

The Impact of Green Marketing on Purchase Intentions: The Mediating Roles of Accessibility and Environmental Beliefs

Tran Thi Minh Ngoc^{1*}, Pham Thi Mong Hang²

^{1,2}Faculty of Economics - Management, Dong Nai Technology University, Dong Nai Province, Vietnam

Corresponding author: (the 1st Author, email: tranthiminhhngoc@dntu.edu.vn)

This study explores the relationships between green marketing activities, accessibility, environmental beliefs, and green purchase intentions among consumers. Using a quantitative approach, data were collected via surveys and analyzed through structural equation modeling. The results demonstrate that green marketing activities significantly enhance green purchase intentions, with accessibility and environmental beliefs serving as partial mediators. The model explains 73.4% of the variance in green purchase intentions, highlighting the effectiveness of green marketing strategies. These findings suggest that businesses should focus on improving product accessibility and fostering positive environmental beliefs to engage environmentally conscious consumers. The study provides practical implications for marketers seeking to implement sustainable practices and drive consumer behavior towards greener choices.

Keywords: Accessibility; Environmental beliefs; Green marketing; Green purchase intention

Research on the Role of AI in Personalizing Customer Service on Online Retail Platforms

Tran Thi Ngoc Lan

Faculty of Economics - Management, Dong Nai Technology University, Dong Nai Province, Vietnam

Amid rapid digital transformation, artificial intelligence (AI) has emerged as a crucial instrument for organizations to optimize personalized customer service. This study investigates how AI contributes to improved user interactions, heightened satisfaction levels, and strengthened customer loyalty within Vietnam's e-commerce landscape. Utilizing structural equation modeling (SEM) and survey responses from 280 consumers across e-commerce platforms in Dong Nai province, findings reveal that AI influences loyalty indirectly through three mediating variables: personalization, user experience, and satisfaction. These analytical outcomes enhance the theoretical foundation regarding consumer behavior in digital ecosystems while offering managerial insights for organizations seeking to refine their AI implementation strategies. The study further examines constraints and suggests subsequent research avenues to develop the framework within expanded contexts.

Keywords: Artificial intelligence, Customer service, E-commerce, Personalization

Exploring Customer Coproduction and Digital Experience Quality in Smart Tourism Marketing: Evidence from Vietnam's Emerging Smart Destinations

Tran Thu Huong^{*1}, Doan Thi Bich Thu², Do Hien Hoa³.

^{1,2}Dong Nai Technology University, ³Industrial University of Ho Chi Minh City
Corresponding Author: ¹tranthuhuong@dntu.edu.vn

Although co-creation has received extensive attention in tourism research, customer co-production (CCP)—which highlights tourists' direct participation in service design and delivery—remains relatively underexplored, particularly regarding its link with digital experience quality (DEQ). To bridge this gap, this study adopts a qualitative multi-case approach in three smart tourism destinations in Southeast Vietnam, utilizing 27 semi-structured interviews, focus group discussions, participant observation, and secondary data. Thematic analysis reveals that tourists engage in CCP through practices such as posting reviews, co-designing itineraries, and interacting with AR/VR applications and chatbots. These activities significantly enhance DEQ dimensions—usability, personalization, trust, and interactivity—which, in turn, strengthen cognitive, emotional, and behavioral engagement. The analysis also uncovers key drivers (e.g., personalization demand, immersive technologies) and barriers (e.g., privacy concerns, technological challenges, weak infrastructure) that shape CCP dynamics. Theoretically, the study advances service-dominant logic by framing CCP as a precursor to DEQ and enriches Engagement Theory by conceptualizing DEQ as a mediating mechanism in the CCP–CE nexus. Practically, the findings provide actionable insights for tourism enterprises and policymakers to develop trustworthy, resilient, and competitive smart tourism ecosystems in emerging markets.

Keywords: Customer Coproduction (CCP); Customer Engagement (CE); Digital Experience Quality (DEQ); Emerging Economies; Smart Tourism Marketing

Influence of Social Media Marketing Activities on Brand Equity Towards Customer Equity and Customer Purchase Intention in the Apparel Industry

Adolf Josef Yao¹, Rubi Ana Saludario¹, Abegayle Deloraya¹, Jeremiah Palmiano²,

Julie Ann F. Flores³, Joys Ann P. Bolasoc⁴

¹City of Malabon University, ²FEU Diliman, Polytechnic University of the Philippines

³De La Salle Araneta University, ⁴Immaculada Concepcion College, Caloocan City

¹Corresponding Author: adolfjosefyao@gmail.com

The advent of social media has dramatically altered the landscape of marketing, ushering in a new paradigm where the engagement between brands and consumers is more interactive and dynamic than ever before. Clothing brands have found abundant ground in social media platforms, where visual aesthetics play a significant role in influencing consumer behavior. This study aims to explore the influence of social media marketing activities on brand equity, customer equity, and customer purchase intention in the apparel industry. It seeks to examine the direct and mediating effects between these constructs, providing valuable insights for apparel brands to enhance their social media marketing strategies. The research design involves a quantitative survey-based approach, targeting consumers with experience engaging with clothing brands on social media platforms. A SmartPLS 4.0 software program was utilized to structure a quantitative correlation model that examines the direct and mediating effects of social media marketing, brand equity, brand awareness, brand image, brand satisfaction, and brand loyalty on purchase intention and customer equity. The study is based on a sample of 400 social media users in Quezon City, Philippines. The findings of this study will contribute to the existing literature by providing a comprehensive understanding of the interplay between social media marketing, brand equity, customer equity, and purchase intention in the apparel industry context. Additionally, the results will offer practical implications for apparel brands to effectively leverage social media marketing to enhance their brand equity, customer equity, and ultimately, customer purchase intention.

Keywords: Social Media Marketing, Brand Equity, Customer Equity, Purchase Intention, Apparel Industry

Exploring the Relationship Between Climate Change Awareness and Sustainable Marketing Practices among Students at Pilgrim Christian College

Fausto S. Abella¹, Nielson D. Bation, Wilson C. Bation, Esterlita D. Bation, Ruino Renoblas, Marilou O. Carumba, Olivia C. Flores,
Pilgrim Christian College

¹Corresponding Author fauabella@gmail.com

This study explores the relationship between climate change awareness and sustainable marketing practices among students at Pilgrim Christian College, focusing on the influence of climate change knowledge, perception of environmental risks, and attitudes toward climate action on sustainable marketing behaviors. With the increasing urgency of climate change, integrating sustainability into higher education curricula has become vital for fostering environmental responsibility. This research employs a descriptive-correlational design to assess how students' climate change awareness impacts their engagement in green product advocacy, ethical advertising, and the integration of sustainability into projects. The study reveals significant positive correlations between climate change awareness and the adoption of sustainable marketing practices. Students with higher levels of climate change knowledge were more likely to promote environmentally friendly products, support ethical advertising, and apply sustainability principles in their academic work. The findings suggest that climate change education within the marketing program significantly influences students' sustainable behaviors, contributing to their academic success and preparing them for responsible professional roles. The results emphasize the need for educational institutions to enhance climate change awareness and sustainable marketing training to equip future marketers with the skills necessary for promoting sustainability in their careers.

Keywords: Climate Change Awareness, Sustainable Marketing Practices, Green Product Advocacy, Ethical Advertising, Environmental Risk Perception, Higher Education, Sustainable Business Practices, Academic Success

Trend Analysis and Marketing Strategies to Increase Enrollment in Business Administration Programs: A Multi-Method Study

Kaye H. Abian, MM

Saint Michael College of Caraga

Email: kayeabian@smccnasipit.edu.ph

This study analyzed the trends and marketing strategies aimed at increasing enrollment in the Business Administration programs of Saint Michael College of Caraga (SMCC). Guided by the Theory of Planned Behavior, Self-Regulated Learning model, and Customer Relationship Management concepts, the research employed a multi-method approach. Quantitative data were collected through surveys administered to current and prospective BSBA students, combined with a five-year institutional and regional enrollment trend analysis from SMCC and the Commission on Higher Education (CHED). Descriptive and inferential statistics were used to measure the effectiveness of five marketing strategies: social media, print media, radio marketing, face-to-face engagement, and referral/scholarship programs. Qualitative insights from focus group discussions and interviews explored students' perceptions of SMCC's promotional efforts. Findings indicate that targeted digital campaigns, referral incentives, and direct engagement play a significant role in students' enrollment decisions.

The study recommends strengthening online presence, enhancing community partnerships, and integrating targeted marketing approaches to sustain and improve enrollment.

Keywords: Trend Analysis, Marketing Strategies, Enrollment, Business Administration Program, Multi-Method Approach

Predictors of Customer Retention in a Select Food-Ingredient Import-Trading Company

Diana Rose Moncada-Gimena¹, Porfirio Catolico, Jr.^{1,2}, Jeremiah Palmiano³, Adolf Josef Yao²

¹De La Salle Araneta University, ² City of Malabon University, ³ FEU Diliman

Email: dianarose_moncada2001@yahoo.com, jcatolix@gmail.com,
jeremiah.palmiano@outlook.com, adolfjosefyao@gmail.com

Customer retention is critical for sustainable business growth and profitability in today's fiercely competitive environment, often being more cost-effective than new customer acquisition. Despite its evident importance, research specifically examining the key drivers of customer retention within the unique context of the Metro Manila food-ingredient import-trading sector remains limited. This study aimed to address this gap by investigating the impact of customer relationship management (CRM), product quality, pricing strategy, and logistics strategy on customer retention in this industry. Utilizing a quantitative correlational research design, data were collected through structured questionnaires and analyzed using Structural Equation Modeling (SEM). Key findings reveal that CRM, product quality, and pricing strategy significantly and positively influence customer retention, with CRM demonstrating the most substantial impact. Conversely, logistics strategy showed no direct significant effect on retention. Collectively, these factors explain 46.2% of the variance in customer retention. These results underscore the practical implications for businesses to prioritize robust CRM initiatives, ensure high product quality, and maintain competitive pricing to foster enduring customer relationships. Future research could explore the indirect effects of logistics and other unmodeled variables, such as customer experience or brand image, for a more comprehensive understanding of retention.

