



Gov. Alfonso D. Tan College
Maloro, Tanguib City

FACULTY

F – Performance Evaluation

- **List of**

**Presenter/Lecturer/Facilitator/
Panelist/Evaluator Participated
and their Documentations**



GOV. ALFONSO D. TAN COLLEGE
Maloro, Tangub City

Institute of Business and Financial Services



Marketing Research
Final Defense

March 27, 2019 (8:00 pm @ Research Office, GADTC)

No.	PROPONENTS	RESEARCH TITLE	PANEL 1	PANEL 2	CHAIRMAN	ADVISER	EDITOR
1	Ivy Baterna Aldren Carro	"Free Tuition: Challenges Encountered by Privated HEI's in Ozamiz City" (re-defense)	Felvys J. Corpuz, MBA	Rogelou Andam, M.ED	Ilyn R. Daguman, MBA	Celso Villariguez, MBA	Lilibeth Sayson, MAED
2	Mary Aive Q. Entervencion Anarose Patria	"Capability Building for Fast Employability of Marketing Management Students in GADTC" (re-defense)	Rogelou Andam, M.ED	Felvys J. Corpuz, MBA	Ilyn R. Daguman, MBA	Celso Villariguez, MBA	Lilibeth Sayson, MAED
3	Evidientes, Charmaine Bejec, Juvy Ann	"Existence of Belvedere View Deck: Knowledge of Neighboring Places" (re-defense)	Celso Villariguez, MBA	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Felvys J. Corpuz, MBA	Elvira Mangontra, MAED
4	Banawan, Charmel Salomon, Verdilyn	"IBFS Student's View towards Retention Policy" (re-defense)	Celso Villariguez, MBA	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Felvys J. Corpuz, MBA	Elvira Mangontra, MAED
5	Rebucas, Maria Divina Crusio, Billy	"Student's Attitude towards Research" (re-defense)	Celso Villariguez, MBA	Rogelou Andam, M.ED	Ilyn R. Daguman, MBA	Felvys J. Corpuz, MBA	Lilibeth Sayson, MAED
6	Vente Jr., Nestor L. Apenas, Berlyndale D.	"Cashless Payments Transaction Among Small and Medium Enterprises in Ozamiz City" (re-defense)	Celso Villariguez, MBA	Rogelou Andam, M.ED	Ilyn R. Daguman, MBA	Felvys J. Corpuz, MBA	Elvira Mangontra, MAED
7	Shiena Mae Deliman Clifford Morcillos	"Monitoring of Business Permit among Business Establishment in Tangub City" (re-defense)	Felvys J. Corpuz, MBA	Rogelou Andam, M.ED	Ilyn R. Daguman, MBA	Preachy Mae Esin, MPA	Lorra Alona Sambayon

Prepared by:

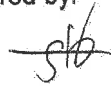

Nelyjoy C. Sabellano

Approved:


ILYN R. DAGUMAN, MBA

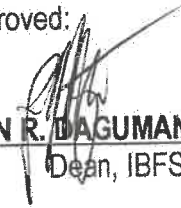
7	Aranton, Jenick A. Eyas, Winnah Mae S.	"Evaluating Customer's Expectation and Perception of SERVQUAL Dimension in Body Buidling and Fitness Center: Basis for Improvement"	Rogelou Andam, MT	Celso Villariguez, MBA	Ilyn R. Daguman, MBA	Lilibeth T. Sayson, MAED	Ms. Mary Antonette B. Ricafort
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Prepared by:



Nelyjoy C. Sabellano
IBFS, Instructor

Approved:



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Dean, IBFS



GOV. ALFONSO D. TAN COLLEGE
Maloro, Tangub City
Institute of Business and Financial Services



Marketing Research

Final Defense

March 4, 2018 (3:00 pm @ Research Office, GADTC)

No.	PROPOSERS	RESEARCH TITLE	PANEL 1	PANEL 2	CHAIRMAN	ADVISER	EDITOR
1	Digal, June Leslie Canoneo, Jessie	"Competitive Advantage Among Pottery Shops in Lopez Jaena, Misamis Occidental"	Celso Villariguez, MBA	Rogelou Andam, M.ED	Ilyn R. Daguman, MBA	Lilibeth Sayson, MAED	Mary Antonette Ricafort
2	Apales, Rico Yan Salawague, Roselle	"Employee's Motivation based on Herzberg Motivation-Hygiene Theory in Gov. Alfonso D. Tan College"	Celso Villariguez, MBA	Rogelou Andam, M.ED	Ilyn R. Daguman, MBA	Lilibeth T. Sayson, MAED	Ms. Mary Antonette B. Ricafort
3	Edna U. Sarep Richard Pacatang	"Impact of Typhoon Vinta to Cottage and Micro-sized Enterprises in Maranding, Lala, Lanao del Norte"	Celso Villariguez, MBA	Rogelou Andam, M.ED	Ilyn R. Daguman, MBA	Ms. Felvys J. Corpuz	Lilibeth T. Sayson, MAED
4	Judy Diana Barquilla Beth Tabamo	"Evaluation on Marketing Management: Basis for Curriculum Enhancement"	Rogelou Andam, M.ED	Celso Villariguez, MBA	Ilyn R. Daguman, MBA	Felvys J. Corpuz, MBA	Lilibeth Sayson, MAED
5	Judy Ann P. Aspira Reymart O. Lumaas	"Tracking Consumer Buying Behavior in Purchasing Grocery Items in Bonifacio Misamis Occidental"	Felvys J. Corpuz, MBA	Rogelou Andam, M.ED	Ilyn R. Daguman, MBA	Celso R. Villariguez, MBA	Ms. Mary Antonette B. Ricafort
6	Ricaforte, Ivan S. Bano, Roelyn T.	"Assessing the Causes of Employees' voluntary turnover in Gov. Alfonso D. Tan College: Basis for an Employee Retention Program"	Felvys J. Corpuz, MBA	Rogelou Andam, MT	Ilyn R. Daguman, MBA	Celso R. Villariguez, MBA	Ms. Elmie Joy Maquiling

