by scrutinizing the existing Basic Insurance Model. First is by orienting the uniformed personnel the knowledge and know how's of the said insurance. This approach will address the role and importance of the Basic Insurance to uniformed personnel. Second is to identify their needs that will stand as basis of development of the Basic Insurance. The Conceptual Framework of the study in Advancement in Basic Insurance model of AFPMBAI is built upon a theme of "Empowering uniformed personnel in modification of their basic insurance and utilizing the full potential of their benefits". Embedded are the guidelines in utilizing there benefits based on their needs and investment horizons.

CONCEPTUAL FRAMEWORK



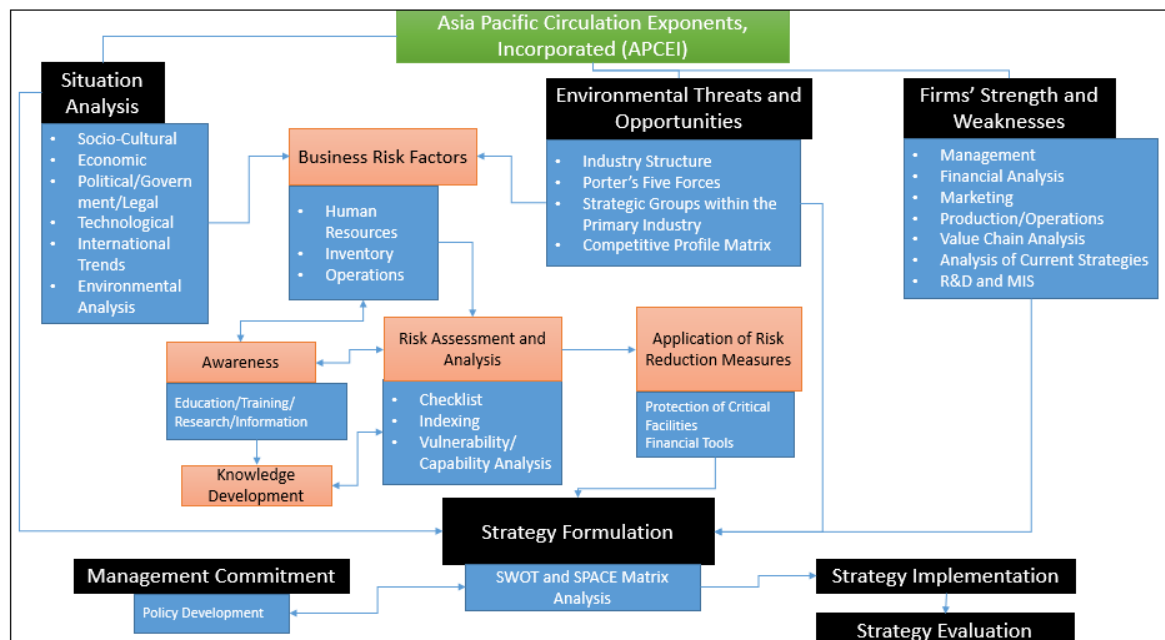
STRATEGY FORMULATION AND BUSINESS RISK MANAGEMENT TOWARDS BUSINESS CONTINUITY

Ricky Santos, Martita Ferrer and Jan Michael Las Marias
Adviser Dr. Anthonio M. Lopez

Abstract

Asia Pacific Circulation Exponents, Incorporated (APCEI) is a company deals with subscription and distributorship of international newspapers, magazines and other reading materials to the Philippines. The company is facing challenges due to the decline in readership and had losses in the past three years. The company is currently on a recovery phase and understands that managing business risks is necessary to avoid possible losses that may hinder the company's recovery. The researcher will assess the company's competencies, external environment, business risk vulnerabilities and the company's capabilities. The assessment will lead to the development of a strategy that will help the company achieve its goals and objectives. The research output will help the company reduce possible losses that may hinder the company's recovery and achieve business continuity.