Keywords: Customer Relationship Management, Product Quality, Pricing Strategy, Logistics Strategy, and Customer Retention

The Relationship Between Product Quality and Customer Loyalty as Mediated by Customer Satisfaction on Travel Products in Selected Stores in Shanghai City, China

Xiaohua Qin¹, Wilhelmina D. Lazatin²

¹Student, Graduate School, Angeles University Foundation, ²Professor, Graduate School, Angeles University Foundation

Email: lazatin.wilhelmina@auf.edu.ph

Shanghai City, as an important economic, cultural, and tourism center in China and even the world, has strong economic strength and international characteristics. Its diversified and high-quality market supply has undoubtedly become a weight to attract tourists and enhance customer satisfaction and loyalty (Li & Wu, 2021). The purpose of this study is to assess the relationship between product quality and customer loyalty, using customer satisfaction as a mediator. This questionnaire was adopted from the study of Rua, Saldanha and Amaral (2020). In this study, a cross-sectional, descriptive correlational research design was adopted to conduct analysis of product quality, customer satisfaction, and customer loyalty. There were 275 respondents from selected four travel product stores inside a shopping mall in Shanghai City, China. Using the quota sampling method, respondents include 80 from Store 1, 49 from Store 2, 80 from Store 3, and 66 respondents from Store 4. After a pilot testing, Cronbach alpha values were computed to conduct reliability tests of the variables. Pearson correlation analyses were conducted to measure the relationships of the variables. Also, Generalized Linear Model (GLM) for mediation analysis was used to test the mediating role of customer satisfaction between product quality and customer loyalty. This study is anchored in Relationship Quality Theory, which offers a comprehensive framework for understanding how the quality of interactions between consumers and brands influences customer behavior over time. In the context of travel products—specifically bags and luggage—this theory provides valuable insight into how product quality can shape customer loyalty, particularly when mediated by customer satisfaction. It was indicated on the results that there is a significant relationship between product quality and customer loyalty, between product quality and customer satisfaction, between customer satisfaction and customer loyalty, thus the null hypothesis was rejected. The findings also indicate that customer satisfaction serves as a mediator between product quality and customer loyalty. Based on the findings of the study, the importance of product quality in fostering positive customer experiences and long-term loyalty is highlighted. High product quality enhances customer trust, reduces perceived risk, and encourages repeat purchases.

Keywords: Brand Image, Conformance to Specifications, Customer Loyalty, Customer Satisfaction, Design Innovation and Improvement, Durability, Product quality, Travel Products, Travel Products Store

The Influence of AI-Driven Digital Marketing by Local Brands on Fostering Sustainability Intentions

Gabriel R. de Guzman, MBA

University of the Cordilleras, Governor Pack Rd., Baguio City, Philippines

E-mail address: grdeguzman@uc-bcf.edu.ph

The influence of AI-powered digital marketing on encouraging sustainability goals among Filipino customers was examined in this study. The study polled 330 respondents who use social media regularly and have seen AI-driven marketing from regional firms using a quantitative, descriptive-correlational research design. Based on the Theory of Planned Behavior, the study sought to ascertain how effective AI-powered sustainability messaging was regarded and how it affected customers' conceptual knowledge and pro-environmental behavioral intentions. An online survey was used to gather the data, and Pearson's correlation coefficient and descriptive statistics were used for analysis. The results showed that consumers' behavioral intentions and the perceived effectiveness of AI-driven marketing were strongly positively correlated ($r=0.725878$). The overall mean score was 2.81, which is "Agree." AI-driven marketing is seen as an effective tool for communicating sustainability. This suggests that consumers' awareness and desire to take sustainable behaviors, such making

purchases and sharing information, are greatly influenced by transparent and trustworthy AI-driven advertising efforts. The study did discover, though, that these programs do not significantly encourage a fundamental shift in an individual's way of life. The study comes to the conclusion that AI is a potent tool for fostering long-lasting brand-consumer interactions and provides insightful information for scholars and industry professionals in the Philippines.

Keywords: Artificial Intelligence, Digital Marketing, Sustainability Intentions, Consumer Behavior, Local Brands

Onboarding Agricultural Products to Digital Marketplaces: Basis for Advancing Market Access for Inclusive and Resilient Farming Communities

Felipe E. Balaria^{1*}, Edison M. Mina², Hazel P. Mina³, Noel B. Agustin⁴, Jennifer G. Fronda⁵

Nueva Ecija University of Science and Technology, Nueva Ecija, Philippines

¹Corresponding Author Email: felipebalaria2020@gmail.com

This study examined the challenges and opportunities associated with Filipino farmers' adoption of digital platforms, focusing on their demographics, market practices, and the role of government support. The findings revealed that most farmers were middle-aged or older, a demographic factor that may hinder technology adoption. Farmers in rural areas often had lower educational attainment and faced significant infrastructure deficiencies, such as a lack of delivery vehicles, storage facilities, and drying facilities, which constrained their market efficiency and accessibility. Despite widespread access to digital devices and the internet, unreliable connectivity emerged as a major barrier to effective online platform usage. Farmers expressed interest in digital literacy and acknowledged the benefits of online platforms, such as broader customer reach and reduced marketing costs. However, they faced persistent challenges, including weak connectivity, cybersecurity concerns, and inadequate infrastructure. Farmers also conveyed dissatisfaction with government initiatives supporting digital transformation, particularly in addressing connectivity issues, cooperative development, and supply chain coordination. The study emphasizes the necessity of comprehensive strategies, including capacity-building programs, infrastructure investment, and enhanced policy frameworks, to foster the digital integration of farmers, improve market efficiency, and boost agricultural sustainability in the Philippines.

Keywords: Filipino farmers; digital platform adoption; agricultural sustainability; infrastructure deficiencies; government support

Risk Management in Sustainable Supply Chains: The Role of ESG and Circular Economy Practices

Nguyen Thi Thom¹

¹ Faculty of Economics - Management, Dong Nai Technology University, Vietnam

Email: nguyenthithom@dnvu.edu.vn

This study investigates the role of ESG integration and circular economy (CE) practices in enhancing risk management within sustainable supply chains in Vietnam. Drawing on 23 semi-structured interviews, 37 policy and corporate documents, and three sectoral case studies in manufacturing, logistics, and retail, the research examines how institutional frameworks, operational CE strategies, and ESG-driven practices collectively mitigate environmental, operational, and regulatory risks. Findings indicate that institutional enablers, including national sustainability policies, tax incentives, and ESG reporting guidelines, provide strategic guidance, reduce perceived risks, and encourage adoption of sustainable practices. CE initiatives, such as reverse logistics, waste-to-resource loops, and circular product design, improve operational efficiency and minimize supply chain vulnerabilities. ESG practices, including supplier audits, energy efficiency measures, and sustainability reporting, strengthen governance, investor confidence, and stakeholder trust. Persistent barriers—such as inconsistent ESG taxonomies, high implementation costs, and limited expertise—constrain broader adoption, particularly among SMEs. The study contributes a conceptual framework illustrating how ESG and CE practices interact with institutional support to enhance supply chain resilience and sustainability performance. It provides practical insights for managers, policymakers, and investors seeking to strengthen risk management while advancing sustainable development objectives in emerging economies.

Keywords: ESG, Circular Economy, Risk Management, Sustainable Supply Chains, Vietnam, Institutional Enablers

The Internal Control System in Relation to the Financial Performance of the Cooperatives

Artemio M. Gulilat, MA, CPA, Maria Antonette B. Gulilat, MA, LPT and Dr. Mariano M. Lerin, CPA

Mater Dei College, Tubigon, Bohol, Philippines

E-mail Address: artemsgulilat@gmail.com; mariabalbero81@gmail.com

Cooperatives play a major role in the development of the country and in alleviating the lives of the people. This study examined the extent of compliance with the Committee of Sponsoring Organizations' (COSO) Internal Control System and its relationship with the cooperatives in a municipality of Bohol, assessing their financial performance using the four most relevant financial ratios of: profitability, efficiency, and stability. A cross-sectional and retrospective explanatory design was employed covering 40 participants from the top five members of the management of each of the eight cooperatives in one of the municipalities in Bohol. Internal control compliance was measured using a researcher-made questionnaire with a Cronback's alpha of 0.81, while the financial performance was assessed through profitability, efficiency, and stability ratios taken from 2022 audited financial statements with approval from the top management of the cooperatives after having signed the informed consent form. The cooperatives were found to be highly compliant (overall mean = 3.55) with the internal control system and had highly profitable (M = 0.30) and highly efficient (M = 0.19) financial performance, but only satisfactory stability (M = 0.11). ANOVA results with the Tukey Post Hoc Test indicated significant differences across internal control elements, with information and communication rated significantly lowest ($p < 0.05$). Pearson Product-Moment Correlation confirmed a moderate positive relationship between internal control compliance and efficiency ($r = 0.62$, $p < 0.001$) but no significant relationship with profitability or stability. The study underscores the need to enhance communication mechanisms and policy enforcement to sustain cooperative growth.

Keywords: cooperatives, internal control system, financial performance, profitability, efficiency, stability, COSO framework, correlation

Adoption of Artificial Intelligence in Accounting Practices: Evidence from Certified Public Accountants in Commerce and Industry

Dr. Rey Fernan G. Refozar, Dr. Lalaine V. Manalo

First Asia Institute of Technology and Humanities

Email address: rgrefozar@firstasia.edu.ph, lvmanalo@firstasia.edu.ph

Certified Public Accountants (CPAs) in commerce and industry are continuously contested in adopting AI technologies that could reconceptualize traditional and professional practices. This study aimed to explore the adoption of artificial intelligence (AI) in accounting practice particularly in commerce and industry sector. It examined the profiles of certified public accountants in terms of sex, age and position; assessed the integration of artificial intelligence in terms of financial statement analysis, reporting, and decision-making; as well as identify significant differences in the perceived adoption of artificial intelligence based on demographic factors. This study used a descriptive approach and utilized adopted and modified survey questionnaires. The respondents of the study are CPAs in commerce and industry. The respondents perceive AI as a valuable tool for enhancing accounting practices, particularly in financial statement reporting, analysis, and decision-making. Statistical analysis shows no substantial differences in perceptions of AI adoption depending on demographic profile. The proposed action plan discussed improving the ability of accountants to identify financial irregularities ethically using AI, enhancing the ethical integrity and reliability of financial reporting, and improving team collaboration and decision-making processes.

Keywords: Artificial Intelligence, financial statement analysis, financial statement reporting, decision-making, accounting, commerce and industry

Awareness of Inclusive and Sustainable Economic Growth and Its Contribution to Enhancing Students' Academic Success: A Thorough Analysis

Fausto S. Abella¹, DBA, Neilson D. Bation, Wilson C. Bation, Esterlita D. Bation, Sergio S. Clarida

Pilgrim Christian College

¹Corresponding Author: fauabella@gmail.com

This study investigates the relationship between students' awareness of Inclusive and Sustainable Economic Growth (SDG 8) and their academic success at Pilgrim Christian College. Using a descriptive-correlational research design, the study assessed various aspects of SDG 8 awareness, including knowledge of SDG 8 principles, engagement in related activities, attitudes toward sustainable economic growth, and the perceived relevance of SDG 8 to students' personal and academic development. Data were collected through a structured questionnaire administered to 118 students, with analyses focusing on the impact of SDG 8 awareness on academic performance indicators such as GPA, time management, class participation, and completion of course requirements. The results indicated that students with a positive attitude toward sustainable economic growth and those who perceived SDG 8 as relevant to their academic and personal development showed significantly higher academic success. However, the study found that knowledge of SDG 8 principles and engagement with SDG-related activities did not show a strong correlation with academic success. These findings suggest that fostering a positive attitude and highlighting the relevance of SDG 8 can be more influential in improving academic outcomes than merely increasing knowledge or participation in related activities. The study's results have practical implications for educational institutions, suggesting that integrating SDG 8 into curricula and promoting its relevance to students' futures could enhance academic performance and overall student engagement. Future research should explore the specific strategies that best integrate SDG 8 principles into education to support students' academic growth and development further.