9	Blessley Alilin Analyn Tamperatura	"Students Satisfaction on the Student Development Services Provided by Gov. Alfonso D. Tan College"	Celso Villariguez, MBA	Rogelou Andam, M.ED	Ilyn R. Daguman, MBA	Felvys J. Corpuz, MBA	Lilibeth Sayson, MAED
10	<i>Cities</i> Buhisan, Jolee Berth Head Palahang, Nhobemae <i>Sanitation</i>	<i>Tambaling Slaughter House</i> "Placement & Space Basis for Improvement"	Felvys J. Corpuz, MBA	Rogelou Andam, M.ED	Ilyn R. Daguman, MBA	Lilibeth T. Sayson, MAED	Ms. Mary Antonette B. Ricafort

11 *Piñan, Christopher*
Loren, Ithelyn *Competitive Mechanism*
of Skylite Commercial
towards its competitors

Prepared by:

Nelyjoy C. Sabellano
Nelyjoy C. Sabellano

Approved:

Ilyn R. Daguman
ILYN R. DAGUMAN, MBA



GOV. ALFONSO D. TAN COLLEGE
Maloro, Tangub City
Institute of Business and Financial Services



Marketing Research
Final Defense
March 7, 2019 (1:00 pm @ Research Office, GADTC)

No.	PROPONENTS	RESEARCH TITLE	PANEL 1	PANEL 2	CHAIRMAN	ADVISER	EDITOR
1	Aranton, Jenick A. Eyas, Winnah Mae S.	"Evaluating Customer's Expectation and Perception of SERVQUAL Dimension in Body Building and Fitness Center: Basis for Improvement" <i>Aranton</i>	Rogelou Andam, M.ED	Celso Villariguez, MBA	Ilyn R. Daguman, MBA	Lilibeth T. Sayson, MAED	Ms. Mary Antonette B. Ricafort
2	Lovely Marsala John Paul Cellona	"Implementation of Tax Reform for Acceleration And Inclusion (TRAIN) Law: It's effect to small business Retailers" <i>Marsala</i>	Celso Villariguez, MBA	Rogelou Andam, M.ED	Ilyn R. Daguman, MBA	Jaymar G. Requina, MPA	Lilibeth Sayson, MAED
3	Compayan, Jack D. Desmanos, Anjelle P.	"Retention Marketing of Kalea Café in Jeminez: Effectency in Drawing Customer's Loyalty" <i>Compayan</i>	Rogelou Andam, M.ED	Celso Villariguez, MBA	Ilyn R. Daguman, MBA	Lilibeth T. Sayson, MAED	Ms. Elmie Joy Maquiling
4	Elemento, Dale L. Delos Reyes, Ric Louie B.	"The Store Image Dimension of Apparel Retail Business" <i>Elemento</i>	Celso Villariguez, MBA	Rogelou Andam, M.ED	Ilyn R. Daguman, MBA	Lilibeth T. Sayson, MAED	Ms. Mary Antonette B. Ricafort
5	Dagpin, Danica <i>CSWA</i> Rodriguez, Eumar <i>new-ups</i> <i>minsubon</i>	"Sustainable Development of Banana Chips in Tangub City: Basis for Project Proposal" <i>Dagpin</i>	Celso Villariguez, MBA	Rogelou Andam, M.ED	Ilyn R. Daguman, MBA	Lilibeth T. Sayson, MAED	Ms. Mary Antonette B. Ricafort
6	Remienel A. Laygan Christian Sarajena	"Tangub City Public Market Positioning: Assessment on Sales, Customer Loyalty Retention and Real Property Tax Collection" <i>Laygan</i>	Felvys J. Corpuz, MBA	Rogelou Andam, M.ED	Ilyn R. Daguman, MBA	Lilibeth T. Sayson, MAED	Mary Antonette Ricafort
7	Malhin, Krizha Lou Alboroto, Felvin John	"Vendors and Purchasers Notions in Banning of Plastic Bags as Bagging Materials" <i>Malhin</i>	Felvys J. Corpuz, MBA	Rogelou Andam, M.ED	Ilyn R. Daguman, MBA	Lilibeth T. Sayson, MAED	Ms. Mary Antonette B. Ricafort
8	Malinao, Mae Chasty T. Dapat, Joash H. <i>DA</i>	"Implementing the System of Rice Intensification in Organic Rice Production in Tambulig, ZDS" <i>DA</i>	Celso Villariguez, MBA	Rogelou Andam, M.ED	Ilyn R. Daguman, MBA	Lilibeth T. Sayson, MAED	Ms. Mary Antonette B. Ricafort



