

**THE EFFECTS OF SOCIAL NETWORKING SITES
IN THE DIGITAL PRINTING BUSINESSES**

**A Thesis Presented to the Faculty of
Bulacan State University
Sarmiento Campus**

**In Partial Fulfillment of the Requirements for the Degree
Bachelor of Science in Business Administration
Major in Management**

By:

Macatangay, Donna Mae P.

Manuel, Analyn B.

Paniso, Regine C.

October 2014

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
ABSTRACT

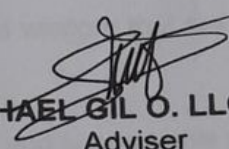
This research sought to determine the effects of Social Networking Sites in the Digital printing Businesses in City of San Jose Del Monte and Sta. Maria, Bulacan.

The respondents consisted of 40 business establishment owners or managers taken from the list provided by the Business permits and Licensing Office of San Jose del Monte and Sta. Maria, Bulacan. The descriptive method of research was employed because it is used to obtain information about present existing conditions needed in this study. The survey questionnaire was the instruments used in collecting data. To ensure impartiality on presentation, analysis and interpretation of data, the researchers used statistical tools such as frequency, percentage, mode, weighted mean and Likert Scale.

APPROVAL SHEET

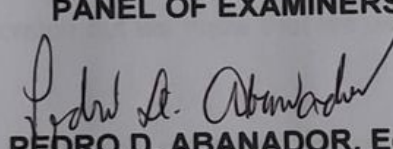
A thesis attached here to entitled, **THE EFFECTS OF SOCIAL NETWORKING SITES IN THE DIGITAL PRINTING BUSINESSES** prepared by Donna Mae P. Macatangay, Analyn B. Manuel, and Regine C. Paraiso, has been examine for examination on September 17, 2014.

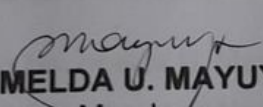

NELSON L. ONG
Management Research Instructor

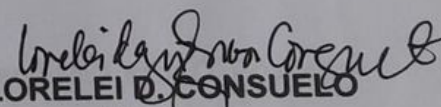

MICHAEL GIL O. LLORENS
Adviser

Approved by the Committee on Oral Examinations with a grade of 92.66 %.

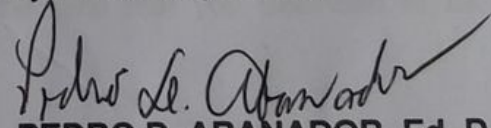
PANEL OF EXAMINERS


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Member


LORELEI D. CONSUELO
Member

Accepted in partial fulfillment of the requirements for the degree of
Bachelor of Science in Business Administration major in Management.


PEDRO D. ABANADOR, Ed. D
Campus Administrator

October 2014