Keywords: Sustainable Economic Growth, SDG 8 Awareness, Academic Success, Students' Engagement, Attitude Toward Sustainability, SDG 8 Principles, Academic Performance, Sustainable Development Goals

Financial Management Practices of Public Market Vendors in San Fernando, Philippines: A Basis for Cooperative Development

**Caroline G. Pajimola, Feliza May C. Villanueva, Yvonne Joyce T. Dian,
Lynette Maureen P. Dumanon¹, Juanita U. Gabriel, Lester Geoff F. Reyes**

Saint Louis College, City of San Fernando, La Union

¹Corresponding Author: dumanonlm@slc-sflu.edu.ph

Public markets are essential players of local economies, supporting entrepreneurship, sustaining livelihoods, and strengthening and building community connections. Central to this marketplace are the vendors whose financial management and decisions directly influence both their sustainability and the resilience of the market itself. This study examined the financial management practices of members of the Federated Market Vendors Association in San Fernando, Philippines with a specific focus on budgeting, account management, receivables management, inventory management, and debt management, as well as the challenges these market vendors encountered. A descriptive-quantitative design was employed with a total 253 market vendors selected through stratified sampling. Results show that 68% of vendors rely primarily on daily earnings and informal credit sources, while only 21% access formal financial institutions. On average, respondents acknowledged the importance of financial management (overall mean = 3.80), with inventory management (M = 4.05) and debt management (M = 3.95) consistently practiced. However, accounts management (M = 3.25) and receivables management (M = 3.12) were applied inconsistently, exposing vulnerabilities in cash flow. Furthermore, market vendors face challenges such as inadequate access in government infrastructures, such as parking facilities and sanitation services and limited commercial spaces, that makes the daily operations difficult. These findings emphasized the need for structural and institutional support, thus, a Five-Year Cooperative Development

Plan was proposed to enhance financial literacy, strengthen organizational capacity, and build financial resilience, ultimately advancing sustainable livelihoods and inclusive local economic development the members of the Federated Market Vendors Association.

Keywords: public market vendors, financial management, budgeting, receivables management, inventory, debt management, challenges, cooperative, sustainability

Factors Influencing E-Wallet as a Payment Method for Nano-Enterprises of CAMANAVA: TAM Model

Cyrill Kian Miras, Edgardo Carreon Jr., Solomon Ayodele Oluyinka

De La Salle Araneta University

Email: miras.cyrill7@gmail.com, carreonedgardo322@gmail.com, solomon467@gmail.com

This research explored the determinants of actual E-Wallet usage as a payment method within Nano-Enterprises in the CAMANAVA region, employing the Technology Acceptance Model (TAM). The objective was to identify the factors influencing the adoption of E-Wallets as a payment method for these Nano-Enterprises. Given the rising prominence of digital transactions, it is essential to discern the factors that drive E-Wallet adoption. The research examined the relationships between a user's perception of an e-wallet's Perceived Usefulness and Perceived Ease of Use, concerns about Privacy and Security, their Intention to Use of E-wallet, and its eventual Actual Usage. Data were collected through surveys, resulting in 398 complete and valid responses. The data were analyzed using descriptive statistics (mean, median, mode, standard deviation) via SPSS, and Structural Equation Modeling (SEM) was employed to uncover both direct and indirect effects. The participant demographic revealed a majority (51.0%) aged 21-30, slightly more female (53.3%), mostly holding undergraduate degrees (58.3%), and a significant portion (35.4%) residing in Malabon. The study acknowledged the growing presence of solo-run Nano-enterprises in CAMANAVA. It recognized their common challenges, such as limited financial resources and restricted access to technology. The findings showed a notable impact of perceived usefulness and perceived ease of use on whether e-wallets were adopted. Furthermore, the study underscored the critical role of privacy and security in shaping a user's willingness to use these digital tools. Specifically, a substantial influence of security and privacy concerns on the decision to adopt e-wallets was observed. For future research, it is suggested that additional contextual factors, such as cultural norms and regulatory environments, be explored, which might also affect e-wallet adoption. Developing customized privacy and security strategies to build greater user trust and acceptance is also essential. Ultimately, this research offers valuable insights for e-wallet developers, policymakers, and business stakeholders, contributing to a more comprehensive understanding of how Nano enterprises embrace digital payments.

Keywords: Perceived Usefulness, Privacy & Security, Intention to use E-Wallet, Nano-Enterprises

Assessing Bank Loan Demand for High-Tech Agriculture: A Case Study of Lam Dong Province

Nguyen Thi Loan¹, Nguyen Huu Thien^{1,2}, Le Thi Tuyet Hoa¹, Truong Vu Tuan Tu³

¹Faculty of Accounting-Finance, Dong Nai Technology University, Dong Nai Province, Vietnam;²The Economic Quantitative Research Group, Dong Nai Technology University, Bien Hoa City, Vietnam, ³Dalat University, Dalat City, Vietnam.

Email: nguyenuuthien@dntu.edu.vn

This study assesses the current demand for bank loans for high-tech agriculture in Lam Dong Province, Vietnam, using comparative statistical research methods and survey interviews. The survey included 175 questionnaires from enterprises, cooperatives, and business households, with 54.3% having never borrowed from banks, and 45.7% borrowed for high-tech agricultural production. The results show that bank credit meets approximately half of the capital needs, with an average interest rate of 8.85%. Customers face difficulties in the lending process such as low collateral valuation, short loan terms, non-diversified mortgage forms, mandatory collateral, and complicated procedures. IPA grid analysis reveals that banks need to focus on improving collateral valuation, simplifying the application process, expanding mortgage forms, ensuring appropriate disbursement time, and reducing expenses to increase loan demand. This study proposes solutions for banks, including adding more mortgages and credit guarantee forms, streamlining the loan document process, adopting appropriate mechanisms for valuing agricultural land and assets, and providing accessible information on credit processes and procedures. These findings contribute to enhancing access to bank loans for high-tech agriculture in Lam Dong Province and can inform lending practices in similar contexts.

Keywords: bank loan demand; lending activities; high-tech agriculture

Corporate Social Responsibility and Risk Management in the Context of Global Crises: Lessons from Practice in Vietnam

Vu Thi Hanh Tam

Faculty of Economics – Management, Dong Nai Technology University, Dong Nai Province, Vietnam

Vuthihanhtam@dntu.edu.vn

In the increasingly complex context of global crises ranging from the COVID-19 pandemic and climate change to geopolitical instability, Vietnamese enterprises are exposed to systemic and unpredictable risks. Risk management has therefore evolved beyond the control of financial losses to become a core capability for maintaining stability and resilience. Corporate Social Responsibility (CSR) emerges as a strategic instrument that enables firms to prevent potential crises, strengthen their capacity to respond, and support recovery while reinforcing stakeholder trust. This study adopts a qualitative approach based on secondary data, including CSR and ESG reports of major corporations, national policy documents, and international academic sources. Through content analysis, the research highlights the role of CSR in risk management across three phases: prevention, response, and recovery. Findings reveal notable differences between foreign-invested and domestic enterprises, and also underscore the risks associated with greenwashing when CSR is implemented without transparency or substantive action. The key contribution of this study lies in providing practical evidence of CSR as a mechanism for risk management in Vietnam, thereby extending insights from enterprise risk management theory and stakeholder theory. Building on this

foundation, the study proposes policy implications and recommendations for businesses to standardize and integrate CSR as a strategic pillar, contributing to sustainable development and enhancing competitiveness in the global market.

Keywords: CSR; Risk management; Global crises; Vietnamese enterprises; Sustainable development

Analysis of the Impact of Climate Change on the Yield and Economic Value of Durian Trees in Dong Nai Province

Tran Duc Thuan

Faculty of Economics - Management, Dong Nai Technology University, Vietnam
Email: tranducthuan@dntu.edu.vn

Climate change has created significant impacts on agricultural production in Vietnam, especially for high-value crops such as durian. Dong Nai is currently one of the key provinces for durian development in the Southeast region. However, the productivity and economic value of this crop have been strongly affected by unusual climatic factors such as rising temperatures, unseasonal rainfall, and drought. This study aims to analyze the impacts of climate change on the productivity and economic value of durian in Dong Nai during the period 2000–2024. The research methodology combines meteorological–hydrological data, agricultural production statistics from statistical yearbooks, and panel regression models to quantify the relationship between climatic variables and productivity as well as production value. The results show that annual average temperature and irregular rainfall significantly influence durian productivity, thereby affecting farmers' income and the overall economic value of the industry. The study suggests that adaptive policies are needed, such as rational land-use planning, the application of smart irrigation technology, and green credit support, in order to strengthen resilience to climate change.

Keywords: Transform change gas post, energy rate, price treat terrible sad private

Artificial Intelligence, Employee IT Skills, Automated Accounting Systems, and Accounting Information System Efficiency: An Examination of Potential Relationships

Pham Thi Mong Hang^{1*}, Tran Thi Minh Ngoc², Ngo Thi Phuong Nga³

^{1,2}Faculty of Economics - Management, Dong Nai Technology University, Dong Nai Province, Vietnam

Department Of Postgraduate Studies, Dong Nai Technology University, Dong Nai Province, Vietnam

Corresponding author: (the 1st Author, email: phamthimonghang@dntu.edu.vn)

This study explores the relationships between artificial intelligence (AI), employee IT skills, automated accounting systems, and the effectiveness of accounting information systems in Vietnam's manufacturing sector. Using a quantitative approach, data were gathered from a survey of managers across various firms, resulting in 406 valid responses analyzed through partial least squares structural equation modeling (PLS-SEM). The findings indicate significant positive correlations: AI improves accounting system effectiveness, employee IT skills enhance these systems, and automated accounting systems mediate these effects. The model explains 61.3% of the variance in accounting system effectiveness, highlighting its strength. The study emphasizes the importance of investing in technology and training to optimize accounting practices. Policy implications suggest the need for supportive measures in technology adoption and workforce development, aiming to facilitate digital transformation in manufacturing. Overall, this research offers valuable insights for managers and policymakers to enhance accounting systems and organizational performance amidst rapid technological change.

Keywords: Accounting Information Systems, Artificial Intelligence, Automated Accounting Systems, Decision Making, Employee Qualifications

Artificial Intelligence Replacing Human Jobs: Revisiting Perspectives and Realities

Phạm Đức Đăng

Dong Nai Technology University
Email: phamducdang@dntu.edu.vn

Artificial intelligence (AI) is increasingly becoming the focal point in discussions on the comprehensive digitalization of the labor sector. Notably, the economic perspective remains dominant, as AI is primarily evaluated through forecasts regarding its impact on employment. Additionally, there are assessments of AI's influence on specific tasks within work processes. There is a general consensus that AI will bring significant changes to the corporate environment. This paper focuses on analyzing the differences between common expectations in AI discourse and its actual application in businesses. To clarify this issue, the paper presents key perspectives on the relationship between AI, work, and labor processes while comparing them with existing empirical research. This helps illuminate the thought models and hypotheses shaping AI-related debates. A synthesis of empirical research shows that there are still many gaps in assessing the impact of AI on work, both quantitatively and qualitatively. Furthermore, defining the concept and scope of AI applications remains a significant challenge. This paper not only clarifies these gaps but also provides suggestions to enhance understanding of AI in the business context while proposing potential research directions for a more comprehensive and practical approach to AI.

