

**International Conference on
Management Techniques, Social
Sciences, Humanities & Tourism
Research**

MSHTR-2019



Organized by



**University of the Immaculate
Conception, Davao,
Philippines**

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2nd International Conference on “Management Techniques, Social Sciences,
Humanities & Tourism Research”(MSHTR- April, 19-20, 2019)
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GI Social Sciences Forum, Kuala Lumpur, Malaysia.



MSHTR 2019

Conference Proceeding

Book of Abstracts

**2nd International Conference on
“Management Techniques, Social Sciences, Humanities &
Tourism Research” (MSHTR -2019)”**

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Editor:

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Country Director (Global Illuminators Iraq)

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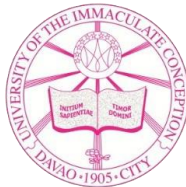
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*Graduate School, University of the
Immaculate Conception, Philippines*

Conference Chair Message

Farooq Ahmed Jam (Ph.D.)



2nd International Conference on “Management Techniques, Social Sciences, Humanities & Tourism Research” (MSHTR - 2019) serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations

for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the regional and global challenges faced by our societies. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe, these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences. The scholars attending this conference will certainly find it helpful in refining their own research ideas, finding solutions to basic/applied problems they face, and interacting with other renowned scholars for possible future collaborations.

I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event, selecting the best paper awards, and helping the participants in publishing their research in affiliated journals. Also, special thanks to all the session chairs from industry, academia, and policy-making institutions who volunteered their time and support to make this event a success.

A very special thanks to the great scholars for being here with us as keynote speakers. Their valuable thoughts will surely open the horizon of new research and practice for the conference participants coming from across the globe. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We, the scholars of this world, belong to the elite educated class of this society and we owe a lot to return to this society. Let's break all the discriminating barriers and get free from all minor affiliations. Let's contribute even a little or single step to the betterment of society and welfare of humanity to bring prosperity, peace, and harmony in this world. Stay blessed.

Type of MSHTR Papers

For this year, MSHTR has two types of papers: *Empirical Studies* and *Insight*. Research papers meet the needs of researchers and are reviewed on the basis of highest academic standards. The objective of the academic paper is to contribute to the scientific body of knowledge. On the contrary, Insight papers meet the needs of policy makers and professionals and are reviewed on the basis of high practical standards. The objective of the Insight is to identify the real-world problems and how they can be solved with the help of information systems.

Reviewing Criteria

In MSHTR, all papers are judged on the same criteria (relevance, significance, originality, validity and clarity). However some criteria differ between the Research papers and Insight papers.

Relevance: Relevance has a great impact on the theme of the conference. The material is relevant and according to the theme of the conference.

Significance: Knowledge in different researches in the conference is related to research papers and insight papers.

Originality: Ideas that are new for the researchers are used in the conference.

Validity: Research papers in the conference are based on theory while the insight papers in the research are based on experimental researches. References are according to content.

Clarity: Papers are according to the format, language is easy and understandable by the audience in the conference.

Acceptance Rates

Full Research Papers				
Submitted Papers	Accepted Papers	Withdrawn	Unqualified papers	Acceptance Rate
53	47	2	3	89%

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Acknowledgment

A huge number of people helped in conducting the conference. First of all, thanks to all the members of the Conference and Program Committee and representatives of the MSHTR board and their helpers. We also want to thank all the Track Chairs and reviewers, as well as all the members of the Scientific Committee, for their help in the review process and organizing the tracks and special sessions. We thank everyone for their hard work and dedication to this conference and we look forward to the latest episode of the MSHTR tradition.

Farooq Ahmed Jam (Ph.D.), Tariq Iqbal Khan (Ph.D.)
And Muhammad Abbas (Ph.D.)
Program Chair & Co-Chairs

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SCIENTIFIC REVIEW COMMITTEE
MSHTR-2019**

BUSINESS, MANAGEMENT AND ECONOMIC STUDIES

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Wen, Yvonne, Ying-Ya

National Formosa University, Taiwan

KEYNOTE SPEAKER’S

Dr. Sylvia J. Pidor (Ph.D.)

VP-Academics/ Dean, Graduate School Program



Her Bachelor of Science in Biology, Master of Arts in Science Education and PhD in Education Leadership gives diversity to her profile as educationist. Beside teaching science subjects for several years, she was given supervisory position being the Department’s Academic Coordinator and Chair Person at University of Immaculate Conception Davao. Due to her dedication in work, she is assigned as the Dean of the Graduate School and as the Vice-President for Academics. She has several affiliations to various organizations in Davao Region, nationally and internationally. She is the president of the Curriculum and Instruction Area of the Davao Association of Colleges and Universities Network (DACUN), President of the Council of Deans for Teacher Education (CODTEI), Region XI, President of the Philippine Association for Graduate Education (PAGE), RegionXI and member of several other national and international organizations. She became a member of the Commission on Higher Education (CHED) Regional Qualification Assessment Team (RQAT), who monitors schools in Davao Region. She has delivered speeches and key note lectures at various international platforms. She is member if Global Illuminators scholarly community.

A compassionate and dedicated leader as others describe her, is someone who loves to travel not only to experience different cultures in other countries but to expand her horizons in learning.

Assoc. Prof. Dr. Ariffin Abdul Mutalib
Schools of Multimedia Technology and Communication,
Universiti Utara Malaysia



Dr. Ariffin started his academic career as a tutor in 1999, after finishing his Bachelor of Information Technology study in Universiti Utara Malaysia (UUM). He obtained his Master in Interactive Multimedia from Heriot-Watt University, Scotland in 2001.

Then, he was appointed as a lecturer. In 2007, he began his PhD study in UUM and finished in 2009. Since 2002 until now, he has secured various research grants, funded nationally and internationally. Nevertheless, he has also been appointed as a consultant for projects by industry players. Not only he excels in research works, his postgraduate supervision is also excellent. From his first PhD supervision in 2011, eight of his students have graduated. More interestingly, four of them graduated on time. Through his research works, he has published more than 30 articles in Scopus journals, and more than 15 articles in ISI journals. All these have enabled him to be seen around the world, which eventually attracts various major conferences to appoint him as a technical reviewer. On top of that, he has also been appointed as a keynote speaker and invited speaker in various conferences. He just finished his term as the Dean of School of Multimedia Technology and Communication (SMMTC). His administrative career began in 2013 when he was appointed as a Quality Manager in UUM.

Having served for two years there, he was appointed as the Head of Department at SMMTC. Then, he was appointed as the Deputy Dean in the following year, before upgraded into the Dean in 2017. His research interests include Interaction Design, Usability, Multimedia for teaching and learning, Emergent technology, and Game-based learning. As a reflection of his contributions and achievements, he has been awarded with “Best Professor in Multimedia Technology” in The Golden Globe Tigers Award 2018, “Education Leadership Award” in Asia’s Education Excellence Awards, CMO Asia 2018, and “100 Most Dedicated Professors” in World Education Congress 2018.

MSHTR 2019 Tracks’ Chairs

Business, Management, and Economics Studies

Edna T. Salva & Thelma O. Alderite

YuLing Liu & Ridwanul Alam

Social Sciences & Humanities

Ariffin Abdul Mutalib & Sylvia J. Pidor

Ronald P.Lambayan & Rona Vic O. Gutierrez

Engineering, Technology, and Public Health Studies

Ariffin Abdul Mutalib & Sylvia J. Pidor

MSHTR 2019 Workshop

“How To Improve The Quality Of A Research Article And Get It Published In Scopus/Isi Indexed Journals”

Trainer: Assoc. Prof. Dr. Ariffin Abdul Mutalib (Ph.D.)

In this workshop, we will discuss how to improve the quality of a research article and getting it published in good quality journals. Publication is considered as a KPI achievement for academic staff. It is considered to be the best way to enjoy benefits and promotion as a faculty member. In this workshop, trainer will shed light on how to identify a hot research topic, how to find a research gap, importance of a catchy Research Paper Title, what reviewers are looking for in a research article, what editors are expecting from authors, major reasons for article rejection by good journals, steps and tips to improve article quality and content, and finding a relevant outlet for your research. Hope this workshop will help the participants improve their understanding about the publication process.

Best Paper Nominee List

SMES’ Activities According to Dimensions of Entrepreneurial Marketing

Thirarut Worapishet

Kasetsart University, Bangkok, Thailand

Participation and Involvement of Local Communities in Relation to the Extent of Implementation of Sustainable Ecotourism Development in Davao Region

Presentacion C. Acosta

University of the Immaculate Conception, Philippines

Risk Assessment of Heavy Metals from Edible Mushrooms

Prapat Pentamwa^{1}, Jitlada Chimmai²*

Suranaree University of Technology, Nakhon Ratchasima, Thailand

MSHTR 2019 Best Paper Award Winner

Risk Assessment of Heavy Metals from Edible Mushrooms

Prapat Pentamwa^{1}, Jitlada Chimmair²*

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Ratchasima, Thailand

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CONFERENCE PROGRAM

DAY 01 Friday (April 19, 2019)
Welcome Reception & Registration
8:00 am – 08:30 am

Opening Ceremony (08:30 am – 09:55 am)

Venue: Room 1

08:30 am – 08:40 am	Welcome Remarks – Mr. Hussein Conference Coordinator, Global Illuminators
08:40 am – 08:50 am	Opening Speech – Dr. Farooq Ahmed Jam (Ph.D.) Executive Director, Global Illuminators Conference Chair
08:50 am – 09:00 am	Keynote Speech- Prof. Dr. Sylvia J. Pidor VP-Academics/ Dean, Graduate School Program, University of the Immaculate Conception, Davao, Philippines
09:00 am – 09:10 am	Keynote Speech- Assoc. Prof. Dr. Ariffin Abdul Mutalib Schools of Multimedia Technology and Communication Universiti Utara Malaysia
09:10 am – 09:25am	Music Performance Prof. Dr. Sylvia J. Pidor
09:25 am – 09:40 am	Group Photo & Award Ceremony

Grand Networking Session and Tea Break (09:40 am – 09:55 am)



DAY 01 Friday (April 19, 2019)

Session 1 (09:55 am – 1:00 pm)

Venue: Room 1

Session Chairs: Ronald P. Lambayan & Rona Vic O. Gutierrez

Track A: Social Sciences & Humanities Studies

EBINS-19-102	Speech Acts Analysis of the Game of Thrones: A Convergent Parallel Design	Rex A. Lim
EBINS-19-105	Perceived Discrimination in LGBT Discourse and Embedded Meaning: A Convergent Parallel Approach	Ramil Reponoya Cubelo
EBINS-19-106	The Effects of Future Time Future Time Perspective, Learning Engagement and Mathematics Academic Achievement for Adolescents in Middle High School	YuLing Liu
EBINS-19-108	The Mediating Effect of Self-Efficacy on the Relationship between Academic Optimism and Instructional Competence of Senior High School Teachers	Jackelyn J. Perandos
EBINS-19-109	Participation And Involvement of Local Communities in Relation to The Extent of Implementation of Sustainable Ecotourism Development in Davao Region	Presentacion C. Acosta
EBINS-19-125	A Convergent Parallel Design to Articulate Culturally Responsive Teaching: A Closer Look at Beliefs, Attitudes and Practices as Magnifiers	Ivy Lyt Sumugat Abina
EBINS-19-132	Demystifying Concrete Pictorial Abstract Approach as a Strategy for Grade Four Math: A Mixed Methods Design	Edna T. Salva
EBINS-19-133	Motivation and Values as Predictors to Job Performance of Public School Teachers: A Convergent Parallel Approach	Thelma O. Alderite

Lunch Break (1:00 pm – 2:00 pm)



DAY 01 Friday (April 19, 2019)

Session 1 (09:55 am – 1:00 pm)

Venue: Room 1

Session Chairs: Ronald P. Lambayan & Rona Vic O. Gutierrez

Track A: Social Sciences & Humanities Studies

EBINS-19-135	Elucidating the Work Productivity of Basic Education Faculty through their Academic Optimism and Innovative Work Behaviour: A Concurrent Mixed Methods Approach	Sr. Elvie G. Borlado
EBINS-19-137	Academe’s Role in the Community-Based Rehabilitation and Aftercare Program (CBRAP): A Sequential Exploratory Approach	Nelca Stephany Umblero-Amatong
EBINS-19-143	A Grounded Theory on Leadership Qualities for School Heads in Indigenous Peoples Communities	Bienvinido E. Infante
MSHTR-19-101	Cyber-Crime in Bangladesh: Impacts and Solutions	Ridwanul Alam
MSHTR-19-107	SMES’ Activities According to Dimensions of Entrepreneurial Marketing	Thirarut Worapishet

