

PROCEEDINGS 2019



Source: <http://fotolia.com>

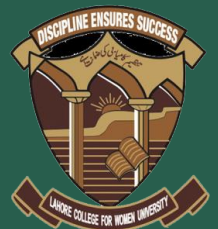
4th INTERNATIONAL RESEARCH COLLOQUIUM TOWARDS DISASTER RISK TRANSFER (4th IRC-DRT)

**“Challenges and Opportunities
for Local Communities and
Small-Scale Entrepreneurs”**

**Theme:
Inclusive Investment in
Leveling the Business Organizations**

09-10 November 2019

Quezon City Experience (QCX)
Conference Theater,
Quezon City Circle,
Quezon City,
Philippines



GRADUATE SCHOOL OF BUSINESS

Tabassam Raza, *MAURP, DBA, Ph.D. P.E.*
EDITOR-IN-CHIEF & EDITOR

Ernie M. Lopez, *MBA*
Ramon Iñigo M. Espinosa, *AA*
MANAGING EDITORS

EDITORIAL BOARD

Jose F. Peralta, *DBA, CPA*
PRESIDENT, CHIEF ACADEMIC OFFICER & DEAN

Antonio M. Magtalas, *MBA, CPA*
VICE PRESIDENT FOR FINANCE & TREASURER

Tabassam Raza, *MAURP, DBA, Ph.D. P.E.*
ASSOCIATE DEAN AND DIRECTOR DRM UNIT & R&D

Jose Teodorico V. Molina, *LLM, DCI, CPA*
CHAIR, GSB AD HOC COMMITTEE

EDITORIAL STAFF

Ernie M. Lopez

Susan S. Cruz

Ramon Iñigo M. Espinosa

The *PSBA FOURTH INTERNATIONAL RESEARCH COLLOQUIUM PROCEEDINGS* is an official business publication of the Graduate School of Business of the Philippine School of Business Administration – Manila. It is intended to keep the graduate students well-informed about the latest concepts and trends in business, management and general information with the goal of attaining relevance and academic excellence.

PHILIPPINE COPYRIGHT 2019

BY PHILIPPINE SCHOOL OF BUSINESS ADMINISTRATION-MANILA

COPYRIGHT OF INDIVIDUAL ARTICLE BELONGS TO THE RESPECTIVE AUTHOR

PSBA

Manila

4th IRC-DRT Pre-Event Proceedings

Volume IV

November 2019

Table of Contents

Table of Contents	1
Concept Note	7
Program of Activities	10
Resource Speaker's Profiles	20
Hon. Mayor Josefina "Joy" Belmonte-Alimurung	20
Prof. Dr. Farkhanda Manzoor Dugal.....	22
Mr. Marlon Henson Obligado.....	23
Dr. Antonio Valdez	24
Dr. Hussein Lidasan.....	25
Dr. Indrajit Pal	26
Ms. Thess Khaz Raza	27
Dr. Elias Sampa	28
Atty. Violeta Seva	29
Dr. Noriyuki Segawa	30
Prof. Abdul Ghafoor	31
Dr. Kristoffer Berse	32
Mr. Nisar Ahmed	33
Mr. Karl Michael Marasigan	34
Mr. Azhar Khan	35
Dr. Iftekhar Ahmed	36
Abstracts of Session I: Resource Speakers	38
<i>Chairs of the Session: Prof. Dr. Grace Enriquez and Dr. Jose Teodorico Molina,</i> <i>Professors, Graduate School of Business (GSB), PSBA-Manila</i>	38
"Role of Women in Sustainable Development in Asia"	38
<i>Prof. Dr. Farkhanda Manzoor Dugal, Chairperson, Department of Zoology &</i> <i>Entomology, Lahore College for Women University, Pakistan.....</i>	38
"OCD-NCR and PSBA Partnership to meet the Challenges of Local Communities" 38	
<i>Mr. Marlon Henson Obligado, Plans and Planning Officer, Office of Civil Defense</i>	38

“Methodological Approach to Ascertain Preservation of Wealth and Continued Provision of Committed Services in the Aftermath of Disaster”	38
<i>Dr. Antonio Valdez, Dean, Institute of Graduate Studies, Pamantasan ng Lungsod ng Marikina</i>	38
“Inclusive Investment in National Development”	38
<i>Dr. Hussein Lidasan, Professor/Dean, School of Urban and Regional Planning (SURP), University of the Philippines, Diliman</i>	38
“Disaster Resilience and Multidisciplinary Higher Education Network”	39
<i>Dr. Indrajit Pal, Assistant Professor and Chair, Disaster Preparedness, Mitigation, and Management (DPMM), Asian Institute of Technology, Thailand</i>	39
“Quezon City Climate Change Adaptation Initiative towards SMEs”	39
<i>Ms. Andrea Andres, Head, & Ms. Thess Khaz Raza, Environmental Management Specialist II, Environmental Protection and Waste Management Department, Quezon City</i>	39
Abstracts of Session II: Resource Speakers	40
<i>Chair of the Session: Dr. Celso Mendoza, Professorial Lecturer, Institute of Graduate Studies, Pamantasan ng Lungsod ng Marikina</i>	40
“Investment Portfolio Management: Business Continuity”	40
<i>Dr. Celso Mendoza, Professorial Lecturer, Institute of Graduate Studies, Pamantasan ng Lungsod ng Marikina</i>	40
“Natural Resource Management: An Outcome-Impact Orientation Framework for Disaster Risk Management”	40
<i>Dr. Elias Sampa, Director, Curriculum & Programs, Australian International School</i> .	40
“Strengthening Resilience in Inclusive Business”	41
<i>Atty. Violeta Seva, General Secretary, Earthquake and Megacities Inc.</i>	41
“Challenges and Prospects of Human Resource Development in Pacific Island Countries: Perspectives of Developmental Economy and Political Science”	41
<i>Dr. Noriyuki Segawa, Professor, Faculty of International Studies, Kindai University, Japan</i>	41
“Social Business Enterprise towards Community Livelihood”	41
<i>Prof. Abdul Ghafoor, Chief Executive Officer, Mangroove Services, LLC, Dubai</i>	41
Abstracts of Session III: UP-SURP and International Participants	42
<i>Chair of the Session: Dr. Jun Castro, Professor, School of Urban and Regional Planning, University of the Philippines, Diliman</i>	42
“Innovation Management”	42
<i>Prof. Michelle Acuavera, GSB, DBA Program, PSBA-Manila</i>	42
“Role of Technology in Business Continuity”	42
<i>Mr. Amer Hussain, Panasonic Marketing, Dubai, UAE</i>	42
“A Study on Integration of Child-Centered Programs into Quezon City Disaster Risk Reduction and Management Plan”	42
<i>Mr. John Anthony Rosales, Research Methodology Class, GSB, PSBA-Manila</i>	42
“Successful Criteria and Factors Framework Assessment for sustainable Ho Chi Minh Smart City Scheme”	43
<i>Mr. Hieu Trong Nguyen, SPRING Program, UP-SURP, Diliman, Quezon City</i>	43

“Impact of Republic Act 11032 on Micro, Small, Medium Enterprises (MSMEs) from Selected Cities in Metro-Manila: A Model for Diesel Calibration Services of MSMEs”	43
<i>Prof. Benjamin Macapagal, Dissertation, GSB, DBA Program, PSBA-Manila</i>	43
“Identifying Spatial Patterns of Food Waste Production and Consumption in Quezon City – The Philippines”	44
<i>Mr. Berardo Duque, SPRING Program, UP-SURP, Diliman, Quezon City</i>	44
Abstracts of Session IV: PSBA GSB	45
<i>Chair of the Session: Dr. Kristoffer Berse, Director for Research and Creative Work, University of the Philippines Resilience Institute & Asst. Professor, University of the Philippines National College of Public Administration and Governance</i>	45
“Beyond DRR: The Business Case for Inclusive Resilience”	45
<i>Dr. Kristoffer Berse, Director for Research and Creative Work, University of the Philippines Resilience Institute & Asst. Professor, University of the Philippines National College of Public Administration and Governance</i>	45
“Creative and Innovative Management towards Inclusive Investment”	45
<i>Mr. Taimur Karim, GSB, DBA Program, PSBA-Manila</i>	45
“An Analysis on the Inclusiveness of Disaster Risk Reduction and Management Programs of Quezon City for Persons with Disability”	45
<i>Ms. Rechelle Oandasan, Research Methodology Class, PSBA-Manila</i>	45
“Disaster Preparedness of Nurses at Quezon City General Hospital and Medical Center”	46
<i>Mr. Paul Gerard Adaya, Research Methodology Class, PSBA-Manila</i>	46
“Urban Governance and Environmental Economics as Transformative Investment Toward Sustainable Development and Disaster-Resilient Quezon City”	46
<i>Mr. Rouel Agpawa, Research Methodology Class, PSBA-Manila</i>	46
“Operational Viability of On-Grid Solar Photovoltaic (PV) System for KFC Philippines Cold Storage: A Sustainable Natural Energy Solution”	47
<i>Prof. Federico Figueroa Jr., Dissertation, GSB, PSBA-Manila</i>	47
“The Impact of Compliant Working Capital Management Practices to Business Sustainability of Small-Medium Enterprises in San Fernando City, La Union”	48
<i>Ms. Rosario Corazon Arzaga, Dissertation, GSB, PSBA-Manila</i>	48
Abstracts of Session V: Keynote Speakers	49
<i>Chair of the Session: Dr. Indrajit Pal, Assistant Professor and Chair, Disaster Preparedness, Mitigation, and Management (DPMM), Asian Institute of Technology, Thailand</i>	49
“Provincial Government Policy on Business Continuity towards DRM and CCA” ..	49
<i>Mr. Nisar Ahmed, Project Coordinator, Project Implementation Unit, Provincial Disaster Management Authority, Lahore, Pakistan</i>	49
“Philosophy in Creating Command Control System of DRRMO”	49
<i>Mr. Karl Michael Marasigan, Head, Quezon City Disaster Risk Reduction and Management Office, Quezon City & GSB, DBA Program, PSBA-Manila</i>	49

