



2nd SPUP INTERNATIONAL RESEARCH CONFERENCE 2016



The Official Newsletter of the 2nd SPUP International Research Conference

Jan. 14-16, 2016

SPUP spearheads 2nd International Research Conference



IRC2 Opening Ceremonies.

Cognizant of the enormous role of research in advancing education and in responding to the challenges and opportunities posed by the ASEAN Integration, St. Paul University Philippines spearheaded the 2nd International Research Conference with the theme, “Towards an Integrated ASEAN Community,” last January 14-16, 2016, at the SPUP Global Center.

In her opening remarks, Sr. Merceditas Ang, SPC, the University President, stressed the need for interdisciplinary approaches and greater international collaboration and networking due to global economy and cross-border mobility of learners and workers. Such can be addressed through research and its milestone convergence of specialists, researchers, educators, practitioners and students. Hence,

she stated, At SPUP, research is a priority.

The conference featured prominent keynote and plenary speakers: Mr. Ho Sun Yee, a Partner of Decision Process International, Singapore Managing Consulting discussed *Strategic Thinking towards a More Integrated ASEAN*; Dr. Krisana Kraisu-tu, a Thai Pharmaceutical Consultant, shared experiences with and practices on local productions and distribution of medicines in Thailand and in many African countries as she explained her topic on *Health and Wellness*; Dr. Federico Macaranas, a Professor from Asian Institute of Management, presented the *Challenges, Strategies, and Prospects for Enhanced ASEAN Collaboration*; Atty. Lily Freida M. Milla, Director for International Affairs of the Commission on Higher Education, delivered a talk on

By Mrs. Evelyn Pacquing

Paradigms in Education for Global Competence; and Dr. Harold Peter Kuiper, a Retired Professor, Fresno College, California, USA, lectured on *Stress Reduction towards Greater Productivity in Research*.

In addition to keynote speeches and plenary talks, concurrent sessions were held showcasing 157 researches on the most innovative technologies, trends and practices related to ASEAN Integration and other domains, namely, Global Education, Health Sciences, Technology and Engineering, Science and Mathematics, Environmental Stewardship, Business and Hospitality Industry, and Spirituality, Language and Humanities.

During the welcome re-

ception, the delegates delighted themselves with local/native delicacies of the region as they were entertained by a mix of Philippine and other ASEAN songs and dances prepared by Paulinian students. The busy 3-day event culminated with a short ASEAN-inspired production numbers by the University's Basic Education students, and an excursion featuring tourist landmarks of Cagayan Valley, such as Tuguegarao's Sts. Peter and Paul Cathedral, Peñablanca's Callao Caves, Iguig's Calvary Hills, Piat's Basilica Minore, as well as a leisurely travel to Sta. Ana, the Boracay of the North.





SPUP President's Welcome Message



Sr. Merceditas Ang, SPC, welcoming guests and delegates.

Amid the increasing momentum to embrace the challenges and opportunities of the ASEAN Integration, St. Paul University Philippines organized the 2nd SPUP International Research Conference with the theme, "Towards An Integrated ASEAN Community." This is a milestone convergence of researchers, educators, practitioners, and graduate school students who are enthusiastic to share significant studies related to the ASEAN Integration and other areas like global education, health sciences, technology and engineering, environmental stewardship, science and mathematics, business and hospitality industry, governance and policy, spirituality, language and humanities.

We warmly welcome all the local and international participants. May you enjoy the hospitality of the people of Tuguegarao and the idyllic surroundings. We are honored by your inspiring presence. Together, we can make great things happen.

The expertise of the speakers and presenters assure us of an interesting, informative, and productive professional sharing, updating, and networking among the participants. The global economy and across-border mobility of learners and workers would necessitate an interdisciplinary approach and greater international collaboration and networking. Through this international research conference, we want to deepen our understanding and commitment to be active participants of the ASEAN Integration.

We hope and pray for a successful and meaningful research conference that can pave the way towards a highly progressive and flourishing ASEAN Community. May bountiful blessings be showered upon all the participants, organizers and sponsors.