Lunch Break (1:00 pm – 2:00 pm)

DAY 01 Friday (April 19, 2019)

Session 1 (09:55 am – 1:00 pm)

Venue: Room 2

Session Chairs: Ariffin Abdul Mutalib & Sylvia J. Pidor

Track B: Applied Linguistics, Language Teaching, Linguistics Language Issues for Learning and Curriculum

EBINS-19-110	Politeness Strategies Employed by Teachers as Reactions Towards Disruptive Students: A Sequential Exploratory Approach	Sarah Jane R. Omblero
EBINS-19-111	Beyond the Linguistic Features of Academic Supervisors Remarks on Classroom Observation Tool: An Embedded Mixed Method Study	Jeramie Sumuan-Pilayan
EBINS-19-112	Linguistic Features of Discourses of Newly-Hired Public School Teachers on the Link between their Stress and Coping Strategies: A Mixed Methods Strategy	Diane Rose Teric-Albofera
EBINS-19-113	The Multifaceted Roles And Communication Skills of Islamic Preacher: A Convergent Parallel Design	Nazima Y. Basilio
EBINS-19-114	A Look into the Discursive Practice on Translanguaging of Multilingual Learners in A Tertiary Institution: A Parallel Convergent Approach	Ailyn Grace G. Pantaleon

Lunch Break (1:00 pm – 2:00 pm)

DAY 01 Friday (April 19, 2019)

Session 1 (09:55 am – 1:00 pm)

Venue: Room 2

Session Chairs: Ariffin Abdul Mutalib& Sylvia J. Pidor

Track B: Applied Linguistics, Language Teaching, Linguistics Language Issues for Learning and Curriculum

EBINS-19-114	A Look into the Discursive Practice on Translanguaging of Multilingual Learners in A Tertiary Institution: A Parallel Convergent Approach	Ailyn Grace G. Pantaleon
EBINS-19-115	Perlocutionary Acts Exhibited By Students on the Humor of Filipino Comedians: A Convergent Parallel Approach	Alona E. Manuel
EBINS-19-117	Face Threatening Acts in Secondary Classroom Interaction: A Sequential Explanatory Approach	Crispina Sacay Ebdao
EBINS-19-134	A Mixed Methods Study on Listening Proficiency of ESL Students with Scaffolding Strategies and Metacognitive Awareness as Determinants	Josephine Bentayao-Baguio
EBINS-19-140	Meaning Beyond Words: The Hidden Power of Nonverbal Communication in the Classroom	Evelyn J. Lumaday
EBINS-19-145	Study Habits and Online Game Addiction as Determinants of Reading Comprehension Proficiency in English	Emilinia Pajuta-Jabagat

Lunch Break (1:00 pm – 2:00 pm)



DAY 01 Friday (April 19, 2019)

Workshop Session (02:00 pm – 03:30 pm)

Venue: Room 1

“How to Improve the Quality of Research Article and get published in Scopus/ISI Indexed Journals”

Trainer	Assoc. Prof. Dr. Ariffin Abdul Mutalib (Ph.D.)
Participants	All Participants

In this workshop, we will discuss how to improve the quality of research article and getting published in good quality journals. Publication is considered as a KPI achievement for academic staff. It is considered to be the best way to enjoy benefits and promotion as a faculty member. In this workshop trainer will shed light on how to identify a hot research topic, How to find a research gap, Importance of a catchy Research Paper Title, What Reviewers are looking in research article, What editors are expecting from authors, Major Reasons of article rejection in good journals, Steps and tips to improve article quality and content and Finding a relevant outlet for your research. Hope this workshop will help the participants improve their understanding about publication process.

Tea Break (3:30 pm – 3:45 pm)



DAY 01 Friday (April 19, 2019)

Session 2(3:45 pm – 5:45 pm)

Venue: Room 1

Session Chairs: YuLing Liu & Ridwanul Alam

Track C: Business, Management and Economic Studies

EBINS-19-116	Unveiling the Impact of Accreditation and Professional Growth on the Organizational Culture of a State University: A convergent parallel approach	Ivy M. Orcullo
EBINS-19-118	Explicating Organizational Learning and Ambidexterity as Correlates of Organizational Performance Among Tertiary Schools in Region Xii: A Convergent Parallel Method	Victor G. Quiambao
EBINS-19-119	Corporate Social Responsibility and Tourism Promotion Services as Determinants of Sustainability of Beach Resorts: A Convergent Parallel Approach	Ma. Joy G. Soriano
EBINS-19-120	Understanding the Work Behavior of Food Chain Employees of Davao Region with Corporate Social Responsibility and Philanthropic Attitude as Determinants: A Concurrent Triangulation Approach	Mark Angelo I. Tabajonda
EBINS-19-121	Customer Satisfaction as Influenced by the Marketing and Sustainability of Inland Resort in Region Xi: A Convergent Parallel Method	Eden Grace Diel Jamila
EBINS-19-122	Customer Behavior as Influenced by Buffet Restaurant Quality Attributes and Perceived Risk: A Mixed Methods Approach	Ronald P.Lambayan

DAY 01 Friday (April 19, 2019)

Session 2(3:45 pm – 5:45 pm)

Venue: Room 1

Session Chairs: YuLing Liu & Ridwanul Alam

Track C: Business, Management and Economic Studies

EBINS-19-123	Investigating the Work Productivity of Cruise Ship Hotel Services Staff as Predicted by Burnout and Psychological Well-being: A Convergent Parallel Approach	Elvie D. Onil
EBINS-19-124	Entrepreneurial Skills and Innovative Behavior as Determinants of Entrepreneurial Performance of Business Graduate Students: A Sequential Explanatory Study	Nelly D. Genosas
EBINS-19-126	Demystifying Credit Card Usage Practices among Private Organization Employees' Credit Card Holders with Knowledge of the Credit Cards and Lifestyle Outcomes as Predictors: A Sequential Explanatory Approach	Genevieve O. Torino
EBINS-19-127	Knowledge in Republic Act 10816 and Financial Capability of Farm Owners in their Intention to Engage in Farm-based Tourism: A Concurrent Triangulation Method	Rona Vic O. Gutierrez

DAY 01 Friday (April 19, 2019)

Session 2(3:45 pm –05: 45 pm)

Venue: Room 2

Session Chairs: Edna T. Salva & Thelma O. Alderite
Track C: Business, Management and Economic Studies

EBINS-19-128	The Demographic Profile and Psychographic Characteristics as Differentiating Factors of CSR-Related Activities: A Concurrent Mixed Methods Study	Kharen Sembrano-Bije
EBINS-19-129	A Convergent Parallel Study on the Performance Status of Credit Cooperatives in Region Xii: Basis for a Proposed Enhancement Program	Bobby D. Capa
EBINS-19-130	Understanding Millennial’s Satisfaction for Online Shopping as Determined by Website Functionality, Perceived Usability, and Perceived Usefulness through Convergent Parallel Approach	Marielou Cruz-Manglicmot
EBINS-19-131	Transformational and Servant Leadership as Predictors of Organizational Commitment of Teachers in Region XI: A Convergent Parallel Approach	Evelyn Cutamora
EBINS-19-136	Work Engagement and Administrative Support as Covariates of Career Development: A Concurrent Triangulation Approach	Emily M. Dimla
EBINS-19-139	Unveiling the Psychological Well-Being among the Philippine Science High School Students With Academic Stress and Parental Involvement as Antecedents: A Convergent Parallel Approach	Ruwina Sambas Gonzaga



DAY 01 Friday (April 19, 2019)

Session 2(3:45 pm –05: 45 pm)

Venue: Room 2

Session Chairs: Edna T. Salva & Thelma O. Alderite
Track C: Business, Management and Economic Studies

EBINS-19-142	Accentuating Organizational Performance of Electrical Hardware Stores with Information Technology Capability and Extent of Adoption of Inventory Management System as Correlates: A Convergent Parallel Approach	Oliver A. Lulo
EBINS-19-146	Sustainable Best Practices and External Environmental Factor as Determinant of Hotel Performance in Region Xi	Rosemarie M. Grasparil
MSHTR-19-108	Relationship Between Istiqamah and Job Satisfaction with Organizational Commitment to Employees of Call Center Banking in City X	Dzikri Hijriarahmah

DAY 01 Friday (April 19, 2019)

Session 3(5:45 pm –06: 15 pm)

Venue: Room 1

Session Chairs: Ariffin Abdul Mutalib & Sylvia J. Pidor

Track D: Engineering, Technology and Public Health Studies

EBINS-19-138	A Convergent Parallel Approach on Institutional Succession Planning Practices and Faculty Readiness for Leadership Position among Private Higher Education Institutions	Melanie Jeane C. Galvez
EBINS-19-107	Instructional Technology Capability of Philippine Medical Schools for Blended Learning Implementation: A Convergent Parallel Approach	Melinda C Tagle,M
CEITA-19-105	Risk Assessment of Heavy Metals from Edible Mushrooms	Prapat Pentamwa

Closing Ceremony (6:15 pm – 6:30 pm)

LIST OF CONFERENCE ATTENDEES

The following scholars/practitioners/educationists don't have any paper presentations; however they will be attending the conference as delegates and observers.

ID	Name	Affiliation	Country
MSHTR-19-108A	Farera Eva Kostna	Business school of YKPN (Yayasan Keluarga Pahlawan Negara)	Indonesia

DAY 02 Saturday, (April 20, 2019) **“CITY TOUR”**

Gathering of Participants at the Lobby of Hotel Grand Pacific
Singapore at 9:00 am

Departure: 9:30 am for City Tour

Drop Back at Hotel Grand Pacific Singapore at 6:00 pm

Important Note: This tour is organized by Global Illuminators and entry to this tour is free for all participants. You may also bring your Siblings/Family/Friends but you have to register for them on registration desk.





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TRACK A: BUSINESS MANAGEMENT & ECONOMIC STUDIES

Unveiling the Impact of Accreditation and Professional Growth on the Organizational Culture of a State University: A Convergent Parallel Approach

Ivy M. Orcullo*

University of the Immaculate Conception, Philippines

Abstract

Organizational culture influences and impacts not just the way a college operates but also employees' attitudes. This concurrent mixed methods study emphasized the impact of accreditation and professional growth as correlates the organizational culture of a state university. By descriptive correlational design, the quantitative used modified survey instruments in determining the impact of accreditation, professional growth and organizational culture of a state university with 150 purposively selected faculty. Meanwhile, a triangulation of focus group discussion and in-depth interviews with a total of 17 purposefully samples faculty were utilized in the phenomenological qualitative phase, which delve their lived experiences and how these shaped their attitude, values and commitment as faculty of the institution. Statistical analysis revealed a descriptive rating of agree level on the impact of accreditation, professional growth and organizational culture in the state university ($M=4.11, 4.10, \text{ and } 4.05$, respectively; $SD \text{ range} = 0.80-0.84$). Linear regression analysis revealed that impact of accreditation and professional growth have both singular ($p < .05, \beta = .253 \text{ \& } .629$) and combined ($p < .05, r^2 = .71$) significant effect on organizational culture. Thematic analysis emerged to six themes on the participants' lived experiences and three themes on how they shaped their attitude, values and commitment. More so, mixing the salient qualitative and quantitative findings revealed not only merging-converging nature and function of data integration but also merging-diverging with themes and core ideas from analyzed IDI and FGD data that fully jives with the consistent descriptive rating of agree on the participants' assessment on the impact of accreditation, professional growth and organizational culture.