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Maloro, Tangub City

Institute of Business and Financial Services



Marketing Research

Proposal Defense

February 18, 2019 (1:00 pm @ Research Office, GADTC)

No.	PROPONENTS	RESEARCH TITLE	PANEL 1	PANEL 2	CHAIRMAN	ADVISER	EDITOR
1	Luz Vi Minda Domdom Mylene Tagaan	"Utilization of Barcode Scanner System in Selected Establishment in Tangub City" (re-defense)	Lilibeth T. Sayson, MAED	Felvys J. Corpuz, MBA	Ilyn R. Daguman, MBA	Celso Villariguez, MBA	Preachy Mae Esin, MPA
2	Manuel Miguela Marivic Gumisad	"Professional Salesmanship and Sales Management of the Wet Market Vendors" (re-defense)	Rogelou Andam, M.ED	Celso Villariguez, MBA	Ilyn R. Daguman, MBA	Felvys J. Corpuz, MBA	Lilibeth Sayson, MAED
3	John Rey H. Acalain Jessa B. Lapid	"Retail Management among Dry Goods Vendors in Tangub City" (re-defense)	Rogelou Andam, MAED	Celso Villariguez, MBA	Ilyn R. Daguman, MBA	Felvys J. Corpuz, MBA	Lilibeth T. Sayson, MAED
4	Shiena Mae Deliman Clifford Morcillos	"Monitoring of Business Permit among Business Establishment in Tangub City" (re-defense)	Felvys J. Corpuz, MBA	Rogelou Andam, M.ED	Ilyn R. Daguman, MBA	Preachy Mae Esin, MPA	Lorra Alona Sambayon
5	Nova Banawan Neslene Magsalay	"Physical Environment: It's influence to customer's Dining decision in Selected Grills and Café's in Tangub City" (re-defense)	Celso Villariguez, MBA	Rogelou Andam, MAED	Ilyn R. Daguman, MBA	Felvys Corpuz, MBA	Elvira Mangontra, MAED
6	Honey Pearl L. Monares Retchell Rañoa	"Menu Item Considerations of Customers on Dining Intentions" (re-defense)	Celso Villariguez, MBA	Rogelou Andam, MAED	Ilyn R. Daguman, MBA	Felvys Corpuz, MBA	Elvira Mangontra, MAED

Prepared by:

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Approved:

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Maloro, Tangub City

Institute of Business and Financial Services



Marketing Research Proposal Defense

December 6, 2018 (1:00 pm @ Research Office, GADTC)

No.	PROPONENTS	RESEARCH TITLE	PANEL 1	PANEL 2	CHAIRMAN	ADVISER	EDITOR
1	John Rey H. Acalain Jessa B. Lapid <i>CHANGE TOPIC - Yadda to ESTABLISH THE EVIDENCE OR PROOF...</i>	"Causes of Workplace Stress in Gov. Alfonso D. Tan College on employees' performance in Tangub City: Basis for Stress Management" (re-defense)	Celso Villariguez, MBA	Rogelou Andam, MAED	Ilyn R. Daguman, MBA	Ms. Felvys J. Corpuz, MBA	Lilibeth T. Sayson, MAED
2	Junmark D. Castaño Jay D. Sayson	"Viability of One-Stop Shop in Gov. Alfonso D. Tan College" (re-defense) <i>Pass</i>	Lilibeth T. Sayson, MAED	Rogelou Andam, MAED	Ilyn R. Daguman, MBA	Celso Villariguez, MBA	Mary Antonette Ricafort, MAED
3	Marife Nano Clearigen Andales <i>to present again</i>	"Entrepreneurial Adaptation among Lechon Stations in Labangan, Zamboanga del Sur" (re-defense)	Lilibeth Sayson, MAED	Rogelou Andam, MAED	Ilyn R. Daguman, MBA	Preachy Mae Esin, IMPA	Ms. Elmie Joy Maquiling
4	Manuel Miguela Marivic Gumisad <i>Conditional but to present again</i>	"Professional Salesmanship Seminar-Workshop of the Wet Market Vendors in Tangub City: An Assessment" (re-defense)	Celso Villariguez, MBA	Rogelou Andam, MAED	Ilyn R. Daguman, MBA	Felvys J. Corpuz, MBA	Lilibeth Sayson, MAED
5	Maria Divina Rebucas Billy Crusio <i>to present again</i>	"BSBA-MM Student's Attitude and Anxiety Towards Marketing Research: Basis for Intervention Program" (re-defense)	Celso Villariguez, MBA	Rogelou Andam, MAED	Ilyn R. Daguman, MBA	Felvys Corpuz, MBA	Lilibeth Sayson, MAED

