



Master of Arts in Education

**PUBLICATIONS
AND PAPER
PRESENTATIONS**

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The Awareness of Marinduqueños towards Barangay Micro Business Enterprise Law (BAMBE) Act: Basis for Policy Enhancement

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Abstract:

This study focuses on the awareness of Marinduqueños towards Barangay Micro Business Enterprise Law. The researchers employ qualitative methods of research. Findings show that, Marinduqueños are not aware of the existence of the said act. And even if they have a little idea or concept, they do not know its goals and objectives. It only shows that R. A. 9178 has not been implemented in the province. As a proof none of the respondents, which are barangay officials, have been invited in its implementation. This is the main reason why they cannot comment on the strengths and weaknesses and even the advantages. There is the absence of the existence of any ordinance related to R.A. 9178 in the province of Marinduque which might be due to the misconceptions that it will reduced the income of the Local Government Unit. The reduction of income is due to tax exemptions and the subsidies that will be given by the LGU. The same case is also present in other provinces.

Furthermore, the researchers recommend that local government units in Marinduque, from provincial to barangays, should find ways in order to give proper information on entrepreneurship and how to avail benefits of the Barangay Micro Business Enterprise Law. Local ordinances related to Barangay Micro Business Enterprise Law must be passed for marinduqueños to maximize the benefits of the act. And lastly, future researchers must consider other variables that can be associated with the implementation of Barangay Micro Business Enterprise Law.

Keywords: BAMBE Act, Local Ordinances, Awareness, entrepreneurs

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DIFFERENT PROMOTIONAL STRATEGIES FOR SUSTAINABILITY OF SMALL BUSINESSES IN TANZA, BOAC, MARINDUQUE

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INTRODUCTION

Marketing plays many important roles in a complex, affluent economy. It provides feedback loops to guide production. It provides mass-marketing techniques to permit utilization of mass-production techniques. These two roles enable marketing to reconcile the dynamics of supply and demand. By promoting new products and new styles broadly through the mass media, marketing stimulates social change and raises standards of living. All of these roles must be measured against the cost of marketing.

Marketing is the business function that identifies customer needs and wants, determines which target markets the organization can serve best, and designs appropriate products, services, and programs to serve these markets. However, marketing is much more than just an isolated business function it is a philosophy that guides the entire organization. The goal of marketing is to create customer satisfaction profitably by building value-laden relationships with important customers.

"The key to understanding marketing today is an understanding of strategy." Strategy is what you are going to do; tactics are how you are going to do it. Note, that we generally refer to strategy in the singular and tactics in the plural. This emphasizes an important point, namely, that there should be a single strategy, but may be many tactics. Thus there is one selling proposition, but many ways to state it to the customer.

Marketing strategy is the path through which marketing resources are matched to market opportunities and problems. The marketing strategist must operate in an environment of influences that are largely uncontrollable- the values and philosophy of the firm, the generic demand for the product type, the brand demand for competitive products, competitive behavior, and public policy. The strategist also deals with decision variables that are controllable within the bounds of corporate and public policy- product, price, channels of distribution, advertising and personal selling. Marketing strategies covers the following: product strategies, price strategies, channel and logistics strategies, advertising and promotional strategies, sales management strategies, marketing strategies of an intermediary-retailer, international marketing strategies, and evaluation and control.

According to Berch et al., a marketer's job is to build a marketing program to achieve a company's objective. For this, he has to design and administer various under Four P's of marketing, namely, product, price, place and promotion. Marketing communication is an important P (also called as promotion) of marketing.

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A promotion strategy is an activity that is designed to help boost the marketing of a product or service. It is very important as it not only helps to boost sales but it also helps a business to draw new customers while at the same time retaining older ones. It can be done through an advertising campaign, public relation activities, a free sampling campaign, a free gift campaign, a trading stamp campaign, through demonstrations and exhibitions, through prize giving competitions, through temporary price cuts, and through door-to-door sales, telemarketing, personal sales letters, and e-mails. Promotion is a reward making activity that influences people to buy and consume the products of a marketer. The methods and means of the small scale industrial units are traditional, simple, involve less cost.