Keywords: Educational Leadership, Impact of Accreditation, Professional Growth, Organizational Culture, Concurrent Parallel Approach

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Explicating Organizational Learning and Ambidexterity As Correlates of Organizational Performance among Tertiary Schools in Region Xii: A Convergent Parallel Method

Victor G. Quiambao*

University of the Immaculate Conception, Philippines

Abstract

This mixed methods study addressed causal associations of organizational learning and ambidexterity in providing plausible explanation to achieve organizational performance. A convergent parallel mixed methods design was used, and it is a type of design in which qualitative and quantitative data are collected in parallel, analyzed separately, and then merged. A total of 400 teachers were selected using the purposive sampling technique. Sets of adopted survey tools and interview guide were used to gather data from the participants. The mean, standard deviation, and multiple regression analysis were used as statistical tools. On the other hand, thematic analysis was used for qualitative data analysis. The findings revealed that the level of organizational learning and ambidexterity is very high among schools. Moreover, both organizational learning and ambidexterity significantly influence organizational performance. The lived experiences of participants pertaining to organizational performance include themes such as excellence in service for global standards and competitiveness, and well-defined organizational culture for prestigious school with community relevance and impact. Furthermore, the impact of experiences in the shaping of attitude and commitment in attaining better organizational performance include aspects such as benevolence through innovative leadership and creative and innovative service as expressions of gratitude. In addition both quantitative and qualitative findings manifest converging and parallel results. In the aspect of organizational learning, the quantitative results on management commitment reveal employee learning capability is a key factor and staff's involvement in important decision making which are parallel to qualitative findings of the core ideas named school effectiveness and community impact that emerged from thematic analysis. In the aspect of ambidexterity, the data express parallelism in terms of findings particularly in embracing of innovative practices. It talks about the collective knowledge and problem solving strategies applied by the organization to meet demands and adapt to changes.

To Be continued....

To Be continued....

Furthermore, in the aspect of organizational performance, the results express parallelism in the creation of knowledge and technology for organizational efficiency. It entails about creating, retaining, and transferring of knowledge, which improves over time through experiences.

Keywords: Education, Organizational Learning, Ambidexterity, Organizational Performance, Convergent Parallel Design, Region 12, Philippines

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Corporate Social Responsibility and Tourism Promotion Services as Determinants of Sustainability of Beach Resorts: A Convergent Parallel Approach

Ma. Joy G. Soriano*

University Of Immaculate Conception, Philippines

Abstract

This study examined the roles of corporate social responsibility (CSR) and tourism promotion services (TPS) in ensuring the sustainability of beach resorts, as theorized using the pragmatic philosophical worldview and analyzed via convergent parallel mixed methods design. Descriptive-correlational approach was used for quantitative data via the survey method involving two hundred (200) participants across selected beach resorts in Region XI; wherein mean, standard deviation, and stepwise regression analysis were employed as tools. For qualitative data; phenomenology was applied via in-depth interview of ten (10) and focus group discussions (FGD) of seven (7) beach resort owners' and employees' lived experiences, and analyzed through thematic analysis. Under CSR, Workplace Practices ($\bar{x} = 4.11$; $\sigma = 0.62$), Environmental Policies ($\bar{x} = 4.08$; $\sigma = 0.65$), Marketplace Policies ($\bar{x} = 3.98$; $\sigma = 0.73$), Community Policies ($\bar{x} = 4.07$; $\sigma = 0.71$), and Company Values ($\bar{x} = 4.12$; $\sigma = 0.68$) registered High ratings. On the state of TPS, Operating Technology-based Information System ($\bar{x} = 4.07$; $\sigma = 0.64$); Provide Information and Advice on a Destination, Products or Services ($\bar{x} = 4.12$; $\sigma = 0.68$); and, Provide Tourism Products and Services ($\bar{x} = 4.10$; $\sigma = 0.68$) reflected High ratings. Under Sustainability of Beach Resorts, Environmental Activities ($\bar{x} = 4.13$; $\sigma = 0.72$) and Economic Activities ($\bar{x} = 4.16$; $\sigma = 0.74$) garnered an Very high rating while Social Activities ($\bar{x} = 4.22$; $\sigma = 0.71$) revealed a High rating. Based on regression results, both CSR and tourism promotion services can significantly influence the sustainability of beach resorts by 58.7 percent with CSR ($\beta = 0.399$; Sig. = 0.00) exerting greater influence which the respondents generally Agree. From the qualitative aspect, the role of the participant's lived experiences in CSR and TPS in shaping their beliefs, attitudes, commitment and aspirations on sustainability inspired them to be motivated given the rewarding experiences brought about through each engagement with nature and with the tourist thereby eliciting greater commitment.

To be Continued....

To be Continued....

A capability training program was recommended to answer to the concerns of the beach resort owners in terms of promoting unique tourism products and destination in the area highlight tourism activities that will increase tourism engagement and unique encounter with nature. Altogether, their experiences made their lives to enjoy a decent living and improve economic status as an individual, family and community as well.

Keywords: Business Management, CSR, Tourism Promotion Services, Beach Resorts, Convergent Parallel Design, Philippines; Davao Region

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Understanding the Work Behavior of Food Chain Employees of Davao Region with Corporate Social Responsibility and Philanthropic Attitude as Determinants: A Concurrent Triangulation Approach

Mark Angelo I. Tabajonda*

University of Immaculate Conception, Philippines

Abstract

Due to the fast-growing pace in fast food industry or a quick service restaurant, a firm performance has been viewed as a criterion that will influence its business long-term succession where workers are the major and essential asset to the business survival. However, work behavior of its employees is being affected through employees' perceptions of antagonistic verbal and non-verbal behaviors by the supervisor or manager. This study will help the food chain industry to understand the work behavior of its employees and to assess the job involvement of its employees using mixed method – a concurrent triangulation approach as determined by corporate social responsibility and philanthropic attitude in Davao Region. In quantitative phase, the researcher analyzed through Correlation and Regression Analysis in order to determine the influence of two IVs toward work behavior. While in qualitative, a phenomenological approach, the researcher analyzed through thematic analysis in order to identify patterns of meaning across dataset that provide an answer to the research question being addressed. The participants consisted of 200 for quantitative and 17 for qualitative that was passed in a set inclusion criterion. Pertaining to these factors, through to the adopted and validated questionnaire with Cronbach alpha coefficient of .961 and a recorded in-depth interview and focus group discussions that was conducted in Davao Region. The findings showed that the commitment of food chain employees is very high. However, employee's performance and behavior are being affected through antagonistic managerial behavior.

Keywords: Corporate Social Responsibility, Philanthropic Attitude, Work Behavior, Mixed Method, Concurrent Triangulation Approach, Davao Region, Employee's Performance, Antagonistic Managerial Behavior

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Customer Satisfaction as Influenced by the Marketing and Sustainability of Inland Resort in Region XI: A Convergent Parallel Method

Eden Grace Diel Jamila*

University of Mindanao, Philippines

Abstract

The study on the customer satisfaction a influenced by the marketing and sustainability practices of inland resort in Region XI was done to determine the status of marketing efforts and sustainability practices on its influence to customer satisfaction among inland resorts in Region XI. It also looked into the lived experiences of customers how marketing and sustainability shaped their beliefs, attitude and loyalty; to what extent is the corroboration of qualitative and quantitative data. In a convergent parallel mixed method, the data were obtained from the 200 respondents using the standardized questionnaires. Fifteen participants were engaged into in-depth interview. Mean, correlation, and regression analysis treated the quantitative data while coding and thematic analysis were used to address the qualitative data. The results revealed that both marketing and sustainability practices are high and customer satisfaction is very high; marketing efforts and sustainability practices significantly influence customer satisfaction. Qualitative data analysis emerged with essential themes: feeling contented with clean and nice environment, comforting visual impact of the place, satisfaction of delightful and affordable food, enjoyed the cheaper and affordable price, accessibility of the place, satisfactory customer service, customers' influx to the resort, and unhappy with the unavailability of the food. In the experiences on marketing, it entails the safety and security of the facilities, online publication helps in the marketing practices; in sustainability practices, good service helps shape the beliefs, attitude, and loyalty of the customers and strategic planning is essential in the sustainability of any business. In the extent of the corroboration, both have similar findings on the marketing aspect: beautiful ambiance and environmental education, customer service and accessibility of the location.

Keywords: Sustainable Development, Customer Satisfaction, Marketing Strategy, Strategic Planning

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Customer Behavior as Influenced by Buffet Restaurant Quality Attributes and Perceived Risk: A Mixed Methods Approach

Ronald P.Lambayan*

University Of Immaculate Conception, Philippines

Abstract

This study investigated the customer behavior as influenced by buffet restaurant quality attributes and customer perceived risk, as conceptualized via the pragmatic philosophical worldview. Mixed methods research design was used. This study utilized the survey method that covered four hundred (400) buffet patrons in Davao City, Digos City, Malita, Tagum City and Mati City under the quantitative phase. For the qualitative phase, there were ten (10) participants for in-depth interview (IDI) and seven (7) participants focus group discussion (FGD). Mean, standard deviation and regression analysis were the tools applied quantitatively, while thematic analysis was used to examine qualitative data. The results derived were integrated via a concurrent triangulation design. On the quality attributes of a buffet restaurant, Food Quality ($\bar{x} = 4.14$; $\sigma = 0.66$), Service Quality ($\bar{x} = 4.09$; $\sigma = 0.69$), Ambiance Quality ($\bar{x} = 4.06$; $\sigma = 0.67$) and Price ($\bar{x} = 4.04$; $\sigma = 0.68$) registered High ratings. On the status of perceived risk, Financial Risk ($\bar{x} = 3.17$; $\sigma = 1.03$) and Psychological Risk ($\bar{x} = 3.20$; $\sigma = 1.10$) scored Average ratings; while Social Risk ($\bar{x} = 3.78$; $\sigma = 0.75$), Physical Risk ($\bar{x} = 4.04$; $\sigma = 0.72$), and Functional Risk ($\bar{x} = 3.95$; $\sigma = 0.73$) revealed High ratings. For the status of consumer's buying behavior, Cultural Factor ($\bar{x} = 3.84$; $\sigma = 0.82$), Social Factor ($\bar{x} = 3.81$; $\sigma = 0.76$), Personal Factor ($\bar{x} = 4.00$; $\sigma = 0.69$) and Psychological Factor ($\bar{x} = 3.94$; $\sigma = 0.56$) posted High ratings. Based on regression results, both Perceived Risk and Quality Attributes can significantly influence the changes in the Consumers' Buying Behavior by 46.6 percent with Perceived Risk ($\beta = 0.403$; sig. 0.00) having a stronger influence. Qualitatively, customer loyalty rose as a primary theme with the upgraded skills of the restaurant staff proving critical. As to the axiological implications, customer acquisition and retention arose as crucial factors for a thriving buffet restaurant made possible by a highly trained and competent restaurant staff.

To be Continued...

To be Continued...

Keywords: Buffet Restaurants, Quality Attributes, Perceived Risk, Consumer Buying Behavior, Concurrent Triangulation Mixed Methods Design, Philippines

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Investigating the Work Productivity of Cruise Ship Hotel Services Staff as Predicted by Burnout and Psychological Well-being: A Convergent Parallel Approach

Elvie D. Onil*

University Of Immaculate Conception, Philippines

Abstract

In the dynamic nature of cruise industry, it is essential for hotel services staff to sustain work productivity to have a quality life onboard the cruise ship. This mixed methods study addressed the causal associations of the work productivity of hotel services staff working in a cruise ship as predicted by burnout and psychological well-being. By descriptive correlational design, the quantitative phase used adopted survey instruments in determining the status of burnout, psychological well-being, and work productivity of 150 hotel services staff. On the other hand, a total of 10 in-depth interviews were utilized in the phenomenological qualitative phase, which explored their lived experiences and how these shaped their beliefs, attitudes, and commitment. Statistical analysis showed low level mean of burnout, high level mean of psychological well-being, and high level mean of work productivity among the hotel services staff. Pearson r-moment correlation revealed burnout as not significant predictor of work productivity while psychological well-being was revealed a significant predictor of work productivity. The themes emerged includes, demotivating work and unhealthy lifestyle, active lifestyle and family support, compensation and benefits, workplace familiarity and peer support, optimism towards excellence, and disposition and collaboration. Interestingly, mixing of the salient quantitative and qualitative findings revealed a merging-converging, merging-diverging, and merging-associating nature of data integration.