Prepared by:

SB
Nelyjoy C. Sabellano
IBFS, Instructor

ISANAWAN
SALOMON

SB
Felvys J. Corpuz
IBFS, Instructor

Change the Title
1st year BSBA & BSQA
Students: Their Difficulties
Towards Advanced Accty.
Principle
Redefense

Approved:

ILYN R. DAGUMAN
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Dean, IBFS

CELso VILLARIGUEZ, MBA

ROGELOU ANDAM, MAED

ILYN R. DAGUMAN, MBA

FELVYS CORPUZ, MBA

LILIBETH SAYSON, MAED




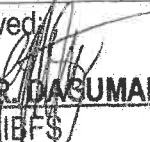
GOV. ALFONSO D. TAN COLLEGE
Maloro, Tangub City
Institute of Business and Financial Services



**Marketing Research
Proposal Defense**
October 4, 2018 (1:00 pm @ IBFS Office, GADTC)

No.	PROPONENTS	RESEARCH TITLE	PANEL 1	PANEL 2	CHAIRMAN	ADVISER	EDITOR
1	Nova Banawan Neslene Magsalay	Dinescape: It's influence in customer's overall ratings in selected casual dining restaurants of Tangub city	Celso Villariguez, MBA	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Felvys Corpuz	Lilibeth Sayson, MAED
2	Danica Dagpin Eumar Rodriguez	"Sustainable development of Banana Chips in Tangub City: Basis for Project Proposal" (re-defense)	Celso Villariguez, MBA	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Lilibeth Sayson, MAED	Mary Antonette Ricafort
3	Maria Divina Rebucas Billy Crusio	"Implication of Social Media Marketing of Alfaland in Maranding Lala, Lanao del Norte" (re-defense)	Celso Villariguez, MBA	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Felvys Corpuz	Lilibeth Sayson, MAED
4	Dale Elemento Ric Louie Delos Reyes	"The Importance of Store Image Dimensions in Apparel Retail: Female Customer Perception" (re-defense)	Celso Villariguez, MBA	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Lilibeth Sayson, MAED	Felvys Corpuz
5	June Leslie Dìgal Jessie Canoneo	"Competitive Advantage among Pottery Shops in Lopez Jaena, Misamis Occidental" (re-defense)	Celso Villariguez, MBA	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Lilibeth Sayson, MAED	Mary Antonette Ricafort

Prepared by:

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Approved:

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GOV. ALFONSO D. TAN COLLEGE
Maloro, Tangub City
Institute of Business and Financial Services



**Marketing Research
Proposal Defense**
October 3, 2018 (1:00 pm @ IBFS Office, GADTC)

1	Jolee Berth Buhisan Nhobemae Palahang	"Evaluation of Tangub City's Slaughterhouse Sanitation: Basis for Improvement" (re-defense)	Felvys J. Corpuz	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Lilibeth Sayson, MAED	Mary Antonette Ricafort
2	Marife Nano Clearigen Andales	"Enterpreneurial Adaptation among Lechon Stations in Labangan, Zamboanga del Sur" (re-defense)	Lilibeth Sayson, MAED	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Preachy Mae Esin, MPA	Ms. Elmie Joy Maquiling
3	Fercia Mae Geonaga Marry Jane Faith Villegas	"Product Selling Venture (Organic Trading Post): Business Branching Mileage"	Celso Villariguez, MBA	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Preachy Mae Esin, MPA	Lilibeth Sayson, MAED
4	Ivy Baterna Aldren Carro	"Free Tuition: Challenges Encountered by Privated HEI's in Ozamiz City"	Felvys J. Corpuz	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Celso Villariguez, MBA	Lilibeth Sayson, MAED
5	Mary Aive Q. Entervencion Anarose Patria	"Stores' Relocation: Reason's and Effects to the Store Owners"	Felvys J. Corpuz	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Celso Villariguez, MBA	Lilibeth Sayson, MAED
6	Luz Vi Minda Domdom Mylene Taga – an	"Barcode Scanner System in Selected Establishment in Tangub City: Action for Customer Suggestion"	Felvys J. Corpuz	Lilibeth Sayson, MAED	Ilyn R. Daguman, MBA	Celso Villariguez, MBA	Preachy Mae Esin, MPA