“Partnership of PISM and PSBA for Inclusive Business Education”	49
<i>Mr. Antonio Kent Valderrama, Society of Fellows, Philippine Institute of Supply Management</i>	49
“Nursing Transformation Program”	49
<i>Mr. Azhar Khan, Chairman, Dr. Jay Sinnah Thambyiah, President, & Ms. Melinda Mariano, Project Manager, Zharbiz International, Inc.</i>	49
Abstracts of Session VI: Investment in Leveling the Business Organizations	50
<i>Chair of the Session: Dr. Iftekhar Ahmed, Senior Lecturer, School of Architecture and Built Environment, University of Newcastle, Australia</i>	50
“A Multiple-Lens Perspective on Disaster Strands in the Asia-Pacific”	50
<i>Dr. Iftekhar Ahmed, Senior Lecturer, School of Architecture and Built Environment, University of Newcastle, Australia</i>	50
“Disaster Risk Reduction (DRR) and Climate Change Adaptation (CCA) for Micro, Small, Medium Enterprises (MSMEs): A Micro-financing Strategy in the Philippines”	50
<i>Ms. Nathalie April Dela Cruz, Mr. Rainheardth Laureta, Mr. John Anthony Rosales, & Ms. Sheila Johana Simbulan, Disaster Risk Management 2 Class, GSB, PSBA-Manila.</i> 50	
“Disaster Risk Reduction Through Innovative Financial Tools in the Philippines” ..	51
<i>Ms. Ashley Macalalad, Mr. Paul Gerard Adaya, Mr. Joey Ruazol, & Ms. M. J. Caballeda, Disaster Risk Management 2 Class, GSB, PSBA-Manila</i>	51
“Homeowners Constraints in Adapting Disaster Insurance: Candaba, Pampanga” .	51
<i>Mr. Phillip Pandan, Mr. Rouel Agpawa, Ms. Arlyn Reyes, & Ms. Leceneri Formento, Disaster Risk Management 2 Class, GSB, PSBA-Manila</i>	51
“Challenges in Implementing Insurance Delivery as Risk Transfer Tool: Piloting Quezon City”	51
<i>Mr. Verzileus Balasabas, Ms. Maria Charisse Furiscal, Mr. Erick Oinde Kaunda, & Ms. Rechelle Oandasan, Disaster Risk Management 2 Class, GSB, PSBA-Manila</i>	51
Abstracts of Session VII: Small and Medium Scale Enterprises	52
<i>Chair of the Session: Prof. Abdul Ghafoor, Chief Executive Officer, Mangroove Services, LLC, Dubai</i>	52
“Disaster Preparedness and Business Continuity Planning program of ISSI for MSMEs”	52
<i>Dr. Aleli Bawagan, Office of the Vice Chancellor for Research and Development, University of the Philippines, Diliman</i>	52
“Philosophy and Implication of Business Continuity During Emergencies”	52
“Child-centered Urban Planning Approach for an Emerging City/Municipality in the Philippines: A Strategy towards Local Sustainable Development”	52
“Antecedents and Career Impact of Entrepreneurial Orientation and the Effects of Financial Education on Financial Literacy and Financial Behaviors of the Selected Teaching Personnel of Selected Colleges in Manila, Eastwood, And Caloocan”	53
<i>Prof. Lalaine Divinagracia, Dissertation, GSB, DBA Program, PSBA-Manila</i>	53
“Process of Securing Power Supply Agreement Through Government Regulatory Agencies”	53
<i>Dir. Rodrigo Cabrera, GSB, DBA Program, PSBA-Manila</i>	53

“Puzzle of Rational Choice”53
Prof. Michelle Acuavera, GSB, DBA Program, PSBA-Manila53

**“Water Sensitive and Green Design in Physical Development for Flood Control and
Water Scarcity Reduction, Metro Manila, Philippines”54**
Mr. Gibbs Longwe, SPRING Program, UP-SURP, Diliman, Quezon City.....54

Notes.....55



**4th International Research Colloquium
Towards Disaster Risk Transfer (4th IRC-DRT)
Challenges and Opportunities for Local Communities and
Small-Scale Entrepreneurs**
Theme: Inclusive Investment in Leveling the Business Organizations

09-10 November 2019 (Saturday-Sunday) | 08:00 AM – 06:00 PM

Venue: Quezon City Experience (QCX) Conference Theatre, Quezon City Circle on
Saturday, 09th November, 2019
&
Manuel L. Quezon Ceremonial Hall, 15th Floor, Quezon City Hall, Quezon City on
Sunday, 10th November, 2019

**Concept Note,
Program of Activity,
and
Speakers' Profiles**

“Challenges and Opportunities for Local Communities and Small-Scale Entrepreneurs”

**Theme:
Inclusive Investment in
Leveling the Business Organizations**

09-10 November 2019

Quezon City Experience (QCX)
Conference Theatre,
Quezon City Circle, Quezon City



Official Travel Agency of 4th IRC-DRT 2019



Concept Note

Activity:	4th INTERNATIONAL RESEARCH COLLOQUIUM TOWARDS DISASTER RISK TRANSFER (4th IRC-DRT) Academic Year 2019-2020
Title:	Challenges and Opportunities for Local Communities and Small-Scale Entrepreneurs
Theme:	Inclusive Investment in Leveling the Business Organizations
Date:	09-10 November 2019
Venue:	Quezon City Experience (QCX) Conference Theatre, Quezon City Circle, Quezon City & Manuel L. Quezon Ceremonial Hall, 15th Floor, Quezon City Hall, Quezon City
Number of Participants:	We are expecting more than 150 participants including students, faculty, and staff from PSBA-Manila Graduate and Undergraduate Schools; School of Urban and Regional Planning, University of the Philippines (UP-SURP); Planning and Development Research Foundation Inc. (PLANADES); Pamantasan ng Lungsod ng Marikina (PLMar); Quezon City Government (QCG) Scholars and employees; and other International and Local students, researchers and delegates.
Organizing Partners:	PSBA Manila, AIT, UP-SURP, QCG, PLMar, and PISM.

Background and Rationale:

The annual Fourth International Research Colloquium towards Disaster Risk Transfer (4th IRC-DRT) of the Philippine School of Business Administration-Manila (PSBA-Manila) continues its mission from the School's prior Symposia and Colloquia where the school's research fellows, students, and experts from various local and international institution have gathered to contribute their knowledge in this particular platform. Particularly, it will disseminate with a focus on the challenges and opportunities of local communities and small-scale entrepreneurs in the midst of inclusive investment in the Philippine market and economic setting. The theme of this year's International Research Colloquium is “**Inclusive Investment in Leveling the Business Organizations**”, and its effect on long term and disaster risk reduction and management lenses.

According to the International Institute for Environment (IIE) and Development, most of the concerns about Inclusive Investments are its negative social impacts including loss of local rights to land, water and other natural resources in addition it also threatens the local food security and the risk that large-scale investments marginalize family farmers (IIED, 2013). Moreover, they agree that this kind of investment is a big risk for indigenous people since the consequence of this investment involves their only source of income and dignity. However, in contrary with the latter IIE believes that Inclusive Investment is essential towards the growth of every marginalized sector.

Indeed, Inclusive investment was considered to be one of the many forms of risk transfer that large companies and business entities must take in consideration as it does not just only protect their own business, but also gives them an opportunity to initiate involvement among local-based and small-scale entrepreneurs in the local community to be part of their value chain by allowing them to be their suppliers, producers, shareholders, employees, and even as consumers that can be both sustainable and equitable.

As society has reached a tipping point, so has businesses; inclusion as a business imperative must take hold. No matter where a person falls in an organization, there is an obligation to champion inclusivity as part of everyone's job. Beyond the fundamental issue of equality, inclusive cultures drive stronger performance and unlock sustainable business benefits. Leaders should build teams that ensure a valuable mix of diverse skillsets, experiences, and backgrounds are not just brought to the table - but empowered to contribute. This will require organizations to put structured training and mentoring programs in place to scale this efficiently and appropriately.

Further, the Philippines is a well-known country for its natural resources from its lands, to its forests, to its mineral resources, and its fishery resources. Considering the extensive business opportunities in natural resources, our country has a lot of farmers, fishermen, and local entrepreneurs. However, it is undeniably known to everyone that these people are the most vulnerable and disadvantaged in the corporate world. There are cases where farmers encounter zero profit due to minimal exposure, unavailability of competitive place to trade their products, and the trend of prioritizing branded products; while fishermen risk their lives for a minimum wage for their families. According to Business World Online (Marcelo, 2017), poverty incidence for the sector of farmers was recorder at 34.3%; 34% were fishermen; and 31.4% are children. These sectors also consistently registered as the three sectors with the

highest poverty incidence in 2006, 2009, and 2012. In addition, the poverty incidence in these sectors also exceeded the national and average of 21.6%.

On November 22, 2017 a study conducted by the Philippine Board of Investments (BOI), the industry development and investments promotion arm of the Department of Trade and Industry (DTI), and the United Nations Development Programme Istanbul International Center for Private Sector in Development, highlighted the growing enthusiasm and interest of the Philippines private sector in levelling business organizations by adopting Inclusive Business (IB) models. IB offers an opportunity to not only generate profit, but also help those at the base of the economic pyramid and thereby contribute to reducing poverty in the country.

Thus, the main objective of this International Colloquium is to contribute to business continuity and resiliency planning by providing a stage in inclusive investments and disaster risk transfer knowledge. It also aims to foster closer ties among diversified participants and provide an avenue to share thoughts and exchange of ideas on how business organizations and its members can contribute more meaningfully to resolve disaster-related challenges faced and opportunities gained by MSMEs and local communities not just in the Philippines, but also all around the world. Further, it is the intention of this colloquium to encourage businesses to adopt sustainable Inclusive Business models by integrating the poor at the core of their business operations.

In addition, it aims to drive discussion to answer the following questions:

1. What kind of Inclusive Investments and Inclusive Business models are available and essential towards disaster risk transfer today?
2. What roles can the private sector play to drive the direction of Inclusive Investments and Inclusive Business Models in support governments towards Sustainable Development Goals, Sendai Framework for Disaster Risk Reduction, and other international agreements?
3. What examples from case studies can be adopted so that win-win scenarios become win-win realities?

For this year's colloquium, we have invited distinguished speakers and top-notch resource persons to help us get a better sense of the developments happening not only in particular business sector, but on the economy at large.



**4th International Research Colloquium
Towards Disaster Risk Transfer (4th IRC-DRT)
Challenges and Opportunities for Local Communities and
Small-Scale Entrepreneurs**

Theme: Inclusive Investment in Leveling the Business Organizations

09-10 November 2019 (Saturday-Sunday) | 08:00 AM – 06:00 PM

**Venue: Quezon City Experience (QCX) Conference Theatre, Quezon City Circle on
Saturday, 09th November, 2019**

&

**Manuel L. Quezon Ceremonial Hall, 15th Floor, Quezon City Hall, Quezon City on
Sunday, 10th November, 2019**

Program of Activities

**Venue: Quezon City Experience (QCX) Conference Theatre, Quezon City Circle on
Saturday, 09th November, 2019 &**

**Manuel L. Quezon Ceremonial Hall, 15th Floor, Quezon City Hall, Quezon City on
Sunday, 10th November, 2019**

Dates: 09th – 10th November, 2019

Time	Activity	Person or Institution In- charge
08:00 AM – 05:45 PM	Day 1: Saturday November 9, 2019	Quezon City Experience (QCX) Conference Theatre, Quezon City Circle
08:00 AM – 08:30 AM	Registration	Quezon City Government (QCG)
08:30 AM – 08:45 AM	Prayer & National Anthem (both countries)	Philippine School of Business Administration (PSBA) – Manila
Session I	Keynote Speakers	PSBA-Manila and QCG
08:45 AM – 12:10 NN	Chair of the Session	Prof. Dr. Grace Enriquez and Dr. Jose Teodorico Molina, Professors, Graduate School of Business (GSB), PSBA-Manila
08:45 AM – 09:00 AM	Welcome Remarks	Dr. Jose Peralta, President and Dean, GSB, PSBA-Manila