CONCEPTUAL FRAMEWORK



ENHANCED CASH TRANSFER MODEL FOR DISASTER IMPACTED AREAS IN THE PHILIPPINES

Alma Rossana A. Gutierrez

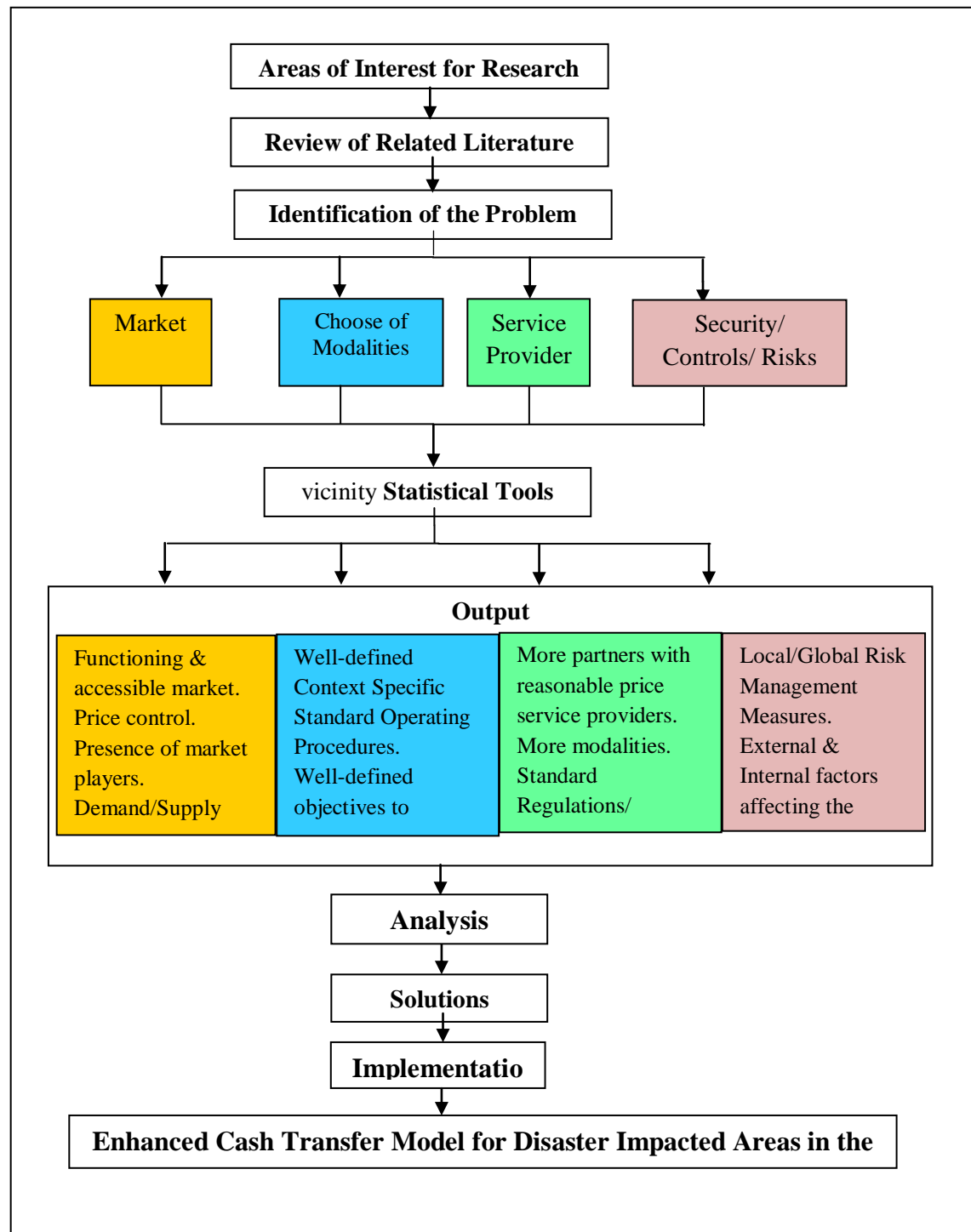
DBA Candidate 1st Semester 2016-2017

Adviser: Dr. Tabassam Raza

ABSTRACT

As one of the most disaster-prone countries in the world, with about twenty typhoons a year, the Philippines is exposed to the disastrous impact of at least four to five typhoon ever year. During and after disasters the impacted areas are at the frontline of response and rescue through the country's strong network of relief agencies and tested contingency mechanisms. Cash transfer to the victims is simply an instrument that can be used to address basic needs for food and shelter, establish livelihoods or productive capacity however, the cash transfer systems are not adequate to meet the requirements of the victim in disaster impacted areas. Thus, the main purpose of this study is to find out gaps in the market in term of choose of modalities, service providers, controls for the risks in cash transfer programming and fill up the gaps with appropriate solution. The proponent will use mixed designed of quantitative and qualitative approach. The gathering of data will be thru interview, focus group discussion, questionnaires and document analysis. Indeed, this research intended to provide a vital information based an enhanced cash transfer model that can be used by financial providers, humanitarian organizations, government agencies, donors, focal point and technical working group members, key programme and support services staff, key volunteers, service providers and other direct and indirect stakeholders in disaster impacted areas. The outcome of this study also includes evaluating if the proposed model is feasible, acceptable and suitable in this country. Perhaps, this developed model will serve as future reference for researchers in more in depth empirical studies.