Keywords: Business Management, Work Productivity, Psychological Well-Being, Burnout, Convergent Parallel Mixed Methods, Philippines

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Entrepreneurial Skills and Innovative Behavior as Determinants of Entrepreneurial Performance of Business Graduate Students: A Sequential Explanatory Study

Nelly D. Genosas*

University of Immaculate Conception, Philippines

Abstract

This study addressed the causal association of entrepreneurial performance as predicted by entrepreneurial skills and innovative behavior. Participants of this research comprised of 205 business graduate students in Region XII for the quantitative phase. In the qualitative phase, 10 informants in the in-depth interview while seven in the focus group discussion. Through purposive sampling and explanatory mixed methods design with emphasis on quantitative data, a survey questionnaire and guide questions were validated and utilized. The researcher used the mean, multiple regression, and thematic analysis as tools in analyzing the data. In the quantitative phase, findings revealed that business graduate students entrepreneurial skills, innovative behavior and entrepreneurial performance were high. This means that business graduate students possessed the entrepreneurial skills, innovative behavior were evident and a very satisfactory entrepreneurial performance. On the individual capacity, entrepreneurial skills did not significantly influenced business performance while innovative behavior significantly influenced entrepreneurial performance. In the qualitative phase, the themes arise were enhancement and utilization of the entrepreneurial skills; participants' engagement towards growth and development of the organization using innovative behavior; and a limited involvement on human resource endeavor but high expectation and commitment on the organization's performance. In the integration of both quantitative and qualitative findings, technological skill, human resource endeavors and organizational performance were highlighted.

Keywords: Business Management, Mixed Method Explanatory Study, Entrepreneurial Skills, Innovative Behavior, Entrepreneurial Performance, Business Graduate Students, Philippines

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Demystifying Credit Card Usage Practices among Private Organization Employees' Credit Card Holders with Knowledge of the Credit Cards and Lifestyle Outcomes as Predictors: A Sequential Explanatory Approach

Genevieve Ondoy Torino*

University Of Immaculate Conception, Philippines

Abstract

This study aimed to serve as a guide for the credit card holders for the responsible use of credit cards and to serve as a basis of the different stakeholders in aid of the policies to be developed in addressing the issues surrounding credit card usage and other irresponsible credit card practices. A sample of 408 credit card holders responded to the survey through snowball sampling. A mixed-methods sequential explanatory approach was used in order to identify the extent of the qualitative data explaining the quantitative findings of the study. In the data analysis, descriptive correlational design is adopted. The findings revealed that both the knowledge about credit cards and perceived lifestyle outcomes have significant influence to the credit card usage practices of the credit card holders. Further, the perceived lifestyle outcomes has a greater influence than the knowledge of the credit card to the credit card usage practices. On the qualitative phase, the essential themes that emerged are: financial duties, debt management system, impact of ease of access, social and economic effects, monetary provisions for comfort and life's motivations, experiences for self-control and risk avoidance, way of life and personal identity. The findings of the study offer implications for research and practice.

Keywords: Knowledge, Lifestyle Outcomes, Usage Practices, Sequential Explanatory

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Knowledge in Republic Act 10816 and Financial Capability of Farm Owners in their Intention to Engage in Farm-based Tourism: A Concurrent Triangulation Method

Rona Vic O. Gutierrez*

University of Immaculate Conception, Philippines

Abstract

This study addressed the intention of farm owners in engaging into farm-based tourism to sustain economic status of the farm. A concurrent triangulation mixed method design was used and it is a type of design in which quantitative and qualitative data were collected in parallel, analyzed separately, and then merged. A total of 150 farm owners were selected using purposive sampling technique. Researchers made and adapted survey tools and interview guide were used to gather data. Statistical tools used in this study are Mean, Standard deviation, Pearson r and Multiple regression analysis. On the other hand, thematic analysis was used for qualitative data analysis. The findings revealed that the level of knowledge, financial capability and intention to engage were high among farm owners. Moreover, both knowledge and financial capability significantly influence in their intention to engage in farm-based tourism. The lived experiences of farm owners connotes that they are enlightened with their experiences as farmers. Furthermore, the impact of experiences in shaping beliefs, values and intention include constant and massive marketing, promotion and invitations to seminars and training's to practice knowledge and assess the financial capability of the farm owners. In addition, quantitative findings corroborate in some qualitative findings in which it found out that there is a need of synchronization of the experiences of the farm owners in regards of the survey questions given. Where in fact, actual experience is different due to the complexity of it. Therefore, supervision of experts are highly appreciated in order for the farmers to stay focus whatever consequences may occur in engaging in farm-based tourism

Keywords: Business Management, Correlation, Phenomenology, Financial Capability, Intention to Farm-based Tourism, Philippines

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The Demographic Profile and Psychographic Characteristics as Differentiating Factors of CSR-Related Activities: A Concurrent Mixed Methods Study

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Abstract

This study looked onto the CSR-related activities practiced by corporations in the Davao Region, its sustainability via employees' commitment and knows if the company-sponsored CSR is consistent to their motives of helping the community. A concurrent mixed methods design was utilized, using both quantitative data and qualitative data. Descriptive-comparative method was used via the survey method, involving 150 respondents throughout the Davao Region identified via convenience sampling method. The phenomenological approach was used, explored the lived experiences of 10 employees interviewed via purposive sampling method. FGD was conducted involving 7 participants from different corporations. Group mean comparison tools were used in quantitative data, while thematic analysis was utilized for qualitative data. Employees' awareness on CSR is Very High ($\bar{x} = 4.50$; $\sigma = 0.60$). Employee's perception of their organizations CSR practices is Very High ($\bar{x} = 4.49$; $\sigma = 0.56$). Employees' work engagement is Very High ($\bar{x} = 4.29$; $\sigma = 0.51$). There is significant variation on the employee's awareness and level of engagement according to sex. Groups 1 (18-25 yrs. old) and 2 (26-30 yrs. old) were significantly different compared to Groups 3 (31-35 yrs. old) and 6 (56 yrs. old & above) as to employee work engagement. There is significant variation in the manager's work engagement when compared across the rank & file and supervisory. There is significant variation between the College graduate and Graduate (masteral/doctorate) on the employee's awareness and perception. There is significant difference between Single and Separated respondents as to the employee's work engagement. Thematic analysis emerged to seven themes on the participants lived experiences and four themes on insights employees shared on the contribution of demographic profile & psychographic characteristics. Mixing of the salient quantitative & qualitative findings revealed merging-converging and merging-associating, with themes and core ideas from analyzed individual interview and FGD.

To be Continued...



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Keywords: CSR; Work Engagement; Employee Commitment

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A Convergent Parallel Study on the Performance Status of Credit Cooperatives in Region Xii: Basis for a Proposed Enhancement Program

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Abstract

This study assessed the performance status of the credit cooperatives in Region XII in terms of leadership, human resources management, members, structure, system and mechanism. The study utilized a convergent parallel mixed method design. The Participants of this study comprised of 400 regular members of the different credit cooperatives in Region XII and were chosen through purposive sampling. In the qualitative phase, 10 members participated in the in-depth interview and 7 participated in the focus group discussion. A survey questionnaire and guide questions were validated and utilized. The researcher used the mean, t-test, ANOVA and thematic analysis as tools in analyzing the data. In the quantitative phase, findings revealed that cooperative affiliation, years of existence, attitude and lifestyle of the members significantly differ in the performance of their credit cooperatives. On the other hand, out of the 5 indicators, performance structure of the cooperative was rated as very high. This means that the practices of credit cooperatives in Region XII are always evident. On the qualitative phase, the themes formulated were development of financial management, service satisfaction, societal roles and responsibilities, gender sensitivity and professionalism and members' attitude and lifestyle. In the data integration of both quantitative and qualitative findings, system and mechanism was highlighted to be diverging.

Keywords: Business Management, Performance Status, Credit Cooperatives, Leadership, Human Resources Management, Members, Structure, System and Mechanism, Philippines

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Understanding Millennial's Satisfaction for Online Shopping as Determined by Website Functionality, Perceived Usability, and Perceived Usefulness Through Convergent Parallel Approach

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Abstract

Shopping online has been quite common thing these days and there are many websites that help buyers shop online. Though there are thousands of online shopping sites, people prefer to shop only through credible and popular websites. It can be noted that many quantitative studies were conducted worldwide on the individual influence of website functionality, perceived usability, and perceived usefulness of online buying but less on a mixed method study on the comprehensive integrated model involving the three factors. Considering these limitations, this study therefore, intends to examine and understand Millennial's online satisfaction involving the combination of all the three dimensions of website functionality, perceived usability and perceived usefulness using mixed qualitative and quantitative method. The current study is very relevant because it gives a clear picture of the future of online marketing in the Philippines and the emerging trends in this particular field are also being dealt with. The study hope to develop a comprehensive study model in the Philippine setting so that foreign and local online retailers can get an insight into factors which can intensify online purchase and customer satisfaction which in turn will help them expand their business activities. The study also intends to generate new ideas and information about Millennial's online shopping satisfaction that can serve as basis for online marketers to improve their online marketing activities and strategies. The study will also shed lights to protect online buyers from possible scams and thus will lead to a very sustainable customer satisfaction on online marketing practices in the Philippines. Focal Group Discussion (FGD) and in-depth interviews was conducted to gather qualitative data. On the other hand, a survey questionnaire was distributed to 409 respondents for the quantitative data. Interestingly, both qualitative and quantitative results revealed that some dimensions of website functionality, perceived usability, and perceived usefulness have positive impact on customer satisfaction.

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Qualitative themes developed are in the direction of supporting the quantitative findings of the study paving the way for a successful convergent parallel study approach.

Keywords: Online Shopping, Website Functionality, Perceived Usability, Perceived Usefulness, Millennial's Satisfaction

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Transformational and Servant Leadership as Predictors of Organizational Commitment of Teachers in Region XI: A Convergent Parallel Approach

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Abstract

This study used mixed methods approach that examined the influence of transformational leadership and servant leadership in organizational commitment of selected teachers in Local Universities and Colleges (LUCs) and State Universities and Colleges (SUCs) in Region XI. Thus, a convergent parallel mixed methods design was used because it is a type of design in which I could gather different but complementary data on the same topic. In quantitative phase, there were 400 teachers from eight selected LUCs and SUCs in region XI who were purposively chosen as participants of the study. These individuals were the sources of first-hand information as supporting evidence to ascertain the relationship between leadership styles and organizational commitment. Three adopted questionnaires were used to gather quantitative data. In qualitative phase, participants were those ten (10) teachers who were purposively selected to join the one-on-one in depth interview and seven (7) teachers who were purposively chosen to join the focus group discussion. Through corroborative interpretation of data, the combined influence of the two independent variables, transformational leadership and servant leadership is significantly influence the dependent variable which is the organizational commitment. But in singular capacity, transformational leadership did not significantly influence organizational commitment which means that transformational leadership doesn't affect the organizational commitment of the teachers. Though transformational leadership doesn't affect organizational commitment, there is still an extent to which this kind of leadership will positively influence the teachers in performing their task. Therefore, administrators must develop sense of duty and sense of respect towards everyone in the organization to invite an effective working environment.

Keywords: Online Shopping, Website Functionality, Perceived Usability, Perceived Usefulness, Millennial's Satisfaction

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Work Engagement and Administrative Support as Covariates of Career Development: A Concurrent Triangulation Approach

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Abstract

Career development is an infinite process that is crucial for academic professional. The concurrent triangulation mixed methods approach was used to investigate the relationship of work engagement and administrative support towards the career development of private higher education institutions' IT faculty members in Region XI. For the quantitative component, sets of adopted survey tools were utilized to gather data from the 150 participants. The statistical tools were descriptive correlation, mean, standard deviation, and multiple regression analysis, while thematic analysis was used for qualitative data analysis. There were 10 participants for the in-depth interview and 7 participants for focused group discussion to determine lived experiences on work engagement, administrative support and career development, and how these experiences shape the values, attitude and commitment of the participants. Results revealed that work engagement has no significance to the career development of teachers, while administrative support significantly influenced the career development. Moreover, the combined influence of the two independent variable has significance to the dependent variable. Consequently, both qualitative and quantitative findings revealed converging and parallel results.