Time	Activity	Person or Institution In- charge
09:00 AM – 09:10 AM	Introduction of the Guest of Honor	Prof. Dr. Tabassam Raza Associate Dean & Director DRM Unit, GSB, PSBA-Manila
09:10 AM – 09:40 AM	Guest of Honor	Hon. Mayor Josefina “Joy” Belmonte-Alimurung , Mayor of Quezon City
09:40 AM – 10:00 AM	Keynote Speaker I <i>“Role of Women in Sustainable Development in Asia”</i>	Prof. Dr. Farkhanda Manzoor Dugal , Chairperson, Department of Zoology & Entomology, Lahore College for Women University, Pakistan
10:00 AM – 10:20 AM	Tea Break	PSBA-Manila & QCG
10:20 AM – 10:40 AM	Keynote Speaker II <i>“OCD-NCR and PSBA Partnership to meet the Challenges of Local Communities”</i>	Mr. Marlon Henson Obligado or Representative , Plans and Planning Officer, Office of Civil Defense
10:40 AM – 11:00 AM	Keynote Speaker III <i>“Methodological Approach to Ascertain Preservation of Wealth and Continued Provision of Committed Services in the Aftermath of Disaster”</i>	Dr. Antonio Valdez , Dean, Institute of Graduate Studies, Pamantasan ng Lungsod ng Marikina
11:00 AM – 11:20 AM	Keynote Speaker IV <i>“Inclusive Investment in National Development”</i>	Dr. Hussein Lidasan , Professor/Dean, School of Urban and Regional Planning (SURP), University of the Philippines, Diliman / Dr. Leonardo Medina Jr. , Professor, PSBA-Manila
11:20 AM – 11:40 AM	Keynote Speaker V <i>“Disaster Resilience and Multidisciplinary Higher Education Network”</i>	Dr. Indrajit Pal , Assistant Professor and Chair, Disaster Preparedness, Mitigation, and Management (DPMM), Asian Institute of Technology, Thailand
11:40 AM – 12:00 NN	Keynote Speaker VI <i>“Quezon City Climate Change Adaptation Initiative towards SMEs”</i>	Ms. Andrea Andres / Ms. Thess Khaz Raza , Environmental Protection and Waste Management Department
12:00 NN – 12:10 PM	Question & Answer	Dr. Grace Enriquez & Dr. Jose Teodorico Molina

Time	Activity	Person or Institution In- charge
12:10 AM – 12:20 PM	Group Photo and Distribution of Plaque of Appreciation	PSBA-Manila and QCG
12:20 PM – 01:20 PM	Lunch for Guests	PSBA-Manila and QCG
Session II	Resource Speakers	PSBA-Manila and QCG
01:20 PM – 02:45 PM	Chair of the Session	Dr. Celso Mendoza , Professorial Lecturer, Institute of Graduate Studies, Pamantasan ng Lungsod ng Marikina
01:20 PM – 01:35 PM	Chair’s Perspective as a Resource Speaker <i>“Investment Portfolio Management: Business Continuity”</i>	Dr. Celso Mendoza
01:35 PM – 01:50 PM	Resource Speaker <i>“Natural Resource Management: An Outcome-Impact Orientation Framework for Disaster Risk Management”</i>	Dr. Elias Sampa , Director, Curriculum & Programs, Australian International School
01:50 PM – 02:05 PM	Resource Speaker <i>“Strengthening Resilience in Inclusive Business”</i>	Atty. Violeta Seva , General Secretary, Earthquake and Megacities Inc.
02:05 PM – 02:20 PM	Resource Speaker <i>“Challenges and Prospects of Human Resource Development in Pacific Island Countries: Perspectives of Developmental Economy and Political Science”</i>	Dr. Noriyuki Segawa , Professor, Faculty of International Studies, Kindai University, Japan
02:20 PM – 02:35 PM	Resource Speaker <i>“Social Business Enterprise towards Community Livelihood”</i>	Prof. Abdul Ghafoor , Chief Executive Officer, Mangroove Services, LLC, Dubai
02:35 PM – 02:45 PM	Question & Answer	Dr. Celso Mendoza
Session III	UP-SURP and International Participants	PSBA-Manila and QCG

Time	Activity	Person or Institution In- charge
02:30 PM – 03:55 PM	Chair of the Session	Dr. Jun Castro , Professor, School of Urban and Regional Planning, University of the Philippines, Diliman
02:30 PM – 02:45 PM	Presentation 1 <i>“Innovation Management”</i>	Prof. Michelle Acuavera , GSB, DBA Program, PSBA-Manila
02:45 PM – 03:00 PM	Presentation 2 <i>“Role of Technology in Business Continuity”</i>	Mr. Amer Hussain , Panasonic Marketing, Dubai, UAE
03:00 PM – 03:15 PM	Presentation 3 <i>“A Study on Integration of Child-Centered Programs into Quezon City Disaster Risk Reduction and Management Plan”</i>	Mr. John Anthony Rosales , Research Methodology Class, GSB, PSBA-Manila
03:15 PM – 03:25 PM	Presentation 4 <i>“Successful Criteria and Factors Framework Assessment for sustainable Ho Chi Minh Smart City scheme”</i>	Mr. Hieu Trong Nguyen , SPRING, UP-SURP, Diliman, Quezon City
03:25 PM – 03:40 PM	Presentation 5 <i>“Impact of Republic Act 11032 on Micro, Small, Medium Enterprises (MSMEs) from Selected Cities in Metro-Manila: A Model for Diesel Calibration Services of MSMEs”</i>	Prof. Benjamin Macapagal , Dissertation, GSB, DBA Program, PSBA-Manila
03:40 PM – 03:50 PM	Presentation 6 <i>“Identifying Spatial Patterns of Food Waste Production and Consumption in Quezon City – The Philippines”</i>	Mr. Berardo Duque , SPRING, UP-SURP, Diliman, Quezon City
03:50 PM – 04:00 PM	Question & Answer	Dr. Jun Castro
04:00 PM – 04:15 PM	Tea Break	PSBA-Manila and QCG
Session IV	PSBA GSB	PSBA-Manila and QCG

Time	Activity	Person or Institution In- charge
04:15 PM – 05:35 PM	Chair of the Session	Dr. Kristoffer Berse , Director for Research and Creative Work, University of the Philippines Resilience Institute & Asst. Professor, University of the Philippines National College of Public Administration and Governance
04:15 PM – 04:25 PM	Chair’s Perspective as a Resource Speaker <i>“Beyond DRR: The Business Case for Inclusive Resilience”</i>	Dr. Kristoffer Berse
04:25 PM – 04:35 PM	Presentation 1 <i>“Creative and Innovative Management towards Inclusive Investment”</i>	Mr. Taimur Karim , GSB, DBA Program, PSBA-Manila
04:35 PM – 04:45 PM	Presentation 2 <i>“An Analysis on the Inclusiveness of Disaster Risk Reduction and Management Programs of Quezon City for Persons with Disability”</i>	Ms. Rechelle Oandasan , Research Methodology Class, PSBA-Manila
04:45 PM – 04:55 PM	Presentation 3 <i>“The Disaster Preparedness of Nurses at Quezon City General Hospital and Medical Center”</i>	Mr. Paul Gerard Adaya , Research Methodology Class, PSBA-Manila
04:55 PM – 05:05 PM	Presentation 4 <i>“Urban Governance and Environmental Economics as Transformative Investment Toward Sustainable Development and Disaster-Resilient Quezon City”</i>	Mr. Rouel Agpawa , Research Methodology Class, PSBA-Manila

Time	Activity	Person or Institution In- charge
05:05 PM – 05:15 PM	Presentation 5 <i>“Operational Viability of On-Grid Solar Photovoltaic (PV) System for KFC Philippines Cold Storage: A Sustainable Natural Energy Solution”</i>	Prof. Federico Figueroa Jr., Dissertation, GSB, PSBA-Manila
05:15 PM – 05:25 PM	Presentation 6 <i>“The Impact of Compliant Working Capital Management Practices to Business Sustainability of Small-Medium Enterprises in San Fernando City, La Union”</i>	Ms. Rosario Corazon Arzaga, Dissertation, GSB, PSBA-Manila
05:25 PM – 05:35 PM	Question & Answer	Dr. Kristoffer Berse
05:35 PM – 05:45 PM	Day 1 Synopsis	Dr. Tabassam Raza
08:00 AM – 04:30 PM	Day 2: Sunday, November 10, 2019	Manuel L. Quezon Ceremonial Hall, 15th Floor, Quezon City Hall, Quezon City
08:00 AM – 08:30 AM	Registration	QCG
08:30 AM – 08:40 AM	Prayer & National Anthem (both countries)	PSBA-Manila
Session V	Keynote Speakers	PSBA-Manila and QCG
08:40 AM – 09:00 AM	Guest of Honor	Hon. Michael Victor Alimurung, City Administrator, Quezon City, Philippines
09:00 AM – 10:00 AM	Chair of the Session	Dr. Indrajit Pal, Assistant Professor and Chair, Disaster Preparedness, Mitigation, and Management (DPMM), Asian Institute of Technology, Thailand
09:00 AM – 09:15 AM	Keynote Speaker <i>“Provincial Government Policy on Business Continuity towards DRM and CCA”</i>	Mr. Nisar Ahmed, Project Coordinator, Project Implementation Unit, Provincial Disaster Management Authority, Lahore, Pakistan

Time	Activity	Person or Institution In- charge
09:15 AM – 09:30 AM	Keynote Speaker <i>“Philosophy in Creating Command Control System of DRRMO”</i>	Mr. Karl Michael Marasigan , Head, Quezon City Disaster Risk Reduction and Management Office, Quezon City & GSB, DBA Program, PSBA-Manila
09:15 AM – 09:30 AM	Resource Speaker <i>“Partnership of PISM and PSBA for Inclusive Business Education”</i>	Mr. Antonio Kent Valderrama , Society of Fellows, Philippine Institute of Supply Management
09:30 AM – 09:45 AM	Resource Speaker <i>“Nursing Transformation Program”</i>	Mr. Azhar Khan , Chairman, Dr. Jay Sinnah Thambyiah , President, & Ms. Melinda Mariano , Project Manager, Zharbiz International, Inc.
09:45 AM – 09:55 AM	Question and Answer	Dr. Indrajit Pal
09:55 AM – 10:10 AM	Tea Break & Group Photo	PSBA-Manila and QCG
Session VI	Investment in Leveling the Business Organizations	PSBA-Manila and QCG
10:10 AM – 11:30 AM	Chair of the Session	Dr. Iftekhar Ahmed , Senior Lecturer, School of Architecture and Built Environment, University of Newcastle, Australia
10:10 AM – 10:35 AM	Chair’s Perspective as a Resource Speaker <i>“A Multiple-Lens Perspective on Disaster Strands in the Asia-Pacific”</i>	Dr. Iftekhar Ahmed
10:35 AM – 10:50 AM	Presentation 1 <i>“Disaster Risk Reduction (DRR) and Climate Change Adaptation (CCA) for Micro, Small, Medium Enterprises (MSMEs): A Micro-financing Strategy in the Philippines”</i>	Ms. Nathalie April Dela Cruz , Mr. Rainheardth Laureta , Mr. John Anthony Rosales , & Ms. Sheila Johana Simbulan , Disaster Risk Management 2 Class, GSB, PSBA-Manila

Time	Activity	Person or Institution In- charge
10:50 AM –11:05 AM	Presentation 2 <i>“Disaster Risk Reduction Through Innovative Financial Tools in the Philippines”</i>	Ms. Ashley Macalalad, Mr. Paul Gerard Adaya, Mr. Joey Ruazol, & Ms. M. J. Caballeda , Disaster Risk Management 2 Class, GSB, PSBA-Manila
11:05 AM –11:20 AM	Presentation 3 <i>“Homeowners Constraints in Adapting Disaster Insurance: Candaba, Pampanga”</i>	Mr. Phillip Pandan, Mr. Rouel Agpawa, Ms. Arlyn Reyes, & Ms. Leceneri Formento , Disaster Risk Management 2 Class, GSB, PSBA-Manila
11:20 AM – 11:35 AM	Presentation 4 <i>“Challenges in Implementing Insurance Delivery as Risk Transfer Tool: Piloting Quezon City”</i>	Mr. Verzileus Balasabas, Ms. Maria Charisse Furiscal, Mr. Erick Oinde Kaunda, & Ms. Rechelle Oandasan , Disaster Risk Management 2 Class, GSB, PSBA-Manila
11:35 AM –11:45 AM	Question and Answer	Dr. Iftekhar Ahmed
11:45 AM – 12:00 NN	Group Photo and Distribution of Plaque of Appreciation	PSBA-Manila and QCG
12:00 NN – 01:00 PM	Lunch	PSBA-Manila and QCG
Session VII	Small and Medium Scale Enterprises	PSBA-Manila and QCG
01:00 PM – 02:10 PM	Chair of the Session	Prof. Abdul Ghafoor , Chief Executive Officer, Mangroove Services, LLC, Dubai
01:00 PM – 01:15 PM	Resource Speaker <i>“Disaster Preparedness and Business Continuity Planning program of ISSI for MSMEs”</i>	Dr. Aleli Bawagan , Office of the Vice Chancellor for Research and Development, University of the Philippines, Diliman
01:15 PM – 01:25 PM	Presentation 1 <i>“Philosophy and Implication of Business Continuity During Emergencies”</i>	Mr. Taimur Karim , GSB, DBA Program, PSBA-Manila