Keywords: Job evolution; Automation; Labor market; Artificial Intelligence applications

Bridging the Qualification Gap: An Industry-Based Assessment of Academic Skills and Competencies in a Local College in the Philippines

Maricris G. Unico
City College of Calamba

This study investigates the industry-based academic skills and competencies needed to close the qualification gap in managing a multigenerational workforce, with a focus on information technology, communication, analytical and decision-making, leadership, and administrative abilities. A descriptive research design was adopted, with data collected from 24 respondents from 20 different companies and institutions of diverse sectors, including education, government, and private companies, via a standardized survey questionnaire. Respondents' proficiency in key skill areas was assessed using a Likert scale. The level of ability in each area was assessed using descriptive statistics such as weighted means and standard deviations. The findings show that respondents displayed excellent competency in information technology and analytical skills, but they also experienced significant obstacles in cross-generational communication and workplace dispute resolution. While leadership and administrative skills were generally regarded as important, respondents reported modest difficulty in offering constructive feedback and preserving work-life balance. The study emphasizes the vital need for specific academic and training programs that address these abilities, particularly communication, leadership, and team management in diverse, multigenerational settings. These insights are critical for closing the qualification gap and implementing workforce strategies that fit with industry objectives, ultimately enhancing workforce readiness and effectiveness.

Keywords: administrative skills; analytical and decision-making skills; competencies; communication skills; industry-based academic skills; Information Technology/Computer Skills; leadership and interpersonal skills; qualification gap

Their Daily Bread: A Paper on the Proposed Wage Increase in the Philippines

Michael Bonn A. Bonifacio

Department of Business Administration, College of Business and Management
Central Mindanao University
Email: michaelbonifacio@cmu.edu.ph

Developing countries like the Philippines are dependent on their human capital development as a key factor in economic growth. Indicators of employee performance such as productivity are vital in sustaining growth and the overall health of the economy. Studies showed that the Philippines is behind when it comes to labor productivity compared to its counterparts in Asia like Singapore, Japan and Indonesia. This results in human capital being highly attributed to inferior working conditions and relatively low wages and remuneration packages. Thus, this paper is focused on assessing the existing labor conditions in the country as they may be corrected with several adjustments in the labor market. The paper also presented programs and initiatives performed by the Department of Labor and Employment (DOLE) to address such challenges and provided policy recommendations based on empirical analysis and studies with hopes of significantly augmenting the low productivity among workers by targeted wage adjustments together with alignment of and improvement in the existing working schemes and conditions. The recommendations were formulated to aid policy creation in consonance with the strategic directions of the concerned government agencies such as DOLE and DBM

Impact of Work Attitude on Labor Productivity of Workers: The Case of the Textile and Garment Industry in Ho Chi Minh City, Vietnam

Nguyễn Sinh Công¹, Jesus P. Briones², Trịnh Huy Ngọc³

¹Binh Duong University; Ho Chi Minh City, Vietnam; ²University of Batangas; Batangas, Philippines

³Scientific Institute of Human Resource Management; Ho Chi Minh City, Vietnam

¹nscong@bdu.edu.vn; ORCID: <https://orcid.org/0009-0001-9724-2449>

²jesus.briones@ub.edu.ph; ORCID: <https://orcid.org/0000-0001-9181-4437>

³huyngoc2008@yahoo.com.vn; ORCID: <https://orcid.org/0009-0007-4862-3257>

The textile and garment industry serves as the backbone of Vietnam's export economy and plays a central role in Ho Chi Minh City's growth. Enhancing labor productivity in this sector is therefore essential to strengthening enterprise competitiveness and driving national development. This descriptive-correlational study examined how different dimensions of work attitude affect labor productivity. A survey was administered to 384 workers from 25 textile and garment enterprises in Ho Chi Minh City, selected through stratified random sampling. Data were analyzed using frequency, percentage, mean, and simple linear regression. Findings revealed that workers generally exhibited positive work attitude, with responsibility showing the highest level, and engagement being the weakest dimension. Labor productivity was perceived favorably, particularly in output quality. All work attitude dimensions demonstrated significant positive relationships with productivity measures, with adaptability showing the strongest influence on efficiency and effectiveness. The study also identified several challenges including physical strain from long working hours, work-life imbalance due to excessive overtime, and financial concerns. Based on these findings, strategic recommendations are proposed for enhancing positive work attitude, with particular emphasis on improving engagement through career development opportunities, fair compensation, and recognition systems. The study provides valuable insights for managers seeking to improve productivity through human resource strategies that foster positive work attitude.

Keywords: employee engagement; labor productivity; textile and garment industry in Ho Chi Minh City; work attitude; workforce performance

The Relationship between Service Quality Dimensions and Customer Satisfaction of Selected Five-star Hotels in Shanghai, China

Wang Zhong¹, Susana Y. Torres²

¹Student, Graduate School, Angeles University Foundation, ²Professor, Graduate School, Angeles University Foundation

²Corresponding Email: torres.susana@auf.edu.ph

Tourism growth is fueled by global economic integration, and China is working to accelerate expansion through strategic initiatives. Increasing tourism could enhance hotel competitiveness but may pose challenges in retaining customers. This study measured the degree of relationship between the five dimensions of service quality and customer satisfaction of the selected five-star hotels in Shanghai, China. The proponent utilized a structured questionnaire derived from previous studies, which was distributed among 1,137 guests who have stayed in selected five-star hotels in Shanghai, China. Furthermore, a quantitative-correlational research design and stratified sampling method were employed. For the statistical analysis of data, frequency, mean, standard deviation, and Spearman Rho correlation were used. The findings of the study revealed that all selected hotels have a substantial positive association between each of the five service quality dimensions and customer satisfaction. The strongest relationships are found between empathy and reliability, with tangibles, assurance, and responsiveness following next. This study can be beneficial to hospitality managers by focusing their attention on key service quality dimensions like reliability and empathy, which are crucial for enhancing customer satisfaction and loyalty in competitive hotel markets.

Keywords: Assurance, customer satisfaction, empathy, five-star hotel. Reliability, responsiveness, service quality, tangible

Remote Working Challenges and their Effects on the Employee Productivity of Dole Sunshine Company as a Basis for HR Intervention Program

Kenneth L. Sanido, Leomer P. Villareal

Mindanao State University General Santos

Email: kenneth.sanido@msugensan.edu.ph; leomer.villareal@msugensan.edu.ph

This research study aimed to examine the effects of remote working challenges on the productivity of remote workers of Dole Sunshine Company. The study employed a descriptive survey design using a quantitative approach. One hundred fifty-nine (159) respondents were approached to complete the survey. Frequency, weighted mean, and linear regression were undertaken to examine and interpret the data gathered. The study results showed that remote working challenges such as work-home conflict, perceived autonomy, and telecommuting significantly affect employee productivity as relevant to their time management, feedback and peer collaboration, and customer satisfaction. This study also exhibited that there is no significant difference between the demographic profiles of the respondents and the remote working challenges they experienced. This research study recommends that the findings be disseminated to the concerned human resource professionals, leaders, practitioners, operations managers, and company owners, especially those working in manufacturing companies. The results of this study may be considered in strategically planning for effective programs, initiatives, systems, processes, and projects to support remote working arrangements.

Keywords: remote working, work-from-home challenges, employee productivity, human resources

Leveraging Sustainable Practices to Optimize Warehouse Operations

Dr. Christopher Dennis E. Catapang¹, Marianne D. Diaz, Fatima Claire B. Duatin, Cromwell R. Maraguinot

Lyceum of the Philippines University Laguna

¹Corresponding Author Email: christopherdennis.catapang@lpulaguna.edu.ph

This study examines the impact of sustainable practices on the operational efficiency of a logistics provider in the Philippines that we will refer to a Logistics X Philippines, to enhance understanding of green warehousing strategies in developing regions. Using a qualitative case study approach, data was collected through semi-structured interviews, document analysis, and site observations. Six participants, including two managers, two sustainability officers, and two warehouse staff, provided insights into sustainable practices within the company. The study integrates the Sustainability-Centered Operational Framework, which highlights the interconnectedness of accountability, cost savings, and waste reduction, aligned with the Triple Bottom Line (TBL) theory of people, planet, and profit. Findings show that practices such as resource recycling, energy-efficient operations, regulatory compliance, and employee training positively affect operational efficiency, cost savings, and environmental responsibility. Accountability fosters resilience through shared responsibility, enhancing energy efficiency and waste management. Cost savings and waste reduction improve equitability and viability by optimizing resource allocation and reducing operational costs. These practices reinforce the TBL theory by balancing social, environmental, and economic dimensions. The research highlights the importance of integrating sustainability into logistics operations to achieve operational efficiency and long-term goals. It recommends comparative analyses across multiple companies to identify best practices and evaluate diverse strategies. The study provides a replicable model for logistics providers aiming to align operational goals with sustainability objectives, offering practical insights into the broader adoption of green warehousing in developing regions.

Keywords: Sustainable practices, operational efficiency, green warehousing, logistics provider, Sustainability-Centered Operational Framework, Triple Bottom Line (TBL), accountability, cost savings, waste reduction, energy efficiency, resource recycling, environmental responsibility, developing regions, sustainability integration, and long-term sustainability goals

Statistical Modeling of Sustainability Risk Management Factors Influencing the Liner Shipping Operations in General Santos City

Mary Christ D. Canapit-Paparon

Mindanao State University – General Santos

This study examined the sustainability risk management (SRM) practices of shipping lines in General Santos City and their relationship with operational performance. A descriptive-correlational design was employed, using survey data from 89 valid responses out of 122 employees across 12 shipping firms. SRM practices were assessed in terms of environmental issues, social impacts, and ethical concerns, while operational performance was measured by cost, quality, flexibility, and delivery. Results revealed that social and ethical practices were implemented to a very large extent, whereas environmental initiatives were applied to a large extent. Operational performance was rated high in cost, quality, and delivery but only moderate in flexibility. Regression analysis showed that environmental issues significantly influenced operational performance, though the predictive strength was weak, accounting for only 4.4% of variability. Social and ethical practices, despite strong implementation, did not exhibit significant influence. The findings highlight the importance of enhancing environmental initiatives to improve competitiveness and resilience while maintaining strong social and ethical standards. The study recommends further investment in green technologies, stronger collaboration with environmental agencies, and continued ethical and socially responsible practices to sustain long-term performance in the Philippine shipping industry.