CONCEPTUAL FRAMEWORK



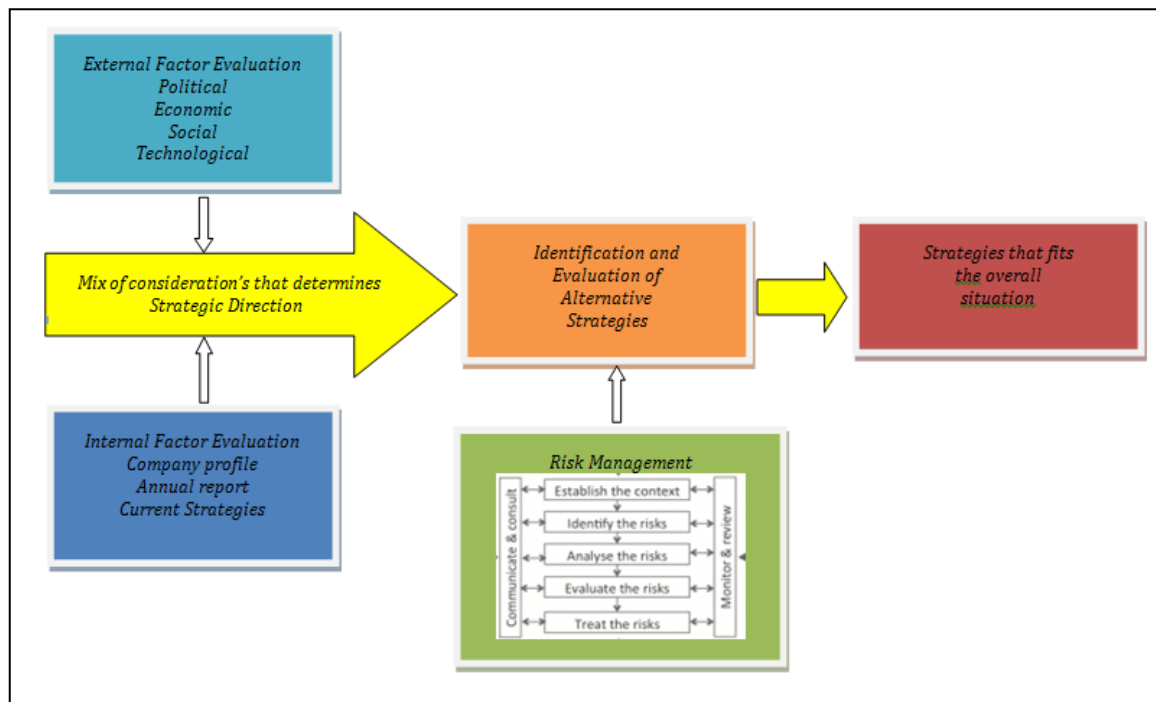
STRATEGIC MANAGEMENT FOR NN-ATS HOLDINGS LOGISTICS MANAGEMENT & COMPANY, INC.

Tariq Siddiqui, Marlon M. Fortunato, , Gina O. Reyes, Michelle G. Acuavera and
Adviser Dr. Anthonio M. Lopez

ABSTRACT

Potential changes in the macro-environment will cause changes in the behaviour of suppliers, buyers, substitutes, new entrants and competitors of any industry. These changes are the reason behind competitive dynamics that erode the company's competitive advantage. Therefore there's a need to continually renew investments and formulate strategies that will further create new sources of advantage for the company. The proposed strategic plan of the company is derived from systematic and logical sequence. Proposed strategies were formulated with analysis of the external and internal environment. The paper discusses the relevant changes that take place in the environment, which has material effects to NN-ATS Logistics Management & Holdings Co. Inc. Porter's five forces was used to analyse the industry's structure, helped identify opportunities that company should exploit and threats that protect itself from. Analysis was made on the organizations resources, capabilities, and core competencies. Value chain was also used to determine the company's strengths and weaknesses. Proposed strategies are the results of extensive analysis of the company. This is the most important module because it includes the actions that the company should take, to compete in a fragmented industry and to achieve a competitive advantage.

CONCEPTUAL FRAMEWORK



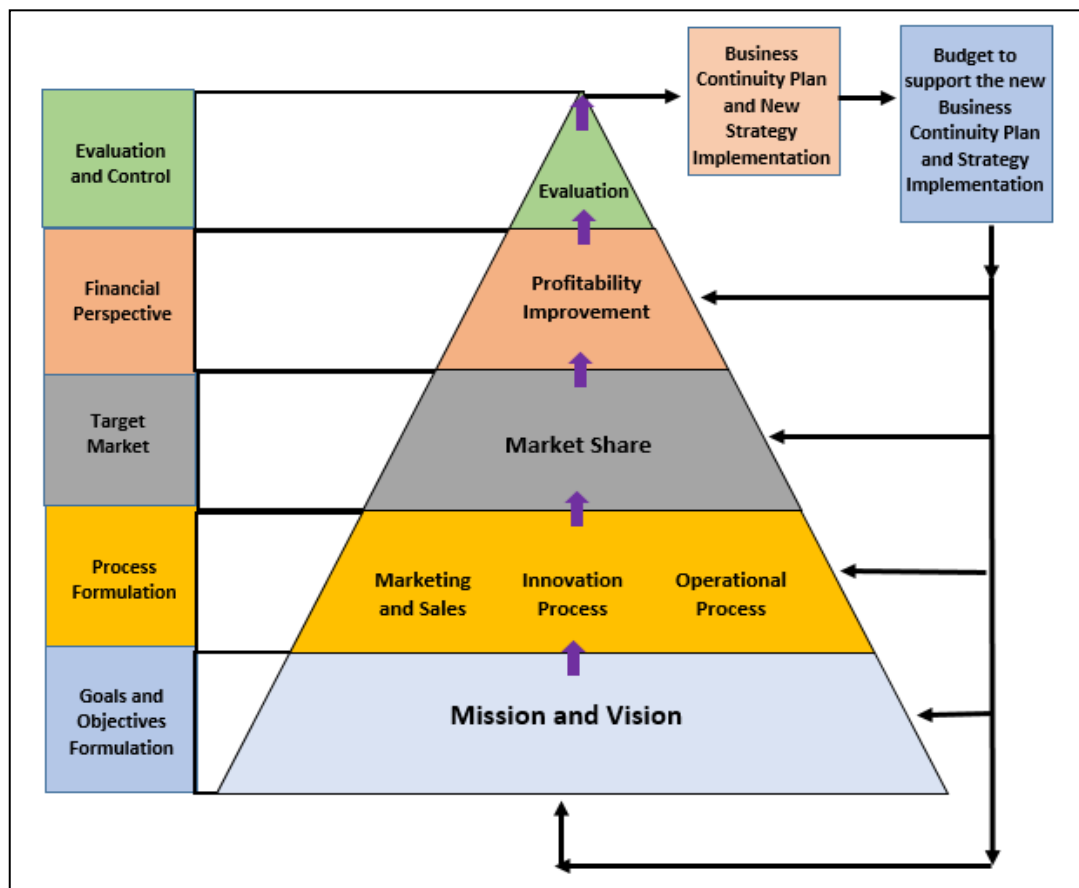
PROCESS FORMULATION: A STRATEGIC MODEL FOR PROCESS IMPROVEMENT, MAXIMUM ELECTRONICS AND COMMUNICATIONS, INC.