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IBFS, Instructor

Approved: 
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Dean, IBFS

7	Fercia Mae Geonaga Marry Jane Faith Villegas	"Product Selling Venture (Organic Trading Post): Business Branching Mileage"	Celso Villariguez, MBA	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Preachy Mae Esin, MPA	Lilibeth Sayson, MAED
8	Ivy Baterna Aldren Carro	"Free Tuition: Challenges Encountered by Privated HEI's in Ozamiz City"	Felvys J. Corpuz	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Celso Villariguez, MBA	Lilibeth Sayson, MAED
9	Mary Aive Q. Entervencion Anarose Patria	"Stores' Relocation: Reason's and Effects to the Store Owners"	Felvys J. Corpuz	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Celso Villariguez, MBA	Lilibeth Sayson, MAED
10	Luz Vi Minda Domdom Mylene Taga – an	"Barcode Scanner System in Selected Establishment in Tangub City: Action for Customer Suggestion	Felvys J. Corpuz	Rogelou Andam, MTED LILIBETH SAYSON	Ilyn R. Daguman, MBA	Celso Villariguez, MBA	Preachy Mae Esin, MPA

Prepared by:



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Approved:



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GOV. ALFONSO D. TAN COLLEGE
Maloro, Tangub City
Institute of Business and Financial Services



**Marketing Research
Proposal Defense**
September 26, 2018 (1:00 pm @ Business Center, GADTC)

No.	PROPONENTS	RESEARCH TITLE	PANEL 1	PANEL 2	CHAIRMAN	ADVISER	EDITOR
1	Jenick A. Aranton Winnah Mae Eyas	"Evaluating Customer's Expectation and Perception of SERVQUAL Dimension in Body Building and Fitness Center: Basis for Improvement" (re-defense)	Celso Villariguez, MBA	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Lilibeth Sayson, MAED	Mary Antonette Ricafort
2	Blessley Alilin Analyn Tamperatura	"Students Level of Satisfaction of the Services Provided by Gov. Alfonso D. Tan College: Basis for Improvement" (re-defense)	Celso Villariguez, MBA	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Felvys J. Corpuz	Lilibeth Sayson, MAED
3	Jolee Berth Buhisan Nhobemae Palahang	"Evaluation of Tangub City's Slaughterhouse Sanitation: Basis for Improvement" (re-defense)	Felvys J. Corpuz	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Lilibeth Sayson, MAED	Mary Antonette Ricafort
4	Marife Nano Clearigen Andales	"Enterpreneurial Adaptation among Lechon Stations in Labangan, Zamboanga del Sur" (re-defense)	Lilibeth Sayson, MAED	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Preachy Mae Esin, MPA	Ms. Elmie Joy Maquiling
5	Lovely Marsala John Paul Cellona	"Implementation of Tax Reform for Acceleration And Inclusion (TRAIN) Law: It's effect to small business Retailers"	Celso Villariguez, MBA	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Jaymar G. Requina, MPA	Lilibeth Sayson, MAED
6	Manuel Miguela Marivic Gumisad	"Location Effectiveness of the Motor Parts and Repair Shop of Tangub City"	Celso Villariguez, MBA	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Felvys J. Corpuz	Lilibeth Sayson, MAED



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**Marketing Research
Final Defense**

No.	RESEARCHERS	RESEARCH TITLE	PANEL 1	PANEL 2	CHAIRMAN	ADVISER	EDITOR
1	Janica Almonteros Jenny Albarando Helgane Mayordo	"Consumer's Preferences towards Purchasing in VMS Marketing Products: Basis for Business Development"	Carlos L. Poyot	Lilibeth Sayson, MAED	Ilyn R. Daguman, MBA	Nova Joy Sarno	Generie Shalom Catama-an
2	Danica Buntog Jia Claire Badiang Cresie Love Quimbo	"Income Trend of Retail Businesses in Tangub City: Basis for Business Sustainability"	Lilibeth Sayson, MAED	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Felvys J. Corpuz	Generie Shalom Catama-an

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Approved:

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GOV. ALFONSO D. TAN COLLEGE

Maloro, Tangub City

Inspiring in Business and Financial Services




Marketing Research

Proposal Defense

May 10, 2018 (1pm - 5pm @ VIP Room)

No.	PROPOSERS	RESEARCH TITLE	PANEL 1	PANEL 2	CHAIRMAN	ADVISER	EDITOR
1	Nano, Marife Andales, Clearigen	"Entrepreneurial Tactics used by Edmar Litson Manok & Liempo in Pulacan, Labangan, Zamboanga del Sur"	Carlos L. Poyot, MBA	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Preachy Mae Esin, MBA	Ms. Elmie Joy Maquiling
2	Egos, Wincel Mecca DAyo, Jackelyn	"Influencing Factor of Going Green Advocacy towards the Buying Preferences of Selected Gov. Alfonso D. Tan College's Students"	Carlos Poyot, MBA	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Preachy Mae Esin, MPA	Ms. Glydel Octaviano
3	Digal, June Leslie Canoneo, Jessie	"The Existence of Ruano Merchandise & Jabajab Store: Effects to Small Retailers in Tudela, Mis. Occ."	Carlos L. Poyot, MBA	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Lilibeth Sayson, MAED	Mary Antonette Ricafort

Prepared by:


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Approved:


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GOV. ALFONSO D. TAN COLLEGE
Maloro, Tangub City
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**Marketing Research
Proposal Defense**
July 13, 2018 (1:00 pm @ VIP Room)

No.	PROPONENTS	RESEARCH TITLE	PANEL 1	PANEL 2	CHAIRMAN	ADVISER	EDITOR
10	Ricaforte, Ivan Bano, Roelyn	"Assessing the causes of Employee Voluntary Turnover in GADTC: Basis for an Employee Retention Program" (Re-defense)	Carlos Poyot, MBA	Rogelou Andam, MT	Ilyn R. Daguman, MBA	Celso Villariguez, MBA	Ms. Elmie Joy Maquiling

11 ~~BARQUILLA, JULY DIANA~~
~~TRINIDAD, BETH~~
P
ENHANCING THE MARKETING
COMPETENCIES OF THE 1ST
YEAR MARKETING MGMT STUDENTS:
BASIS FOR STUDENT DEVELOPMENT
Poyot Andam Daguman Corpuz Singson

Prepared by:

Nelyjoy C. Sabellano

IBFS, Instructor

12 ~~CHARLES BERNARD~~
~~VORONYN SHERON~~
Approved:

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Dean, IBFS

VISUAL MERCHANDISING OF
RACIAL EMPORIUM & ITS
IMPACT ON CONSUMER'S SHOPPING
DECISION

Re-defense

First New Topic

Poyot Andam Daguman Corpuz Singson



GOV. ALFONSO D. TAN COLLEGE
 Maloro, Tangub City
Institute of Business and Financial Services



**Marketing Research
 Proposal Defense
 July 13, 2018 (1:00 pm @ VIP Room)**

No.	PROPONENTS	RESEARCH TITLE	PANEL 1	PANEL 2	CHAIRMAN	ADVISER	EDITOR
6	Monares, Honey Pearl Rañoa, Retchel	"The Effects of Restaurant Menu Item Descriptions on Dining Intention of Tangubanons" <i>menu items considerations of customers on dining intentions</i>	Carlos L. Poyot, MBA	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Ms. Felvys J. Corpuz	Lilibeth T. Sayson, MAED
7	Dagpin, Danica Rodriguez, Eumar <i>To present again - establish the conceptual framework</i>	"Sustainable Development of Banana Chips of Canlangan <i>Tanay</i> Women's Association" (Re-defense)	Rogelou Andam, MTED	Mr. Carlos Poyot, MBA	Ilyn R. Daguman, MBA	Lilibeth T. Sayson, MAED	Ms. Mary Antonette B. Ricafort
8	Digal, June Leslie Canoneo, Jessie	<i>- know if there is really a problem</i> "Pottery Industry in Katipa, Lopez Jaena, Misamis, Occidental: Product Marketability" (Re-defense)	Carlos L. Poyot, MBA	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Lilibeth Sayson, MAED	Mary Antonette Ricafort
9	Edna U. Sarep Richard Pacatang	<i>improve</i> "Building A Disaster Resilience Strategy on Small and Medium-sized Enterprises in Maranding, Lala, Lanao del Norte" (Re-defense)	Carlos L. Poyot, MBA	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Ms. Felvys J. Corpuz	Lilibeth T. Sayson, MAED



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July 13, 2018 (1:00 pm @ VIP Room)

No.	PROPONENTS	RESEARCH TITLE	PANEL 1	PANEL 2	CHAIRMAN	ADVISER	EDITOR
1	Rebucas, Maria Divina Crusio, Billy <i>Re-defense</i>	"Implication of Social Media Marketing of Alfaland in Maranding Lala, Lanao del Norte"	Carlos L. Poyot, MBA	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Ms. Felvys J. Corpuz	Lilibeth T. Sayson, MAED
2	Deliman, Shiena Mae Morcillos, Clifford <i>Re-defense</i>	"Business Permits System in Tangub City: An Assessment (Re-defense)"	Carlos Poyot, MBA	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Preachy Mae S. Esin, MPA	Lilibeth T. Sayson, MAED
3	Malhin, Krizha Lou Alboroto, Felvin John	"Vendors and Purchasers Notions in Banning of Plastic Bags as Bagging Materials" (Re-defense)	Rogelou Andam, MTED	Mr. Carlos Poyot, MBA	Ilyn R. Daguman, MBA	Lilibeth T. Sayson, MAED	Ms. Mary Antonette B. Ricafort
4	Evidientes, Charmaine Bejec, Juvy Ann <i>Re-defense</i>	Existence of Belvedere Knowledge of Niagara Falls "Recreation Demand in Belvedere View Deck: An Assessment"	Carlos L. Poyot, MBA	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Ms. Felvys J. Corpuz	Lilibeth T. Sayson, MAED
5	Apales, Rico Yan Salawague, Roselle	Testing Employees' Motivation Based on Herzberg Motivation-Hygiene Theory in Gov. Alfonso D. Tan College "Testing Employees' Motivation Based on Herzberg Motivation-Hygiene Theory in Gov. Alfonso D. Tan College" (Re-defense)	Carlos Poyot, MBA	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Lilibeth T. Sayson, MAED	Ms. Mary Antonette B. Ricafort