Keywords: Educational Leadership, Work Engagement, Administrative Support, Career Development, Concurrent Triangulation Approach, Philippines

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Unveiling the Psychological Well-Being among the Philippine Science High School Students with Academic Stress and Parental Involvement as Antecedents: A Convergent Parallel Approach

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Abstract

This mixed method study determined the influence of academic stress and parental involvement on psychological well-being of Philippine science high school students. The convergent parallel mixed method research design was utilized in the study. In particular, the descriptive correlational design was used for quantitative phase while phenomenology was employed in the qualitative phase. The students in Philippine science high school (PSHS) were the participants of the study. Sets of adopted survey questionnaires were utilized to gather quantitative data while interview guide was used for the qualitative aspect. Descriptive statistics such as mean and standard deviation were used to measure the levels of academic stress, parental involvement, and psychological well-being of PSHS students. Moreover, the multiple regression analysis was employed to test the influence of academic stress and parental involvement on psychological well-being. Meanwhile, the transcripts obtained from in-depth interview were analyzed using thematic analysis. The results show that the overall academic stress of students is moderate. Moreover, the overall parental involvement is high. Furthermore, the overall psychological well-being of students is moderate. Consequently, the academic stress and parental involvement positively predicts the psychological well-being of the students. Hence, the major contributor to affect psychological well-being is the occurrence of academic stress. Two themes are notable as to the lived experiences of students particularly the emotional and social quotient, and self-confidence and self-efficacy. In shaping their values and commitment, it includes dimensions of excellence and service, optimism, and success and leadership. Hence, the strong determination and social relations can result to excellence. Furthermore, the learning opportunities in school bring out the best of their self and to their country.

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Keywords: Psychological Well-Being, Academic Stress, Parental Involvement, Philippine Science High School Students, Convergent Parallel Approach, Philippines

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Accentuating Organizational Performance of Electrical Hardware Stores with Information Technology Capability and Extent of Adoption of Inventory Management System as correlates: a Convergent Parallel Approach

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Abstract

Organizational performance being the most important variable in evaluating organizations, and their environments, refers to the actual output of an organization measure against its inputs. This convergent parallel mixed method study highlighted individual and combined influence of information technology (IT) capability and extent of adoption of inventory management system (IMS) among hardware owners in Davao region, Philippines. By descriptive correlational design, the quantitative phase used standardized survey instruments in determining the status of IT capability and extent of adoption of IMS of 200 purposively selected owners. Alternatively, triangulation of focus group discussion and in-depth interviews with total of 17 purposefully sampled principals were utilized in the phenomenological qualitative phase, which explored their lived experiences and insights towards the effects of the contribution of IT capability and extent of adoption of IMS on organizational performance. Statistical analysis revealed poor overall mean level of IT capability and extent of adoption of IMS ($M=2.23\&2.13$, respectively $SD\ range=0.87-0.73$). Linear regression analysis revealed a combined ($p<.05$, $r^2=.142$), IT capability of ($p>.05$, $\beta=-.437$) and extent of adoption of IMS have ($p<.05$, $\beta=.779$) which signifies having no significant and significant effect on organizational performance. Thematic analysis emerged both four themes on participants' lived experiences and insights of the effects of the extent of adoption. Interestingly, joint salient qualitative and quantitative findings revealed not only merging-converging nature and function of data integration but also merging-diverging, with themes and core ideas from analyzed IDI and FGD data not fully jiving with consistently poor IT capability and extent of adoption of IMS.

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Keywords: Education, Business Management, IMS, IT Capability,
Organizational Performance, Extent Of Adoption, Convergent Parallel
Mixed Methods Design, Philippines

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Sustainable Best Practices And External Environmental Factor as Determinant of Hotel Performance in Region Xi

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Abstract

Nowadays, sustainable best practices are given more importance globally with higher expectations now centered in the tourism industry. It is with this that this study aims to determine the sustainable best practices and environmental factor as determinants of hotel performance in Region XI. Specifically, it examined the relationship between sustainable best practices and external environmental factors to hotel performance and its influence to each other. This study used descriptive-correlational research design with 400 hotel employees as respondents. To gather data needed for the conduct of the study three sets of survey questionnaires were used to obtain information from the participants. Person Product – Moment Correlation (Pearson r) was employed to determine the level of significance of the relationship between sustainable best practices and external environment factor to hotel performance. The findings revealed a high level of sustainable business practices of hotels, very high external environmental factor and hotel performance. Finally, sustainable best practices and external environmental factor are determinants of hotel performance.

Keywords: Business Management, Sustainable Best Practices, External Environmental Factor, Hotel Performance, Descriptive Correlational, Philippines

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SMES' Activities According to Dimensions of Entrepreneurial Marketing

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Abstract

The paper aims to illustrate actual practices of small and medium enterprises (SMEs) according to Entrepreneurial Marketing (EM) concept encouraging growth and performance. There are seven dimensions in this concept includes proactiveness, opportunity-focused, calculated risk taking, innovation-oriented, customer intensity, resource leveraging, and value creation. Purposive sampling is used to select a Thai premium restaurant to be a case study. Data is collected by in-depth interview and analyzed with content analysis. This restaurant shows several activities characterizing 7 dimensions. Managerial implication is that SMEs can adopt activities in the case study to provoke new ideas to perform in line with EM. Academic implication is that several existing research papers study about the degree of dimensions effecting growth and performance but do not study how to perform activities. This paper values in fulfilling this lacking.

Keywords: Entrepreneurial Marketing, Thailand, Small and Medium Enterprises, In-depth interview, Content analysis

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Relationship Between Istiqamah and Job Satisfaction with Organizational Commitment to Employees of Call Center Banking in City X

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Abstract

This study aims to determine the relationship between istiqamah and job satisfaction with organizational commitment to employees of Call Center Banking in City X. The sample in this study were 54 Banking Call Center employees who worked for more than six months. The sampling technique used is the cluster random sampling technique and the data of this study in the form of primary data sourced from the questionnaire. The measuring instrument used in retrieving data is the istiqamah scale compiled by researchers, the job satisfaction scale uses Job Satisfaction Scale (JSS) adapted by Akbar (2011), and the scale of organizational commitment developed by Inggarianti (2015). Data analysis used is multiple linear regression analysis. The results of the analysis obtained a significance value of 0,000 which indicates that there is a significant influence between istiqamah and job satisfaction with organizational commitment to employees of Call Center banking in City X.

Keywords: Istiqamah, Job Satisfaction, Organizational Commitment, Call Center

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TRACK B: SOCIAL SCIENCES & HUMANITIES STUDIES



Speech Acts Analysis of the Game of Thrones: A Convergent Parallel Design

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Abstract

This study aimed to identify the speech acts embedded in the utterances of the characters of the Game of Thrones. It explored the perlocutionary acts of the utterances in the series using a mixed method convergent parallel design. Quantitatively, it employed a perceived perlocutionary acts questionnaire administered to 400 survey participants who avidly watched the Game of Thrones. Qualitatively, In-depth Interviews and Focus Group Discussion were conducted to explore how the Game of Thrones affected the avid viewers. The findings revealed that qualitatively, the discourse elements of the Game of Thrones resemble daily communicative acts of actual interactions and the Game of Thrones has shaped the social identity and culture of communication among the avid viewers of the series. Quantitatively, the perceived perlocution of surprised took the highest frequency score of 253 or 56% out of 453 total survey participants. The perceived perlocutionary effects of the utterances when grouped according to sex had p value greater than 0.05 which means not significant. When group according to sex and educational attainment, the perceived perlocutionary acts had a p value lesser than 0.05 which is significant. Finally, integration of the findings proved that perlocutionary effects are context-bound. An utterance may generate multiple interpretations from the hearer which may be exactly similar to what the speaker intends to convey or may be just somewhat related to the actual perlocution

Keywords: Mixed Method, Speech Acts, Perceived Perlocutionary Effects, Philippines

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Perceived Discrimination in LGBT Discourse and Embedded Meaning: A Convergent Parallel Approach

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Abstract

The study had carried out the mixed methods convergent parallel approach to rationalize the quantitative and qualitative findings on the Perceived Discrimination in LGBT Discourse. In the quantitative phase, there were 115 LGBT people from the different organized communities in Davao City who answered the instrument on verbal and behavioral discrimination. And in the qualitative phase, 10 LGBT participants for in-depth interviews and 7 LGBT participants for the focus group discussion. Quantitatively, the verbal and behavioral discrimination, based on sexual orientation and gender identity, has been perceived with average level. However, gender has found with significant difference to verbal and behavioral discrimination. Qualitatively, LGBT people have been struggling towards social acceptance and equality against prejudices and persecution, demoralization and repression, fortitude amidst bigotry towards valuing, steadfast and hope, pursuit of education and social contribution, and consistency and empowerment. Finally, the quantitative and qualitative results have merged convergently, where LGBT people will be advocating against character assassination and Depravity, and social isolation and deprivation. With these challenges, the LGBT people have been continuously fighting for social acceptance and equality. Thus, the community calls the strengthening of the anti-discrimination ordinance (ADO) in the City of Davao, which will serve as their working advocacy against any forms of discrimination happening in employment, business, and education.

Keywords: Mixed Method, Perceived Discrimination, LGBT Community

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The Effects of Future Time Future Time Perspective, Learning Engagement and Mathematics Academic Achievement for Adolescents in Middle High School

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Abstract

The purposes of this study were to investigate the differences of future time perspective; learning engagement and mathematics academic achievement in a sample of Taiwan school-age adolescents followed from grades 7 to 9 (age 12-14). A total of 730 students completed questionnaires. All the participants completed the Future Time Perspective Scale, learning engagement scale. Through descriptive statistics, MANOVA, Pearson correlation analysis, canonical correlational analysis, and multiple regression analysis, the main findings of the study are as follows: (1) there was a significant canonical correlation between future time perspective and learning engagement. (2) Future time perspective was significantly and positive correlated with learning engagement and mathematics academic achievement. (3) Learning engagement mediate the relationship between future time perspective and mathematics academic achievement. (4) Future time perspective of middle high school students varied significantly across their grade, gender. The implications for the presented study were discussed and suggestions for teachers and further research were also proposed.

Keywords: Adolescents, Future Time Perspective, Learning Engagement, Mathematics Academic Achievement

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The Effect of Self- Efficacy on the Relationship Between Academic Optimism and Instructional Competence of Senior High School Teachers of Region XI

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Abstract

This study was conducted to explore the relationship between academic optimism and instructional competence of senior high school teachers. Likewise, it also investigated the mediating effect of self-efficacy. Quantitative research design was used in this study. The data gathered were from the senior high school teachers of the 18 public secondary schools of Davao region. Moreover, survey questionnaires were utilized to obtain information from the participants. Additionally, there were 367 senior high school teachers who were respondents of this study. Pearson product moment correlation was employed to determine the interrelationships between self- efficacy, academic optimism and instructional competence. Multiple lineal regression was used to estimate the strength of the relationship between self- efficacy, academic optimism and instructional competence. Lastly, Sobel test was used to test the mediating effect of self-efficacy between the academic optimism and instructional competence. The findings of the study likewise revealed that the academic optimism of teachers was high, their instructional competence was very high and teachers' self- efficacy was high. Moreover, academic optimism significantly predicted instructional competence. Self- efficacy significantly predicted instructional competence and academic optimism significantly predicted self-efficacy. Finally, self-efficacy partially mediated the relationship between academic optimism and instructional competence.

Keywords: Education, Quantitative, Self- Efficacy, Academic Optimism, Instructional Competence, Mediating Effect, Philippines

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Participation and Involvement of Local Communities in Relation to the Extent of Implementation of Sustainable Ecotourism Development in Davao Region

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Abstract

One of the principles of ecotourism is to ensure the maximum level of participation and involvement of local communities in the implementation of ecotourism program in their respective areas; thus the success and sustainability of the program will be highly reliant on these. The purpose of this study was to examine and to establish records on the local communities' participation and involvement in the benefits relative to the implementation of sustainable ecotourism development in Davao Region. The two hundred seventy (270) respondents were purposively chosen from the nine protected areas that were identified by the Department of Environment and Natural Resources (DENR) as ecotourism sites in Davao Region. Purposive sampling was coupled with snowball sampling. This research used descriptive-correlation design where the data gathered were analyzed using descriptive statistics, namely: mean score, Pearson R-Correlation and multiple regression. The results revealed that there was a moderate correlation between participation of local communities and the implementation of ecotourism program while involvement in benefits and implementation were highly correlated. The combination of participation and involvement significantly influenced implementation but when individual influences were determined only involvement had a significant influence in the implementation of sustainable ecotourism development. Overall, the results revealed that the local communities participated and were involved in the implementation of ecotourism program in Davao Region. However, their participation was not at the maximum level.

