



**Title: Mitigate the Financial and Operational Risks and the Disruption to Business Continuity**

**Theme: Exploring COVID-19 Pandemic Uncertainty Impact towards Economic Growth**

**5<sup>th</sup> International Research Colloquium**

**Philippines School of Business Administration**

**Graduate School of Business**

**Academic Year 2020-2021**

**To be held virtually on January 23, 2021 (Zoom based Webinar)**

**1:00 PM to 6:00 PM Singapore Time**

**Registration: [5th IRC Registration Form](#)**

**Tentative Program of the Event**

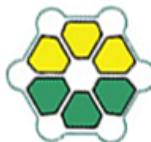
Time (PM)	Title	Person In-charge /Speaker
1:00 – 1:10	Opening Prayer, National Anthem, and Call for the President	<b>Dr. Grace E. Enriquez and Engr. Ernie M. Lopez</b> , GSB PSBA, Manila
1:10 – 1:20	Message from the PSBA-President and Introduction of the Guest of Honor	<b>Dr. Jose F. Peralta</b> , President, PSBA and <b>Prof. Dr. Eduardo G. Ong</b> GSB, PSBA, Manila
1:20 – 1:35	<b>Guest of Honor:</b> Message and Welcome to the Participants	<b>Hon. Mayor Josefina “Joy” Belmonte-Alimurung</b> , Mayor of Quezon City & Adjunct Professor PSBA
1:35 – 1:50	<b>Guest Speaker:</b> Impact of COVID-19 on Functions of the University of Philippine, Diliman Quezon City	<b>Prof. Dr. Fidel R. Nemenzo</b> , Chancellor, University of the Philippines, Diliman, Quezon City
1:50 – 2:50	<b>Session I: COVID-19 Knowledge Dissemination Through Experts’ Opinion</b>	<b>Session Chair : Prof. Dr. Jose Teodorico V. Molina</b> , Graduate School of Business, PSBA <b>Session Co-Chair: Dr. Paulo Noel A. Mazo</b> GSB, PSBA, Manila
1:50 – 2:05	<b>Resource Speaker:</b> The Concept of Humanitarian Logistics and Supply Chain Management towards Post COVID-19 Risk Sensitive Planning	<b>Prof. Dr. Hussein Sinsuat Lidasan</b> Dean, School of Urban and Regional Planning
2:05 – 2:20	<b>Resource Speaker:</b> Development of Quezon City Inclusive Unified Response, Recovery, and Rehabilitation Framework for COVID-19 Pandemic	<b>Prof. Karl Michael E. Marasigan</b> , Head, Disaster Risk Reduction Management Office (DRRMO) Quezon City Government & Adjunct Professor PSBA
2:20– 2:35	<b>Resource Speaker:</b> COVID-19 Pandemic Impact on daily function in Asian Institute of Technology (AIT) Thailand	<b>Prof. Dr. Indrajit Pal</b> , Chair Disaster Preparedness, Mitigation and Management (DPMM), Asian Institute OF Technology, Thailand and



Time (PM)	Title	Person In-charge /Speaker
		Adjunct Professor of PSBA
2:35– 2:50	<b>Resource speaker:</b> The Outlook of the New York Real Estate Industry during COVID 2019, USA.	<b>Prof. Atty. Manuel B. Quintal, Esq.</b> Law Offices of Manuel B. Quintal, P.C. 291 Broadway, Suite 1501 New York, NY 10007 Adjunct Professor , PSBA
2:50– 3:50	<b>Session I: COVID-19 Pandemic Impacted Businesses</b>	<b>Session Chair: Prof. Carmelita Liwag R.E.U., UP SURP</b>
2:50 – 3:00	<i>Realignment of Community-Level/Barangay Disaster Risk Reduction And Management Plan Towards COVID-19 Pandemic</i>	<b>Mr. Chester Ace Silvestre</b> Ms. Janice Marlleon Peco Ms. Cherry Blessing Menguito Ms. Michellyn Marasigan Mr. Shahid Iqbal (DRM-2 Class Group)
3:00 – 3:10	<i>Assessing the Impact of COVID-19 Pandemic towards Real Estate Sector in Makati City, Philippines</i>	<b>Ms. Michellyn Antonette Marasigan</b> (Research Methodology Class ) MBA-DRM Program
3:10 – 3:20	<i>Development of Contingency Plan for Development Bank of the Philippines (DBP) towards COVID-19 Pandemic</i>	<b>Ms. Lanny Soliman</b> (Research Methodology Class ) MBA Program, PSBA
3:20 – 3:30	<i>Small and Medium Enterprises (SMEs) Compliance towards Electronic Filing and Payment System of the Bureau of Internal Revenue in Pasay City: A Discussion and Analysis</i>	<b>Mr. Richard Tolio</b> (Research Methodology Class ) (MBA Program), PSBA
3:30 – 3:40	<i>Enforcement of Health Protocols towards COVID-19 Pandemic: An Assessment of Quezon City Government Department of Public Order and Safety</i>	<b>Ms. Evangeline Socorro</b> (Research Methodology Class ) (MBA-DRM Program), PSBA
3:40 – 3:50	Open Forum (Q & A)	<b>Session Chair: Prof. Carmelita Liwag R.E.U., UP SURP</b>
3:50 – 4:50	<b>Session II: Disaster Risk Management Strategies</b>	<b>Session Chair: Dr. Leonardo Medina</b> Dean CoE, Lyceum of the Philippines
3:50 – 4:00	<i>The Role of Youth Participation in Disaster Risk Reduction Management: A Case of Quezon City</i>	<b>Ms. Anna Mae Andam</b> (Research Methodology Class ) (MBA Program), PSBA
4:00 – 4:10	<i>DRR and CCA Polices towards SD and resilient communities in Quezon City: A Fire Prevention Action Plan</i>	<b>Mr. Joem Macaspac III,</b> Mr. Edwin Brandon Gener Mr. Jojit Santiago Mr. Kent Bryan Cagasan (DRM 2 Class Group) (MBA Program), PSBA
4:10 – 4:20	Development of Policy for Rainwater Harvesting Facility: Towards Water Conservation and Community-Based Sustainable Resiliency	<b>Mr. Lester Morfe</b> Ms. April Joy T. Damaso Ms. Evangeline D.G. Socorro Ms. Vanessa Macapagal Ms. Ana Liza Bautista