GOV. ALFONSO D. TAN COLLEGE
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**Marketing Research
Proposal Defense**
June 7, 2018 (1:00pm - 5pm @ VIP Room)

No.	PROPONENTS	RESEARCH TITLE	PANEL 1	PANEL 2	CHAIRMAN	ADVISER	EDITOR
6	John Rey H. Acalain Jessa B. Lapiz C OK	"Effects of Workplace Stress in M-Mini Mart on Employees' Performance in Tangub City: Basis for Business Stress Improvement" Management	Carlos L. Poyot, MBA	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Ms. Felvys J. Corpuz	Lilibeth T. Sayson, MAED
7	Mark Anthony Ungab Sharon V. Quiap F	"Online Shopping: A case in Jingcoi New Centrum and Style Fashion in Ozamiz City" CAUSES OF EMPLOYEES' TURNOVER	Carlos L. Poyot, MBA	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Lilibeth T. Sayson, MAED	Mary Antonette Ricafort
8	Judy Ann P. Aspira Reymart O. Lumaas Poyot	"Tracking Consumer Buying Behavior to the Point of Purchase on Grocery Stores in Bonifacio Misamis Occidental"	Carlos L. Poyot, MBA	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Celso R. Villariguez, MBA	Stephanie Joyce L. Guba

Prepared by:

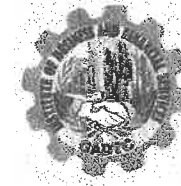

Nelyjoy C. Sabellano
IBFS, Instructor

Approved:


ILYN R. DAGUMAN, MBA
Dean, IBFS



GOV. ALFONSO D. TAN COLLEGE
Maloro, Tangub City
Institute of Business and Financial Services



**Marketing Research
Proposal Defense**
June 7, 2018 (1:00pm - 5pm @ VIP Room)

No.	PROPONENTS	RESEARCH TITLE	PANEL 1	PANEL 2	CHAIRMAN	ADVISER	EDITOR
1	Junmark D. Castaño Jay D. Sayson <i>Conditional</i>	"Viability of One-Stop Shop in Gov. Alfonso D. Tan College"	Carlos L. Poyot, MBA	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Neil Gaius J. Bargayo, MBA	Lilibeth T. Sayson, MAED
2	Blessley L. Allin Analyn C. Temperatura <i>Failed</i>	"Customer Acquisition Techniques Employed by the Different Bakeshops in the Municipality of Tambulig: Basis for Marketing Plan"	Carlos L. Poyot, MBA	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Ms. Felvys J. Corpuz	Lilibeth T. Sayson, MAED
3	Niña L. Belda Ericka Qiout <i>Failed</i>	"Promotional Marketing Strategies: Godaiva's Tools for Expansion"	Carlos L. Poyot, MBA	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Neil Gaius J. Bargayo, MBA	Lilibeth T. Sayson, MAED
4	Edna U. Sarep Richard Pacatang <i>Conditional</i>	"Asentista Doctors Hospital Health Care Quality: Basis for an Action Plan"	Carlos L. Poyot, MBA	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Ms. Felvys J. Corpuz	Lilibeth T. Sayson, MAED
5	Ronienel A. Laygan Jessa B. Lapiz <i>C BK</i>	"Clarín Public Market Positioning: Business Owners' Projection on Sales, Customers' Loyalty Retention, & Real Property Tax Collection"	Carlos L. Poyot, MBA	Rogelou Andam, MTED	Ilyn R. Daguman, MBA	Lilibeth T. Sayson, MAED	Mary Antonette Ricafort



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Maloro, Tangub City


Institute of Business and Financial Services




**Marketing Research
Proposal Defense
April 7, 2018 (Tentative)**

No.	PROPONENTS	RESEARCH TITLE	PANEL 1	PANEL 2	CHAIRMAN	ADVISER	EDITOR
11	Compayan, Jack D. Desmanos, Anjelle P.	"Retention Marketing of Kalea Café in Jeminez: Efficiency in Drawing Customer's Loyalty"	Carlos Poyot, MBA	Rogelou Andam, MT	Ilyn R. Daguman, MBA	Lilibeth T. Sayson, MAED	Ms. Elmie Joy Maquiling
12	Piañar, Cristopher Loren, Jhelyn	"Competitive Mechanism of Skylite Commercial towards the Entry of Prince Hypermart in Kapatagan, Lanao del Norte"	Carlos Poyot, MBA	Rogelou Andam, MT	Ilyn R. Daguman, MBA	Felvys J. Corpuz	Lilibeth T. Sayson, MAED

Prepared by:


Nelyjoy C. Sabellano
IBFS, Instructor

Approved:


ILYN R. DAGUMAN, MBA
Dean, IBFS



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Maloro, Tangub City
Institute of Business and Financial Services



