



3rd International Research Symposium (3rd IRS)

23 March 2019 | 08:00 AM – 06:00 PM | Saturday

VENUE: Grand Auditorium, 3rd Floor, Philippine Heart Center, East Avenue, Quezon City

Title: Business Continuity and Disaster Risk Reduction Challenges in the Organization, Policy Formulation, and Implementation

Theme: Business Response in the face of Crisis

Program of Activities

Time	Activity/Title of the Presentation	Person or Institution In charge
08:00 – 08:30	Registration	PSBA-Manila & UP PLANADES
08:30 – 08:40	Opening Prayer and National Anthem	Dr. Lualhati S. Macapagal , Editor, GSB Business Research Journal, PSBA-Manila
08:40 – 08:55	Welcome Message and Introduction of the Guest Speaker Resource Person	Dr. Hussein S. Lidasan , Dean, School of Urban and Regional Planning (SURP), University of the Philippines (UP), Diliman, Q.C.
08:55 – 09:10	Guest Speaker Message and Welcome to the Participants	Hon. Herbert Constantine M. Bautista , Mayor, Quezon City
09:10 – 09:25	Keynote Speaker	Dr. Wasim Qazi , Vice Chancellor / President IQRA University, Karachi, Pakistan
09:25 – 09:40	Keynote Speaker	Hon. Gov. Antonio Cerilles Governor, Zamboanga del Sur Philippines
09:40 – 10:05	Resource Speaker: Title: Overview of Thailand Policy towards Business Continuity	Dr. Indrajit Pal , Assistant Professor and Chair, Disaster Preparedness, Mitigation and Management (DPMM), Asian Institute of Technology, Thailand
10:05 – 10:20	Resource Speaker: Public Private Partnership Policy towards Project continuation in case of Emergency	Dr. Primitivo Cal , Executive Director PLANADES
10:20 – 10:25	Open Forum	Chair of the Session: Dr. Jose Teodorico V. Molina , PSBA-Manila
10:25 – 10:40	Coffee Break and Group Photo	Grand Auditorium, 3 rd Floor, Philippine Heart Center, East Avenue, Diliman, Quezon City, Philippines
10:40 – 12:15	Plenary Session Exclusive Topics	Chair of the Session: Prof. Carmi Liwag , UP-SURP, Diliman, QC
10:40 – 10:55	Resource Speaker: The Role of Provincial Disaster Management Authority towards Business Continuity of Punjab Districts	Mr. Nisar Ahmed , Project Coordinator, Project Implementation Unit, Punjab Disaster Management Authority, Lahore Pakistan

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10:55 – 11:10	Resource Speaker: Environmental Protection and Waste Management Department Initiatives towards Business Continuity	Ms. Frederika C. Rentoy , Head, Environmental Protection and Waste Management Department, Quezon City Government, Philippines
11:10 – 11:25	Resource Speaker: Quezon City Disaster Risk Reduction: Insurance Mechanism towards SMEs	Mr. Karl Michael E. Marasigan , Head, Disaster Risk Reduction Management Office, Quezon City Government, Philippines
11:25 – 11:40	Resource Speaker: Meaning and Essence of Integrating Disaster Risk Reduction Framework in Business	Dr. Elias Sampa , Director, Curriculum & Programs, Australian International School
11:40 – 11:55	Resource Speaker: Business Continuity and Network Recovery – The Australian Queensland State Context and Challenges	Mr. Nadeem Latif , Principal Manager (Assurance), Department of Transport and Main Roads, Queensland Government, Brisbane, Australia
11:55 – 12:15	Open Forum, Group Photo and Distribution of Plaques of Appreciation	Chair of the Session: Prof. Carmi Liwag , Dr. Jose F. Peralta , Dean and President & Dr. Tabassam Raza , Associate Dean PSBA-Manila and Mr. Karl Michael E. Marasigan , Head, QC-DRRMO
12:15 – 13:00	LUNCH	Grand Auditorium, 3rd Floor, Philippine Heart Center, East Avenue, Diliman, Quezon City, Philippines
Session I 13:00 – 14:15	Plenary Session MBA-DRM Graduating Class	Chair of the Session: Prof. Ata Ur Rahman IQRA University, Head of Department and International Media Consultant, Canada
13:00 – 13:10	Title: Identifying Major Problem and Regulation towards Disaster Risk Reduction Action Plan on Selected Subdivision in Quezon City	Presenter: Arch't. Pedro P. Rodriguez Jr. , MBA-DRM Thesis Candidate, PSBA-Manila
13:10 – 13:20	Title: Coping and Adaptive Capacities Expansion of the Non-Government Organizations (NGO's) accredited as member of Quezon City Development Council	Presenter: Ms. Coleen C. Balasabas , MBA-DRM Thesis Candidate, PSBA-Manila
13:20 – 13:30	Title: Multi-hazard Risk Mapping of Daycare Centers in Quezon City: An Action Plan towards Decision Making	Presenter: Ms. Ruth G. Genato , MBA-DRM Thesis Candidate, PSBA-Manila
13:30 – 13:40	Title: Enhancing the Evacuation Plan for Subdivision in Quezon City: A Model For Open Space Evacuation Center	Presenter: Mr. Jonathan E. Africa , MBA-DRM Thesis Candidate, PSBA-Manila
13:40 – 13:55	Resource Speaker: Dubai Financial Crises and Solution towards Business Continuity	Prof. Abdul Ghafoor , Chief Executive Officer, Mangrove Services, LLC, Dubai, United Arab Emirates
13:55 – 14:05	Open Forum	Prof. Ata Ur Rahman IQRA University, Head of Department and International Media Consultant, Canada
14:05 – 14:15	Distribution of Plaques of Appreciation	Dr. Jose F. Peralta , Dean and President & Dr. Tabassam Raza , Associate Dean PSBA-Manila
Session II 14:15 – 15:05	Plenary Session MBA Research Methodology Class	Chair of the Session: Arch't. Pedro P. Rodriguez Jr. , QCG