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Strategic Thinking Process: Driving Force Towards a More Integrated ASEAN



MR. HO SUN YEE

Mr. Ho Sun Yee of Singapore Management Consulting, delivered the first plenary session on “Strategic Thinking Process: The Driving Force Towards a More Integrated ASEAN,” emphasizing that strategic thinking is a far better approach to problem resolution than strategic planning. He presented the compelling difference between strategic thinking and strategic planning to highlight his contention.

As partner of Decision Processes International Management Consulting in Singapore, Mr. Ho spearheads the advocacy team that employs strategic

thinking in addressing business and social issues. He was very generous in sharing his various experiences to the conference participants on the success stories of his team, especially on the use of the three interlocking processes critical in the success of any organization: strategic thinking, strategic product innovation, and strategic information management.

Mr. Ho also shared that organizational success begins with the creation of a sandbox where leaders can experiment, control, and direct opportunities for change and development. He stressed that it is essential to challenge attitudes, behaviors, beliefs, norms, and practices to facilitate supremacy in relation to the said organizational sandbox. Consequently, the organization’s driving force will surface and more breakthroughs will be fostered. He simply enumerated that the organization’s driving force can either be markets, segments, users, customers, or products.

Added to determining organiza-

tional driving force to achieve success, Mr. Ho shared the significance of identifying organizational strengths and weaknesses along technologies, skills, expertise, capabilities, methods, knowhow and competencies. He accentuated that capitalizing on organizational strengths and overpowering organizational weaknesses eventually lead to new strategic options that will shape the road to organizational success.

Mr. Ho capped his talk with the Bible, “I have seen something else under the sun: The race is not to the swift or the battle to the strong, nor does food come to the wise or wealth to the brilliant or favor to the learned, but time and chance happen to them all.” (Ecclesiastes 9). He challenged the participants to utilize strategic thinking in their respective organization as this is their contribution in building a more integrated ASEAN community.

By Dr. Ma Teresa Maguigad

Health and Wellness

DR. KRISANA KRAISINTU, Thai Pharmaceutical Consultant, extensively expounded the topic, “Health and Wellness.”

Dr. Kraisintu received her BS Pharmacy from Chiang Mai University, Thailand; M.Sc. in Pharmaceutical Analysis from Strathclyde University, U.K.; Ph.D. in Pharmaceutical Chemistry from the University of Bath, U.K. She is a Thai Pharmaceutical Consultant.

She shared her vast experience during the past 28 years, working extensively in the pharmaceutical industry in various roles of quality assurance, manufacturing research and business development for the discovery, development and commercialization of chemicals and natural pharmaceutical products.

As a pharmaceutical expert, she spearheaded the local production and increased access to life-saving medi-

cines in Africa, in particular, in the domain of Malaria and HIV/AIDS. She spearheaded the technology transfer for local production of HIV/AIDS-related drugs in Africa, Democratic Republic of Congo, Tanzania, and Mali.

Dr. Kraisintu makes use of her pharmaceutical expertise in Thai herbal medicine from development to the world market; in the global use of herbal medicine products; production of phyto-pharmaceuticals and cosmetics (from lab to market); introduces current trends in cosmetics for personal care; conducts conferences and demonstrations on the selection, development of raw material and technological levels in processing medicinal plants; promotes the efficacy of the herbal medicine and medicinal plants products; advocates new era of alternative medicines, innovative oriental medicine, aromatherapy; discusses the benefits of essential oils, reflexology, massage; demonstrates

how to reduce stress, anxiety, pain, low energy through the use of herbal medicines.

By Sr. Ma. Adelina Portillo, SPC



Dr. Krisana Kraisintu



Challenges, Strategies, Prospects of ASEAN Integration

Dr. Ferederico M. Macaranas from the Asia Institute of Management expanded the topic, “Challenges, Strategies, Prospects of ASEAN Integration.”

Macaranas anchored his plenary message on the fact that the Philippine plays huge part in the integration as it is the most rapidly emerging market in the ASEAN region with its sound economic fundamentals, especially the highly skilled, productive and young dynamic workforce. Hence, an urgent call for Good Governance in the light of the upcoming 2016 National Election in the Philippines in order to fully reap the benefits of integration through labor mobility, trade facilitation and connectivity and transforming into one ASEAN market.

Moreover, he gave a picture of

our Philippine Economic Situation where e emphasized on internal and external environment of business and organization, overcoming diversity and what have to be prioritized in the industries for globalization.