Danilo S. Lambino, Paulo Noel Mazo and Jan Christopher Cacdac,
Adviser Dr. Anthonio M. Lopez

ABSTRACT

In the 80's, the popular mobile communication equipment then was the conventional two-way radios in the Philippines. During those times, this industry have grown and capitalized by large business in our country, but time and technology passes by so quickly. In the middle of 1990's, more sophisticated inventions of wireless communication equipment were invented. The growth of the cellular phone penetration and usage has been phenomenal even at this time. 21st century, the development of the different various communications technologies are at a remarkable rate, driving the communications industry into extremely large and profitable market. Maximum Electronics, being a dealer in the two-way radio business has a lot of challenges and issues that needs to address like, no standard operation procedure and policy, no systematic control and inventory and even human resource policies are not even defined but the researcher decided to focus on what should be addressed with urgency to improve the current business situation of maximum electronics and communication and that is to formulate company's Vision-Mission to convey guidelines and procedures in order to meet the company business goal.

CONCEPTUAL FRAMEWORK:



CONSTRUCTION INDUSTRY DEVELOPMENT FOR DISASTER PREVENTION AND RESPONSE

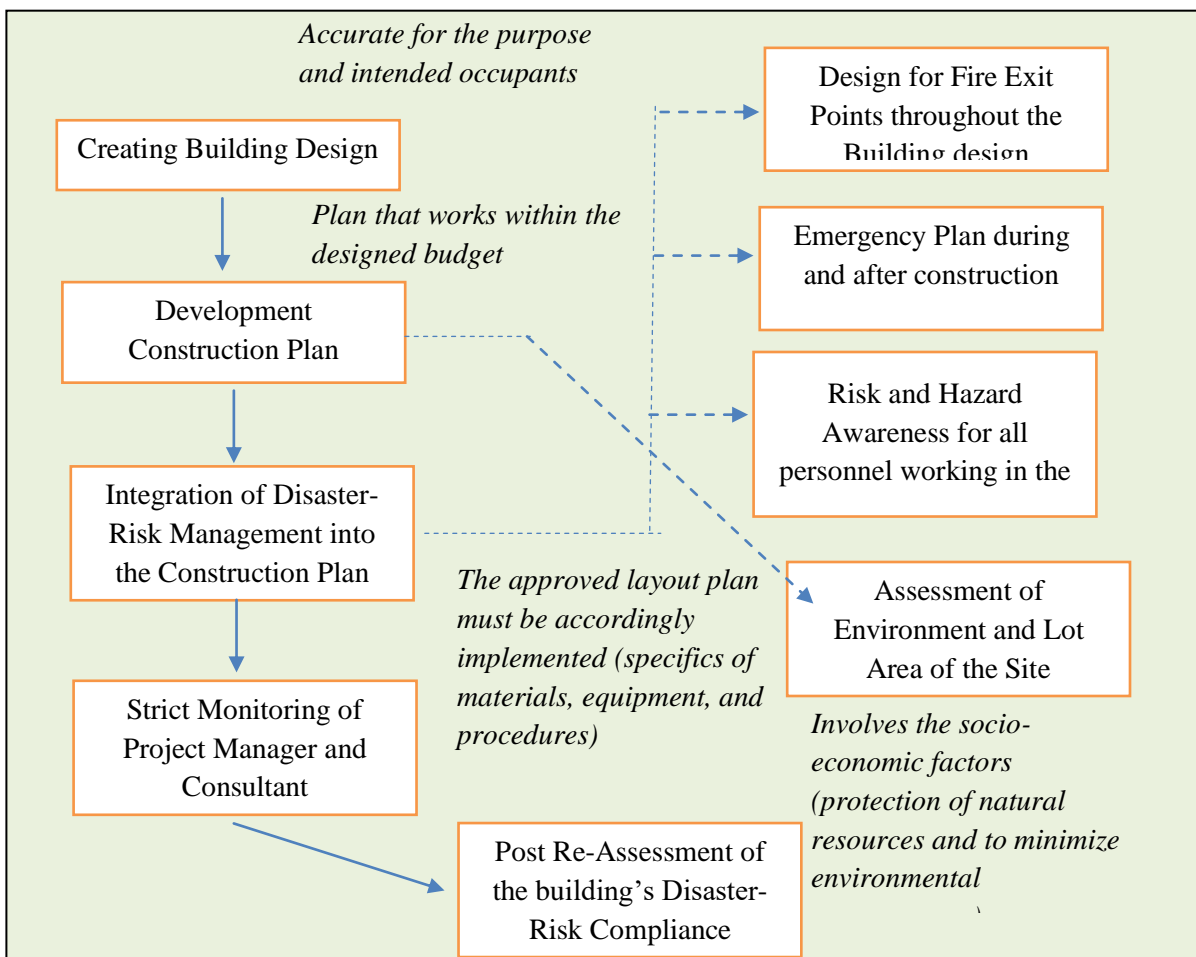
Ann Gelli Torres, Dina De Ala, Maricris Macatangay, Jonalyn Amparo, and Cherrynel Petallar