Keywords: Business Management, Participation, Involvement, Local Communities, Implementation, Sustainable Ecotourism Development, Descriptive Correlation, Davao Region, Philippines

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A Convergent Parallel Design to Articulate Culturally Responsive Teaching: A Closer Look at Beliefs, Attitudes and Practices as Magnifiers

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Abstract

This mixed methods study makes use of convergent parallel approach, utilizing quantitative means to test the theory of Motivational Framework for Culturally Responsive Teaching; and qualitative methods to thoroughly examine the beliefs, attitudes and pedagogical practices towards a culturally responsive teaching of indigenous learners in a tertiary school in Region XI. Sets of adopted survey tools and interview guide were used to gather data from the participants. The mean, standard deviation, and multiple regression analysis were used as statistical tools. On the other hand, thematic analysis was used for qualitative data analysis. The results of the descriptive correlational method show that based on beliefs, attitudes and practices, teachers have very good regard to teaching indigenous learners, while they observe culturally responsive teaching in most occasions. Findings also indicate that of the three predictors, beliefs and practices are significant to culturally responsive teaching, except for attitudes. The focus group discussion and individual interviews revealed interesting data on teachers' lived experiences in teaching indigenous learners, particularly challenges on learners' backgrounds, learning environment, curriculum and overall teaching strategies; perceptive and behavioral mechanisms to cope with these challenges; and lessons learned regarding Curriculum, Language of Instruction, and Values. Based on quantitative and qualitative data, convergences are discernible in teachers' beliefs, attitudes, and practices towards culturally responsive teaching. It is recommended, however, that academic institutions should provide teachers regular orientation, training, and workshops that provide information about culture, mechanisms in breaking stereotypes, and teaching strategies that honor learners' diversity and inclusivity.

Keywords: Education, Beliefs, Attitudes, Practices, Culturally Responsive Teaching, Convergent Parallel Design, Region XI, Philippines

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Demystifying Concrete Pictorial Abstract Approach as a Strategy for Grade Four Math: A Mixed Methods Design

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Abstract

Filipino learners fall short of the expected level of mathematics knowledge and competencies, necessitating Math teachers to look for strategies that would help Math learners learn better. Thus, demystifying concrete-pictorial-abstract representation approach as a strategy for grade four math particularly in teaching fractions was conducted. This study used the embedded mixed methods in gathering quantitative and qualitative data to understand better Concrete-Pictorial-Abstract (CPA) approach as a strategy in teaching the following topics in fractions: fraction on a set, comparing fractions, improper fraction, adding/subtracting fractions, and converting fractions to decimals. This study was conducted using two study groups, the strategy of conventional approach with CPA integration in the experimental group and conventional approach in the control group. Total enumeration was used in selecting the Grade 4 learners who were officially enrolled in one of the colleges in Digos City. Toss of coin was used in identifying the group for experimental group and control group having 35 and 33 participants respectively of which assent and consent were obtained prior to the conduct of the study. Additionally, quasi-experimental design was adopted using the pre-test, post-test control group design. An adopted questionnaire composed of 30 items, was used to gather quantitative data. Quantitative data analysis showed that there was a significant gain in the posttest scores both for the experimental and control groups. However, there was no significant difference between the post-test means of the experimental group (conventional method with CPA approach) and the control group (conventional approach). Meanwhile, phenomenological approach was used in the qualitative phase using In-depth and Focus Group Discussions through validated open-ended questionnaire. Using thematic analysis, five themes had emerged namely: Principles of Basic Fraction Operations in Problem-solving; Active Learning Engagement and Involvement; Learning Time and Environment Management for Mastery Learning; Optimism and Fun for Better Learning of Fractions and Functional Teacher for Functional Learning.

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The joint display of the integration of salient data from qualitative and quantitative findings revealed that the nature of integration is embedding-supporting and embedding-explaining.

Keywords: Education, CPA approach, Conventional Approach, Mixed-methods, Philippines

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Motivation and Values as Predictors to Job Performance of Public School Teachers: A Convergent Parallel Approach

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Abstract

. Teachers not only impart knowledge and information to the students in terms of academics, but are also expected to put emphasis upon values that are necessary to turn students into truthful, moral, ethical and decent human beings. Therefore, this study, using mixed-methods design was intended to determine if the personal values and motivation of the public school teachers in Davao City significantly influence their job performance. Particularly, a concurrent parallel approach was used, the quantitative phase involved descriptive and correlation approach involving 150 teachers who accomplished adapted survey questionnaires. The qualitative part is phenomenological, which involved 10 teachers who were invited for in-depth interviews and seven teachers for focus group discussions. Mean was used to measure and describe the levels of values, motivation and job performance of the teachers, standard deviation was used to measure the variability of the scores from the mean and regression analysis was done to determine the significant influence of motivation and personal values to the job performance of the public school teachers. Results revealed that the level of motivation of teachers was high and was often manifested, level of values was high and often times manifested while job performance was very high and often times manifested. The influence of values as a predictor of job performance was significant, having a higher regression weight compared to motivation, but when combined, both significantly influenced job performance. As regards the lived experiences of teachers, five themes emerged such as: feeling fulfilled as a professional teacher amidst difficulties, struggling with too much paper work, poor students' behaviour, parents' uninvolved attitude, feeling obliged and accountable to improve students' performance and dealing with unmotivated students. As regards to the role of experiences in shaping the beliefs, attitude, values and commitment of teachers, the following essential themes emerged: fidelity to the teaching profession, fulfilment and satisfaction in one's role relative to the holistic development of students, being committed and value-laden teachers and continuing professional growth and development. The quantitative and qualitative results corroborated.

To be Continued



To be Continued

Keywords: Education, Motivation, Values, Job Performance, Convergent Parallel, Philippines

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Elucidating the Work Productivity of Basic Education Faculty through Their Academic Optimism and Innovative Work Behavior: A Concurrent Mixed Methods Approach

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Abstract

This study determined the relationship between academic optimism and innovative work behavior on the work productivity of teachers in Region XII. The quantitative component made use of survey questionnaires. A total of 400 teachers were selected as participants using the purposive sampling techniques. There were 10 participants involved for the in-depth interview and seven informants for focus group discussion to examine their lived experiences and how these experiences shaped their beliefs, attitudes and commitment with respect to work productivity. A triangulation mixed methods design was used to compare and corroborate the results. The mean, standard deviation, and multiple regression analysis were used as statistical tools. The Academic Optimism and Innovative Work Behavior status of the respondents revealed a high rating and their Work Productivity status also revealed a high rating. Moreover, there was a significant correlation between the Academic Optimism, Innovative Work Behavior and the Work Productivity of the teachers. This means that the more optimistic and innovative they are, the more they become productive in their work. Moreover, it can be concluded that Academic Optimism and Innovative Work Behavior significantly contribute to the work productivity of teachers.

Keywords: Educational Management, Academic Optimism, Innovative Work Behavior, Work Productivity, Convergent Parallel Design, Region XI, Philippines

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Academe's Role in the Community-Based Rehabilitation and Aftercare Program (Cbrap): A Sequential Exploratory Approach

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Abstract

The war on drugs cannot be won in a linear action but rather a series of calculated and signified efforts that are tailored to circumstances. The Community-Based Rehabilitation and Aftercare Program (CBRAP) is designed to focus on the individual with the intention of treatment, rehabilitation and reintegration. In Davao City, there had been efforts to integrate the CBRAP in academic institutions due to the lack of resources from the government implementers. The current study aims to explore the role of the academe in forging relationships with other CBRAP stakeholders and to propose an action plan to address the struggles experienced by the implementers of the CBRAP. Results have revealed that the adoption of CBRAP in an academic setting has strongly been campaigned in the city. Academic leaders from six CBRAP-implementing institutions have been interviewed. The data were analyzed using thematic analysis to extract the themes which were used to formulate a readiness and capability questionnaire. A pilot study was conducted to 39 respondents before it was answered by 168 non-CBRAP academe implementers in Davao Region. Results from the quantitative data revealed that the higher education institutions in the region are ready and capable to embark on the CBRAP. Exploratory Factor Analysis was used to analyze the themes of the data. There is a recommendation to test the questionnaire for further confirmatory analysis .the institutional internationalization efforts among SUCs in Region XI.

Keywords: Academic Leaders, Higher Education Institutions, Community-Based Rehabilitation, and Aftercare Program, Sequential Exploratory Method

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A Grounded Theory on Leadership Qualities for School Heads in Indigenous Peoples Communities

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Abstract

One of the pleas of the indigenous peoples of the Philippines is that they want a functional educational system with a pertinent curriculum for them. Aside from the preservation of their culture, the recognized 11 tribes of Mindanao also want the younger generations to get a meaningful learning experiences, responsive and culture sensitive education to help the tribe. This is a grounded theory research which aims at developing a new school leadership theory that will address the issues on cultural sensitivity of school leadership. The researcher has interviewed many participants in order to draw out from them their views on school leadership that is sensitive to the Culture of the Indigenous Peoples of Mindanao. They were also asked about the characteristics of a school head that they like and don't. The data from the interview revealed some important views and characteristics of a school leader that is most appropriate for schools in IP communities. The result of data analysis led to the conceptualization of a new educational theory called- Ethnocentric Educational Leadership Theory. The main feature of the theory is the consideration that in Mindanao alone, there are various ethnicity- with each tribe having their own distinct identity and cultural traditions. A school head assigned in a particular school has his/her own cultural orientations. When the school head enters an IP school, he/she needs to immersed oneself into the Culture of the tribe in order to learn their own identity or way of life. This means the school head may need to discard some of his/her own identities, adapt the way of life of the people and wear the other characteristics that the IPs want from a non-IP school head. A school head who is an IP and coming from the community itself need not do this. A non-IP school head who is previously assigned in another IP school within a different tribe again needs to do the same; wears the characteristics that the IP stakeholders want in order to have a meaningful, responsive and culture sensitive learning process for the IP learners. The Theory is distinct from the other educational leadership theory because it gives emphasis on distinct cultural traditions of each tribe. This theory is most appropriate to societies with various ethnic groups and cultural traditions.

To be Continued...

To be Continued...

Keywords: Leadership Qualities, Communities, Indigenous Peoples

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Cyber-crime in Bangladesh: Impacts and Solutions

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Abstract

Personal and Business information is highly risked on hacking by anonymous user and cybercrime is an unavoidable occurrence which is upraising dramatically by second. The user of the web application, social media, e-commerce, and online transaction or e-banking is rapidly increasing and also the upraising dependency of daily human interaction on the internet. Bangladesh is a developing state which is quickly adopting modern technologies as well as adopting new rules and regulations for preventing crimes. But the user of the internet is not concern about the laws of cybercrime because of one is unknown terminology using in-laws and second is lacking public awareness and moral ethics. In Bangladesh, especially women, religion and political aspect are mostly victimized previously by the internet and modern technology due to the misguided online social media information without verification. It is mostly seen that the victims do not want to take recourse to law for various reasons. This research explores the ICT laws of Bangladesh, cyber security management authority's operation and cybercrime impacts analysis. Research has demonstrated that the impact of threats affects more the government end rather than the general users and the basic guidelines about the internet uses, cybercrime and cyber law in Bangladesh.

Keywords: Cyber-crime, Cyber-security, women victimized, Cyber Law Bangladesh

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TRACK C: APPLIED LINGUISTICS AND LANGUAGE TEACHING

Politeness Strategies Employed by Teachers as Reactions towards Disruptive Students: A Sequential Exploratory Approach

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Abstract

Disruptive students have become an increasing concern for teachers. This study aimed to determine the politeness strategies employed by teachers as reactions towards disruptive students using a sequential exploratory approach. Qualitatively, classroom observation, in-depth interviews, and focus group discussion were conducted. The findings revealed that teachers employ bald-on record, negative politeness, positive politeness and off-record as politeness strategies as reflected on their verbal and nonverbal reactions towards disruptive students. Quantitatively, emerging themes from qualitative phase were used as items for a checklist which is administered to 200 respondents for exploratory factor analysis and 200 respondents for confirmatory factor analysis. After the factor analysis, emerging variables and items were identified to be part of the measurement tool which is the output of the study. In data integration, quantitative data results confirm qualitative data results. It was revealed that teachers' verbal reaction include using suggestive reminder, displaying of outburst impatience, warning or threatening and employing paralinguistic elements. Meanwhile, teachers' nonverbal reactions consist of hand and arm gesture, positive facial expression and negative facial expression. These verbal and nonverbal reactions can be categorized into politeness strategies. Also, it was found out that disruptive students show compliance and non-compliance as a response to teachers' reactions.