Keywords: Sustainability, risk management, operational performance, shipping industry, General Santos City

Impact of Balanced Scorecard Implementation on Employee Well-Being: Evidence from Vietnamese Hospitals

Trinh Huy Ngoc¹, Nguyen Sinh Cong², Mai Diem Lan Huong³, Jesus P. Briones⁴

¹P&T General Hospital; Ho Chi Minh City, Vietnam, ²Binh Duong University; Ho Chi Minh City, Vietnam

³Nha Trang University, Khanh Hoa, Vietnam, ⁴University of Batangas; Batangas, Philippines

¹huyngoc2008@yahoo.com.vn; ORCID: <https://orcid.org/0009-0007-4862-3257>

²nscong@bdu.edu.vn; ORCID: <https://orcid.org/0009-0001-9724-2449>

³huongmdl@ntu.edu.vn; ORCID: <https://orcid.org/0009-0006-6515-3405>

⁴jesus.briones@ub.edu.ph; ORCID: <https://orcid.org/0000-0001-9181-4437>

In Vietnam, hospitals face increasing challenges, including workforce shortages, budget constraints, and rising patient demands, making employee well-being (EWB) a critical factor for effective healthcare delivery. This study examines the relationship between Balanced Scorecard (BSC) implementation and EWB among healthcare professionals, focusing on how BSC influences multiple EWB dimensions. A cross-sectional research design was employed, surveying 501 healthcare employees from public hospitals in Ho Chi Minh City. Data were collected using a self-designed questionnaire administered via HMIS-web survey software, email, and Messenger, and were analyzed through frequency, percentage, weighted mean, and simple linear regression. The findings indicate that BSC implementation was high across all three hospital grades, corresponding to generally elevated levels of EWB. All BSC perspectives-financial, customer, internal processes, and learning and growth-demonstrated significant positive relationships with key dimensions of EWB. The results suggest that BSC clarifies organizational strategy, enhances employees' sense of purpose, and aligns individual efforts with strategic objectives. Grade-specific analyses revealed relatively consistent patterns of BSC impact on EWB across Grade I, II, and III hospitals. Overall, the study demonstrates that strategic management tools, such as the BSC, can effectively enhance healthcare employees' well-being, addressing both organizational and workforce needs. These findings provide hospital managers with evidence-based recommendations to improve and sustain healthcare employees' well-being, delivering mutual benefits for both institutions and their workforce.

Keywords: Balanced Scorecard; Employee Well-Being; Vietnamese Hospitals; Job Satisfaction; Work Engagement

Factors Affecting Entrepreneurial Education and Technology Adoption of MSEs in Malabon City

Willam Enrique¹, Alexander Rosete^{1,2}, Jefferson Cruz¹, Airene Teleb¹, Janine Dela Cruz¹, Arnel Basilio¹

¹City of Malabon University, ²City Government of Malabon

Corresponding author: Adolf Josef Yao: adolfojosefyao@gmail.com

The contemporary global economy's digital transformation makes technology adoption critical for competitive advantage and economic development, fostering "technopreneurship." Despite this, current frameworks often fail to comprehensively explain how micro-level educational interventions interact with macro-level environmental factors, and how entrepreneurship education mediates technology adoption. This quantitative study addressed these gaps by examining how technological, organizational, and environmental factors influence entrepreneurship education and technology adoption, and the mediating role of entrepreneurship education, among Micro and Small Enterprises in Malabon City. Utilizing a causal-predictive design, data from 300 participants were collected via a cross-sectional survey and analyzed using Partial Least Squares Structural Equation Modeling. Findings confirm that all three factors are significant drivers, with environmental factors emerging as the most influential on both entrepreneurship education and technology adoption. Critically, entrepreneurship education proved to be a pivotal mediator, translating various influences into tangible adoption outcomes. This research highlights the multifaceted nature of technology uptake in urban developing contexts. Implications suggest the need for policymakers to create supportive external ecosystems, educators to invest in human capital through digital literacy and entrepreneurial skills, and MSEs to prioritize organizational readiness for sustainable technology adoption and long-term business success.

Keywords: Entrepreneurship Education, Technology Adoption, MSEs, TOE Framework

The Rise of Purpose-Driven Students: Analyzing Social Entrepreneurship Intentions Among Filipino Gen Z Learners

Through the Lens of *Bayanihan* and *Pakikipagkapwa*, with Prosocial Motivation as a Mediating Variable

Eric S. Parilla¹, Richard F. Mariano², Venus M. Empuerto³.

¹Northwestern University, ²Universidad de Zamboanga, ³University of Southern Philippines Foundation
Email: eric.parilla@nwu.edu.ph; Richard.mariano@uz.edu.ph; venusempuerto0411@gmail.com

This study investigates what effect the Filipino cultural values of *bayanihan* (communal unity) and *pakikipagkapwa-tao* (empathy and shared humanity) have on the entrepreneurial intentions for social and purpose-driven causes of Filipino Gen Z learners, with prosocial motivation serving as a mediating variable. Based on the Theory of Planned Behavior and Ricoeur's philosophy of the capable human being, this study used quantitative correlational design, which involved Likert-scale surveys validated through prior research that were given to 900 students aged 18–26 from higher education institutes nationwide. The data were analyzed through Structural Equation Modeling (SEM) using Jamovi. Results showed that *bayanihan* ($\bar{x} = 3.58$) and *pakikipagkapwa-tao* ($\bar{x} = 3.67$) were significant predictors of social entrepreneurship intentions, accounting for 51.9% of the variance jointly ($R^2 = 0.519$). *Bayanihan* was a slightly stronger predictor (Estimate = 0.441, $p < .001$) than *pakikipagkapwa* (Estimate = 0.389, $p < .001$). Partial mediation was established through prosocial motivation (Indirect = 0.517, $p < .001$), thus placing that motivational construct as a psychological transmutation service from culture into entrepreneurial intentions. Hence, the drivers do not significantly differ from region to region ($F(3,905) = 1.74$, $p = 0.157$), exemplifying the universality of these drivers in the country. The study underlines the synergy between cultural identity and intrinsic motivation in shaping the undertaking of social ventures by Gen-Z. The findings provide a culturally grounded framework toward the improvement of entrepreneurship education, policymaking, and support systems, thereby advancing SDG 8 (Decent Work and Economic Growth) and SDG 4 (Quality Education).

Keywords: Purpose-driven orientations, social entrepreneurship intentions, *pakikipagkapwa*, *bayanihan*

Cultivating Innovation and Entrepreneurial Mindsets Among Generation Z in Higher Education

Nguyen Thi Loan

Dong Nai Technology University

In response to the accelerating pace of digitalization and the transition towards knowledge-based economies, higher education institutions are increasingly expected to equip students with innovation-oriented mindsets and entrepreneurial competencies. This conceptual paper critically examines the role of entrepreneurship education in fostering these essential capacities among Generation Z—a cohort uniquely characterized by digital fluency, global connectivity, and a predisposition for entrepreneurial thinking. Drawing on an integrative literature review and established educational theories, this study explores how contemporary pedagogical strategies—particularly experiential learning, project-based learning, and digital pedagogies—can catalyze entrepreneurial development in university settings. The analysis reveals that effective entrepreneurship education is underpinned by interdisciplinary curriculum design, industry-academia collaborations, and robust institutional ecosystems that provide practical engagement opportunities, mentorship, and access to innovation networks. Furthermore, the paper identifies persistent barriers, including faculty resistance, outdated curricula, and limited alignment with labor market demands, which hinder the transformative potential of entrepreneurship education. By synthesizing global best practices and contextual insights, this study proposes a holistic framework for embedding entrepreneurial learning across disciplines. It argues for a paradigm shift from transmissive teaching to action-oriented, student-centered approaches that nurture creativity, critical thinking, and adaptability. The findings offer valuable implications for policymakers, educators, and institutional leaders committed to fostering entrepreneurial mindsets in Generation Z, ultimately contributing to sustainable socio-economic development and innovation-driven growth.

Keywords: Generation Z; entrepreneurship education; innovation mindset; higher education; pedagogical transformation

The Role of Entrepreneurship Simulation Rooms in Enhancing Experimental Learning for Future Entrepreneurs

Dr. Jhon Ven Saint L. Pasahol, CEMP, LPT

Eulogio “Amang” Rodriguez Institute of Science and Technology, Manila Main Campus

Email: jlpasahol@earist.edu.ph

This study investigates the role of business adaptability and responsiveness in driving organizational success, highlighting the need for a Business Implementation Hub to strengthen these capabilities. Focusing on the Bachelor of Science in Entrepreneurship program under the College of Business and Public Administration, the research evaluates the effectiveness of simulation-based learning experiences in developing key entrepreneurial competencies. Data from both students and faculty reveal general agreement on the simulation's positive

impact, with all criteria rated within the “Agree” range. Students consistently rated the simulation more favorably, particularly appreciating the realism of business scenarios and high engagement, while faculty expressed concerns regarding resource availability, facilitation quality, and curriculum integration. Notable differences emerged in perceived skill development: students reported significant growth in confidence, entrepreneurial mindset, innovation, and creativity, whereas faculty were more critical of problem-solving and teamwork skills. These findings emphasize the need to align instructional methods, resource support, and curriculum design with faculty expectations, while preserving the elements that foster student engagement. Furthermore, practical workshops on teaching entrepreneurship through simulation are vital in equipping educators to bridge theory and practice effectively. Overall, the study supports the integration of simulation-based learning within the BS Entrepreneurship program to enhance adaptive, innovative, and entrepreneurial capabilities essential for real-world business success

Leveraging Competitive Advantage as an Antecedent to Business Growth among Homegrown Local Food Enterprises

Xeline Mae C. Bayaua

Cagayan Valley Computer and Information Technology College, Inc.

Email: xelinemaebayaua@gmail.com

Modern restaurant operations face significant pressures from industry competition and environmental factors. To tackle these hurdles, it is fundamental to craft strategies that leverage unique strengths and turn those competitive edges into pathways for growth. It is compelling how local food businesses continue to thrive despite competition from major fast-food chains, established restaurant franchises, and large food corporations. As developing a competitive advantage is recognized to be indispensable for survival and growth, this study examined how homegrown local food enterprises create competitive advantage and its association to business growth. Conducted in Santiago City Isabela, with 95 respondents, the study used a descriptive correlational design. A survey tool was used, which was validated with a Cronbach's Alpha value of 0.915 across 59 items. Statistical Treatment of data included Shapiro Wilk for test of normality, Mean and Pearson's R using SPSS. Results forward that the homegrown food enterprises build competitive advantage using generic strategies. They particularly strengthen focus strategy through innovative practices, differentiation strategy, emphasizing customer satisfaction. Cost leadership is also applied, with efforts centered on achieving economies of scale. The study also provides evidence that competitive advantage positively influences growth. Strategic growth was observed most specially in expanding the target market. Financial growth is also evident, most especially in return on investment and revenue growth. In terms of organizational growth, expanding product lines have been observed. Structural growth was also observed, especially on enlargement of office or service area.

Keywords: Competitive Advantage, Business Growth, Strategies, Homegrown Business, Local Restaurants

Influence of Digital Entrepreneurship Education on the Entrepreneurial Intentions of Chinese Business Students

Wenxian Liao, Chere' C. Yturralde

Angeles University Foundation

Email: yturraldecc@auf.edu.ph

ORCID: <https://orcid.org/0000-0002-0349-7003>

The emergence of digital technology as a pivotal driver for innovation and entrepreneurship in society has led to an escalating focus on digital entrepreneurship education within educational circles across various countries. This study investigated the influence of digital entrepreneurship on the entrepreneurial intentions of Chinese business students. It is a quantitative cross-sectional research approach using descriptive, comparative-correlational methods grounded in social cognition and planned behavior theories. The survey included 1,312 business students from three universities in Wenzhou, China. Data was collected using a convenience sampling method using online questionnaires. Frequency, percentage, Mean, Pearson correlation, and analysis of variance (ANOVA) were used. The results revealed that digital entrepreneurship education has a significant positive correlation with entrepreneurial intentions. Moreover, significant differences were found in the evaluations among various student groups. Specifically, in terms of entrepreneurial intentions, urban students, students whose parents are businessmen, students with entrepreneurial experience, and male students scored significantly higher. For digital entrepreneurship education, urban students rated it higher than rural students; students whose parents are businessmen rated it higher than those whose parents are farmers; students whose parents are civil servants rated it higher than those whose parents are teachers and farmers. This study provides a theoretical basis for the reform of entrepreneurship education, suggesting that educators can explore more personalized and technology-integrated approaches to entrepreneurship education to align with the digital age and meet the specific needs of students.