“Sustainability” in its broadest term is the capacity to main a process over time. Sustainability in business is the management and coordination of environmental, social, and financial demands and concerns to ensure responsible, ethical and ongoing success. Business sustainability is defined as managing the triple bottom line-a process by which a business manages their financial, social and environmental challenges, obligations and opportunities. The the impacts are referred to as profit, people and planet.

Small business is a business that employs a small number of workers and does not have a high volume of sales. Such enterprises are generally privately owned and operated sole proprietorship, partnerships or corporations. The legal definition of a small-scale enterprise varies by industry and country. According to the Symantec Survey, 73% of an organizations value in the Philippines, costs businesses \$ 1.1 trillion globally. The total size of information stored globally today by all businesses is 2.2 petabytes (one sextillion bytes). It said small and medium businesses (SMBs) on average have 563 terabytes (one trillion bytes) of data, compared with the average the enterprise that has 100 000 terabytes. Also, the survey showed information is expected to grow 67% globally over the next year for enterprises and 178% for SMBs. On average, enterprise worldwide spends US \$38 million annually on information, while SBMs spend US \$332000. But the yearly cost per employee for SBMs is much higher at US \$3670, versus US \$ 3297 for enterprise.

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**Guilty or What: Assessing the Situational Factors Affecting Impulse Buying
Among High School and College Students of Marinduque State College**

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Abstract — This study was conducted to assess the situational factors affecting impulse buying among high school and college students of MSC. Data was collected using questionnaires. The collected data was statistically analyzed and interpreted. Findings of the study indicated that the students’ impulse buying behavior is affected by their emotional and financial aspect. And they sometimes feel negatively after impulse buying.

Keywords: *impulse buying, consumer behavior, impulse buyer*

INTRODUCTION

People these days, have many needs and desires. They keep wanting or liking things they don’t have and things they want to own. In order to satisfy those desires, they spend money, maybe in their budget or not on plan. The culture of consumption enables people to succumb to temptation and purchase something without considering the consequences of the buy. And when people spend too much money in buying products or things, they are susceptible on impulse buying.

Impulse buying is a common behavior today. ^[3] By definition, impulse buying is the act of purchasing something you weren’t planning to after feeling the sudden urge to get that item. It is related to anxiety and unhappiness, and controlling it could help improve your psychological well-being.

Research findings suggest that emotions and feelings play a decisive role in purchasing, triggered by seeing the product or upon exposure to a well-crafted promotional message.

^[5] Making impulse buying a habit is a problem. This personality trait is called an impulse buying tendency, which as said is the habit of making impulse purchases.

^[5] Impulse buyer are also more social, status-conscious, and image-concerned and therefore they may buy as a way to look good in the eyes of others. In addition, impulse buyers tend to experience more anxiety and difficulty controlling their emotions that make it harder for them to resist the emotional urges to impulsively spend money. Also impulse buyers tend to experience less happiness, and so may buy as a way to improve their mood. Last, they are less likely to consider the consequences of their spending; they just want to have it.

The fact of the matter is that people’s unconscious mind is often driving their behavior as a consumer: under the influence of basic evolutionary drives and the tactics of retailers, it’s easy to feel compelled to buy something that later doesn’t find a place in their life.

^[2] Graves (2013) give five reasons why people impulse buy. He stated that this five reasons are (1) loving shopping, (2) the loss aversion switch, (3) twisted heuristics, (4) the desire to save, and (5) rose-tinted lenses. Some people just derive an enormous amount of pleasure from acquiring something new, and sometimes their unconscious focus switches to the fear that they may miss out on the deal where that kind of product is sold. People also tend to purchase product when packaging includes “free” or discounts. They get the impression that maybe that product has good value.

To understand impulse buying, it is necessary also to understand consumer behavior. ^[4] Consumer behavior is the study of individuals and organizations and how they select and use products and services. It is mainly concerned with psychology, motivations, and behavior. Consumer behaviors is influenced by three factors; personal factors (the person’s interest and opinions), psychological factors (a person’s ability to comprehend information) and social factors (peer group, family and friends).