Time	Activity	Person or Institution In- charge
01:25 PM – 01:35 PM	Presentation 2 <i>“Child-centered Urban Planning Approach for an Emerging City/Municipality in the Philippines: A Strategy towards Local Sustainable Development”</i>	Ms. Ana Beatriz Nestlehner Cardoso de Almeida , SPRING Program, UP-SURP, Diliman, Quezon City
01:35 PM – 01:50 PM	Presentation 3 <i>“Antecedents and Career Impact of Entrepreneurial Orientation and the Effects of Financial Education on Financial Literacy and Financial Behaviors of the Selected Teaching Personnel of Selected Colleges in Manila, Eastwood, And Caloocan”</i>	Prof. Lalaine Divinagracia , Dissertation, GSB, DBA Program, PSBA-Manila
01:50 PM – 02:05 PM	Presentation 4 <i>“Process of Securing Power Supply Agreement Through Government Regulatory Agencies”</i>	Dir. Rodrigo Cabrera , GSB, DBA Program, PSBA-Manila
02:05 PM – 02:15 PM	Presentation 5 <i>“Puzzle of Rational Choice”</i>	Prof. Michelle Acuavera , GSB, DBA Program, PSBA-Manila
02:15 PM – 02:25 PM	Presentation 6 <i>“Water Sensitive and Green Design in Physical Development for Flood Control and Water Scarcity Reduction, Metro Manila, Philippines”</i>	Mr. Gibbs Longwe , SPRING Program, UP-SURP, Diliman, Quezon City
02:25 PM – 02:35 PM	Question and Answer	Prof. Abdul Ghafoor

Time	Activity	Person or Institution In- charge
02:35 PM – 03:00 PM	Tea Break & Group Photo	PSBA-Manila and QCG
03:00 PM – 04:00 PM	Visit to Quezon City Disaster Risk Reduction and Management Office Command Control Center	QC DRRMO
04:00 PM – 04:10 PM	Day 2 Synopsis and Next Steps	Dr. Tabassam Raza, QC DRRMO
04:10 PM – 04:30 PM	Group Photo, Distribution of Certificates, and Closing Ceremony	PSBA-Manila and QCG, QC DRRMO

Supervising Emcees:
Ms. Colleen Balasabas
Mr. Ramon Iñigo Espinosa
Mr. Ernie Lopez

Emcees:
Mr. Rouel Agpawa
Ms. Rechelle Oandasan



**4th International Research Colloquium
Towards Disaster Risk Transfer (4th IRC-DRT)
Challenges and Opportunities for Local Communities and
Small-Scale Entrepreneurs**

Theme: Inclusive Investment in Leveling the Business Organizations

09-10 November 2019 (Saturday-Sunday) | 08:00 AM – 06:00 PM

Quezon City Experience Theatre, Quezon Memorial Circle, Quezon City, Philippines

Resource Speaker’s Profiles

Guest of Honor

**Hon. Mayor Josefina “Joy” Belmonte-
Alimurung**

Mayor of Quezon City



**Hon. Mayor Josefina “Joy” Belmonte-
Alimurung**, currently serving as the 11th Mayor of

Quezon City since June 30, 2019. She previously became Vice Mayor of Quezon City and presiding officer for the 18th Quezon City Council from 2010 to 2019. She attended Saint Pedro Poveda College for her grade school and high school education, where she became the first student council chairman of the school. She graduated with a Jose Segovia Award for Service and Gerry Roxas Award. In 1992, she graduated from the Ateneo de Manila University with a Bachelor of Arts in Social Sciences. Afterwards, in 1995, she took up her graduate studies in the University of Leicester where she earned her Master in Museum Studies.

In 1996, she again took up her graduate studies in University College London where she earned her Masters in Archeology. For the duration of her Master’s program, she focused on studying about Southeast Asia and its culture which led her to take up an internship in Thailand. She became an archeologist, and eventually ended up teaching the subject in the Philippines.

Introduction of the Guest of Honor

Prof. Dr. Tabassam Raza

Associate Dean & Director DRM Unit, GSB, PSBA-Manila



Prof. Dr. Tabassam Raza, has a multidisciplinary academic background i.e., Environmental Urban and Regional (UR) Physical and Development Planning (Ph.D. and MA in UR Planning, University of the Philippines, Diliman (UP-D)), Disaster Economics and Implied Knowledge (DBA, Philippine School of Business Administration), Analyzing and Mitigating Hazard Prone Areas (M.Sc. Applied Geology, University of the Punjab, Pakistan), Investigating Environmental Hazard Prone Areas (MS Geology, UP-D), B.Sc. Applied Geology (University of the Punjab), and BS Civil Engineering (UP-D).

Advanced professional working experience over 18 years particularly focusing on the following expertise:

- Environmental Urban Land Use and Development Planning: analytic and conceptual approaches toward sustainable urban physical and development, management, and governance; Mainstreaming DRR and CCA in local, sub-national and national planning frameworks.
- Financing and Project Evaluation and Development: Alternative financial mechanisms for instance Micro-insurance, Index based-insurance, Catastrophic pools and bonds, Crop insurance and soft loans are among others.
- International and Local Advocacies, Legal mandates, Strategies, Policies, Action Plans: Advocating and localizing the UN-MDGs, and HFA-UNISDR, among others.
- Philippines National Legal mandates i.e., Climate Change Act of 2009, and Philippine Disaster Risk Reduction and Management Act of 2010, are among others.
- Education, Training and Capacity Building: Advocating the inclusion of DRR and CCAM in primary, secondary, tertiary and higher educational levels.
- Developed course curriculum for MBA in DRM.
- Experienced working as Project Manager, Deputy Chief, Team Leader, DRM Technical Advisor, DRM Expert, Associate Technical Director, Physical Planner, Associate Dean and Adviser for DRM and ICT Researches and Projects. In addition, worked for UNISDR, UNDP, GFDRR, WB, DKKV, FFO Germany, ProVention, JICA and EU-DIPECHO funded projects.

Keynote Speaker I: “Role of Women in Sustainable Development in Asia”

Prof. Dr. Farkhanda Manzoor Dugal

Chairperson, Department of Zoology & Entomology,
Lahore College for Women University, Pakistan



Prof. Dr. Farkhanda Manzoor Dugal, holds a position of Chairperson, and Professor at Department of Zoology, Lahore College for Women University, Lahore. She has completed her PhD in Entomology from University of the Punjab, Lahore, Pakistan and Post-Doctoral Fellow in Biological Control from The Ohio State University, USA. Previously she was appointed as Visiting Faculty in the Discipline of Environment Management at National College of Business Administration and Economics Lahore, and Assistant professor at Garrison Post Graduate College for women, Lahore. She is Editor-in-Chief Journal of Innovative Sciences.

She is member of National Curriculum Revision committee, in Entomology at Higher Education commission, Pakistan, member of Third World Organization for Women in Science, President of Friends of Nature Society at Garrison Post Graduate College for women, Lahore Cantt, Resource person of National Program on Aids, member of Rotary club of Lahore Garrison, youth council for Antinarcotics, Pakistan Society for Parasitology, Royal Entomological Society London, U.K, Entomological Society of America, life fellow of Zoological Society of Pakistan, member of Asia Pacific Rim Termite Research Group, International group on Wood protection, and The Asian Council of Science Editors. She has supervised 20 MS Students, 28 B.S (Hons) and 1 PhD student, 5 PhD students currently in her supervision.

She has published 95 research articles in national and international journals. Dr. Farkhanda received honors include awarded Better Incentive initiative for the year 2012-2013 (Cash) on the Recommendation of the Vice Chancellor, and Gold Medal by Idara Farogh-a-Taleem. She also attended 30 training courses at national and international level and 25 research papers presented at international conferences. She also completed 5 funded research projects.

Keynote Speaker II: “OCD-NCR and PSBA Partnership to meet the Challenges of Local Communities”

Mr. Marlon Henson Obligado

Plans and Planning Officer, Office of Civil Defense



Mr. Marlon Henson Obligado, the current Chief of the Plans and Programs Section of the Office of Civil Defense, National Capital Region, a Master of Science in Public Policy and Management from the Carnegie Mellon University, Australia, and Master of Arts in Teaching Social Sciences from De La Salle University, Dasmariñas, was also a Member and Technical expert for the Disaster Risk Reduction and Climate Change Adaptation of the Philippine Negotiating Team during the 21st Conference of Parties to the United Nations Framework Convention on Climate Change where the Paris Agreement on Climate Change was approved in 2015.

He formed part of the team that developed major policy instruments and plans such as the National Disaster Risk Reduction and Management Plan and Framework, the APEC Disaster Risk Reduction Framework, the Memorandum of Understanding for a Joint Collaboration Program for Disaster Risk Reduction and Climate Change Adaptation, and the Philippine Position paper for UNFCCC negotiations for COP21.

He is also a member of the National and Regional Selection Committee of the Gawad KALASAG and the lead evaluator for Cities and Municipalities categories, evaluating the DRR programs and projects of partner agencies. He is also involved in project development and strengthening institutional linkages and partnership with different stakeholders to international development partners such as JICA, AusAID, AECID, WFP, and UNICEF.

Keynote Speaker III: “Methodological Approach to Ascertain Preservation of Wealth and Continued Provision of Committed Services in the Aftermath of Disaster”

Dr. Antonio Valdez

Dean, Institute of Graduate Studies, Pamantasan ng Lungsod ng Marikina



Dr. Antonio Valdez, currently a Professor and Dean of Institute of Graduate Studies, Pamantasan ng Lungsod ng Marikina. He graduated with the degree of Bachelor of Science in Psychology from the University of Santo Tomas. He went on to pursue his Master in Business Administration (MBA) at San Beda College, Manila and his Doctor of Philosophy, Development Administration at the Philippine Christian University. He is also finished his Royal Institute of Educators degree in Singapore.

He worked in different private companies, as well as with several establishments in the tariffs and trade as well as in the customs brokerage sector. He taught International Trade & Business, Ethics in Business, Human Resource Management, Macroeconomics, Economic Analysis at PLMar. He also taught International Business class at the Philippine School of Business Administration-Manila (PSBA-Manila) as an adjunct professor. He attended several training activities for professional advancement.

Keynote Speaker IV: “Inclusive Investment in National Development”

Dr. Hussein Lidasan

*Dean, School of Urban and Regional Planning (SURP),
University of the Philippines (UP), Diliman, Q.C.*



Dr. Hussein Sinsuat Lidasan earned his PhD in Urban and Regional Planning from the Institute of Planning and Policy Sciences (formerly Institute of Socio-Economic Planning) in 1995 and Master in Environmental Sciences from the Institute of Environmental Sciences in 1991, both from The University of Tsukuba, Japan. He also has a Certificate in Development Economics (1987) and Bachelor of Arts in Economics (1982) from the School of Economics, UP Diliman. He was deputy director of the UP Office of Design and Planning Initiatives (2013-2017) and director of Graduate Studies of The SURP (2012-2016). He joined the University in 1982 as staff at the then Transport Training Center, now the National Center for Transportation Studies (NCTS). From then on he served in various capacities such as faculty of The SURP and NCTS, director of NCTS (1999 to 2002) and college secretary of The SURP (2005). He is presently the corporate secretary of the Philippine Center for Islam and Democracy, a non-partisan, non-profit organization dedicated to the study of Islamic and democratic political thought and the search for peace, democracy and development in Muslim communities.