Keywords: Digital Entrepreneurship Education; Entrepreneurship Education; Entrepreneurial Intentions

Developing Sustainable Entrepreneurial Mindset for Engineering Students at Dong Nai Technology University

Ho Xuan Truong

* Faculty of Engineering, Dong Nai Technology University, Dong Nai Province, Vietnam

*hoxuantruong@dntu.edu.vn

This study addresses how engineering students perceive their entrepreneurial mindset (ET) development during their university studies. Is the development of ET due to the incorporation of ET-based projects and activities into their curricula, or is it achieved through students' participation in extracurricular activities? Alternatively, ET development may be due to students cultivating ET through work or internship. Therefore, this study seeks to address the following research questions: What types of experiences contribute to students' ET development, and what ET elements do students perceive to have been developed through these experiences? The study included a

qualitative analysis of surveys with engineering students to identify the experiences that contributed to their ET development, as well as the specific ET characteristics emphasized in these experiences. By understanding students' perceptions of how they develop their TDKN, this study provides the information needed to identify best practices for future student TDKN development.

Keywords: Entrepreneurial thinking; engineering students; developing entrepreneurial thinking; experiential environment; entrepreneurial thinking factors

CÁC YẾU TỐ ẢNH HƯỞNG ĐẾN HÀNH VI TIÊU DÙNG XANH CỦA SINH VIÊN TẠI ĐỒNG NAI: VAI TRÒ TRUNG GIAN CỦA THÁI ĐỘ

Vo Anh Kiet

Faculty of Economics - Management, Dong Nai Technology University, Dong Nai Province, Vietnam

In the context of climate change and sustainable development becoming pressing global issues, green consumption behavior is regarded as one of the key solutions to mitigate negative environmental impacts. Students—representing a young, educated, and socially responsive group—are expected to play a crucial role in promoting and spreading sustainable consumption practices. This study was conducted on a survey sample of 287 university students in Dong Nai Province. The collected data were analyzed using SmartPLS 3.0. The results indicate that four factors—health knowledge (HK), environmental knowledge (EK), long-term orientation (LTO), and green marketing (GM)—positively influence students' attitudes (ATT) toward green consumption. Among these, long-term orientation exerts the strongest effect. Moreover, attitude plays a significant mediating role, directly and strongly influencing green consumption behavior (GCB). These findings not only reaffirm prior studies but also provide new empirical evidence in the context of Vietnamese students. Accordingly, this study proposes several managerial implications to enhance awareness and encourage green consumption behavior among young generations, thereby contributing to sustainable development goals at both local and national levels

Keywords: Attitude; Environmental knowledge; Green consumer behavior; Green marketing; Long-term orientation

The Role of Dong Nai Technology University in Promoting Sustainable Development Goals (SDGs) Through Business Education

Trinh Vu Thanh Tuyen

Dong Nai Technology University

Email: Trinh Vu Thanh Tuyen, trinhvuthanhtuyen@dntu.edu.vn

The Sustainable Development Goals (SDGs) of the UN provide a thorough international framework for tackling pressing environmental, social, and economic issues. As organizations tasked with developing the next generation of leaders, business schools are essential to incorporating sustainability into teaching, research, and community involvement. With its business education programs, Dong Nai Technology University (DNTU) in Vietnam is contributing to the SDGs, according to this report. 168 students enrolled in the Faculty of Business Administration, 10 faculty members teaching business-related courses, and two administrators participating in curriculum creation comprise the three participant groups from which the research's qualitative case study approach is gathered. Surveys, semi-structured interviews, and examination of institutional records like strategy reports and course syllabi are some of the techniques used to gather data. It is expected that the results would clarify how to include SDG-related material into classes like entrepreneurship, sustainable management, and corporate social responsibility. The study will examine administrators' approaches to SDG alignment, faculty members' pedagogical approaches, and students' views on sustainability education. According to preliminary findings, DNTU has made progress in increasing students' knowledge of sustainability through partnerships with local businesses and service-learning initiatives. Nonetheless, there are still issues with interdisciplinary integration, institutional resources, and proactive interaction with government and business stakeholders. According to the paper's conclusion, DNTU has the potential to emerge as one of Vietnam's top business schools, promoting collaborations, research, and teaching that are centered on sustainability and helping to accomplish the SDGs. Suggestions are made to improve this function going forward.

Keywords: business education, Dong Nai Technology University, faculty, students, sustainable development goals, Vietnam

Developing Green Tourism Through Vegetarian Cuisine: A Study in the Southeastern Tourism Region of Vietnam

¹Nguyen Ngoc Diep, ²Dinh Dao Linh

¹Dong Nai University of Technology, ²Department of Culture and Information of My Tho City, Tien Giang

Email: nguyennngocdiep@dntu.edu.vn

Vegetarian cuisine, or vegetarian culinary culture, is not only a culinary trend but also an essential component of the sustainable tourism system. Vietnam is one of the countries with the fastest-growing vegetarian population in Asia, especially in major cities such as Hanoi, Ho Chi Minh City, and Da Nang. The Southeast region, with its economic and tourism diversity, is increasingly focusing on integrating vegetarian cuisine into tourism activities. Vegetarian dishes not only cater to religious vegetarians but also appeal to those interested in health, environmental protection, and cultural experiences. Vegetarian cuisine plays a crucial role in shaping the image of green tourism, contributing to minimizing negative environmental impacts. Within the scope of this study, the author employs data synthesis methods, SWOT analysis, and expert opinions to provide new insights and evaluations on the connection and benefits of vegetarian cuisine to the tourism economy, particularly in the context of the green tourism trend. The Southeast region has been selected as the research space as it meets key factors related to religious vegetarianism, cultural fusion trends, and a strong foundation in macrobiotic knowledge. Additionally, the well-developed system of vegetarian restaurants, eateries, and vegetarian festivals can effectively meet the demands of tourists. As a result, the increasing popularity of vegetarian restaurants, eateries, and culinary tours is shaping a unique characteristic for tourism in the Southeast region.

Keywords: Vegetarian cuisine, Southeast region, green tourism, food service business

Sustainable Development and Innovation: Emerging Trends in Business Education in Vietnam's Industrial Context

Vy Ngoc Le Ho ^[0009-0007-1166-2164]

Faculty of Economics-Management, Dong Nai Technology University

Email: hogoclevy@dntu.edu.vn

Sustainable development (SD) and innovation (I) are emerging as two pillars shaping the trend of business education in the 21st century. In the context of digital transformation and rapid industrialization in Vietnam, especially in industrial – logistics hubs like Dong Nai, the requirement to integrate SD and I into training programs is becoming increasingly urgent. This article analyzes the relationship among SD, I, and business education, based on secondary data from the General Statistics Office, Ministry of Information and Communications, Dong Nai Statistics Office, along with international evidence from the OECD, ILO, IEA, and the World Bank. The results reveal three main findings: (1) the digital transformation process changes the structure of jobs and skills, creating new pressure for business education; (2) the demand for digital workforce training must be accompanied by SD capacity and creative thinking to meet environmental – social challenges; (3) the triple helix model of cooperation among universities – businesses – government in Dong Nai can become a model for sustainable and innovative business education. On that basis, the study proposes a “Sustainable – Innovative Business Education” framework consisting of four groups of solutions: standardizing training content linked to SD, integrating creative and green entrepreneurial skills, expanding university–business cooperation, and applying new technologies such as AI and big data in teaching and management.

Keywords: sustainable development; innovation; business education; digital skills; industry – logistics; Vietnam

Green Supply Chains in the Digital Age: Quantitative Evidence on Business Education Innovation for Sustainable Logistics Leadership

Nguyen Thi Thom

Faculty of Economics - Management, Dong Nai Technology University, Vietnam

Email: nguyenthithom@dntu.edu.vn

The transformation of climate, source depleted resources and commitments on Global policies such as the United Nations Sustainable Development Goals (SDGs) have increased the need for sustainable supply chain practices. At the same time, innovations in Digital technologies including blockchain, artificial intelligence, and the Internet of Things (IoT) are reshaping logistics management worldwide. While industry leaders are adopting green and digital strategies, business education has not kept pace in equipping graduates with the competencies needed to lead sustainable logistics transformation. This study provides quantitative evidence of the relationship between sustainability literacy, digital literacy, and leadership competencies in business education, especially in supply chain and logistics programs. The author conducted a survey of 350 people, including logistics managers, students, and faculty at four domestic universities and six companies with logistics majors. Structural equation modeling (SEM) was used to test the hypotheses on the effects of these understanding of sustainable development and digital literacy to leadership competencies, as well as the regulatory role of curriculum integration in universities. The results confirm that sustainability literacy and digital literacy will significantly improve leadership competencies, and curriculum integration further enhances this effect. The results of the study show that students exposed to integrated courses on sustainability and technology demonstrate greater readiness to lead sustainable logistics operations than students in traditional training programs. This study contributes to both theory and practice by providing empirical validation for educational models that link sustainability and innovation to leadership outcomes. In addition , it recommends that universities systematically integrate sustainability and digital content into their curricula, and that industry partners should enhance experiential learning opportunities. In this way, business education can better align with the transforming needs of sustainable logistics leadership in the digital age.

Keywords: sustainable supply chain, digital innovation, business education, leadership development, logistics, structural equation modeling

Innovating Educational Enterprise Governance in Vietnam: The Role of Digital Transformation and Sustainable Leadership in the Higher Education Context

Nguyen Thi Loan

Dong Nai Technology University

Amidst Vietnam's national push for digital transformation and the growing demand for sustainable educational practices, university-affiliated educational enterprises face significant governance challenges. This study aims to investigate the combined impact of digital transformation and sustainable leadership on reshaping governance models within Vietnam's higher education sector. Grounded in empirical data collected from ten universities and affiliated educational enterprises, the study employed a qualitative case study approach, utilizing semi-structured interviews with 25 managerial staff and extensive document analysis. The findings reveal that digital initiatives contribute to improved operational efficiency and service delivery, while sustainability-oriented leadership plays a critical role in fostering stakeholder trust, adaptability, and institutional resilience. Furthermore, the study identifies a recurring gap between technological investments and leadership capacity, particularly among public university enterprises. Based on these insights, the study proposes a contextualized governance framework that integrates digital adoption with leadership development, contributing to both academic discourse and practical reforms aligned with Vietnam's Education Development Strategy 2030.

Keywords: digital governance, sustainable leadership, educational enterprises, higher education reform, Vietnam

Information Technology Governance Practices of Selected Higher Education Institutions in Calabarzon: Basis for IT Governance Procedures Manual

Dr. Farley Abrigo L. Abrigo¹, Dr. Claudia Odette J. Ayala², Dr. Rogel L. Limpiada³.