^[1] There are three major situational influences in consumer behavior; (1) time, (2) place, and (3) conditions.



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ENABLING TECHNOLOGIES AND SYSTEMS NETWORK FOR INCLUSIVE AND SUSTAINABLE DEVELOPMENT OF PHILIPPINES NATIVE PIG INDUSTRY

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ABSTRACT

The utility of native pig is anchored on economic, social, religious and/or cultural significance at specific segment of the Philippines society. The continued existence of native pig genetic resources is essential to our identity as cultured human being with concerns to biodiversity, food security of future generations, and sources of genetic variation for unforeseen application in the future. This paper consolidates the outputs, initiatives and recent activities in the implementation of the PCAARRD Multi-Agency Research and Development Program on Conservation, Improvement and Profitable Utilization of Philippines Native Pig and of groups and individuals who use the social media in the advocacy, promotion, and utilization of the Philippines native pig genetic resources. Results show that the PCAARRD-led program has already developed and recently validating several enabling technologies such as location-specific conservation strategy, improvement of target trait of economic importance, modified weaning system, artificial insemination, and modified propagation of feed resources. The eight research stations under the PCAARRD-led program assume responsibilities in the generation and validation of technical information, strategies and systems that have potential application in the formulation of national standards and policies in support to the native pig industry. These research stations coupled with the social media shall also provide avenue in the fastest, efficient, and effective communication of science-based information pertaining to the sustainable utilization of the Philippines native pig genetic resources for inclusive growth in the countryside.

Keywords: Conservation, Genetic improvement, Native pig, Research network, Social media

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Inventory of National, Regional and Local Policy on Typhoon Preparedness

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Abstract

This study focused on the typhoon preparedness of the six municipalities (Boac, Gasan, Buenavista, Mogpog, Sta. Cruz & Torrijos) of the province of Marinduque and inventory of national, regional and local policies on typhoon preparedness. The researcher used qualitative and quantitative methods of research employing the descriptive-normative approach aided by survey questionnaire and unstructured interviews. Findings revealed that the local residents are not necessarily prepared on typhoon visit in the province and the structures are vulnerable that makes them more susceptible to the said calamity. The researcher recommended interventions that would help the local government units in doing some programs together with the academic sector in raising awareness and providing technical assistance for the local residents in case of such calamity.

Keywords: disaster preparedness, typhoon, calamity, Marinduque

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IMPLEMENTATION OF COASTAL CLEAN-UP PROGRAM OF THE SCIENCE SOCIETY OF MARINDUQUE STATE COLLEGE IN BRGY. LAYLAY, BOAC, MARINDUQUE

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Marinduque State College
Vice President for Research and Extension

ROJA MEDIANISTA

Student, School of Secondary Teacher Education

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Abstract

The study focuses on the effects of MSC's Science Society Program to the cleanliness of coastal areas in Barangay Laylay Boac, Marinduque. Using a survey questionnaire and non-standardized or informal interview in an unstructured format to gather data and information, it has been determined that the dirty and improperly maintained surroundings was the main problem the respondents along the coastal areas are facing. Further study revealed that the residents of the barangay were satisfied with the service of the Science Society Program. Finally, the researcher offered suggestions that would help the Science Society improve the implementation of the program.

Keywords: Coastal Area, Cleanliness, Awareness, Coastal Problems

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IMPLICATIONS OF BUSINESS INCOME TAX TO SMALL-SCALE BUSINESSES IN MUNICIPALITY OF MOGP OG

Dr. Diosdado P. Zulueta

Audrey Gaile M. Lugtu

Arjay L. Paras

ABSTRACT

This study focuses on Implications of Business Income Tax to Small-Scale Businesses in Municipality of Mogpog. The methods of research employed by the researchers are quantitative and descriptive type of research. The result of the study showed that according to the most of business owners, business taxes greatly affect the profit of their business. As well as their time and own money. They consider business taxes as part of business expenses. Business income taxes do have advantages and disadvantages. It is also for the good of businesses. It is the business' obligation or responsibility given by the government.