Adviser Dr. Tabassam Raza

ABSTRACT

In the 10th of September 2015, the Production and Operations Management class visited the construction of College of Home Economics Complex (CHEC) at Regidor St., U.P. Diliman, Quezon City. Through a brief site visit, the class had an opportunity to observe and to learn about the general process of a construction project in the presence of Engineer Garcia, the in-charge project manager of the Proposed Home Economics Complex under ABE. The information gathered throughout the time spent inside the vicinity are presented in this paper to which we discuss some important points that will help the management improve their production and operation, specifically, to reduce the risk and endure disaster in case of any fortuitous event. Activities of disaster-risk management involve emergency planning and insurance. Not only in the usage and execution of high-quality materials and procedures but an in-depth plan of damage controls are as important.

CONCEPTUAL FRAMEWORK



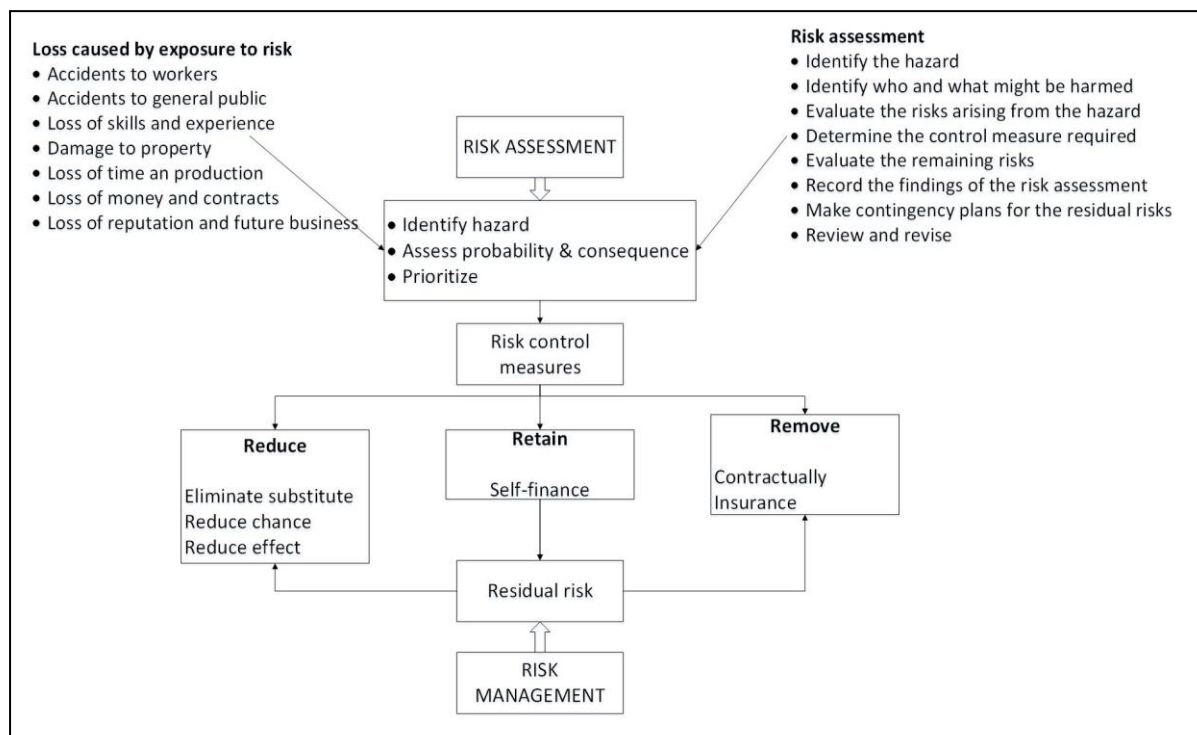
RISK MANAGEMENT IN CONSTRUCTION INDUSTRY FOR BUSINESS CONTINUITY

Salvador Briboneria, Rhett Dela Cruz, Mariella Masiglat, and Lady Lee Cabriga
Adviser Dr. Tabassam Raza

ABSTRACT

The aim of this study is to determine the importance of risk management in construction industry for business continuity. An ocular to a construction site with an on-going project in the University of the Philippines, Diliman, Quezon City was conducted. Observations showed that risk management in construction is designed to plan, monitor and control those measures needed to prevent exposure to risk. Especially in today's unpredictable environment, there is a tendency for disasters to occur unexpectedly and to bring about undesired consequences. To do risk management, it is necessary to identify the hazard, assess the extent of the risk, provide measures to control the risk and manage any residual risks, so the company can be better equipped to meet future challenges more confidently. An effective risk management plan is critical to companies in the construction industry. Being in an industry that is constantly subjected to internal and external pressure, construction companies are likely to incur costly errors if they are caught unprepared when a crisis strikes.