Keynote Speaker IV: “Disaster Resilience and Multidisciplinary Higher Education Network”

Dr. Indrajit Pal

Assistant Professor and Chair, Disaster Preparedness, Mitigation and Management (DPMM), Asian Institute of Technology, Thailand



Dr. Indrajit Pal presently working as Assistant Professor at Disaster Preparedness, Mitigation and Management program at Asian Institute of Technology, Thailand. Prior to joining at AIT, Dr. Pal served as faculty member at Centre for Disaster Management at Lal Bahadur Shastri National Academy of Administration, Mussoorie, India (Premier National Institute for training Indian Administrative Services Officers) for more than eight years. He has done extensive work on capacity development of decision makers, risk assessment, disaster governance and case documentation from field situations. Dr. Pal has engaged extensively with disaster risk reduction preparedness and response management through Incident Command System (ICS) within developing country contexts, and also supervising and committee member for several current doctoral and masters projects in disaster management, mitigation and preparedness. He has also closely engaged with various international organizations like USAID, UNDP, UNISDR and UNESCAP on capacity development, response management and recovery planning in Asian disaster risk reduction context. Dr. Pal having about thirteen years of experience on research and training activity primarily focused on the teaching, training, research and capacity development on Disaster Risk Management and Governance.

Keynote Speaker VI: “Quezon City Climate Change Adaptation Initiative towards SMEs”

Ms. Thess Khaz Raza

Environmental Management Specialist II, Quezon City Government, Environmental Protection and Waste Management Department



Ms. Thess Khaz Raza, is an Urban Planner working as an Environmental Management Specialist II for the Environmental Protection and Waste Management Department of Quezon City Government. She is experienced in local strategic urban planning, and involved in both decision-making and target-setting, along with easy personal interrelations. She has also done a series of consultancy services, have conducted and attended seminars, workshops, and speaking engagements relative to Climate Change, Disaster Risk Reduction and Urban and Regional Planning. Ms. Raza is currently a College Scholar taking up Masters in Urban and Regional Planning under the School of Urban and Regional Planning (SURP), University of the Philippines, Diliman, Quezon City and has earned a Post-Graduate Diploma in Urban and Regional Planning from the same institution. Among the workshops, seminars, conferences, and symposia she attended are the Workshop on the Local Climate Change Adaptation and Mitigation Plan (LCCAP) for Quezon City in December 2016, Capacity Building Workshop for Philippine Cities Committed to the Compact of Mayors (ICLEI) in December 2016, Review and Update of Quezon City Shelter Plan (DILG) in November 2016; and Workshop on Understanding 1:10,000 Scale Geohazard Maps in November 2016.

Resource Speaker: “Natural Resource Management: An Outcome-Impact Orientation Framework for Disaster Risk Management”

Dr. Elias Sampa

Director, Curriculum & Programs, Australian International School



Dr. Elias Sampa is Curriculum and Programs Director of Australian International School and the Australian Institute for Higher Education, a transnational education provider. He has supervised offshore higher Education Programs, delivered in Manila by the Australian Catholic University (ACU) and Bradford University School of Business and Law. For Basic Education, he oversees curriculum implementation of various K-12 programs accredited by the Philippines Department of Education (DepEd), Western Australian Certificate of Education (WACE), Victorian Certificate of Education (WACE), the International Baccalaureate (IB) Diploma, and the International General Certificate of Secondary Education (IGCSE). He is a Professorial lecture, Arellano University Graduate School of Education in Manila for over eight years, Adjunct Professor, Philippine School of Business Administration (PSBA), and author and co-author of several textbooks for Higher Education and the SHS and published research works. He is a dynamic international conferences speaker, presenter, and faculty trainer. He is a member of the International Network for Outcome Based Education Leadership Team, an organization founded and led by Dr. William Spady, USA.

Resource Speaker: “Strengthening Resilience in Inclusive Business”

Atty. Violeta Seva

General Secretary, Earthquake and Megacities Inc.



Atty. Violeta Seva, a lawyer and urban management practitioner by profession, Ms. Violeta Somera Seva has over 40 years of experience in metropolitan and local governance. She is General Secretary of Earthquakes and Megacities Initiative (EMI) an international scientific non-profit organization that advocates advancement of urban resilience through science and innovation.

Atty. Seva’s expertise in resilience and disaster risk management has been recognized around the world. She has advised various local and foreign governments in reducing disaster risks in major cities like Mumbai, India; Dhaka, Bangladesh; Amman, Jordan; and Kathmandu, Nepal; Quezon City, Pasig and Makati, Philippines and Algiers, Algeria. She is likewise a Steering Committee member of UNDRR’s Making Cities Resilient Campaign and UNDRR Planning Advisory Group (UNPAG).

She is currently serving as a senior urban management adviser to the local government of Makati City, Philippines. With her extensive knowledge on sustainable urban development, she has worked with local governments and complex megacities in governance, disaster risk management, climate change, gender and development and cultural heritage conservation.

Atty. Seva is former General Manager of the Metropolitan Manila Development Authority, a governmental agency with mandate to deliver metrowide services in the largest metropolis in the Philippines.

Resource Speaker: “Challenges and Prospects of Human Resource Development in Pacific Island Countries: Perspectives of Developmental Economy and Political Science”

Dr. Noriyuki Segawa

Professor, Faculty of International Studies, Kindai University, Japan



Dr. Noriyuki Segawa, is a professor of political science in the Faculty of International Studies at Kindai University, Japan and a research fellow of Japan Institute for Pacific Studies, Japan. Since 2014, he has served as a member of the experts meeting for Pacific Islands Leaders Meeting. He was also a visiting researcher in the Institute of Ethnic Studies at National University of Malaysia (Universiti Kebangsaan Malaysia), Malaysia from 2015 to 2017. He obtained his PhD in Political Science from the University of Sydney, Australia, in 2009.

His research interests are ethnicity, nationalism, multiculturalism, democratization, economic development and nation building in Southeast Asia and Pacific Islands, with a special focus on Malaysia and Fiji. He is currently interested in the impact of ethnic interaction in education on the creation of national identity and the development of national integration in Malaysia and Fiji. Also, he is researching the power struggle between western democracies and China in the Pacific Islands region and the challenges of Pacific Island countries towards the achievement of economic self-reliance.

His major publications include *National Identity, Language and Education in Malaysia* (Routledge, 2019) and *Ethnic Relations at School in Malaysia* (Palgrave, 2019) and papers in *Sojourn*, *Nationalism and Ethnic Politics*, *African and Asian Studies*, *Asian Studies Review*, and *Commonwealth and Comparative Politics* and in Japanese journals.

Resource Speaker: “Social Business Enterprise towards Community Livelihood”

Prof. Abdul Ghafoor

Chief Executive Officer, Mangroove Services, LLC, Dubai



Mr. Abdul Ghafoor completed his Masters of Administrative Sciences in Public Administration in 1985 at the University of the Punjab and his Master’s in Business Administration in 1989 at the Lahore University of Management Science, both in Lahore, Pakistan. His professional banking career spanned for 8 years where he progressed through the hierarchies of different local and multinational banks, including Chase Manhattan Bank NA (JP Morgan Chase).

In 1997, he moved to Dubai and ventured into entrepreneurship where he started offering Management Consultancy to Small and Medium Enterprises. While in Dubai, with its unparalleled growth, Mr. Ghafoor delved in the booming Real Estate Sector where he sold properties in two states of the United Arab Emirates and was also one of the pioneers of Short-Lets Self-Catering Apartments in Dubai. In November 2011, he founded Mangrove Cleaning Services LLC, a domestic and commercial cleaning business following the Blue Ocean Strategy and adopted Steam Cleaning as a principal method of its service delivery. It has since then become the most sought-after Deep Cleaning company in Dubai, with its Unique Selling Proposition #GreenCleaning. His specialties include idea generation, conceptualization, strategy, business modeling, motivation, leadership, new business development, startups, and public speaking.

Resource Speaker: “Beyond DRR: The Business Case for Inclusive Resilience”

Dr. Kristoffer Berse

Director for Research and Creative Work, University of the Philippines Resilience Institute & Asst. Professor, University of the Philippines National College of Public Administration and Governance



Dr. Kristoffer Berse, Asst. Professor, University of the Philippines National College of Public Administration and Governance. He finished his PhD Urban Engineering and Master of Environmental Studies at The University of Tokyo and BA in Public Administration at the University of the Philippines. He has been involved in disaster and climate change work since 2002, encompassing capacity building, research, knowledge management, and teaching. He has a multi-disciplinary background in urban development and planning, environmental studies, and public administration.

He handles mostly public policy courses at both undergraduate and graduate levels, including a special course on disaster governance. Outside of teaching and research, he serves as a consultant for government, civil society and international development organizations in areas broadly crisscrossing the intersections of sustainable urban development, public policy, climate change, and disaster risk management.

Keynote Speaker: “Provincial Government Policy on Business Continuity towards DRM and CCA”

Mr. Nisar Ahmed

Project Coordinator, Project Implementation Unit, Provincial Disaster Management Authority, Lahore, Pakistan



Mr. Nisar Ahmed, is a Disaster Risk Management and Disaster Risk Reduction expert. He joined the Provincial Disaster Management Authority (PDMA), Government of the Punjab in 2010 after a rigorous selection procedure. In 2016, he was assigned the responsibility of Project Coordinator in Project Implementation Unit, PDMA for the initiation and implementation of two integral international projects: Disaster and Climate Resilience Improvement Project (DCRIP) and Flood Emergency Reconstruction & Resilience Project (FERRP) funded by World Bank and Asian Development Bank (ADB) respectively. DCRIP is a US\$125 million aims at enhancing fiscal and physical resilience through climate change mitigation methodologies. Similarly, FERRP is an over US\$ 200 million project targeting the restoration of flood protection infrastructure and the capacity building of the government department to manage disasters and climate variability. These are ongoing projects and his target is to achieve all deliverables within the stipulated time frame including completion of Multi Hazard Vulnerability and Risk Assessment (MHVRA) in 20 highly vulnerable districts of Punjab. Mr. Ahmed is a committed professional, and a permanent officer of this organization with 9 years + diversified experience and vast practical institutional knowledge in the field of Disaster Risk Reduction (DRR), Disaster Risk Management (DRM) and Multi Hazard Vulnerability and Risk Assessment (MHVRA). He also represented the PDMA, Government of the Punjab at various National and International forums.