Keywords: Business, Income Tax, Municipality of Mogpog, Entrepreneurs

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Level of Customer’s Satisfaction to the Service Provided by Marinduque State College Canteen’s Staff

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Abstract- The study was conducted to know the level of customer’s satisfaction to the service that the canteen provided as satisfaction is one of the most important things that a business should give an importance in order to patronize and survive the business and also to give recommendations to make the customers satisfied to the canteen services.

Meeting the satisfaction of the customers is one of the important things that a business should do in order to patronize and survive their business. Customers’ satisfaction plays an important role within a business, not only it is the leading indicator to measure customer’s loyalty, identify unhappy customers, reduce churn and increase revenue, it is also a key point of differentiation that helps to attract new customers in a business. Customers’ satisfaction also provides metric that can use to manage and improve a business. Through customer’s satisfaction we can identify the weakest and strongest point of a business and identify the things that should be improve and things that should maintain.

This study aims to determine the level of customer’s satisfaction to the service provided by canteen.

Specifically, this aims to answer the following questions which are: what is the demographic profile of students in terms of age, gender, family income; What is the level of customer’s satisfaction in terms of assurance, food quality, responsiveness and hygiene quality and also what are the recommendations of the customers to further improve their satisfaction to the service provided by canteen.

To further improve the customer’s level of satisfaction to the service provided by canteen. We recommend that the canteen should always keep the surroundings clean including the dining areas. The canteen should offer foods that everyone can afford. The canteen staffs should wear proper uniform to make sure that the food are not contaminated and the canteen should display a comment box for the customers to know its comment, so if there’s something bad with the service that the canteen provides, they can fix it, this will be a great help to satisfy the customers.

Keywords: customer, satisfaction, service, canteen

I. INTRODUCTION

Meeting the satisfaction of the customers is one of the most important things that a business should do in order to patronize and survive their business.

Customers’ satisfaction plays an important role within a business, not only it is the leading indicator to measure customer’s loyalty, identify unhappy customers, reduce churn and increase revenue, it is also a key point of differentiation that helps to attract new customers in a business. Customers’ satisfaction also provides metric that can use to manage and improve a business. Through customer’s satisfaction we can identify the weakest and strongest point of a business and identify the things that should be improve and things that should maintain.

In order to meet the satisfaction of the customers in a business, a business should have good customers service. Customers’ service is a term that might have come across often while purchasing a product. Since customers’ service



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“LEVEL OF SATISFACTION ON USING ARROWROOT PULP AS AN ADDITIVE FEEDS FOR PIGS”

Researcher 1: Dr. Diosdado P. Zulueta (Vice President for Administration and Finance)

Researchers 2: Edrie Paul P. Rey, Franzene Paglicawan, Aila Francisca Mayo (student researchers)

Abstract

This study is conducted in order to determine the satisfactory level of using arrowroot pulp as an additive feeds for pigs. The people that has been surveyed are the farmers of arrowroot crops from Brgy. Kamandugan and Hupi in the municipality of Santa Cruz Marinduque. A survey type descriptive research was employed in this study with questionnaire as the primary data gathering tool. Data gathered were tabulated, analyzed and interpreted.

The study is focused on determining the effectiveness of arrowroot pulp as the farmers used it as an additive feeds for pigs. In the survey, most of the farmers are satisfied based on the effectiveness of the arrowroot pulp as an additive feed compare with other organic additive. The second one where there are most satisfied is the beneficial and conveniences of arrowroot pulp as an additive feed. The third one is how the farmers react on the texture of the pulp as they used it as an additive feed. The least observe is the satisfaction level of arrowroot in terms of the smell of the pulp due to its stinky smell. In the overall majority, they have been satisfied in using arrowroot pulp as an additive feed for their pigs.

Based on the finding of the researcher, they found out that the arrowroot pulp is a helpful and a good additive for pigs. In further recommendation the farmers suggest that on preserving the arrowroot pulp it must dried until it become brittle to make it last longer and also to lessen or remove its stinky smell.