CONCEPTUAL FRAMEWORK

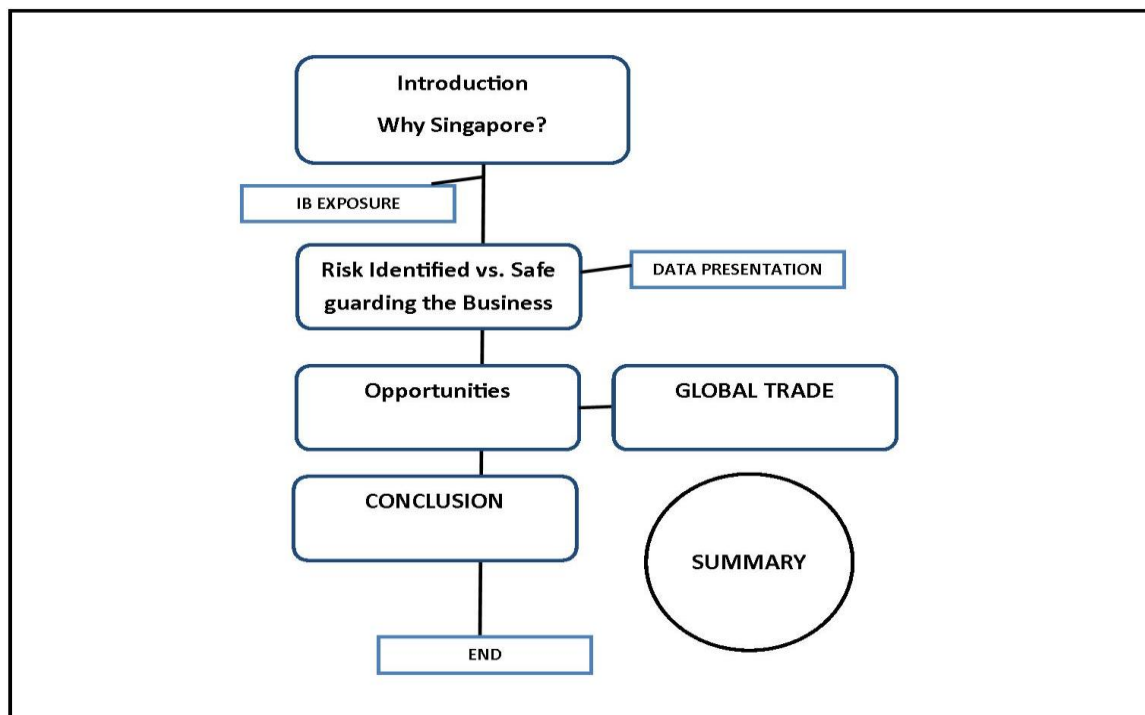


SAFE GUARDING BUSINESS IN SINGAPORE
Francis Castil and International Business Class
Adviser Dr. Eduardo G. Ong

ABSTRACT

Safe guarding International Business, as an academic requirement for International Business (IB), is an effort to present the results of the IB exposure participated by the students under the Master's in Business Administration program of the Philippine School of Business Administration (PSBA), for the 1st semester of S/Y 2016-2017. This first hand exposure in Singapore, made the class realized the importance of international trade and managing risks. In this presentation, the class would like to relate the concepts shared by the speakers from TMC academy in relation to the growth and development of the country. The current scenarios in the local and international trade in the Philippines will create comparative analysis. Moving forward, the class aims to identify and present the risk that entails to the present situation of the country, and how to safe guard the business towards global standards. The presentation will take only 10-15 mins and will focus on the key topics only. We are also going to show photos of our IB exposure in Singapore.