¹First Asia Institute of Technology and Humanities (FAITH) Colleges, ²Manuel S. Enverga University Foundation, Inc.

³Colegio de la Ciudad de Tayabas

The study explored the current Information Technology Governance (ITG) practices in the higher educational institutions (HEIs) in the CALABARZON region recognized by the Commission on Higher Education (CHED) as Centers of Excellence (COE) or Centers of Development (COD) in Information Technology (IT). The study is a mixed method research that examined the ITG implementation in CALABARZON region HEIs. This used a structured questionnaire in the quantitative approach to determine the corporate governance practices in IT as perceived and experienced by the respondents. Qualitative analysis supported gathered data served as basis in producing the output of the research which is an IT Procedures Manual applicable for HEIs. HEIs utilized ITG standard frameworks such as BiSL, Campus++, ISO27001, ITS CMM-IT, and ISO38500, while ISO27001 and PMBOK were being considered in the future. The respondents perceived a manageable degree of implementation of best practices in HEIs' IT Governance, as well as rated high degree of implementation across information systems and ITG mechanisms among HEIs. The study revealed that HEIs mostly implemented and practiced standard ITG frameworks. Respondents assessed that their institutions' IT Governance were in manageable level of maturity. HEIs embraced Quality Assurance Framework; practiced IT goals alignment; and endeavored promoting institution-wide view of IT. The potential opportunities were Continuous Improvement for ITG, IT Resource Utilization, and Top-Level Management as ITG Champion. While, the primary barriers were lack of proper trainings, migrating to learning management system utilization, and the stakeholders' resistance to change.

Keywords: IT Governance, IT Governance Framework, IT Governance Maturity, IT Governance Mechanisms, IT Governance Procedures Manual

Vietnam's Green Transition: Opportunities, Challenges, and Policy Solutions in the Global Context

Pham Thi Hoan Nguyen¹, Assoc.Prof. Bui Van Huyen², Assoc.Prof. Dinh Thi Nga³

¹Faculty of Economics -Management, Dong Nai Technology University, ²The Institute of Economics-Society and Environment, Ho Chi Minh National Academy of Politics, ³The Institute of Economics-Society and Environment, Ho Chi Minh National Academy of Politics

Email: phamthihoannguyen@ntu.edu.vn, huyenqlkt@gmail.com, nga79qlkt@yahoo.com.vn

In the face of intensifying climate change and environmental degradation, green growth has emerged as a strategic development model that reconciles economic expansion with environmental protection and social equity. For Vietnam, one of the countries most vulnerable to climate risks, the green transition is both a survival imperative and an opportunity to enhance competitiveness, resilience, and long-term prosperity. This study examines Vietnam's green growth in the global context, highlighting recent achievements, identifying key opportunities and challenges, and proposing strategic solutions to accelerate the transition.

Keywords: Green growth, sustainable development, Vietnam, net-zero transition, policy reform, carbon markets, green finance.

Beyond Clicks and Modules: Evaluating Canvas LMS Adoption and Its Impact on Teaching and Learning at Northwestern University

Eric Parilla, Philipp Agtarap, Jerry Castro

Northwestern University

Email: eric.parilla@nwu.edu.ph

This study further examines the effective utilization of Canvas Learning Management System (LMS) among students and teachers at Northwestern University, applying the Technology Acceptance Model (TAM), Unified Theory of Acceptance and Use of Technology (UTAUT), and the Sociocultural Theory framework. It has a descriptive-evaluative design; data were collected from 1,246 respondents using a structured questionnaire. Results show that Canvas users, i.e., both students and teachers, mostly used core Canvas features such as modules, assignments, and announcements but rarely used features like discussion boards and Canvas Studio that facilitate collaboration and encourage more dynamic interactions. Perceptions of Canvas were very positive across all constructs, with teachers having a slightly higher satisfaction level. Linear regression analysis displays institutional support and user perception as the main predictors for effective utilization, accounting for 77.6% of the variance. Although engagement, instructional delivery, and learning enhancement are generally considered positive uses of Canvas, the need for better training to encourage pedagogical integration and the use of interactive features has been identified. In conclusion, the obligation for supporting Canvas investments would lie in strategic actions taken at the institution. The study suggested ways to maximize the impact and adoption of Canvas in the realm of higher education, namely through regular training, peer mentoring, incentives for innovation, and building a culture through leadership.

Keywords: Canvas LMS, technology acceptance, instructional impact, user perception, institutional support, learning management system, higher education, TAM, UTAU

Linking Multidimensional Poverty and Customer Satisfaction: A 2024 Cooperative Case Study from the Philippines

Gemar G. Perez¹, Irene H. Maralit, Nickie Boy A. Manalo, Katherine T. Arellano

This study investigates the relationship between multidimensional poverty and customer satisfaction within the context of a cooperative feed mill in the Philippines, focusing on the mediating role of the number of years as a customer. The objective is to understand how varying levels of poverty influence customer satisfaction and whether long-term membership in the cooperative alters this dynamic. A descriptive survey design was employed, utilizing a sample of 3,265 cooperative customers selected through stratified random sampling. Data were collected using two sets of structured questionnaires—one measuring customer satisfaction and the other assessing poverty across key dimensions such as health, education, housing, employment, and social inclusion. Findings show that higher levels of poverty are significantly associated with lower customer satisfaction. However, the length of time a customer has been with the cooperative mediates this relationship, with longer tenure correlating with greater satisfaction despite poverty levels. The study also identified significant differences in satisfaction and poverty experiences based on age and status of customer, but not by sex. The study concludes that customer tenure serves as a key buffer against the adverse effects of poverty on satisfaction. These findings provide practical implications for cooperative management, highlighting the value of member retention and the importance of addressing multidimensional poverty to enhance service outcomes.

Keywords: Customer Satisfaction; Cooperative Membership; Feed Mill Industry; Multidimensional Poverty; Mediation Analysis

The Effect of Brand Equity on Customer Satisfaction Towards Brand Loyalty of Select Restaurants in Caloocan City

Jeremiah Palmiano¹, Adolf Josef Yao^{2,3}, Angelita T. Regala³, Jhon Daniel Pamandan⁴, Christopher Correa⁴, Irene Bugay²

¹FEU Diliman, Polytechnic University of the Philippines, Manila City, ²City of Malabon University, ³Our Lady of Fatima University

⁴La Concepcion College SJDM

¹Corresponding Author: jeremiah.palmiano@outlook.com

This study investigates vital factors influencing consumer behaviour in the competitive restaurant sector, where understanding the interplay among brand equity, customer satisfaction, and brand loyalty is crucial for sustained success. A research gap exists in comprehensively understanding the direct and indirect relationships of these constructs within the specific Caloocan City market. This study aims to address this gap. To achieve this, the study's objectives are to assess the levels of brand equity (awareness, perceived quality, association, image), customer satisfaction, and brand loyalty. It also aims to examine the direct effects of brand equity components on customer satisfaction, determine customer satisfaction's direct impact on brand loyalty, and analyse the indirect effects of brand equity on loyalty mediated by satisfaction. Adopting a quantitative research design, data will be collected from Caloocan City restaurant customers via survey questionnaires. Analysis will employ descriptive statistics and Structural Equation Modeling (SEM) to test hypotheses. Key findings are anticipated to reveal how brand awareness, perceived quality, brand association, and brand image directly influence customer satisfaction. The study further expects to confirm customer satisfaction's significant role as a direct predictor of brand loyalty and a crucial mediator for brand equity's indirect effects. Implications are substantial for restaurant stakeholders. Practically, findings will offer actionable strategies for building more substantial brand equity, enhancing customer satisfaction, and fostering loyalty. Theoretically, this study contributes empirical evidence to consumer behaviour and brand management literature, specifically within Caloocan City.

Keywords: Brand Equity, Customer Satisfaction, and Brand Loyalty

The Role of Institutional Support in Shaping the Micro, Small, Medium Cooperative Directions in Southern Mindanao

Catlyn O. Pongot, Anna Rose A. Mendez, Bai Jasmin G. Mentang, Monjo H. Viola, Jioniel O. Eneria

Notre Dame University

Email: pongot.co@ndu.edu.ph, mendez.ara@ndu.edu.ph, mentang.bg@ndu.edu.ph, viola.mh@ndu.edu.ph, eneria.jo@ndu.edu.ph

This study investigates the role of institutional support both governmental and private in shaping the strategic directions of cooperatives in Southern Mindanao, Philippines. Specifically, it examines how cooperative objectives and management interests vary across micro, small, and medium-sized cooperatives, and whether external support influences these directions. Using a quantitative descriptive-comparative design, data were collected from 123 multipurpose cooperatives operating for at least five years. A self-constructed questionnaire measured cooperative direction and institutional support, with reliability coefficients of .928 and .847 respectively. Statistical analyses included ANOVA, Kruskal-Wallis H test, and linear regression. Findings revealed no significant differences in cooperative direction or institutional support across cooperative sizes, suggesting that strategic orientation is guided more by cooperative principles and regulatory frameworks than by asset level. However, regression analysis confirmed that institutional support significantly predicts cooperative direction, accounting for 18.1% of its variance. This underscores the importance of accessible and targeted support mechanisms in enabling cooperatives to pursue expansion, innovation, and operational efficiency. The study concludes that while cooperative size does not inherently determine strategic direction, institutional ecosystems play a pivotal role in shaping cooperative growth. Recommendations include enhancing outreach, simplifying access to support, and fostering partnerships to ensure that cooperatives of all sizes can translate institutional support into meaningful development outcomes.

Keywords: Cooperative Direction, Objectives, Management Interest, Government Support, and Private Firm Aid

Sustainable Talent Development through Reflective Portfolios in Contributions to the Development of Critical Self-Awareness among BA Students

¹Kathleen U. Pulmones, Franklin E. Ayuson, Divrales S. Dela Cruz, Roent Lloyd M. Ylagan
World Citi Colleges-Quezon City

¹Corresponding Author Email: kathleen.u.pulmones@gmail.com

This study aims to study the continuity of using reflective portfolios in the development of critical self-awareness to prepare the students to be future-ready professionals. The College of Business Administration utilizes Gibbs Reflective Cycle and makes effort to collect reflective portfolios from individual students at the end of each semester to show a reflective record of professional development throughout time. The purpose of the portfolio is to highlight some of the students' best work" from a certain period of their academic careers. Additionally, it signifies the accomplishment of the goals of the program and the professional course, integration of sustainable education practices as well as the anticipated outcomes and enhanced abilities to equip the business students to be competent and thrive in the landscape of business education. (Professional Courses Reflective Portfolio College of Business Administration 2nd Semester 2022-2023). This study participated by 20 % of the students enrolled in Bachelor of Science in Business Administration of World Citi Colleges- Quezon City for the Academic Year 2023-2024 assessed the effectiveness of reflective portfolio in contribution to the development of Critical Self-Awareness. Prior to the adoption of the reflective portfolio, it was determined through observation and evaluation that they did not recognize their accomplishments and are contented to submission of requirements on time and compliance, which has detrimental impact on the standards and lead to low or satisfactory ratings. This study helps students to evaluate their abilities through their successes. Additionally, to extract the factors that led them to submit the requirements just for compliance and necessity. This contributes to the institution's strategic goal to radically increase the transformation of average students to excellent graduates.