Keywords: Satisfactory, Arrowroot Pulp, Additive Feeds, Farmers, Arrowroot Crops

I. INTRODUCTION

In Marinduque, almost 70 percent of the families that lives here are raising hogs to have extra income. Most of them used commercial feeds and left overs but buying commercial feeds for hogs becomes their problem because of its high cost while giving the hogs leftovers as their food is not that good because leftovers cannot give them enough nutrients that they need. Feeds can help the hogs to grow faster but some commercial feeds contain highly concentrated chemical which can harm the hogs and also the person who will eat the pork.

It can be said that “pigs” are constantly connected to the lives of humankind as their food. Pigs are commonly serve as viand during different occasions and sometimes the family’s source of income. Domestic pigs are farmed primarily for the consumption of their meat, called pork. The animal's bones, hide, and bristles are also used in commercial products. Domestic pigs, especially the pot-bellied pig, are sometimes kept as pets.

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There are present problems with the environment. Everything must be made with preserving the environment in mind, including livestock products. The global demand for livestock products is expected to increase by over 60 percent by 2050. The livestock sector is under significant pressure to greatly increase the amount of safe, nutritious feed available to animals to provide the products needed in the future.

Due to the problem above about the livestock, the researchers decided to investigate the level of satisfaction using arrowroot pulp as additive feeds.

The researchers decided to survey the satisfaction level using it because it became a problem to the farmers that plant arrowroot plant because it so stinky smell when it is wet and also the disposing of it is also a problem the farmers didn't know how to dispose it.

In this study, the researchers aim to survey the satisfaction level of arrowroot pulp as additive feeds to know how good the arrowroot pulp as an additive feed.

The main objective of the research is to determine the level of satisfaction of farmers using arrowroot pulp as an additive feed for pigs. **In terms of texture, smell, convenience, effectivity and comparability in other organic feeds.**

More specifically determine:

The researchers seek to find the answer to the following questions.

- 1.) What level of satisfaction in terms of texture as the farmers sees it as an additives feed for pigs?
- 2.) What level of satisfaction in terms of smell as the farmers sees it as an additives feed for pigs?
- 3.) What level of satisfaction in terms of convenience as the farmers sees it as an additives feed for pigs?
- 4.) What level of satisfaction in terms of effectivity as the farmers sees it as an additives feed for pigs?
- 5.) What level of satisfaction in terms of comparability in other organic feed as the farmers sees it as an additives feed for pigs?

This study has significance to the following:

- To the student, this study will help them to gain more knowledge and Idea to lessen the cost of their feed for their pigs.
- To the households, this project will encourage them use the arrowroot pulp and start making business out of it.
- To the people of the community, this research will help them to be resourceful by the way they will use arrowroot pulp as trash turn into money.
- To the environment, for the garbage to be lessen specially to the farmers who plant arrowroot plant.
- To the farmers who plant *Maranta Arundinacea* (arrowroot plant), will have extra income when they use the pulp of the arrowroot plant to make it feeds for pigs so that the pulp of arrowroot plant will be useful for them.



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Research Productivity Experiences of Marinduque State College:

Basis for College Universityhood Program

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Abstract

The study showcases the development of the R&D Unit of Marinduque State College (MSC) that started from scratch or almost zero budget into a thriving research institution that produces research outputs that were accepted and presented here and abroad. The paper appraises the ten (12) years performance of the College with regard to the number of research outputs made and presented in the local, regional/national and international conferences, the number of faculty members actively engaged in research, the number of published and reviewed papers and funded R&D proposals.

Now that the College is aiming to become a university, where R&D is one factor that is being looked into to attain such goal, this paper is useful for this purpose.

Keywords: research productivity; research and development; Marinduque; science educators.

