



# POLYTECHNIC UNIVERSITY OF THE PHILIPPINES

PUP San Pedro Campus  
San Pedro, Laguna

ACCREDITING AGENCY OF CHARTERED COLLEGES AND UNIVERSITIES

AREA V. RESEARCH



**AREA V: Research**

**Bachelor of Science in Business Administration**  
Major in  
**Marketing Management**



❖ C.2. Summary of faculty researches conducted;

| Title of Work   | Researcher/s   | Target Date of Completion | Actual Date of Completion | Date of Presentation | Date of Published | Specialization |
|---|--|---------------------------|---------------------------|----------------------|-------------------|----------------|
| Trashtalk: PUP San Pedro Takes on the City Solid Waste Management   | Cruz, M. R. M. P.  | 2021                      | 2022                      |                      | 2023              | Marketing      |
| Effectiveness of Social Media as a Strategic Job Sourcing of Agents on Contact Center Industries                    | Palmares, M.R. (Faculty); Cruz, R. and Gabion, A.J.      |                           |                           |                      |                   | Marketing      |
| Distributors' Level of Satisfaction in Multi-Level Marketing  | Palmares, M. R. Almodal, L. M., Dela Cruz, G.P.S., et al |                           |                           |                      |                   | Marketing      |
| Influence of Consumer Trust on Students' Online Purchase Intention in San Pedro, Laguna                             | Palmares, M. R. Malasaga M. J.                           |                           |                           |                      |                   | Marketing      |
| Customer's Level of Acceptability in Using Prepaid Electricity  | M.R. Palmares, Bajala, J. R. D., Banlaygas, J.C., et al. |                           |                           |                      |                   | Marketing      |
| Effectiveness of Tiktok Ambassadors on TikTok to the Purchase Intention of Young Professionals in San Pedro, Laguna | Echeche, A. T., Garcia, N. B., Robles, D. M., et al.     |                           | 2022                      | 2022                 |                   | Marketing      |
| Customer Satisfaction in Online Platforms Among Male Shoppers in Brgy. Pacita 1 San Pedro Laguna                    | Palmarez, M.R. P. Tawat,J.                               |                           |                           |                      |                   | Marketing      |

- List of faculty research works
- Compilation of Abstracts of researchers conducted by faculty and students