CONCEPTUAL FRAMEWORK



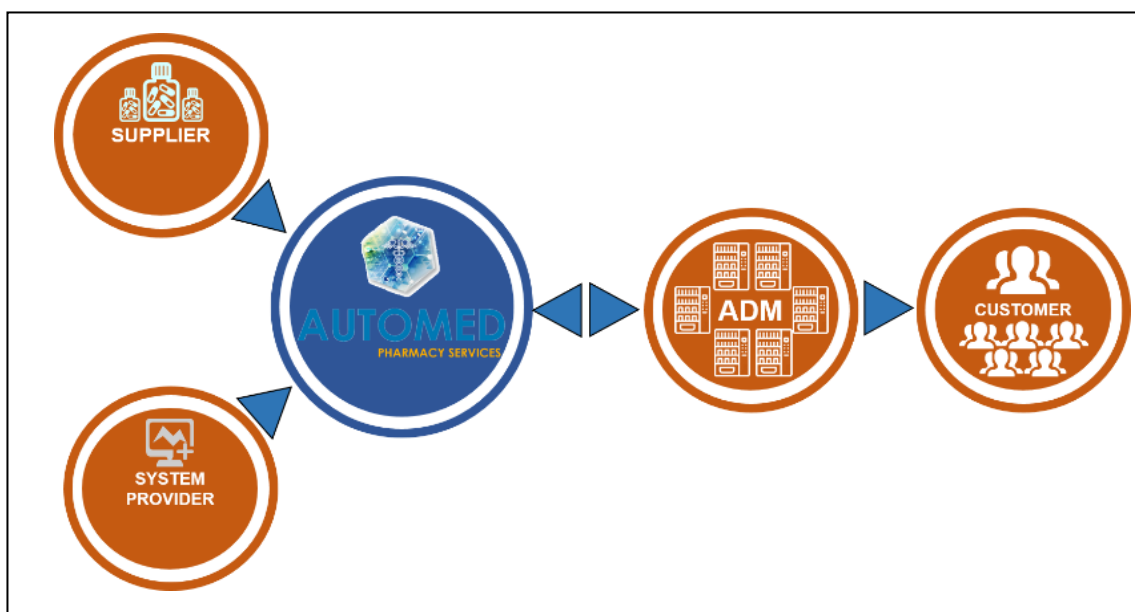
AUTOMED-AUTOMATED DRUG MACHINE

Dela Cruz, Lex Phil C. Ang, Jester Marvin G, and Inog, Mohammad Ramadhanie M.
Adviser Dr. Anthonio M. Lopez

BUSINESS PLAN

The global healthcare industry is experiencing a massive shift driven by one major objective - to improve the quality of professional care being delivered. New entrants from outside the traditional business of healthcare are redefining the global healthcare market for consumers, providers, payers, and investors in both developed and developing nations. These “new entrants” are pioneering pathways into virtual healthcare, more affordable and convenient care options, wellness and fitness, and more. Machines selling aspirin, paracetamol, ibuprofen, as well as products for relief from indigestion and heartburn, condoms, feminine hygiene products, and tights etc. are already a common feature in pubs, restaurants, clubs, cinemas, colleges, universities and offices in the Western market, but there are many possibilities to extend the product range beyond the common items. The study is about introduction of such facilities in context of the Philippines. Indeed, Automated Drug Machine (ADM) is an excellent business venture innovation that caters the health needs of the customers. Having an integrated user-friendly system that is found in Automated Teller Machines (ATMs) from banks, it gives the customer confidence and familiarity to use the ADM. In general, customers are most likely using the famous “ATMs” which is combined to a vending machine. Also, with the easy-to-follow digital counselling feature, queries and health concerns can be easily solved.

PRODUCT PROCESS



FREE FARM TO MARKET WEB AND MOBILE APPLICATIONS FOR ORGANIC FARMING AND BUSINESS

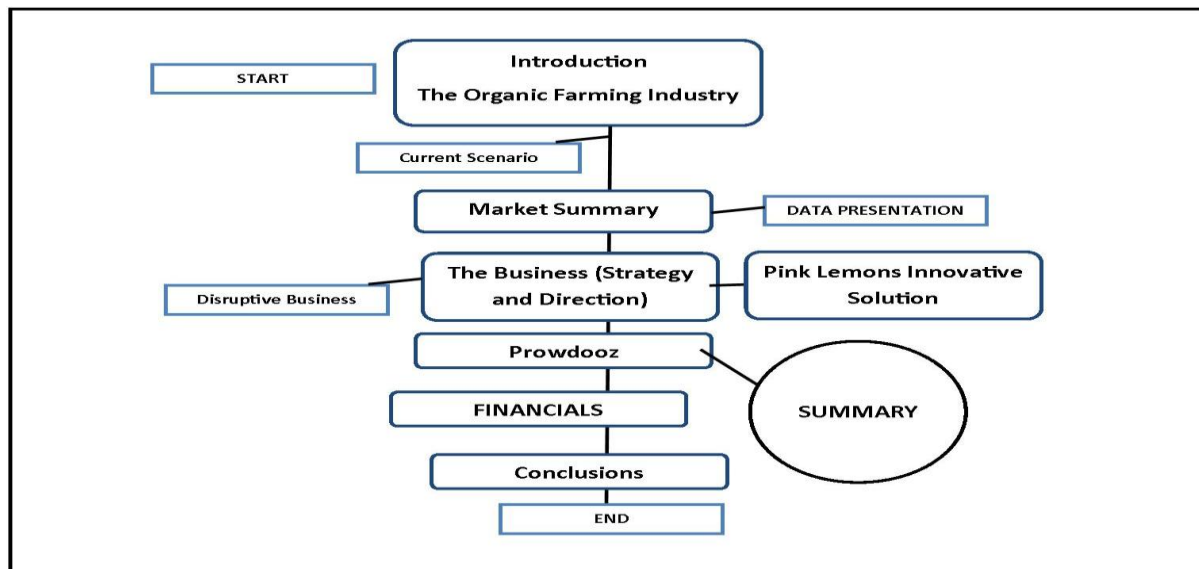
Wilven John C. Gadian, Aerorino Villanueva, Angelque Habaradas, and Clarie Ann Villasaya