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Potentials of Fern Species in Sequestering Cu+2 in Natural Water Springs

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Abstract

This study make use of the traditional knowledge of the old folks in protecting rural water supply from natural springs using different species of ferns. It is primarily focused on the species' capacity in sequestering Cu+2, since Marinduque has rich deposits of mineral rocks with copper, thus the presence of two mining companies in the province in the early 70s to the late 90s. The study is of two parts, such as; the identification of the fern species based on the traditional knowledge of the people and the laboratory part to measure the amount of Cu+2 sequestered by each of the species. Seven species of ferns were identified and used in this study, such as, *Acrostichum aureum* L., *Blechnum orientale* L., *Dicranopteris linearis* (Burm. f.) Underw., *Lycopodium cernum* (L.) Pichi-Serm., *Nephrolepis cordifolia* (L.) Presl., *Pityrogramma calomelanos* (L.) Link., and *Sphenomeris chinensis* (L.) Maxon. Clumps of fern samples were gathered and pre-determined for the presence of Cu+2 using AAS. They were acclimatized for a week in a Cu+2-free soil, then separated into smaller clumps and transplanted in plastic pots (8 cm dia., 6 cm height) with equal amounts of Cu+2-free garden soil. Three replicates of these were made for each species. The pots were placed in a plastic pan (10 cm dia., 4 cm height) with 500 ppm copper sulfate stock solution. Fresh leaves and fronds from the fern samples were harvested after three weeks and repeated after six weeks. They were ashed and analyzed using AAS. Results showed that after three weeks, the accumulated Cu+2 in the harvested leaves and fronds was almost threefold and fourfold after six weeks, except the case of *N. cordifolia* and *L. cernum*, which the later died in the 4th and 5th weeks. *S. chinensis*, *P. calomelanos*, *B. orientale*, *D. linearis* and *A. aureum* showed high accumulating properties. These results further support the old folks' traditional knowledge on ferns that help in sequestering the heavy metals, like Cu+2 in the natural springs.

Keywords - Cu+2, ferns, heavy metals, Marinduque, natural water springs, phytoremediation, traditional knowledge.

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Productivity and Profitability Audit of Marinduque State College's

Income Generating Projects

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Mark Christopher Roi P. Montemayor, L.P.T.

Diosdado P. Zulueta

II. Abstract

This study focuses on the productivity and profitability of Marinduque State College's Income Generating Projects for the last 5 years. Descriptive research and documentary analysis was used as methods of the study. The study sought to evaluate the performance of MSC's IGPs for the last five (5) years from 2015-2019; extent of support provided by the administration on the IGPs as perceived by the Head of Business Affairs Office and Support Staff; and the problems encountered in the operation of the IGPs. The study concluded that the IGP performance of MSC declined from 2015-2019. Moreover, the administration provided the necessary support to the IGPs in order to boost its financial capability. The continuous occurrence of the identified problems during IGP operation, if not properly addressed would lead to decrease in productivity and performance due to lack of monetary incentives and moral support as perceived by the support staff. Thus, MSC should empower its income generation in order to be self-reliant institution in terms of funding. As the College continues its quest towards universityhood, it should boost its financial capability by strengthening its Income Generating Projects towards the realization of vision and mission.

Keywords: Productivity, Profitability, Income Generating Projects

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Prospects of the Marinduque EDEN (Ecological Destinations And Education about Nature) Program of Marinduque State College

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Abstract

Ecotourism is a form of tourism that relies on natural resources and cultural heritage of a certain place. It is nature-based, wherein everything under it cannot be replenished. Ecotourism is anchored to the concept of sustainable development—that is meeting the satisfaction of the tourists, the local community people and the future generation to come. These concepts led to the beginning of Marinduque EDEN Program of Marinduque State College, which stands for Ecological Destinations and Education about Nature. The study primarily looked on possible ecotourism destinations of the province applying series of fieldwork, focused group discussions, structured and semi-structured interviews and document analysis. The study revealed that the province has five (5) coastal communities and small island seascape potentials for ecotourism and three (3) mountain biodiversity and agro-ecological zones. These areas have varieties of nature destinations that can offer varieties of ecotourism activities if put in place. The province is so peaceful, with zero crime rate, have certified safe coastal and river ecosystems, and have lowest solid waste rate and lowest non-biodegradable wastes, which are favored by foreign tourists. The province is also seismologically safe and rarely hit by typhoons.

Keywords: ecotourism, Marinduque, tourism, sustainable tourism.