Keywords: Education, Politeness Strategies, Exploratory Factor Analysis, Confirmatory Factor Analysis, Philippines

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Beyond the Linguistic Features of Academic Supervisors Remarks on Classroom Observation Tool: an Embedded Mixed Method Study

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Abstract

This mixed methods study explored the linguistic features and functions evident in the classroom observation tool employed by supervisors during post-observation supervisory conference. An embedded mixed methods design was used, and it is a design in which one data set provides a supportive, secondary role in a study based primarily on the other data set. The primary purpose of this study gathered qualitative data from 180 classroom observation sheets used by supervisors in giving a feedback of the teacher's performance. A secondary purpose obtained the quantitative data on the extent of the observed linguistic feature and measure the teacher's acceptability of the observed linguistic features. Qualitative results showed: 1) Corrective, Directive, Observative and Appreciative feedback was prevalent features in the classroom observation tools and; 2) Positive and Negative attitudes were shaped from the attitude of the teacher's after getting the feedbacks. Quantitative results showed: 3) Usefulness, Credibility and Access to Resource rated as Highly Acceptable while Accuracy and Responsiveness rated as Neutral by the teachers; 4) There are no significant difference among the acceptability status when grouped among age and length of service. Data integration showed 5.1) The sensitivity of teachers towards negative criticisms in the supervisory feedback 5.2) Positive use of language is regarded as highly acceptable 5.3) Vague feedback may result in teacher's inability to respond properly and; 5.4) Professional providence towards teacher's performance setbacks.

Keywords: Class Observations, Linguistic Features, Mixed method, Applied Linguistics, Philippines

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Linguistic Features of Discourses of Newly-Hired Public School Teachers on the Link Between their Stress and Coping Strategies: A Mixed Methods Strategy

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Abstract

Language is man's powerful expression of communication. Varied emotions and situations like teachers' stress can be articulated through language. Undeniably, many teachers especially the newly-hired ones are exposed to diverse stressors, that if can't be managed-well, will result to a more serious and traumatic event. This convergent-parallel mixed method study explored the experiences of newly-hired public school teachers. It also analyzed the linguistic features of discourses of newly-hired public school teachers on link between their stress and coping strategies. There were 166 respondents who answered the survey questionnaire, 10 informants for the in-depth interview and seven participants for the focus group discussion coming from the three city school divisions of Region XI namely: Davao, Digos and Tagum City. Moreover, the researcher utilized purposive sampling in selecting the participants; Newly-hired private school teachers were excluded in this study. Through the statistical treatment mean, standard deviation and descriptive rating quantitative findings were determined. Meanwhile, coding and thematic analysis were employed to dig results for qualitative data. Triangulation of quantitative and qualitative data was done to come out with a more reliable and valid research findings. Result showed that the predictors' illness symptoms exhibited close to the margin of statistical significance; life satisfaction displayed highly suggestive significance and peer support presented on the edge of significance. Data integration part projected converging findings.

Keywords: Education, Applied Linguistics, Newly-Hired Public School Teachers, Stressors, Coping Strategies, Convergent Parallel, Philippines

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The Multifaceted Roles and Communication Skills of Islamic Preacher: A Convergent Parallel Design

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Abstract

In most context, Islamic preachers are overwhelmed with volume of tasks which contribute to the multifaceted roles and their communication skills. Aside from leading prayers and preaching, they assume responsibilities as minister, leader, counselor, mediator, teacher and others. This mixed methods study is conducted to address the multifaceted roles of Islamic preachers and their communication skills. The type of approach is specifically convergent-parallel approach, a type of design in which different but complementary data are collected on the same topic. It involved 150 Imams for the quantitative phase and another 10 Imams for the interview with 7 for the focus group discussion for the qualitative phase. The quantitative data were treated utilizing mean and linear regression to identify the significant predictors which influence the variables. As with the qualitative phase, thematic analysis was utilized in analyzing the data. The study found out that Islamic preachers face multifaceted roles as evident in the category mean and over-all mean of each of the indicators of their roles, with high descriptive rating, as well as the formulated themes from both the interview and FGD. Moreover, the singular and combined roles of Islamic preachers significantly influence their communication skills. It was further revealed that the qualitative findings corroborate with the quantitative findings as shown in the data integration process. The data demonstrated that the multifaceted roles strengthen the communication skills of Islamic preachers.

Keywords: Islamic Preachers, Multifaceted Roles, Communication Skills, Philippines

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A Look into the Discursive Practice on Translanguaging of Multilingual Learners in a Tertiary Institution: A Parallel Convergent Approach

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Abstract

Given the important role mathematics plays in tertiary education and most careers, it becomes necessary to consider ESL students' home-language as part of content-learning in order to improve their comprehension skills and appreciate their L1. Translanguaging is a way of promoting interactive learning with the use of students' language resources. This parallel convergent mixed methods aimed to address the discursive practice on translanguaging of multilingual learners in a tertiary institution. By descriptive correlational design, the quantitative phase used standardized survey instruments in determining the status the translanguaging tendencies and grades were in identifying the level of performance of 300 randomly selected tertiary learners. On the other hand, a triangulation of classroom observations and in-depth interviews with a total of 10 purposefully sampled learners were utilized in the qualitative phase, which explored their discourses during translanguaging and how do these discourses help in their learning process. Statistical analysis revealed average overall mean level of translanguaging tendencies and average level of performance. Linear regression analysis revealed that translanguaging tendencies do not significantly predicts the level of performance. Findings also reveal that learners discourse used during translanguaging includes exposition and argumentation. Thematic analysis emerged to four themes on the participant's uses of translanguaging to help their learning process. Interestingly, the mixing of the salient qualitative and quantitative findings reveals not only merging-converging nature and function of integration but also merging-diverging, connecting-associating and connecting-supporting, with the themes and core ideas from analyzed IDI and classroom observation data not fully jiving with the average level of the translanguaging tendencies and performance.

Keywords: Education, Translanguaging, Parallel Convergent, Philippines

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Perlocutionary Acts Exhibited by Students on the Humor of Filipino Comedians: A Convergent Parallel Approach

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Abstract

All humor in today's society is deeply sexist and problematic. This study aimed to determine the perlocutionary acts exhibited by the students on the humor of Filipino comedians using a convergent parallel approach. Quantitatively, it employed types of humor and perlocutionary acts survey questionnaire administered to 150 respondents. Qualitatively, downloaded and watched videos of selected Filipino comedians shows, in-depth interviews, and focus group discussion were conducted. The findings revealed that perlocutionary act exhibited by the students are persuading, convincing, insulting, scaring, and getting the addressee to do something and the types of humor used by the comedians are affiliative humor, self-enhancing humor, aggressive humor, and self-defeating humor. Quantitatively, the affiliative level of humor took the highest mean score of 4.22. On the extent of use of the types of humor is still the affiliative took the highest with mean score of 4.10. Persuading was the level of perlocutionary act exhibited by the participants act as a consequence of the humor of the comedians. There was no significant relationship between the types of humor of the comedians and the perlocutionary acts of the participants which means there is no specific type of humor significantly predicts the level of consequence because our reactions or perlocutionary acts are not really dependent on the act but also on our perception, our background, the way we process and absorbed the humor, the way the comedians deliver their humor and their techniques and strategies in producing their humor.

Keywords: Mixed Method, Speech Acts, Perlocutionary Acts, Types of Humor

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Meaning Beyond Words: The Hidden Power of Nonverbal Communication in the Classroom

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Abstract

This phenomenological qualitative inquiry is primarily focused on the nonverbal cues that participants use in the classroom particularly the functions performed by these in observed instances. Likewise, the study gives a broader attention on the in-depth exploration of the challenges that participants face in employing nonverbal cues in the classroom and whether or not these have facilitated communication. Further, the study delves into helpful insights that participants may give to the academe which can be made as the point of reference in learning how to deal with learners thus, making their learning experiences worthwhile. The study involved nine (9) participants-informants selected at random according to the primary criterion set for the two rounds of video-recorded classroom observation and likewise, two rounds of in-depth interviews (IDI's) using the prepared and validated questionnaire. Findings reveal that among the themes that emerged as functions were: kinesics as reinforcers; oculistics as emoticons; paralanguage as modulators; chronemics as temporals; and proxemics as spatial. As to how participants coped with the identified challenges encountered, the following themes emerged: demonstrate awareness of the usefulness of nonverbal communication; use of NVC as motivating factors; and sensitivity to students' needs. Lastly, as to the helpful insights and feedbacks that informants expressed were summed up into three major themes namely: importance of nonverbal communication in teaching and learning, aspects to consider about nonverbal communication, and laying out of future plans. Finally, results of the inquiry proved that there is truly power in nonverbal communication as it gives meaning beyond words that promotes a clearer and better understanding of the spoken language.

Keywords: Meaning Beyond Words, Nonverbal Communication, Kinesics, Oculistics, Paralinguistics, Chronemics, Proxemics

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TRACK D: LINGUISTICS AND LANGUAGE ISSUES FOR LEARNING AND CURRICULUM



Face Threatening Acts in Secondary Classroom Interaction: A Sequential Explanatory Approach

Crispina S. Ebdao*

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Abstract

When one's self-image is challenged or undermined in some ways, face threatening acts occur. Since power and communication are closely related, the hearer's face is most of the time being affected. A classroom situation is a best example where the teacher holds a seat of power and the way (s) the teacher communicates with his/her students to a major extent determine the type of power he/she exerts over students. This mixed method sequential explanatory study aimed to explore the students' perceptions towards their teachers' utterances during classroom interaction. The subjects of this study were the 400 public senior high school students in Davao Region specifically in the divisions of Tagum City, Davao City, Mati City, Digos City and Compostela Valley Province. The data were collected through an adapted Likert –scale survey questionnaire in the quantitative phase and in-depth interview and focus group discussion in the qualitative phase. Results revealed that students highly regard utterances in relation to teachers' referent power; no significant difference on students' perceptions when analyzed according to sex and significant difference of students' perceptions when analyzed according to track. Furthermore, the results of this study showed that teachers' utterances determine the learning outcomes and affect students' attitude towards learning; thus, positive utterances bring positive outcomes while negative utterances promote negativity. In addition, students expect polite utterances from their teachers.

Keywords: Education, Applied Linguistics, Face Threatening Acts, Politeness, Philippines

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A Mixed Methods Study on Listening Proficiency of Esl Students with Scaffolding Strategies And Metacognitive Awareness as Determinants

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Abstract

This research determined the mixed methods study on listening proficiency of ESL students with scaffolding strategies and metacognitive awareness as determinants. This study used the mixed method convergent parallel design to combines qualitative and quantitative approaches. The respondents in quantitative method were composed of 400 ESL students using the cluster sampling and in qualitative method respondents were ten informants for (IDI) in-depth interview and six for (FGD) focus group discussion. The data analysis utilized were the mean, pearson r and regression analysis. The findings disclosed that the scaffolding, metacognitive awareness and listening proficiency of ESL students were manifested oftentimes by the students. Moreover, the scaffolding strategies and metacognitive awareness is significantly influence with listening proficiency of ESL students. It was found out that mostly of the experiences of the participants pertaining to their listening proficiency were having the difficulties in understanding in class discussions and conversation using the English as a second language. Contributing to these aspects include the speaker speaking quickly, background noise, a lack of visual clues on the listener's limited vocabulary, lack of knowledge on the topic and inability to distinguish individual sounds. It revealed further that good listening skills may improve their relationships to their personal life as students that they tend to like those who listen to them, better solve problems for others and themselves; learn different points of views to broaden their own listening perspective and retain more important information which is useful for their life and studies. Based on the findings, the students should develop patience and tolerance as listener. Listening to others can help them resolve glitches and see new opportunities. Listening to teachers and classmates will help them understand their needs in the classroom and this would enhance their educational status.