Keywords: Reflective Portfolio, Gibbs Reflective Cycle, Professional Courses, accomplishments, Institutional Goals

Influence of Senior High School Factors and Academic Performance of Business Administration Students

Mima M. Villanueva, Rammy A. Lastierre

STI West Negros University

Email: mima.villanueva@wnu.sti.edu, rammy.lastierre@wnu.sti.edu.ph

This study examined the influence of senior high school factors, specifically strand, school type, and school location, on the academic performance of 111 Business Administration students of STI West Negros University for School Year 2024–2025. Students' General Weighted Average (GWA) across all subjects taken in the semesters preceding their final year in college provided the information for the academic performance. Using the Mann-Whitney U Test, the study compared academic performance between students from the ABM and non-ABM strands, public and private senior high school graduates, and between those from within and outside the city. The findings revealed that while ABM strand graduates, who were expected to have an advantage in business courses, outperformed GAS and TVL students, they performed lower than their STEM and HUMSS counterparts. Results also showed that students from public senior high schools performed significantly better than those from private schools, and no significant difference was found in the academic performance between graduates of schools within and outside the city. Overall, the study established that strand and school location do not significantly affect the academic performance of business administration students. Still, the type of school, whether public or private, does show a significant difference. These results suggest that success in the Business Administration program is not exclusively determined by SHS specialization or geographic accessibility of schools. However, the stronger performance of public school graduates highlights an area that merits further exploration.

Keywords: Senior high school factors, senior high school strands, type and location of the school, business administration students, academic performance

Greening Associations: A Practice-Based Learning Inquiry into Strategies, Challenges, and Best Practices

Dr. Jennifer T. Ramos

San Beda University- Department of Marketing Management

Email: jtramos2k@gmail.com / jramos@sanbeda.edu.ph

Many professional associations in the Philippines—such as the Philippine Marketing Association (PMA), the Philippine Association of Collegiate Schools of Business (PACSB) and Council of Marketing Educators (CME) —face challenges and opportunities in maintaining member value, diversifying revenue, managing leadership transitions, and integrating digital and sustainability practices. This qualitative study used semi-structured interviews with association officers and secretariat from PMA, PACSB and CME to explore practices in finance, governance, digital knowledge, and partnerships. Initial findings highlighted associations innovating through blended revenue models, adaptive governance, and digitally enabled engagement. However, challenges like limited digital readiness and reliance on membership dues persisted and converted it to challenge to opportunity for these associations. The research design is appropriate for examining complex organizational practices in evolving contexts, as it enabled researcher to integrate real-world investigation with collaborative sense-making. The study underscored the power of practice-based collaboration—peer learning, shared initiatives—for accelerating

“greening” efforts across associations. These insights inform the development of an “Association Playbook” of context-aware, qualitative strategies for sustainable association management.

Keywords: Greening Associations, Strategies, Challenges, Practices, Practiced Based Learning

Integrating Cybercrime Prevention into Sustainable MSME Practices and Business Education

Yasmin Pascual-Dormido

STI West Negros University, Bacolod City, Philippines

Email: ypascual77@gmail.com

The study examines the implications of cybercrime prevention compliance for micro, small and medium enterprises' (MSMEs) resilience and business education. Specifically, it investigated the extent of compliance of police officers and punong barangays with the Cybercrime Prevention Act of 2012, focusing on offenses against data confidentiality, computer-related offenses, and content-related offenses. Police officers and barangay chiefs were chosen as respondents because they are frontline law implementers whose proactive actions directly affect the security environment in which local MSMEs operate. Grounded on Institutional Theory, the study utilized a descriptive-comparative design with the Mann-Whitney U test to examine differences in compliance across age, sex, and length of service. Findings revealed a generally high extent of compliance, with penalties against identity theft and cyber libel most strictly enforced. Lower compliance, however, was observed in preventive measures, such as building secure digital environments and regulating social media use. The gap underscores the need to shift from reactive penalties to proactive strategies safeguarding data and digital assets. Compliance was shaped more by institutional mandates than sex, but varied with age and length of service, with younger and less experienced officers exhibiting higher adherence, reflecting digital nativity and technological fluency. Sustaining compliance, therefore, requires stronger preventive strategies, capacity-building, and bridging generational gaps in digital literacy. Weak preventive practices at the community level expose MSMEs to data breaches and fraud. Research findings, presented to the local chamber of commerce, led to recommendations: embed applied cyber risk management in business curricula, foster enterprise-law enforcement partnerships on cyber awareness, and integrate intergenerational digital skills training. These insights highlight the critical role of business education in preparing leaders to build resilient organizations in the digital economy.

Keywords: Cyber security and MSMEs, digital risk management, business education, cybersecurity governance, organizational compliance practices

Risk Factors and Mitigation Practices in App-Based Delivery Services: Basis for an Action Plan Toward Operational Sustainability and Policy Development in the Philippines

Noel B. Agustin¹, Hazel P. Mina, Edison M. Mina, Jennifer G. Fronda

Nueva Ecija University of Science and Technology, Nueva Ecija, Philippines

¹Corresponding Author Email: nagustin289@gmail.com

This study examined the risk factors and mitigation strategies associated with app-based delivery services in Cabanatuan City, Nueva Ecija, aiming to develop a strategic action plan to improve the welfare and working conditions of delivery riders. The rapid growth of digital platforms, particularly during the COVID-19 pandemic, has reshaped local commerce and employment while exposing riders to multiple vulnerabilities, including occupational hazards, economic insecurity, legal ambiguity, and technological disruptions. Findings indicate that riders rely heavily on gig work as their primary source of income yet face inadequate insurance coverage, limited social protection, and ongoing operational challenges. Riders cope with these risks through informal strategies such as peer support, the use of personal protective equipment, adherence to self-imposed safety protocols, and participation in online forums to exchange safety updates and best practices. The proposed action plan emphasizes collaboration among platform operators, government agencies, and rider associations to promote sustainable operational practices and inform policy development. By highlighting the interaction between operational risks, mitigation strategies, and institutional support, this study contributes to the discourse on labor rights in the Philippine gig economy and supports legislative initiatives such as Senate Bill No. 2302, which aims to address exploitative practices in the sector. The findings provide evidence-based recommendations for creating a delivery service model that balances platform efficiency with rider protection and welfare.

Keywords: app-based delivery services; gig economy; Senate Bill No. 2302; delivery riders; platform labor rights

Organizational Capacities and Enterprise Level and Sustainability of Community-Based Enterprises Towards an Inclusive Sustainable Community-Based Enterprise Framework

Mark Mata Sotto

Cagayan Valley Computer and Information Technology College, Inc.

Email: invite.marksotto@gmail.com

Community-based enterprises (CBEs) are local organizations promoting economic and social well-being. They include community members in decision-making and tackle local concerns through inclusive and sustainable activities. This research utilized the community-based sustainability program model to determine community-based enterprises' best practices, challenges, and sustainability. It employed a quantitative-qualitative method to evaluate the sustainability of the enterprises. The participants were chosen using the purposeful criterion sampling approach, of which data were collected from registered community-based enterprises through key informant interviews and patterned questionnaires. Findings revealed that community-based enterprises (CBEs) demonstrate high on organizational capacity, especially in leadership, governance, strategic management, and financial management, but need help with administrative and personnel management. CBEs face various issues across multiple operational areas despite the best governance and strategic management practices. They also face significant challenges in governance, strategic management, and financial management which

include limited expertise, workforce shortages, and budget constraints. Administrative issues include inadequate training, role overlap, and limited employee incentives. Weak networks hinder resource mobilization, and staffing and budgetary limitations hinder program development. Monitoring and evaluation need more interest, as well as tools for practical data analysis. Also, enterprises excel at integrating program-specific, organization-specific, and community-specific elements, emphasizing a multifaceted approach to achieving sustainability and success. Ultimately, a framework aimed to guide CBEs toward sustainable development was proposed through the integration of best practices to develop organizational capacity and enterprise-level competencies and a sustainability model to guide program, organization, and community-specific community-based enterprises.

Keywords: Community-based Enterprises, Inclusive Sustainable Framework, Organizational Capacities, Sustainability

Awareness of Students of Business Programs on Business and Human Rights: Basis for Educational Interventions in Philippine Universities and Colleges

John Angel N. Bautista, MA, JD¹; Michaella D. Castillo, DBA²

University of the Assumption, City of San Fernando, Pampanga

¹Corresponding author; E-mail: johnangel.bautista@ua.edu.ph, ²michaella.castillo@ua.edu.ph

In response to the escalating human rights abuses associated with corporate activities and their impact on individuals and communities, the Business and Human Rights (BHR) framework has gained significant prominence. This framework positions corporations as duty bearers, responsible for respecting human rights and ensuring that their operations do not negatively affect affected stakeholders. It is therefore imperative that business students are well-informed about these developments in international business practice. This study employed a descriptive, mixed-method approach, using a survey as the primary data collection tool, to assess the awareness of business students in the Philippines regarding general and specific BHR concepts, principles, and issues. It also explored their sources of information and their preferred modes of learning. Findings reveal that while respondents are generally “very aware” of human rights as a broad concept, they are only “moderately aware” of the implications of business practices on human rights, and “slightly aware” of BHR and the United Nations Guiding Principles on Business and Human Rights (UNGPs). Moreover, respondents demonstrated a “moderate awareness” of specific BHR principles, a trend consistent across all measured indicators. The study also found that students primarily learn about these concepts through university courses and express a preference for a blended approach to BHR education, combining school-based and community-based learning. Based on these findings, the study recommends the adoption of targeted educational interventions to enhance students’ understanding of Business and Human Rights.

Keywords: business and human rights, sustainable development, human rights education, business education, curriculum review

Mediating Role of Tourist Experiential Quality Between Satisfaction and Behavioral Intention in Gastro-Tourism

Glen de Leon, Asuncion Ramos, Alicia Pedraco, Darlene Panghulan, Donna Abude, Sherwin Villaria

City of Malabon University

Corresponding Author: jeremiah.palmiano@outlook.com

This study investigates the mediating role of tourist experiential quality between satisfaction and behavioral intention in gastro-tourism, a rapidly growing sector where culinary offerings critically influence destination loyalty. Despite its significance, research lacks a nuanced understanding of how gastronomic experiences translate into future tourist behaviors and the specific role of restaurants in this dynamic. This research aims to address this gap by proposing and testing a model through which satisfaction, experiential quality, and behavioral intention are interconnected. Employing a descriptive correlational research design, data from 305 gastro-tourists in Malabon City were analyzed using Structural Equation Modeling. Key findings confirm that satisfaction significantly impacts experiential quality and behavioral intentions. Crucially, experiential quality partially mediates the relationship between satisfaction and behavioral intentions, highlighting its vital role in fostering repeat visits and recommendations. These results provide methodological implications for future tourism research and practical implications for destination managers to strategically enhance culinary experiences, transforming satisfied tourists into loyal advocates and ensuring long-term tourism success.

Keywords: Gastro-tourism, Experiential Quality, Tourist Satisfaction, Behavioral Intention, and SEM