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Master of Arts in Education

Research Experiences of Marinduque State College from the year 2000 to 2015 Basis for Excellence in Education

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Abstract—The study showcases the development of the R&D Unit of Marinduque State College (MSC) that started from scratch or almost zero budget into a thriving research institution that produces research outputs that were accepted and presented here and abroad. The paper appraises the last 16 years performance of the College with regard to the number of research outputs made and presented in the local, regional/national and international conferences, the number of faculty members actively engaged in research, the number of published and reviewed papers and funded R&D proposals.

Now that the College is aiming to become a university, where R&D is one factor that is being looked into to attain such goal, this paper is useful for this purpose.

Keywords: research productivity; research and development; Marinduque; science educators.

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Strengths and Weaknesses Encountered By the Entrepreneurs in Poblacion, Mogpog, Marinduque

Researchers

Ivan Renzo Mulleda

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Dr. Diosdado P. Zulueta

Background of the study

Strengths and Weaknesses of Business

Strengths are those features of the business which allow you to operate more effectively than your competitors. For example, a strength could be your specialist technical knowledge. You need to consider your strengths from your own point of view and from that of your customer's and clients'. You must be realistic and honest.

Weaknesses are areas capable of improvement. Are you lacking skills or new product? Do you have a higher cost base or lower productivity than your competitors? You must face any unpleasant truths about your business and be realistic.

Given the importance of the entrepreneurship in creating innovation and jobs in our society, there has been much interest in and research into the inherent characteristics of successful entrepreneurs.

What to Do

Know Your Strengths

Take some time to consider what you believe are the strengths of your business. These could be seen in terms of your staff, products, customer loyalty, processes, or location. Evaluate what your business does well; it could be your marketing expertise, your environmentally-friendly packaging, or your excellent customer service. It's important to try to evaluate your strengths in terms of how they compare to those of your competitors.

For example, if you and your competitors provide the same prompt delivery time, then this cannot be listed as a strength. However, if your delivery staff is extremely polite and helpful, and your competitor's staff has very few customer-friendly attributes, then you should consider listing your delivery staff's attitude as a strength. It is very important to be totally honest and realistic. Try to include some personal strengths and characteristics

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of your staff as individuals, and the management team as individuals. Whatever you do, you must be totally honest and realistic: there's no point creating a useless work of fiction!

Recognize Your Weaknesses

Try to take an objective look at every aspect of your business. Ask yourself whether your products and services could be improved. Think about how reliable your customer service is, or whether your supplier always delivers exactly what you want, when you want it. Try to identify any area of expertise that is lacking in the business. as you can then take steps to improve that aspect. For example, you might realize that you need some more sales staff, or financial help and guidance. Don't forget to think about your business's location and whether it really does suit your purpose. Is there enough parking, or enough opportunities to attract passing trade? Your main objective during this exercise is to be as honest as you can in listing weaknesses. Don't just make a list of mistakes that have been made, such as an occasion when a customer was not called back promptly. Try to see the broader picture instead and learn from what happened. It may be that your systems or processes could be improved so that customers are contacted at the right time, so work on boosting your systems and making that change happen rather than looking about for someone to blame. It's a good idea to get an outside viewpoint on what your weaknesses are as your own perceptions may not always marry up to reality. You may strongly believe that your years of experience in a sector reflect your business's thorough grounding and knowledge of all of your customers' needs. Your customers, on the other hand, may perceive this wealth of experience as an old-fashioned approach that shows an unwillingness to change and work with new ideas. Be prepared to hear things you may not like, but which, ultimately, may be extremely helpful.