Keynote Speaker: “Philosophy in Creating Command Control System of DRRMO”

Mr. Karl Michael Marasigan

Head, Quezon City Disaster Risk Reduction and Management Office, Quezon City & GSB, DBA Program, PSBA-Manila



Mr. Karl Michael Marasigan, the Chief, Disaster Control Division and Head, QCDDRRMO is an enthusiastic and dedicated professional with extensive experience across all areas of service and operation management, especially in Disaster Risk Management in Changing Climate. He is an exceptional leader who has developed and motivated others to achieve set targets and demonstrated strong ability to manage projects from conception through to successful completion. A proactive individual with a logical approach to challenges, he performs effectively even in a highly pressured working environment. He has been supervising Disaster Preparedness and Mitigation Trainings and Seminars for Government and Non-Government Organizations to include the inspection of disaster vulnerable areas and lead the Quezon City Rescue in providing the highest standards towards medical care to victims of disaster within the city. Mr. Marasigan graduated with a B.S. in Respiratory Therapy from Emilio Aguinaldo College and Master’s degree in Public Administration from the Lyceum of the Philippines. He has been a resource person for Local and International forums, conferences, seminars, workshops and symposiums. He has attended a substantial number of local and international meetings, conferences and events representing the Quezon City government. He has been an advocate of partnership building on Disaster Risk Reduction and Climate Change Adaptation.

Resource Speaker: “Nursing Transformation Program”

Mr. Azhar Khan

Chairman, Zharbiz International, Inc.



Mr. Azhar Khan has over 25 years of international business experience managing and owning various companies worldwide. Previously he was Chairman of Applabs Digital Studios, Inc. in Philippines, President of Pacific Industries, Inc, International Trading Company, Managing Director of Global Communities

Corporation, specializing in private land housing community and Timeshare Projects including President of Global Vacation Company Inc. based at One World Trade New York, US Properties, Inc. based in Los Angeles.

Currently he is also Chairman of Hipbiz Holdings, Inc., Guilly’s Night Club, Sunbelt Business Brokers, Philippines. Mr. Khan is originally from Azad Kashmir, Pakistan and has lived in England, USA, St. Marten (Carribbean), Malaysia, Indonesia, Thailand etc. Has a Bachelors degree in Hotel and Business Administration from Metropolitan State College in Denver, Colorado, USA.

Resource Speaker: “A Multiple-Lens Perspective on Disaster Strands in the Asia-Pacific”

Dr. Iftekhhar Ahmed

*Senior Lecturer, School of Architecture and Built Environment,
University of Newcastle, Australia*



Dr. Iftekhhar Ahmed is a Senior Lecturer at the University of Newcastle, Australia. He conducts research on disaster risk reduction and climate change adaptation in the Asia-Pacific region. He has written several books, many peer-reviewed publications and professional reports, and undertaken research and evaluations for many international agencies. He is the Program Convenor of the UN-certified Master of Disaster Resilience and Sustainable Development. He graduated from Oxford Brookes University, UK, with a degree in Architecture, Doctor of Philosophy (PhD) in 1999; from Massachusetts Institute of Technology, USA, in Architecture, Master of Science in Architecture Studies (SMARCHS) in 1991; and from Indian Institute of Technology, India, in Architecture; Bachelor of Architecture (BArch, hon) in 1987. He has previously worked as project manager in the Asian Disaster Preparedness Center, Thailand; as lecturer/research fellow from RMIT University, Melbourne – Lecturer/Research Fellow, School of Architecture Design/Global Cities Research Institute; and had worked for the United Nations Development Programme, Bangladesh.



**4th International Research Colloquium
Towards Disaster Risk Transfer (4th IRC-DRT)
Challenges and Opportunities for Local Communities and
Small-Scale Entrepreneurs**

Theme: Inclusive Investment in Leveling the Business Organizations

09-10 November 2019 (Saturday-Sunday) | 08:00 AM – 06:00 PM

Quezon City Experience (QCX) Conference Theatre, Quezon City Circle on Saturday,
09th November, 2019

&

Manuel L. Quezon Ceremonial Hall, 15th Floor, Quezon City Hall, Quezon City on
Sunday, 10th November, 2019

Book of Abstracts

Abstracts of Session I: Resource Speakers

Chairs of the Session: Prof. Dr. Grace Enriquez and Dr. Jose Teodorico Molina,
Professors, Graduate School of Business (GSB), PSBA-Manila

“Role of Women in Sustainable Development in Asia”

Prof. Dr. Farkhanda Manzoor Dugal, Chairperson, Department of Zoology &
Entomology, Lahore College for Women University, Pakistan

Abstract will be published in the Post-Event Proceedings.

“OCD-NCR and PSBA Partnership to meet the Challenges of Local Communities”

Mr. Marlon Henson Obligado, Plans and Planning Officer, Office of Civil Defense

Abstract will be published in the Post-Event Proceedings.

“Methodological Approach to Ascertain Preservation of Wealth and Continued Provision of Committed Services in the Aftermath of Disaster”

Dr. Antonio Valdez, Dean, Institute of Graduate Studies, Pamantasan ng Lungsod ng
Marikina

Abstract will be published in the Post-Event Proceedings.

“Inclusive Investment in National Development”

Dr. Hussein Lidasan, Professor/Dean, School of Urban and Regional Planning (SURP),
University of the Philippines, Diliman

Abstract will be published in the Post-Event Proceedings.

“Disaster Resilience and Multidisciplinary Higher Education Network”

Dr. Indrajit Pal, Assistant Professor and Chair, Disaster Preparedness, Mitigation, and Management (DPMM), Asian Institute of Technology, Thailand

Education is playing a central role to reorient efforts towards a new path for development with sustainability. Higher Education Institutes (HEI) has played a vital role in fostering scientific and technological advancement which has supported disaster risk reduction and management at various spatial-temporal scale. Many of the earlier frameworks such as the Hyogo framework for action 2005 -2015 recognizes the importance of science and technology in the role of higher education in disaster risk reduction. Various science policy negotiations and multilateral dialogues also recognized the role of specialized disaster education and the need of its integration into the higher education curriculum. The more recent SFDRR 2015-2030 also recognized the need to integrate education, science, and technology as an available mechanism to facilities priority actions. This is envisioned that a well-updated education will help the country as well as the region to have successful learners and well-informed citizens who can build resilience in society. Higher Education Institutions (HEIs) can potentially play an important role in imparting the sustainability education paradigm upon society and in integrating the notion into educational programs and systems. Building academic alliances for promoting the sustainability paradigm in postgraduate education and research will certainly enhance the regional and Global Disaster Risk Reduction and Sustainable Development efforts. However, the complex nature of the environment and uncertainties provides a unique challenge and required a multidisciplinary approach to integrate formal education in disaster with other branches of Natural and fundamental science as well as vocational training. Science and Technology interaction with DRR education and also some extent science policy implementation. A strong specialized educational curriculum and incorporation of disaster risk knowledge in formal and non-formal education can strengthen the capacity at all levels (regional, national and local) to understand disaster risk and also help for effective risk communications.

“Quezon City Climate Change Adaptation Initiative towards SMEs”

Ms. Andrea Andres, Head, & Ms. Thess Khaz Raza, Environmental Management Specialist II, Environmental Protection and Waste Management Department, Quezon City

Abstract will be published in the Post-Event Proceedings.

Abstracts of Session II: Resource Speakers

Chair of the Session: Dr. Celso Mendoza, Professorial Lecturer, Institute of Graduate Studies, Pamantasan ng Lungsod ng Marikina

“Investment Portfolio Management: Business Continuity”

Dr. Celso Mendoza, Professorial Lecturer, Institute of Graduate Studies, Pamantasan ng Lungsod ng Marikina

With the emergence of multiple investment opportunities, possessing different risk levels and varying returns, investors found the need for expert guidance and support; to create the best possible value of their funds. Thus, investment portfolio management has gained vital importance among investors. We encourage our fellow co-workers especially those who suffered difficulty in managing their funds properly as well as those who like to start a new beginning especially those affected by the devastation of natural calamities and lost their wealth, properties and businesses to be able to recover, investment portfolio can be the right solution.

“Natural Resource Management: An Outcome-Impact Orientation Framework for Disaster Risk Management”

Dr. Elias Sampa, Director, Curriculum & Programs, Australian International School

Natural resource management remains key to human survival and prosperity on the planet. However, management thinking has been oriented towards prevention and mitigation of disasters. Fostering climate change resilience has been premised on reduction in greenhouse gas emissions and an integrated approach to disaster risk management but human survival on the planet needs a robust natural resource management. The Philippines’ Tacloban case, the biggest humanitarian catastrophe of 2013, Typhoon Haiyan, continues to question our original insight into climate resilience and our integrated approach to disaster risk management and opens for a turn to natural resource management. A natural resource management orientation offers a more reliable guarantee to the development and implementation of a sustainable path, cost-effective financial protection, risk eradication and prevention. This framework outlines better outcomes and impacts on governments, businesses, and households’ financial disaster and climate risks. It also fosters sustainable development, fiscal stability, or wellbeing for all. What is needed now is to consider policies and operations around natural resource management and smart investments in various economic development initiatives.

“Strengthening Resilience in Inclusive Business”

Atty. Violeta Seva, General Secretary, Earthquake and Megacities Inc.

Abstract will be published in the Post-Event Proceedings.

“Challenges and Prospects of Human Resource Development in Pacific Island Countries: Perspectives of Developmental Economy and Political Science”

Dr. Noriyuki Segawa, Professor, Faculty of International Studies, Kindai University, Japan

Pacific Island countries have faced economic and political challenges. The achievement of economic self-reliance has been a core goal since their independence. However, mainly due to geographical disadvantages such as small land area and population, scattered islands and population, and remoteness from major markets, most countries in this region have failed in developing export industries and then achieving the goal, while their economy has been highly reliant on foreign aid. Recently, China has increased the amount of aid in Pacific Island countries. Under the power struggle between western democracies and China, aid plays an important role to increase their presence. Indeed, China has succeeded in expanding its presence in this region. It has been said that some Pacific Island countries have fallen and will fall into China debt trap. As the case of a debt trap in Sri Lanka indicates, growing China aid is directly connected to security issues. Human resource development can be recognized as a key for Pacific Island countries to overcome these challenges. This research will examine challenges and prospects of human resource development in Pacific Island countries by considering what kind of human resources are necessary for these countries to achieve economic self-reliance (perspective of developmental economy) and avoid falling into a debt trap (perspectives of political science and international relations). In conclusion, this research suggests to the governments of Pacific Island countries to focus on nurturing human resources who have a long-term view and think of sustainable development.

“Social Business Enterprise towards Community Livelihood”

Prof. Abdul Ghafour, Chief Executive Officer, Mangroove Services, LLC, Dubai

Abstract will be published in the Post-Event Proceedings.

Abstracts of Session III: UP-SURP and International Participants

Chair of the Session: Dr. Jun Castro, Professor, School of Urban and Regional Planning,
University of the Philippines, Diliman

“Innovation Management”

Prof. Michelle Acuavera, GSB, DBA Program, PSBA-Manila
Abstract will be published in the Post-Event Proceedings.

“Role of Technology in Business Continuity”

Mr. Amer Hussain, Panasonic Marketing, Dubai, UAE
Abstract will be published in the Post-Event Proceedings.

“A Study on Integration of Child-Centered Programs into Quezon City Disaster Risk Reduction and Management Plan”

Mr. John Anthony Rosales, Research Methodology Class, GSB, PSBA-Manila

Our children—particularly those in Africa and Asia—are already facing a future in where it is likely that disasters will increase in number and become more intense; where economic growth will falter and incomes fall; where disease outbreaks will be more frequent; where clean water and good sanitation harder to secure; and where habitats and communities less stable. Children are often perceived as passive or helpless victims in times of disasters, with limited potential to help safeguard themselves, their families and communities against natural hazards, including those associated with climate change. Consequently, Disaster Risk Reduction and Climate Change Adaptation policies often exclude children, focusing on “top-down” efforts targeted to adults, with the assumption that they are tantamount to the needs and priorities of the entire family. There are a few child-centered programs, projects, and activities related to disaster risk and climate change that makes them unprepared or unaware of their roles during the disaster. Children are often seen as in need of protection from adults rather than recognizing that they also have their own capacities to deal with disaster. Thus, child-centered approach will not only strengthen the wellbeing of children, it is also equally about working with children, young people, households, communities, local and national governments, and international organizations to reduce or mitigate the risks that directly impact children’s lives. It is important to get a good understanding of how these projects entail, what they are based on, and the context they are implemented in. Building up children’s capacities can be a way to empower them and affect change in the system through a localized, bottom-up approach. It lays the foundations for a culture of safety, risk management, and

environmental sustainability. Our children's present and future are at stake; therefore, child-centered adaptation is a necessary aspect of the global response.