**Marketing Research
Proposal Defense
April 7, 2018**

No.	PROPONENTS	RESEARCH TITLE	PANEL 1	PANEL 2	CHAIRMAN	ADVISER	EDITOR
6	Ricaforte, Ivan S. Bano, Roelyn T. <i>Ricaforte</i>	<i>Change Topic</i> "Customer Preferences in Choosing Laundry Shop in Ozamiz City: A Comparative Study" <i>Marketing Mix - Variables</i> <i>F over used</i>	Carlos Poyot, MBA	Rogelou Andam, MT	Ilyn R. Daguman, MBA	Neil Gaius Bargayo, MBA	Ms. Elmie Joy Maquiling
7	Malinao, Mae Chasty T. Dapat, Joash H.	"Implementing the System of Rice Intensification in Organic Rice Production in Tambulig, ZDS" <i>Passed</i>	Carlos Poyot, MBA	Rogelou Andam, MT	Ilyn R. Daguman, MBA	Lilibeth T. Sayson, MAED	Ms. Mary Antonette B. Ricafort
8	Deliman, Shiena Mae C. Clifford C. Morcillos <i>Deliman</i>	<i>monitory of Business Permits</i> "Business Permits System in Tangub City: An Assessment" <i>C Amay Business Establishments</i> <i>of the</i>	Carlos Poyot, MBA	Rogelou Andam, MT	Ilyn R. Daguman, MBA	Preachy Mae S. Esin, MPA	Lilibeth T. Sayson, MAED
9	Vente Jr., Nestor L. Apenas, Berlyndale D. <i>Deliman</i>	"Efficiency of the Production of TAG'S T-Shirt & Prints in <i>Di back</i> Ozamiz City: Extent of <i>Says. Hark</i> Sustainability" <i>Depend on the main problem</i>	Carlos Poyot, MBA	Rogelou Andam, MT	Ilyn R. Daguman, MBA	Felvys J. Corpuz	Lilibeth T. Sayson, MAED
10	Apales, Rico Yan Y. Salawague, Roselle L. <i>Deliman</i>	<i>Challenges Encountered by the</i> "The Impact of State College Free Tuition Fee to the <i>IBFS in</i> Neighboring Colleges: Basis for Promotional Strategies" <i>Challenges Encountered by the</i> <i>IBFS in</i>	Carlos Poyot, MBA	Rogelou Andam, MT	Ilyn R. Daguman, MBA	Lilibeth T. Sayson, MAED	Ms. Mary Antonette B. Ricafort

*Free Tuition - Challenges Encountered by
IBFS in*



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**Marketing Research
Proposal Defense
April 7, 2018**

No.	PROPONENTS	RESEARCH TITLE	PANEL 1	PANEL 2	CHAIRMAN	ADVISER	EDITOR
1	Malhin, Krizha Lou S. Alboroto, Felvin Jhon <i>REDEFENSE</i>	<i>On the</i> "Purchasers Notions in the use of Paper Bags: Basis for Information Dissemination Program"	Rogelou Andam, MT	Mr. Carlos Poyot, MBA	Ilyn R. Daguman, MBA	Lilibeth T. Sayson, MAED	Ms. Mary Antonette B. Ricafort
2	Dagpin, Danica J Rodriguez, Eumar S. <i>REDEFENSE</i>	<i>On the</i> "Reinventing Street Foods Images: Basis for Price Distinction and Customers' Preference"	Rogelou Andam, MT	Mr. Carlos Poyot, MBA	Ilyn R. Daguman, MBA	Lilibeth T. Sayson, MAED	Ms. Mary Antonette B. Ricafort
3	Buhisan, Jolee Berth Palahang, Nhobemae <i>REDEFENSE</i>	<i>Evaluation of Tangub City</i> "Tembling Slaughter House Placement & Space: Basis for Improvement"	Rogelou Andam, MT	Mr. Carlos Poyot, MBA	Ilyn R. Daguman, MBA	Lilibeth T. Sayson, MAED	Ms. Mary Antonette B. Ricafort
4	Elemento, Dale L. Delos Reyes, Ric Louie B. <i>REDEFENSE</i>	<i>Change topic</i> "Low Sales Volume on Holidays: Coping Strategies of the Vendors of Bonifacio Commercial Center"	Rogelou Andam, MT	Mr. Carlos Poyot, MBA	Ilyn R. Daguman, MBA	Lilibeth T. Sayson, MAED	Ms. Mary Antonette B. Ricafort
5	Aranton, Jenick A. Eyas, Winnah Mae S. <i>REDEFENSE (as early as possible)</i>	<i>Case Study on the closure</i> "Poultry Farming: It's Contribution to People's Livelihood and Income Generation of Tangub City" <i>of Poultry Farm in Balatacan, Tangub City. (Luzon & Bonacmil)</i>	Rogelou Andam, MT	Mr. Carlos Poyot, MBA	Ilyn R. Daguman, MBA	Lilibeth T. Sayson, MAED	Ms. Mary Antonette B. Ricafort