As strategies to address issue and concerns of this ASEAN Integration, he shared these striking lines from KPMG 2016, “Rather than physical infrastructure, it is perhaps the institutional connectivity and facilitation efforts that can generate higher returns to the economy, particularly on trade volumes.”

On the prospects on what needs to be done, Macaranas pined that the opportunities that the ASEAN Economic Community will bring about and how the Philippines can position itself as a game change in the region. In addition, he said that businessmen



Dr. Federico M. Macaranas

and investors can take full advantage of the integration as the country continues to become of the strongest economies in Southeast Asia.

The Golden Rule, “Do unto others as you would have them do unto you,” climaxed his talk.

By Mr. Alejo Cambri



Atty. Lily Freida M. Milla

Atty. Lily Freida M. Milla, CESO IV, CHED International Affairs Director, talked on “Paradigms in Education for Global Competence.”

According to Atty. Milla, “ASEAN Integration pushes REFORM in Philippine Higher Education, emphasizing the need to strengthen the capacity of Philippine Higher Education Sector to provide quality education. This is to leverage both national and local development

Paradigms in Education for Global Competence

to better prepare the Philippines for the ASEAN Integration.

She further elaborated on the policy reforms currently being undertaken in response to the ASEAN Integration vis-à-vis the paradigm shift in Philippine Higher Education. Such reforms are the following: Alignment of the Philippine Qualifications Framework to International Standards; Development of Standard Policies on Outcomes-Based Education and Typology-Based Quality Assurance; Revision of the General Education Curriculum, Transnational Education, Industry Partnership and Collaboration; Research-Based Innovative Program, and Academic Mobility.

Atty. Milla, however, remarked that

while these policy reforms are needed to build a system for globally competitive students, graduates and professionals, the ASEAN Integration challenges Philippine Higher Education to focus on Learner-Centered Education; Learning Competencies; Efficiency and Outcomes-Based Evaluation.

By Dr. Allan Peejay Lappay





STRESS REDUCTION TOWARDS GREATER PRODUCTIVITY IN RESEARCH

Dr. Harold Peter Kuiper concluded the 3-day research conference with his talk on “Reducing Stress for Greater Productivity in Research,” which revolved on this light: “The mindset at its best for pursuing truth and research.”

Dr. Kuiper started tricking the brains of the researchers by finding a way to connect 9 dots using only 4 lines. With this activity processed, the speaker encouraged the participants to think “outside the box” in order to remove stress blocks in

thinking creatively and analytically.

“Much of what we feel is determined by what we think,” asserted Kuiper, as he put emphasis on Cognitive Theory and the implication of the brain hemispheres.

Meanwhile, the session was transformed into an interactive discussion when the participants began to exchange insights on their personal coping mechanism from stress and anxiety, pondering on the theory of Transactional Analysis as

a counselling and therapeutic emotional tool with outcome-thinking protocol to back it up.

“Kuiper’s talk held us intact on our seats until the end of the program because of his incredible magnetism to interact and to tickle minds and emotions of his listeners,” said Mr. John Paul Tong, one of the research presenters.

His send-off message to the delegate researchers across countries: “Research work should not be a cause of



Dr. Harold Peter Kuiper

stress; rather, a window for greater opportunities to know the truth and to change the world.”

By Mr. John Kit Masigan



CLOSING MESSAGE

Dr. Agripina B. Maribbay
Overall Chair, SPUP-IRC2

My heart is filled with joy and thanksgiving as we come to the close of this conference. We have been enriched by the wealth of ideas and significant inputs shared by our highly competent speakers and presenters.

On behalf of the SPUP-IRC Organizing Committee, I would like to express my sincerest appreciation to all of you for your all-out support and active participation in this international conference.

It is safe to say that the conference was a success attracting delegates from Cambodia, Indonesia, Saudi Arabia, Singapore, Cameroon, Jordan, Thailand, USA, and the Higher Education Institutions from the different regions of Luzon, Visayas and Mindanao, Department of Education, and Health Agencies in Region 02.