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14:15 – 14:25	Title: Assessing Hazard Preparedness Level of a Hotel and Casino’s Employees	Presenter: Ms. Mary Ann J. Caballeda , MBA - Research Methodology Class, PSBA-Manila
14:25 – 14:35	Title: Impact of Mode of Payments on Purchasing Power of Consumers in Selective Casual Dining Restaurants in Makati City	Presenter: Ms. Maria Carmel E. Molina , MBA - Research Methodology Class, PSBA-Manila
14:35 – 14:45	Title: Policy Framework on Universal Charge thru Gradual Removal of Missionary Electrification Subsidy in the Philippines	Presenter: Dr. Tabassam Raza and Mr. Jonnel S. Acoba , MBA - Research Methodology Class, PSBA-Manila
14:45 – 14:55	Title: Church Governance and Ethical Standard as an Essential Elements for Preservation of Church Unity	Presenter: Mr. Leo D. Parotina , MBA - Research Methodology Class, PSBA-Manila
14:55 – 15:05	Title: Assessing Relationship between Individual Development Program and Employees’ Retention in ICRC, Philippines	Presenter: Mr. Mark C. Magno , MBA - Research Methodology Class, PSBA-Manila
15:05 – 15:15	Open Forum	Arch’t. Pedro P. Rodriguez Jr , QCG
15:15 – 15:30	Coffee Break	Grand Auditorium, 3rd Floor, Philippine Heart Center, East Avenue, Diliman, Quezon City, Philippines
Session III	Plenary Session	Chairs of the Session: Dr. Jun Castro , UP-SURP and
15:30 – 16:10	PSBA and Other Universities	
15:30 – 15:40	Title: Financial literacy towards a Sustainable Development: A Social Intervention Perspective	Presenter: Mr. Jan Michael R. Las Marias , DBA - Social Responsibility Class, PSBA-Manila
15:40 – 15:50	Title: Micro-Small-Medium Enterprises Entrepreneurs Leadership: An Employee Engagement Crisis Framework	Presenter: Ms. Janet Guerrero-Poja , Ateneo de Naga University
15:50 – 16:00	Title: A Global perspective of Governance and Policy Process in Business Continuity and Disaster Risk Reduction.	Presenter: Dr. Kamran Raza , Dean, IQRA University
16:00 – 16:10	Title: The Impact of Television Advertisement of Four Leading Fast Food Chains on Children’s Wants: Parent Point of View, Pasig City, Philippines	Presenter: Mr. Bo Ngoc Bui , MBA Candidate, PSBA-Manila
16:10 – 16:20	Open Forum	Dr. Jun Castro , UP-SURP and Prof. Ata Ur Rahman , IQRA University International Media Consultant, Canada
Session IV	Plenary Session	Chair of the Session: Dr. Eduardo G. Ong , PSBA-Manila
16:20 – 17:00	PSBA and Other Universities	
16:20 – 16:30	Title: Mitigating anomalies in business: A Social Responsibility of the Accounting Profession	Presenter: Mr. Rafael R. Veloso III , DBA - Social Responsibility Class, PSBA-Manila
16:30 – 16:40	Title: Enhanced Cash Transfer Model for Disaster Impact Areas in the Philippines	Presenter: Ms. Alma Gutierrez , DBA Dissertation Candidate, PSBA-Manila
16:40 – 16:50	Title: Sweet Potato-Based Products Value Chain Analysis for Input-Market Challenged Business Resiliency in Albay, Philippines	Presenter: Mr. Nolan G. Belaro , Ateneo de Naga University
16:50 – 17:00	Open Forum	Dr. Eduardo G. Ong PSBA-Manila

Time	Activity/Tile of the Presentation	Person or Institution In charge
Session V 17:00 – 18:00	Plenary Session PSBA and IQRA University	Chair of the Session: Dr. Leonardo C. Medina Jr. and Dr. Grace Enriquez , PSBA-Manila
17:00 – 17:10	Employees as an Effective Marketing Arm: A Corporate Social Initiative	Presenter: Ms. Caroline S. Mateo , DBA Social Responsibility Class, PSBA-Manila
17:10 – 17:20	Title: Role of Media in Disaster Management	Presenter: Prof. Ata Ur Rahman , Head of Department, IQRA, University
17:20 – 17:30	Title: The Role of Corporate Social Responsibility in the Mining Industry of Zambales	Presenter: Ms. Michelle Acuavera , DBA Social Responsibility Class, PSBA-Manila
17:30 – 17:40	Open Forum	Dr. Leonardo C. Medina Jr.
17:40 – 17:50	Distribution of Plaques of Appreciation	Dr. Tabassam Raza & Mr. Paul Michael Dungo , Associate Dean & President of GSB Student Council, PSBA-Manila
17:50 – 18:00	Synthesis and Closing Remarks	Dr. Tabassam Raza , PSBA-Manila

Emcees: Prof. Carmi Liwag & IQRA University Representative