“Successful Criteria and Factors Framework Assessment for sustainable Ho Chi Minh Smart City Scheme”

Mr. Hieu Trong Nguyen, SPRING Program, UP-SURP, Diliman, Quezon City

The unprecedented pace of growth in numbers of mega cities and metropolises has become rather noticeable in developing countries. Smart City Scheme for Ho Chi Minh City (HCMC) recently has been chosen by political leaders and acknowledgement of various scholars. Urbanization phenomenon mentioned above with additional urban issues has led to an urgent need for HCMC to come up with more than just a sustainable city development scheme for mega booming city like HCMC in digitalizing age. This study aims to characterize a Smart City; determine the challenges of Smart City Development and legal institutional framework to support; and delineate theoretical/methodological framework of successful factors and criteria to apply for HCMC Smart City scheme. This research is explorative and explanatory in nature towards rise of Smart City phenomenon. It will use qualitative tools and it will propose set of methodology and tools for appraising HCMC Smart City scheme. The expected output of the study is in form of a comprehensive successful criteria and factors framework assessment for HCMC Smart City scheme. Future attempts to determine a shared visionary Smart City definition should include the environmental protection; digital source due technology advancements; cultural sources in term of human and social capital; and Smart City challenges and legal framework. Further, raising energy efficiency, enhancing urban environment, building capabilities implied investment in Research and Development and fostering community action should be considered for future studies. Indeed, this approach for HCMC, application of multi-criteria analysis and decision aids are significant for assessing future sustainable smart city scheme.

“Impact of Republic Act 11032 on Micro, Small, Medium Enterprises (MSMEs) from Selected Cities in Metro-Manila: A Model for Diesel Calibration Services of MSMEs”

Prof. Benjamin Macapagal, Dissertation, GSB, DBA Program, PSBA-Manila

The goal of this research is to assess the intended effect of the regulatory policies implemented by government agencies regarding the compliance to Republic Act (RA) 11032 (known as “Ease of Doing Business”) affecting the business of micro, small, and medium enterprises (MSMEs) in the diesel calibration service industry. The research will measure the participants' perspective using qualitative and quantitative methods for the analysis of collected data from select diesel calibration entrepreneurs in five selected cities of Metro

Manila in terms of: demographic profile; assessment of diesel service business operations; compliance to RA 11032 on business practices and policies; their role as business owners, managers, and the staff members in the observation of the governmental procedures; the impact of the new law in their business development; and their suggestions or appeal to the government for more support in their business developmental policy. The researcher will use frequency distribution percentage, Kruskal Wallis, weighted mean, and ANOVA in the quantitative method; and use focus group discussion, interviews, median test, and ranking for the qualitative method. If the study shows that there are still gaps which will become barriers or setbacks that will discourage prospective entrepreneurs in the diesel calibration service, this study will provide the necessary suggestions through a model which will provide information on the process of business registration, application, government financial support, and all-out assistance to MSMEs in the diesel calibration service.

“Identifying Spatial Patterns of Food Waste Production and Consumption in Quezon City – The Philippines”

Mr. Berardo Duque, SPRING Program, UP-SURP, Diliman, Quezon City

According to the FAO, 1/3 of all food produced in the world is wasted yearly. In the Philippines, the figure is not different. In a country where over 8 million people are food-poor, food scavenging has miserably become a rule for several families. This research aims at identifying spatial patterns of food waste production and consumption in Quezon City – The Philippines. As an explanatory study, the research purpose is to screen possible reasons and provide explanations for food-wasting, which seems to be both a behavioral and a management problem. Using primary and secondary data the research will analyze commercial food selling establishments in barangays with different income levels intending to identify if there is a variance in the volume of food waste production according to location and income levels, pointing out the bulk that is being produced. Posteriorly, the study will categorize in which manner the food waste is discarded and trace its route until reaching the table of poor households. Finally, it will investigate different experiences in food “waste” management around the globe and present innovative smart solutions that could enhance food accessibility to poor communities and diminish economic losses and environmental impact that food-wasting produces. This study can provide a better comprehension of food-wasting enumerating its spatial patterns and income correlation, therefore supporting the development of more effective waste management plans, policies and legislations. Food waste is a cross-sectoral issue which if adequately managed with the adoption of innovative solutions supported by smart technology can directly assist in the achievement of five Sustainable Development Goals (SDGs): Zero Hunger SDG 02; Responsible Consumption and Production SDG 12; Climate Action SDG 13; Life Below Water SDG 14; and Life On Land SDG 15.

Abstracts of Session IV: PSBA GSB

Chair of the Session: Dr. Kristoffer Berse, Director for Research and Creative Work, University of the Philippines Resilience Institute & Asst. Professor, University of the Philippines National College of Public Administration and Governance

“Beyond DRR: The Business Case for Inclusive Resilience”

Dr. Kristoffer Berse, Director for Research and Creative Work, University of the Philippines Resilience Institute & Asst. Professor, University of the Philippines National College of Public Administration and Governance

Abstract will be published in the Post-Event Proceedings.

“Creative and Innovative Management towards Inclusive Investment”

Mr. Taimur Karim, GSB, DBA Program, PSBA-Manila

Abstract will be published in the Post-Event Proceedings.

“An Analysis on the Inclusiveness of Disaster Risk Reduction and Management Programs of Quezon City for Persons with Disability”

Ms. Rechelle Oandasan, Research Methodology Class, PSBA-Manila

Quezon City is vulnerable to various natural hazards such as typhoons and earthquakes. As a result, it faces threats to its economy, infrastructure, property, and populace. Disaster Risk Reduction Management (DRRM), including preparedness, mitigation, rehabilitation, and recovery, is critical for the city. Vital to this process is knowledge provision and distribution to heighten the public's understanding and management of these hazards. Persons with Disabilities (PWDs) are a significant part of Quezon City's population who require DRRM knowledge from different programs that are allocated by the government. This study assesses the provisions made for PWDs in DRRM at Quezon City. Surveys were applied to gather information from local government and local populace of the city about DRRM facilities in place for PWDs, access to DRRM information for PWDs, and the extent of PWDs participation in DRRM activities. Quezon City has taken the appropriate policy and legal steps to recognize the rights of PWDs by understanding and implementing the idea of the 2030 Agenda or the Sustainable Development Goals: “NO ONE IS LEFT BEHIND” as well as developing national policies and enacting legislation for PWDs. Additionally, government respondents showed a high level of awareness of the necessity of disability inclusion. The results, however, indicate

that disability inclusiveness has not been achieved by many government entities charged with responsibility for policy implementation and with the responsibility of setting the example by obeying the country's laws. Recommendations are made to ensure full participation of PWDs in society including equal access to information, equal access to facilities, and inclusion in DRRM programming and planning.

“Disaster Preparedness of Nurses at Quezon City General Hospital and Medical Center”

Mr. Paul Gerard Adaya, Research Methodology Class, PSBA-Manila

While hospitals are permanent institutions that carries out health and life emergency services, the pressure falls on the shoulders of the doctors and immediate responders. Moreso, the burden of completing such important and enormous missions rest on the hands of the nurses who unceasingly aid both doctors and patients Much is expected from Filipino Nurses. In the midst of catastrophes, Filipino Nurses are more than expected to respond. Their performance under extreme pressure when lives are at stake is the only means of evaluating nurses during disasters. The study aims to find out what measures should be put in place to make sure that nurses from Quezon City General Hospital and Medical Center (QCGH-MC) are prepared for disasters when it comes to their demographic background, level of preparedness, response, and evaluation. It also aims to assess and statistically analyze if there is a significant difference in the evaluation of nurses with emergency operations during disaster. The research design that will be used for this study is quantitative via analysis and examination of the relationship among the variables through a cross-sectional survey research where a sample from the QCGH-MC will be chosen as the respondents to answer the evaluation tool. Further, specific items have also been identified to help design and develop the Emergency Action Plan for Disasters. Finally, it is recommended that the results from this study are provided to the Philippine Nurses Association and the Commission on Higher Education for possible consideration and inclusion in the Nursing Degree Program. It is timely that specific courses on disaster preparedness and response should be included in every health workers' curriculum before being deployed to actual service.

“Urban Governance and Environmental Economics as Transformative Investment Toward Sustainable Development and Disaster-Resilient Quezon City”

Mr. Rouel Agpawa, Research Methodology Class, PSBA-Manila

People are erecting their structures in landslide/earthquake zones, besides rising river, middle of dying creeks, destroying the environment and ignoring building codes. Despite being one of the most disaster-prone countries in the world, the Philippines in general and Quezon

City in particular, remain unprepared for major catastrophes like super typhoon and sudden strike of earthquake. The purpose of this paper is to assess the level of awareness and preparedness of the city and its constituents in reducing the negative impact of hazards and threats brought by disasters to lives, properties and environment. Furthermore, this study discusses the adaptation and strict implementation of land use policies and zoning regulations that encourage the use of disaster mitigation and environmental protection measures in infrastructure development. In achieving this goal, the local government must “recalibrate” disaster preparedness by “raising the bar” in terms of what the historic levels from the floods are, how much the intensity of earthquake and what strength of storm are. Further, this study may become a considerable input for our policy-makers in coming up with programs, projects, and activities as these will depend not just on the national level response to disaster but on community preparedness. There are still substantial numbers of structures located on high-risk areas which should be given a necessary interventions and adjustment by the local government should there be gaps brought about from this study. Hopefully, this proposed study output implementation will serve as future reference for researchers that are doing for further studies related to this topic and help in creating resilient community.

“Operational Viability of On-Grid Solar Photovoltaic (PV) System for KFC Philippines Cold Storage: A Sustainable Natural Energy Solution”

Prof. Federico Figueroa Jr., Dissertation, GSB, PSBA-Manila

KFC Philippines investigates the “Operational Viability of On-Grid Solar Photovoltaic (PV) System for Cold Storage Operation”. At present, the electricity usage by KFC for Cold storage facilities is at its continuous increasing trend with corresponding cost. Further, the acquisition cost rate is constant in terms of expenditure. However, KFC Philippines mandates to reduce electricity cost; threat from the macro-environmental factors affecting electricity cost notably the critical depletion of Malampaya Natural Gas Reserves by 2020 to 2024, and the implementation of Train Law; and the opportunity to adopt technological advances in Solar Photovoltaic (PV) reducing electricity cost. To achieve above objectives, this research need to find out for KFC Philippines the current and forecasted electricity cost, rate, and consumption, the current percentage cost contribution of Malampaya Gas reserves in the power rate, the estimated percentage cost contribution of importing natural gas in the power rate when Malampaya Gas reserves is depleted, the current and estimated percentage cost contribution of Coal and Diesel in the power rate, the commercial contracts baseline in the market for On-Grid Solar Photovoltaic System, the acquisition cost, performance warranty, production estimate, and degradation rate of the solar photovoltaic (PV) system, the forecasted transmission and distribution cost when connected On-Grid with Solar Photovoltaic System, cost of replacement and schedule for the inverter, and the annual maintenance cost of On-Grid Solar Photovoltaic system. The criteria in the evaluation of the viability of this research are significantly derived from the output of financial and technical filters. A summary of research output in financial is tabulated using cash flow analysis and payback period along with the scenario on discount and

inflation rate. The technical evaluation of the system is assessed along with the project timeline. The output of foregoing viability filters on financial and technical is an integral part of the research conclusion and recommendation that will be used as baseline for all cold storages serving fast food businesses in the Philippines.