Indeed, the conference provided great intellectual and social interactions among the participants. There is plenty to reflect upon from the immensely inspiring presentations of our renowned plenary speakers. From these presentations, we can draw out together some challenges that will inspire us to undertake more innovative and research-based projects and to forge partnerships, as we continue our journey towards an Integrated ASEAN Community.

I greatly appreciate the support of all our sponsors and benefactors for their invaluable contributions and support for the Conference, and last but definitely not the least, I would like to acknowledge the enormous efforts of the different working committees, the parallel session facilitators, faculty, staff, students and other volunteers that facilitated the conduct of activities throughout the event.

I trust that the program of events has provided you with a level of inspiration and motivation that will enable you to implement effective strategies and approaches that will promote education networking among ASEAN universities/colleges and enhance professional interactions and research collaborations.

I am confident that you found involvement in this conference both valuable and rewarding. Indeed, it has been a long journey towards ASEAN Integration, but the journey will continue.

I hope that you will keep good memories of this conference and we fervently pray and wish that everybody will have a safe journey home.

Congratulations and we look forward to working together with you in the near future.

What they say...

Compiled by: Sr. Mercedes Bacaoco, SPC

"WE ARE VERY GLAD TO BE WIRED ABOUT NEW DIMENSIONS OF RESEARCH AGENDA THAT IS ATTUNED TO THE FAST CHANGING DEMANDS AND CHALLENGES IN EDUCATION AND WORLD ORDER. MORE INTERNATIONAL CONFERENCES ON RESEARCH LIKE THIS ONE."
-FR. DENNIS EDRAJIN
LYCEUM OF APARRI

"ATTENDING IRC2 WA A GREAT OPPORTUNITY FOR ME. THE DIFFERENT RESEARCH PRESENTATIONS ENHANCED MY KNOWLEDGE, ESPECIALLY IN TERMS OF IMPLEMENTING EFFECTIVE STRATEGIES IN TEACHING BECAUSE IT IS IN LINE WITH MY COURSE."
-CONIE C. HIPOLITO
SASTE STUDENT- SPUP

"A GREAT EXPERIENCE, A WONDERFUL OPPORTUNITY SHARING INNOVATIVE MEASURES TO ADDRESS TECHNOLOGICAL CONCERN CONFRONTING PEOPLE'S LIES IN GENERAL. WE ARE GRATEFUL FOR THE VALUABLE INPUTS, CREDIBLE RESEARCH OUTPUTS, ESPECIALLY ON GLOBAL ISSUES."
-ENGR. JUN-JUN UDASCO
SITE-SPUP

"MY EXPERIENCE OF THE 2ND INTERNATIONAL RESEARCH CONFERENCE IS THAT I GOT THE GOOD PROSPECT FROM AN ASEAN COUNTRY, LOOKING FOR GROWTH OPPORTUNITIES IN THE ASEAN ECONOMIC COMMUNITY FOR A GREATER CHANCE OF SUCCESS."
-FRANSISKA KERON OLA
ACADEMI KEPERAWATTAN, DIRGAHAYU, SAMANANDA,
INDONESIA

"THIS IS THE FIRST EXPERIENCE FOR ME SO NOTHING CAN I SAY EXCEPT IT'S GREAT. OVERALL EVENT IS FANTASTIC. ALL OF THE PEOPLE IN THE PHILIPPINES ARE FRIENDLY."
-INTIN ANANINGSIH
PATRIA HUSADA HEALTH SCIENCE COLLEGE
BEITAR, INDONESIA

"IRC2 WAS A VERY ENLIGHTENING AND CHALLENGING EXPERIENCE. I WAS STRUCK BY THE STATEMENT OF DR. MACARANAS WHO SAID, "RESEARCH MUST BENEFIT THE POOR." AS A SOCIAL WORKER, THIS INTELLECTUAL ACTIVITY AFFIRMS IN ME THE BEAUTY OF RESEARCH AS A TOOL IN FINDING OUT THE ASSETS, NEEDS AND DIFFICULTIES OF OUR MOST NEEDY BROTHERS AND SISTERS FOR MORE HUMANE POLICY FORMULATION AND RESPONSIBLE DELIVERY OF WELFARE PROGRAM AND SERVICES. WITH THIS, I AM MOVED TO DO MORE!"
-HERMINIA DANA O
SASTE FACULTY - SPUP