Keywords: Mixed Methods Study, Listening Proficiency, ESL Students, Scaffolding Strategies Metacognitive Awareness And Determinants

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Study Habits and Online Game Addiction as Determinants of Reading Comprehension Proficiency in English

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Abstract

This mixed method study addressed the causal association of study habits and online games addiction as determinants of reading comprehension proficiency in English. A convergent parallel mixed methods designs are used which qualitative and quantitative data are collected in a parallel manner, analyzed separately and then later merged. There were 400 respondents of the study selected through purposive sampling method. Two sets of adopted questionnaires were used to gather data from the participants. A researcher-made questionnaire was used to collect data on the in-depth interview and focus group discussion and statistical tools used are means, standard deviation, and multiple regression analysis were used. Thematic analysis was used for data on the qualitative method. The findings revealed that on the study habits among grade four students, online game addiction is both averages. The level of reading comprehension is high. Furthermore, both study habits and online addiction does not significantly influence reading comprehension proficiency. There were three emerging themes on the lived experiences of grade four students in reading comprehension proficiency in English experiences of students which are a dilemma in poor leaning in English, parents inability to impose discipline to children, and rewards motivate children to learn more. On the impact of experiences in shaping beliefs and attitudes, there were two themes that emerged such as lack of motivation, prioritization of pursuing learning and unguided children activity. Finally, both qualitative and quantitative findings manifest converging and parallel results.

Keywords: Study Habits, Online Game Addiction, and Reading Proficiency
Convergent Parallel Design, Region 11, Philippines

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TRACK E: ENGINEERING & TECHNOLOGY STUDIES



A Convergent Parallel Approach on Institutional Succession Planning Practices and Faculty Readiness for Leadership Position Among Private Higher Education Institutions

Melanie Jeane C. Galvez*

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Abstract

The study aimed to describe the institutional succession planning, faculty readiness for leadership position together with their lived experiences, beliefs, attitude and aspiration and find the relationship between succession planning practices and readiness for leadership position. The convergent parallel mixed methods was utilized. Survey questionnaires and interview/focus group discussion guide were used to gather data. The participants of this study were full time faculty of Private Higher Education Institutions of Region XI. Mean, Standard Deviation and Multiple Regression were used to describe the assessment of faculty on the current succession planning practices and their readiness for leadership position. The study showed that there is significant relationship between succession planning practices and faculty readiness for leadership position when features of the succession plans are combined. The respondents' actual experiences of their current succession planning practices revealed a positive result. Their beliefs, attitudes and aspirations are represented by varied ideologies and served as their ideal in choosing their leader successors and readiness for leadership position.

Keywords: Education, Leadership, Succession Planning, Faculty Readiness for Leadership Position

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Risk Assessment of Heavy Metals from Edible Mushrooms

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 Abstract

This study investigated the types of edible mushrooms obtained from cultivated and wild mushrooms in Nakhon Ratchasima during the rainy season in 2013. Samples were collected at the market and street shops. The heavy metals (HMs) (Cr, Mn, Ni, Cu, As, Cd, Hg, Pb) content in each mushroom was studied and the risk of HMs was estimated from 61 samples of 7 sampling sites. Fourteen 20 edible cultivated mushrooms and 20 wild mushrooms species were found from Sura Nakhon Market, Mae Kim Heng Market, SUT Market, mushroom stall on the street No. 304, Wang Nam Khiao district, Pak Chong District Market, and Jakkarat district roadside shop. All mushrooms were extracted using microwave digestion and analyzed by using ICP-MS. The results showed that the total amount of HMs (Sum of Cr, Mn, Ni, Cu, As, Cd, Hg, Pb) ranged from 0.9 to 13.73 mg/kg. The highest level was found in *Amanita princeps* Corner & Bas at 13.73 mg/kg from Wang Nam Khiew Market. The lowest amount of HMs was found in *Astraeus hygrometricus* (Pers.) Morgan, 0.9 mg/kg. Comparing of edible cultivated and wild mushrooms in term of mean \pm SD were 4.61 \pm 2.69 mg/kg and 2.62 \pm 1.42 mg/kg. The most common HMs from high to low amount were Pb> Cr> Mn> Ni> Hg> Cd> As, respectively. The risk assessment of HMs from the cultivation and wild mushrooms of the provisional tolerable weekly intake (PTWI) is safe for consumption within a week without harm to health. The *Amanita princeps* Corner & Bas specie from Wang Nam Khiew district market had a PTWI value of Mercury higher than recommended by FAO / WHO (2009) with a PTWI of 0.0068 mg/kg body weight/week which is higher than recommended value of 0.005.

Keywords: Risk assessment, Heavy metals, Edible mushroom, Nakorn Ratchasima

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TRACK F: HEALTH AND MEDICINE STUDIES



Instructional Technology Capability of Philippine Medical Schools for Blended Learning Implementation: A Convergent Parallel Approach

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Abstract

Blended Learning in the medical education is not new, but in the Philippines, several questions are reserved with regards to the authenticity of implementation of the blended learning approach, hence this study is conceptualised. A total of 162 faculty from the Medical Schools of Luzon, Visayas and Mindanao participated in this convergent parallel mixed method research. Specifically, using descriptive comparative design in identifying the instructional capability and technology needs of the faculty in the medical schools. Also, employing phenomenology to explore the lived experiences of the medical faculty towards non-traditional teaching. Quantitative results revealed a very high instructional technology capability status of the medical faculty and a positive overall experience in the use of LMS. Furthermore, significant difference was found on the respondents instructional capability according to the region where they came from. Moreover, qualitative results unveiled four issues probed that centered on their experiences, the relevance of non-traditional teaching, students' response to non-traditional teaching and their challenges using non-traditional teaching. Likewise, there is faculty preparedness and five focal points were identified in the corroboration of the quantitative and qualitative data, these are: programs/applications used, assessment of students outcome, instructional emphasis, diversity of learners and teachers behaviour in actual teaching. Moreover, Grahams' Blended Learning Environment (2009) of space, time, fidelity and humanness are evident, however, there are still resources/activities needed for the full implementation of blended learning in the medical school.

Keywords: Leadership, blended learning, medical school, convergent parallel, Davao City, Philippines

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Abstract Submission Date: September 20, 2019

Full Paper Submission Date: September 25, 2019

Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.

Conference Main Tracks

- Social and Community Studies
- Arts
- Humanities
- Civic and Political Studies
- Cultural & Global Studies
- Environmental Studies
- Organizational Studies
- Educational and Communication Studies
- Economics, Finance & Accounting
- Business and Management Studies
- For more details visit <http://gissf.com/>

3rd INTERNATIONAL CONFERENCE ON

“Dynamics of Social Sciences and Humanities Research
(DSSHR-2019)



Date: October 19-20, 2019

Venue: Istanbul GONEN Hotel, Istanbul, Turkey

Submission Email: dsshr@gissf.com

Abstract Submission Date: September 25, 2019

Full Paper Submission Date: October 5, 2019

Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.

Conference Main Tracks

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- Organizational Studies
- Educational and Communication Studies
- Economics, Finance & Accounting
- Business and Management Studie

For more details visit <http://gissf.com/>

2nd INTERNATIONAL CONFERENCE ON

“Research Methodology for Business Economics, Social Sciences and Entrepreneurial Studies (RBESE-2019)”



Date: November 27-28, 2019

Venue: The Trans Resort Bali, Indonesia

Submission Email: rbese@gissf.com

Abstract Submission Date: November 05, 2019

Full Paper Submission Date: November 15, 2019

Selected conference papers will be published in special /regular issue of ISI/Scopus indexed journals associated with this conference.

Conference Main Tracks

- Social and Community Studies
- Arts
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- Educational and Communication Studies
- Economics, Finance & Accounting
- Business and Management Studies

For more details visit <http://gissf.com/>

3rd INTERNATIONAL CONFERENCE ON

“Social and Management Sciences; Theoretical and Practical Approaches (SMSTPA-2019)”



Date: December 14-15, 2019

Venue: Hotel Grand Pacific Singapore

Email: smsstpa@gissf.com

Abstract Submission Date: November 20, 2019

Full Paper Submission Date: November 25, 2019

Selected conference papers will be published in the special /regular issue of ISI/Scopus-indexed journals associated with this conference.

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3rd INTERNATIONAL CONFERENCE ON

“Advancements in Social, Business and Management
Sciences Research (ASBMSR-2020)”



Date: February 22-23, 2020

Venue: Hotel Mystays Ochanomizu Conference Center
Tokyo, Japan

Email: asbmsr@gissf.com

Abstract Submission Date: February 05, 2020

Full Paper Submission Date: February 10, 2020

**Selected conference papers will be published in the special
/regular issue of ISI/Scopus-indexed journals associated
with this conference.**

Conference Main Tracks

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- Business and Management Studies

For more details visit <http://gissf.com/>

3rd INTERNATIONAL CONFERENCE ON

“Global Issues in Social Sciences, Psychology and Business Management (GISSPBM-2020)”



Date: March 21-22, 2020

Venue: Holiday Inn Potts Points, Sydney Australia

Email: gisspbm@gissf.com

Abstract Submission Date: February 25, 2020

Full Paper Submission Date: March 10, 2020

Selected conference papers will be published in the special /regular issue of ISI/Scopus-indexed journals associated with this conference.

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- Educational and Communication Studies
- Economics, Finance & Accounting
- Business and Management Studies
- For more details visit <http://gissf.com/>

3rd INTERNATIONAL CONFERENCE ON

“Sustainable Development in Information Technology,
Business and Social Sciences (SDITBSS-2020)”



Date: April 04-05, 2020

Venue: Regal Oriental Kowloon, Hong Kong

Email: sditbss@gissf.com

Abstract Submission Date: March 15, 2020

Full Paper Submission Date: March 20, 2020

Selected conference papers will be published in the special /regular issue of ISI/Scopus-indexed journals associated with this conference.

Conference Main Tracks

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CSR



Environment

Charities

Public Health



Growth and
Development



Sustainability



CSR Activity Conducted By GI Social Sciences Forum: Sport Activation for Children against Negative Impact of Internet & Technology

In April 2016, GI Social Sciences Forum conducted Corporate Social Responsibility program together with Maestro and the Clover as Sport Facility Provider in Bandung, initiating an event with theme:



The Objectives of this event were:

1. Media of education for parents and children to be aware of digital new era and its impact on children's life
2. Facilitate and promote futsal as one of the kinds of sports activation that can be alternative activity for children against the negative impact of internet
3. Social activity and charity engaging orphans to enjoy sports activities together with their friends
4. Corporate Social Responsibility of Company to contribute to the society especially to solve one of the social problems in Bandung.

Highlights of CSR Activities are given below:



GI Social Sciences Forum Malaysia Team conducted its Latest CSR activity at Rumah Charis, Kuala Lumpur, Malaysia Children Home

GI Social Sciences Malaysia Team conducted its latest CSR activity at Rumah Charis, Kuala Lumpur, Malaysia Children home. The children home ministry provides care for orphans and single parent children, their homes and activities aim to create a suitable environment to enable children to grow. They help to provide spiritual direction, education, and counselling for the children. Emphasis was given to fellowshiping and spending time with the children over refreshments, as well as presenting them with small gifts and the organizing of special entertainment programmes for the children such as a special game segment. One of the other highlights of the evening was the goodie bags distribution programme carried out by GI Social Sciences Forum



GI Social Sciences Forum Indonesian Team conducted its Latest CSR activity in Ramadan for Local Community Welfare, Sharing Happiness and developing Orphan Children

GI Social Sciences Forum Indonesian team conducted its latest CSR activity in Ramadan for orphans. The purpose of this activity was to give happiness and develop orphans with the support of more than 60 volunteers and distribute iftar to more than 400 beneficiaries (yateem, orphans, and dhuafa). GI Social Sciences Forum Indonesian team spent time with children and conducted different activities for their moral self-development.

Highlights of this activity are given below:







MISSION

Our mission is to persistently nurture the values to promote the institutional and academic development through quality research contributions.

VISION

Researching and Developing to promote Innovation

MSHTR-2019

International Conference on Management Techniques, Social Sciences, Humanities & Tourism Research

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