Adviser Dr. Anthonio M. Lopez

BUSINESS PLAN

According to our interview with the National Coordinator of National Organic Agriculture Program (NOAP) last August 6, 2016, they have confirmed that until now, their department is still in search of a better way to augment or even create a steady market. From their data, it was estimated that from 2007 alone many farmers have shifted to the natural way of farming, thus converting thousands of hectares of land to organic soil. Initially, it was a challenge to convince farmers to move into organic ways of farming. Unfortunately, new challenges arise as demand is getting lesser than the supplies. There are a lot of factors that cause this to happen. As per Ms. Famela Perido, Data Specialist from the office of Mr. Christopher G Morales; the now NOAP Coordinator, said that what is lacking right now is a concrete “MARKET INFORMATION SYSTEM” specifically designed for organic farming industry. It is still an exploratory motion to sustain the heavy production that is being supplied by all organic farming practitioners. In fact, everyone involve in the industry is in battle with mainly “awareness and market campaign”. In this research, the group tried to find out a concept of helping or better yet solving challenges in organic farming and/or business. We contest that maybe the use of a technology that will provide farm management tools, Farm to Market e-Commerce media, and crowd funding to its beneficiaries, might solve the challenges. A technology that will disrupt the traditional way of farming and doing business, towards bringing organic farm products to its mainstream level.

CONCEPTUAL FRAMEWORK



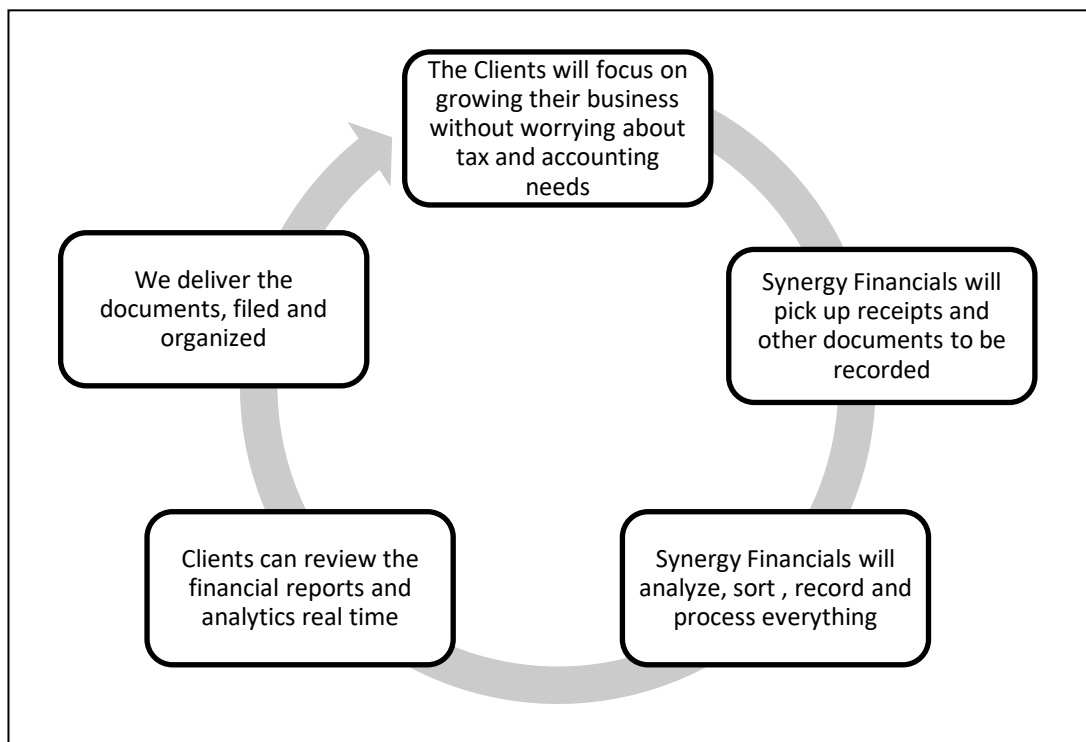
SYNERGY FINANCIALS: FINANCIAL PROCESS OUTSOURCING FOR SMALL AND MEDIUM ENTERPRISE IN TARLAC CITY

Eric Elefante, Enrico De Belen, Melody Co and Ismael Hidalgo
Adviser Dr. Anthonio M. Lopez

BUSINESS PLAN

Synergy Financials is a Business Process Outsourcing enterprise which provides accounting and other Finance services that will cater to small and medium enterprises within Tarlac City and its neighbouring cities and municipalities. While the industry of business process outsourcing is rapidly growing in the Philippines, most of these companies cater only to the large, multinational companies. However, based on the the2014 survey of the Philippines Statistics Office, out of the 946,988 establishments in the Philippines, 99.6% of these are small and medium enterprises. Synergy Financials' aim is to capitalize on this untapped market, bringing the best products and services of modern BPO to the local small and medium enterprises.

CONCEPTUAL FRAMEWORK



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