Time (PM)	Title	Person In-charge /Speaker
		(Group 1 of DRM 2 Class) (MBA-DRM Program), PSBA
4:20 – 4:30	<i>Disaster Risk Management Solutions in Changing Climate: A Community Resilience and Sustainable Development Model Piloting Quezon City</i>	<b>Mr. Erick Oinde</b> (Research Methodology Class) (MBA Program), PSBA
4:30 – 4:40	<i>Relocation Program for Informal Settler Families Occupying Along the Quezon City Waterways</i>	<b>Ms. Rhea L. Roque</b> Ms. Rowena B. Remoto Mr. Noel Antonio R. Muncal Mr. Narciso M. Alvarado (DRM 2 Class Group) (MBA Program), PSBA
4:40 – 4:50	<b>Open Forum (Q &amp; A)</b>	<b>Dr. Leonardo Medina</b> Dean CoE, Lyceum of the Philippines
4:50 – 6:00	<b>Session III: Technology and Communication Thrust in Business Continuity</b>	<b>Session Chair: Dr. Antonio Valdez</b> , Former Dean, Pamantasan ng Lungsod ng Marikina (PLMar) and Adjunct Professor PSBA
4:50 – 5:00	<i>Seamless Integrated and End to End Quezon City Operation Center</i>	<b>Prof. Marie Hope Capicenio</b> Prof. Ma. Cinderella Garcia Prof. Edward Jr. Castillo Prof. Erwin Carlos Valdez Prof. Karl Michael E. Marasigan Strategic Management (DBA Program), PSBA
5:00 – 5:10	<i>MEDS2GO: Standardizing Medicine Delivery System in Quezon City</i>	<b>Mr. Ferdinand Nuñez</b> Ms. Geraldine Buela, Ms. Pia Louise Reyes, Mr. Jose III Macaspac, Management Information System Class (MBA Program), PSBA
5:10 – 5:20	<i>Health Workers' Perception Towards the Challenges in De Los Santos Medical Center during COVID 19 Pandemic: A Phenomenological Approach</i>	<b>Prof. Francis S. Castil, MBA</b> Prof. Maricris M. Blyth, MBA Prof. Benita Gamboa, MBA Philosophy of Art and Science Class (DBA Program), PSBA
5:20 – 5:30	<i>Electronic Department Management and Processing System of Ramon Magsaysay Technological University</i>	<b>Prof. Maricris Blyth</b> Prof. Acuavera Michelle Prof. Jonelyn Yap Scientific Management Research Class (DBA Program), PSBA
5:30 – 5:40	<i>IT Project Proposal: Digital Strategic Performance Management System for the Quezon City General Hospital, Medical Center, Quezon City, Philippines</i>	<b>Mr. Paul Gerard T. Adaya</b> Mr. Joey S. Ruazol Mr. Verzileus O. Balasabas (Management Information System Class) (MBA-DRM Program), PSBA



Time (PM)	Title	Person In-charge /Speaker
5:40 – 5:50	<i>Quezon City Unified Database System towards Physical and Development Planning</i>	<b>Mr. Rainheardth N. Laureta</b> Mr. John Anthony Z. Rosales Ms. Nathalie April C. Dela Cruz Mr. Edwin Brandon Gener Ms. Sheila Johana G. Simbulan (MIS Class) MBA/MBA-DRM Program, PSBA
5:50 – 6:00	<b>Open Forum (Q &amp; A) Synopsys and distribution of Digital Certificates of Participation and Attendance</b>	<b>Prof. Dr. Tabassam Raza</b> , Associate Dean and Director DRM Unit, PSBA and <b>Prof. Enp. M. Lee Patarlas</b> Adjunct Professor, PSBA

**Reporter:** Prof. Enp. M. Lee Patarlas (Adjunct Professor, PSBA)

**Emcee:** William Vincent C. Obcemea (PSBA, GSB)

TBA\* = To be Announced