“The Impact of Compliant Working Capital Management Practices to Business Sustainability of Small-Medium Enterprises in San Fernando City, La Union”

Ms. Rosario Corazon Arzaga, Dissertation, GSB, PSBA-Manila

Working Capital Management is the management of current assets and current liabilities to ensure efficient business operations. At the same time, recent developments in the business environment have brought sustainability to the forefront of business concerns. The topic of this research is very timely considering that no business can exist without working capital and its proper management and sustainability has become a major goal for many business organizations. Although it is a common accounting practice, little is known about the working capital management practices of small and medium enterprises in the province of La Union. The aim of this paper is to gain an in-depth understanding of the working capital management practices of SMEs and to make a correlation between these practices and sustainable business. To clearly understand the relationship between working capital management and sustainable business, a mixed methodology will be used. Firstly, a structured questionnaire will be distributed to the owner/managers of the SMEs and it will be followed by semi-structured interviews as well as observation of actual business practices. It is hoped/expected that this paper will prove to be the starting point for a more critical review of SMEs and their accounting practices. A greater appreciation of the role of working capital management practices in SMEs is also advocated as well as an emphasis on the sustainability goals of the business.

Abstracts of Session V: Keynote Speakers

Chair of the Session: Dr. Indrajit Pal, Assistant Professor and Chair, Disaster Preparedness, Mitigation, and Management (DPMM), Asian Institute of Technology, Thailand

“Provincial Government Policy on Business Continuity towards DRM and CCA”

Mr. Nisar Ahmed, Project Coordinator, Project Implementation Unit, Provincial Disaster Management Authority, Lahore, Pakistan

Abstract will be published in the Post-Event Proceedings.

“Philosophy in Creating Command Control System of DRRMO”

Mr. Karl Michael Marasigan, Head, Quezon City Disaster Risk Reduction and Management Office, Quezon City & GSB, DBA Program, PSBA-Manila

Abstract will be published in the Post-Event Proceedings.

“Partnership of PISM and PSBA for Inclusive Business Education”

Mr. Antonio Kent Valderrama, Society of Fellows, Philippine Institute of Supply Management

Abstract will be published in the Post-Event Proceedings.

“Nursing Transformation Program”

Mr. Azhar Khan, Chairman, **Dr. Jay Sinnah Thambyiah**, President, & **Ms. Melinda Mariano**, Project Manager, Zharbiz International, Inc.

Abstract will be published in the Post-Event Proceedings.

Abstracts of Session VI: Investment in Leveling the Business Organizations

Chair of the Session: Dr. Iftekhar Ahmed, Senior Lecturer, School of Architecture and Built Environment, University of Newcastle, Australia

“A Multiple-Lens Perspective on Disaster Strands in the Asia-Pacific”

Dr. Iftekhar Ahmed, Senior Lecturer, School of Architecture and Built Environment, University of Newcastle, Australia

Worldwide disasters have a cumulative global impact, while the nature, characteristics and typology of disasters vary widely across regions and localities, manifested in context-specific critical disaster strands that relate in different ways to the global disaster position. This paper picks up on some of these strands in the Asia-Pacific region, based on research engagements there. Looking at the strands with multiple lenses focusing on gender, policy, built environment and social transformation, the underlying aim spanning across the multiple-lens perspective was to explore prospects for disaster resilience. Because the nature, type and timeframe of the disaster events in the different contexts vary, and also due to the specific focus of each research lens, unique context-specific insights could be gained. At the same time on a broader level, it became evident that institutional policy and political relationships, local and global, have a strong bearing on disaster resilience initiatives and outcomes. In Fiji, exploring gender empowerment for disaster resilience led to an understanding of the wider institutional and political structures that shape gender relationships; a policy discourse analysis in Sri Lanka revealed the inconsistent rhetoric of the media and government; Nepal and Bangladesh are strands with a similar set of constraints regarding compliance to disaster resilient building codes, but both are also stages for social transformation. Each unique strand reveals the context-specific nature of complex local disaster-related issues, but also, the set of strands together reflect strong global linkages in terms of governance, power and resource distribution.

“Disaster Risk Reduction (DRR) and Climate Change Adaptation (CCA) for Micro, Small, Medium Enterprises (MSMEs): A Micro-financing Strategy in the Philippines”

Ms. Nathalie April Dela Cruz, Mr. Rainheardth Laureta, Mr. John Anthony Rosales, & Ms. Sheila Johana Simbulan, Disaster Risk Management 2 Class, GSB, PSBA-Manila

Abstract will be published in the Post-Event Proceedings.

“Disaster Risk Reduction Through Innovative Financial Tools in the Philippines”

Ms. Ashley Macalalad, Mr. Paul Gerard Adaya, Mr. Joey Ruazol, & Ms. M. J. Caballeda, Disaster Risk Management 2 Class, GSB, PSBA-Manila

Abstract will be published in the Post-Event Proceedings.

“Homeowners Constraints in Adapting Disaster Insurance: Candaba, Pampanga”

Mr. Phillip Pandan, Mr. Rouel Agpawa, Ms. Arlyn Reyes, & Ms. Leceneri Formento, Disaster Risk Management 2 Class, GSB, PSBA-Manila

Abstract will be published in the Post-Event Proceedings.

“Challenges in Implementing Insurance Delivery as Risk Transfer Tool: Piloting Quezon City”

Mr. Verzileus Balasabas, Ms. Maria Charisse Furiscal, Mr. Erick Oinde Kaunda, & Ms. Rechelle Oandasan, Disaster Risk Management 2 Class, GSB, PSBA-Manila

Abstract will be published in the Post-Event Proceedings.

Abstracts of Session VII: Small and Medium Scale Enterprises

Chair of the Session: Prof. Abdul Ghafoor, Chief Executive Officer, Mangroove Services, LLC, Dubai

“Disaster Preparedness and Business Continuity Planning program of ISSI for MSMEs”

Dr. Aleli Bawagan, Office of the Vice Chancellor for Research and Development, University of the Philippines, Diliman

Abstract will be published in the Post-Event Proceedings.

“Philosophy and Implication of Business Continuity During Emergencies”

Mr. Taimur Karim, GSB, DBA Program, PSBA-Manila

“Child-centered Urban Planning Approach for an Emerging City/Municipality in the Philippines: A Strategy towards Local Sustainable Development”

Ms. Ana Beatriz Nestlehner Cardoso de Almeida, SPRING Program, UP-SURP, Diliman, Quezon City

Rapid urbanization is a global issue, and unplanned cities entail several structural shortcomings that put to risk the life of the inhabitants. In this context, the Children are the most vulnerable, suffering the worst consequences of inappropriate urban environments. Promoting inclusive and democratic cities for all is included in the global and Philippines agenda and it is one of the targets to achieve sustainable development. Taking the statement that “A good city for children, is a good city for everyone”. This research aims to understand how a child-centered planning approach can be applied locally in order to promote healthier, safer, and inclusive communities in the Philippines. It is a qualitative explanatory investigation through study of cases, based on the analysis of primary and secondary data. Furthermore, the outcomes expected are the identification of the challenges, potentialities, and recommendations of alternatives to strengthen the effective inclusion of a child responsive approach in the local agenda. Moreover, this research provides substantial information to fill gaps in planning practices, which look at the enhancement of an inclusive urban development, the improvement of city conditions, and the promotion of sustainable development to all.

“Antecedents and Career Impact of Entrepreneurial Orientation and the Effects of Financial Education on Financial Literacy and Financial Behaviors of the Selected Teaching Personnel of Selected Colleges in Manila, Eastwood, And Caloocan”

Prof. Lalaine Divinagracia, Dissertation, GSB, DBA Program, PSBA-Manila

Entrepreneurship entails leadership or sound administration as it involves know-how in acquiring and managing resources, both tangible and intangibles. All entrepreneurs are, thus, leaders or administrators, but not vice versa. Not all leaders are guaranteed to have entrepreneurial attitude and deeds because one important component of entrepreneurship may not be present in some leadership situation. This may be traced through the level of financial literacy and financial behavior among the professional. Financial education has a positive relationship with a person’s financial literacy. Analyzing the antecedents and the career orientation may guide us in the financial behaviors of the selected professional. Republic Act No. 10679, known as an “Act promoting entrepreneurship and Financial Education among Filipino Youth” was hereby declared by the state to promote the sustainable development of young Filipinos whose aptitude and skill in the field of finance and entrepreneurship shall be encouraged and honed through education and specialized training programs. This will test the capability of the teaching personnel on their learning skills and guide to teach the necessary knowledge and information that students must learn to properly equip themselves to be future entrepreneurs and be guided with their knowledge of financial literacy that will give impact on their financial behaviors.

“Process of Securing Power Supply Agreement Through Government Regulatory Agencies”

Dir. Rodrigo Cabrera, GSB, DBA Program, PSBA-Manila

Abstract will be published in the Post-Event Proceedings.

“Puzzle of Rational Choice”

Prof. Michelle Acuavera, GSB, DBA Program, PSBA-Manila

Abstract will be published in the Post-Event Proceedings.

“Water Sensitive and Green Design in Physical Development for Flood Control and Water Scarcity Reduction, Metro Manila, Philippines”

Mr. Gibbs Longwe, SPRING Program, UP-SURP, Diliman, Quezon City

Due to climate change the intensity and frequency of flooding events globally is expected to rise while urbanization is increasing the duration and occurrence of floods. The Philippines is among the five (5) countries in the world challenged with climate change, of which flooding is one core issue. The flood events in the country lead to life loss, economic loss and proliferation of waterborne diseases. The objectives of the study are to improve urban flood management and subsequently reduce water scarcity in Metro Manila by incorporating water sensitive and green design in physical development. The research will be a qualitative explanatory study using both primary and secondary data sources for analysis and review. The expected outcomes include identification of applicable sustainable urban water management approaches for flood management contributing to water scarcity reduction and highlighting legal framework gaps that limit sustainable water management adoption. The findings of the study will provide technical information to policy and decision makers in Metro Manila and the Philippines in general on the applicability and benefits of sustainable flood management as well as highlight the legislative areas that require reform in favour of sustainable flood management. The study will provide environmentally friendly ways of managing urban flooding and reducing water scarcity and thus, contributing to the achievement of Sustainable Development Goals 6 (Clean water and Sanitation), 11 (Sustainable cities and communities), 13 (Climate action) and 14 (Life below water).

COURSE OFFERINGS

○ **Graduate Programs:**

- ❖ Doctor in Business Administration (DBA)
- ❖ Master in Business Administration (MBA)

Specialization in:

- Disaster Risk Management (DRM)

○ **Undergraduate Programs:**

- ❖ Bachelor of Science in Accountancy (BSA)
- ❖ Bachelor of Science in Business Administration (BSBA)

Major in:

- Human Resource Development Management
- Financial Management
- Marketing Management
- ❖ Bachelor of Science in Real Estate Management (BSREM)

○ **Senior High School Programs:**

- ❖ Grade 11
- ❖ Grade 12

CPA REVIEW AND REFRESHER COURSE

- ❖ Manila Campus
826 R. Papa St., Sampaloc, Manila

Website: <http://www.psba.edu>

“ The right SCHOOL for your COMPLETE business education ”



Philippine School of Business Administration
Manila, Philippines

4th IRC-DRT