"PRESENTING PAPER DURING IRC2 WAS A GREAT ACHIEVEMENT FOR ME. I HAVE LEARNED NEW THINGS FROM THE SHARING OF THE RESEARCH ENTHUSIASTS FROM THE LOCAL, NATIONAL, INTERNATIONAL LEVELS."
-CHARITO GUILLERMO
SBAHM-SPUP

"I WAS DEEPLY IMPRESSED BY OUR RECENT IRC2! MAJORITY OF THE SPEAKERS ARE MASTERS OF THEIR TOPICS. WHAT I ENJOYED MOST WAS THE SHARING, EXCHANGE OF QUESTIONS AND ANSWERS, EXCHANGE OF EXPERTISE - EVERYTHING PROFESSIONALLY CHALLENGING! ANOTHER THING THAT TOUCHED ME MOST WAS THAT THIS EVENT COULD HAPPEN HERE AT OUR VERY OWN SPUP. IT MAKES US HUMBLY PROUD, INDEED!"
-SR. SARAH MANAPOL, SPC
IIL - SPUP

"I AM GLAD TO EXPERIENCE MEETING SOMEBODY FROM A HEALTH INSTITUTION WHO WAS KIND TO ME, HELPING ME WITH INFORMATION, MATERIALS RELATED TO THE CONFERENCE."
-WIWIN MARTININGSIH
DIPLOMA III OF NURSING
POLTEKKES MALANG, INDONESIA

"I AM DELIGHTED WITH ALL THE INFORMATIVE PRESENTATIONS OF THE RESEARCH. I WOULD LIKE, AND I AM ALSO INTERESTED TO PRESENT MY PAPER IF CHANCE IS GIVEN. THANK YOU FOR UPDATING US IN THE FIELD OF RESEARCH."
-VALENTINE P. CERA
INTERNATIONAL SCHOOL OF ASIA AND THE PACIFIC

"AS A VISITOR TO ATTEND THIS CONFERENCE, THE ONLY THING THAT I WOULD COMMENT ABOUT IS COMMUNICATION SYSTEM. CONFERENCE SITE IS WEAK THAT WHEN I ARRIVED, I WAS NOT SURE IF I WOULD BE ACCEPTED. THANKS A LOT FOR YOUR GREAT WELCOME AND HOSPITALITY."
-SALEM S. HUMAIDON
SAUDI ARABIA

"IT WAS VERY FUN MEETING OTHER PEOPLE OF DIFFERENT NATIONALITIES FROM ASEAN MEMBER COUNTRIES."
-EUNICE MARIA ANGELICA HERRERA
KIRN - SPUP

"THIS IS MY FIRST TIME TO ATTEND AN INTERNATIONAL RESEARCH CONFERENCE AND I REALLY ENJOYED THE EXPERIENCE. THE PLENARY SPEAKERS WERE GREAT. THE RESEARCH PRESENTERS WERE AMAZING AND THE ORGANIZERS WERE VERY ACCOMMODATING. CONGRATULATIONS, SPUP, FOR A JOB WELL DONE! LOOKING FORWARD TO THE NEXT CONFERENCE."
-NINA ANNE BERNADETTE PAJAS
MEDICAL COLLEGES OF NORTHERN PHILIPPINES

"IT'S A PLEASURE TO BROADEN OUR KNOWLEDGE ON ASEAN INTEGRATION, PREPARING US TO BE GLOBALLY COMPETITIVE. I WISH TO BECOME A RESEARCHER EXPANDING MY KNOWLEDGE ON THIS ISSUE."
-LORNA D. DARILAG
BHS - ALCALA

"THE VENUE IS GREAT AS WELL AS THE SERVICE. THE FLOW OF THE PROGRAM IS WELL-ORGANIZED."
LIANNE ABUAN
CSU - ANDREWS

"THE 2ND SPUP INTERNATIONAL RESEARCH CONFERENCE PROVIDES AN OPPORTUNITY FOR RESEARCHERS TO PRESENT THEIR RESPECTIVE RESEARCHES WHICH ARE VERY INFORMATIVE AND TIMELY IN TODAY'S ISSUES. I GREATLY APPRECIATE THE SHARING OF KNOWLEDGE AND EXPERTISE DONE BY THE DIFFERENT SPEAKERS DURING THE PLENARY SESSIONS. I AM HOPEFUL THAT MORE CONFERENCES WOULD BE CONDUCTED BY SPUP."
-LARA JILL B. DOLLETON, MSN
DNS STUDENT - SPUP