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THE PRACTICES OF DECISION-MAKING IN TERMS OF MANAGING A BUSINESS OF THE ENTREPRENEURS IN POBLACION, MOGPOG, MARINDUQUE

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ABSTRACT

This study shows the practices of decision-making in terms of managing a business of the entrepreneurs. The study was conducted in Poblacion, Mogpog, Marinduque that was responded by the 30 entrepreneurs. The study used quantitative analysis method with a survey questionnaire in gathering data and also the descriptive method of research to describe the relationship of the profile of the respondents which are the age, gender, educational attainment and family income in decision making in terms of managing a business. The study shows that the profile of the respondents has a major role in decision making in terms of managing a business of the entrepreneurs. The respondents believed that the practices that the entrepreneur consider before making a decision are very evident nowadays. The respondents also believed that the problems encountered by the entrepreneur in making a decision is very observable in any aspects. The profiles of the respondents shows that most of the entrepreneurs nowadays are in the middle age who happen to be females. It also proves that in order to be a successful entrepreneur, being a college graduate will be a great help in the field of business. Another thing is, family income is the best proof of the success of your business. The respondents figured that having a training will be a large help in improving the way they make a decision. The paper concludes with the summary of the result of the study.

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WASTE MANAGEMENT PRACTICES OF RESIDENTS ALONG COASTAL AREAS IN ATIMONAN, QUEZON, PHILIPPINES

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Abstract

This study focuses on the waste management of selected barangays along coastal areas in the Municipality of Atimonan, Province of Quezon. The respondents include two hundred and ten residents living along its coastal areas who are randomly selected. The researcher used the quantitative methods of research employing the descriptive-normative approach aided by survey questionnaire and unstructured interviews.

The data gathered are tabulated and interpreted using Likert Scale.

The findings of the study revealed that Barangay Ordinances and Laws is the waste management practice mostly followed by most residents along the coastal areas of Atimonan, Quezon and that plastic is the most common waste generated by most households in the said area. Furthermore the data gathered showed that colds and fever are the most common diseases residents encounter along the coastal areas.

Finally, the researcher offered several interventions that would help the local government units especially that of Atimonan, Quezon in doing some extension programs together with the academe in increasing awareness and providing some technical knowhow for the people in coastal waste management practices.

Keywords: Awareness, Coastal Zone, Waste Management, Atimonan, Quezon

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Effects of the Climate Change to the Selected Species of Fungi at Sitio-Ingas, Baba, Brgy. Puyog, Boac, Marinduque

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The study focuses on the effects of climate change of the selected species of fungi at Sitio-Ingas, Baba, Brgy. Puyog, Boac, Marinduque.

The study applied qualitative methods of research in the conduct of the identification of the different species of fungi, and the effect of climate change, such as ocular visit, narrative analysis, and visualization through scenario building as perceived by the octogenarian residents.

The findings of the study revealed that there were changes in the seasonal occurrences of fungi in the area, as manifested and, as a result of changes in the rainfall which was not happening twenty years ago. Hence, it is believed that climate change has an impact to the growth of different species of fungi in the area.

Keywords: Climate Change, fungi, octogenarian, visualization

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Master of Arts in Education

**The “Morions” in Marinduque and Its Cultural Practices: Basis for
Cultural Preservation and Livelihood Enhancement for ASEAN
Heritage**

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ABSTRACT

Marinduque is an island province consisting of six municipalities, namely: Boac, Buenavista, Gasan, Mogpog, Sta. Cruz and Torrijos. Hand crafting using softwood is one of the means of livelihood in the towns of Mogpog, Gasan and Boac. In looking for the beginning of the changes about the Morion Culture in Marinduque, the morion mask was considered in this study for cultural preservation and livelihood enhancement for ASEAN heritage. Results of the reflective analysis done revealed that the Morion culture with morion mask was triggered by a festivity derived from “Moro yan” (now Moryonan) that bears the name of the celebration. This was done by the local folks through the creative idea of the former parish priest of Mogpog and through the years, the flowered turbans of morions that protected the mananata from the heat of the sun emerge into mask and helmets of Roman soldiers and centurions. With these changes in the cultural festivity, commercialization got in as brought by the coming of tourist in the province. The morion masks features the Roman centurions and soldiers which are hand crafted seasonally with demanding price in the market. But with the dwindling forest cover and supply needed for softwood species, this livelihood is affected, which in the long run will give an untoward effect to the morion culture that was developed as one of the province’s tourist’s attractions. With this problem, some policies are needed by the local government units of Marinduque to protect the environment and the sustainability of the livelihood and the culture.

Keywords: culture, livelihood, Marinduque, morion, morion mask

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