"I'VE WITNESSED AN EXCELLENT RESEARCH CONFERENCE. IT DRIVES ME TO ENGAGE MORE IN RESEARCH. I AM LOOKING FORWARD FOR THE 3RD SPUP- IRC AND I HOPE I WILL BE ONE OF THE PRESENTERS."
-ROLANDO C. USITA, JR.
LASAM CENTRAL SCHOOL





ASEAN Integration: A Harbinger of Hope

Like any other academic institution that opens itself up to the opportunities and challenges posed by ASEAN integration, SPUP is poised to utilize research to increase awareness, allay fears, end ambivalence, and welcome the ASEAN spirit. The conduct of the 2nd International Conference (IRC2) is meant to lead in this direction.

IRC2 unveils significant insights. The prospect for the country is encouraging according to Prof. Federico Macaranas. The Philippines has one of the strongest economies in Southeast Asia so businessmen and investors can take full advantage of the integration. However, the gains remain out of reach unless good governance is in place.

EDITORIAL

Any success begins with a strategy. Traditionally, organizational success is attributed to strategic planning. Mr. Ho Sun Yee, however, believes that strategic thinking is a far more effective approach in addressing business and social issues than strategic planning, citing Singapore as an example.

This thinking-out-of-the box approach is also espoused by Dr. Harold Peter Kuiper who deems it necessary to remove stress blocks in thinking creatively and analytically.

Another success story that utilizes strategic thinking and thinking-out-of-the-box process comes from Dr. Krisana Kraisintu who organized technology transfer for the local production of drugs, increasing access to life-saving medicines for malaria and HIV/AIDS in Africa. Her use of herbal products as alternative medicine has been effective and helpful, particularly in the poor countries she served.

Over-all IRC2 proves to be a blessing. The parallel sessions reflect a vibrant culture of research, a good sign that Higher Education Institutions are strengthening their commitment to provide quality education for global competence through research.

ASEAN integration pushes for reforms in Philippine Higher Education, says Atty. Lily Freida M. Milla. IRC2 is SPUP's contribution in preparation for these reforms. ASEAN integration must not be considered as a disturbance but as a harbinger of hope for our economy.

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Holistic Healing: Synergy of Mind, Body and Spirit

By Mrs. Lita A. Jose

St. Paul University Philippines conducted its International Research Pre-Conference on January 13, 2016, at the SPUP Global Center with the theme, "Holistic Healing: Synergy of Body, Mind, and Spirit." Registration of participants started at 7:30 a.m.

The IRC2 Research Pre-Conference was attended by more than 400 participants, composed of senior citizens, international delegates, professionals as well as SPUP students of Psychology, Pharmacy, Medical Technology, Physical Therapy, Business Administration and Entrepreneurship.

Dr. Krisana Kraisintu, the Honorary Dean of Faculty of Oriental Medicines, Rangsit University and a visiting Professor at the Faculty of Pharmaceutical Sciences, Ubon Rajathanee University, Thailand, was the plenary speaker of said pre-conference.

In the afternoon, series of body-mind-spirit-based therapies were expanded by the following speakers: Sr. Mercedes D. Bacaoco, SPC, talked on Spiritual Healing; Ms. Kristine Mae F. Gante, gave lectures on Aromatherapy, the art and science of utilizing naturally extracted aromatic essences from plants to balance, harmonize and promote the health of body, mind and spirit; Dr. Ma. Teresa A. Maguigad centered her lecture on Stress Management (identification of stressors, its sources, symptoms, reduction and the discovery of stress management techniques for healthy living); Mrs. Elaine M. Avila discussed Diet Management, and Ms. Desiree Ricamora demonstrated on Massage Therapy (Reflexology). Dr. Ma. Teresa Maguigad provided the group with a Zumba video presentation and the audience energetically participated in the activity.

The Pre-Conference activity culminated with the giving of Certificates of Appreciation to the speaker and Certificates of Participation to the attendees.





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