

2020 – 2021 ABSTRACT

Business Students' Assessment of Attitudes and Readiness towards Online Education

Eric S. Parilla, DBA, FBE
Northwestern University

Marc Edward Abadilla
Northwestern University

Abstract

The study investigates the association of students' attitudes towards online education and learners' readiness to online education. The study participants were the students of the seven major universities and colleges in Ilocos Norte, and they were chosen using a convenience sampling technique. The study employed a quantitative research design and a casual research approach to measure the relationship of students' attitudes towards online education and learners' readiness. Using linear regression, the findings revealed a positive relationship between the attitudes and learners' readiness towards online education. Moreover, concerning the moderating effect of the demographic profile, using moderation analysis by Jamovi, the results was moderating effect of year level to the relationship of the two variables. Implications, conclusions, and recommendations were also provided in the study.

Keywords: Online education, learners' readiness, students' attitudes

ABSTRACT

EMPLOYER PERCEPTIONS ON THE EMPLOYABILITY SKILLS OF ENTRY-LEVEL EMPLOYEES OF THE MEDIUM-SIZED HOTELS IN ILOCOS NORTE, Imee L. Cabugon, Master of Science in Hospitality Management (MSHM) & Master in Business Administration (MBA), Research, Community Extension and Integrated Agriculture Development, Northwestern University, Inc., Laoag City.

This study aimed to determine the Employer Perceptions on the Employability Skills of Entry-Level Employees of the Medium-Sized Hotels in Ilocos Norte.

This study used the descriptive-survey method in determining the demographic profile of the HR Staff, factors for employability, employability skills do employers perceive to be important in the entry-level positions, and the problems/issues encountered by the respondents in hiring entry-level job positions. According to the findings, the succeeding conclusions were drawn: the respondents are predominantly female, young adults, and have been working as Human Resource (HR) staff for a couple of years. Likewise, the HR staff in the hospitality industry does not usually give intensive eyeing to the demographic profile of the as it does not affect the applicant's capability to do work well in the industry. In terms of physical appearance, good grooming and hygiene are the most observable factors in hiring applicants. Other important factors are soft competencies as they give a positive impact to the applicants and also benefit the hospitality firms. Having related work experience is a very essential hiring factor for the HR staff as it gives them the bird's eye view of the applicants' capabilities to do a job well.

Based on the findings and conclusions deduced, adopting of the strategies by Higher Education institutions to improve the employability skills of entry-level job applicants in the hotel industry is recommended.

Learning Preferences of Business Students in a Private Higher Education

**Eric S. Parilla, DBA
Jocelyn Evangelista, MBA
Imee Cabugon, MBA, MSHRM**

ABSTRACT

The study investigates the learning preferences of business students in a private higher education institution. The study participants were the students of this private university, and they were chosen using a convenience sampling technique. The research used a quantitative research design and a casual research approach to measure the degree of significant difference in the learning preferences of year level, gender, and course. Based on Fleming's VARK learning style inventory, these business students' most common learning preference was Writing/Reading. On the other hand, using chi-square tests of association, the findings revealed no significant differences in learning preferences as to year level, gender, and course. Implications, conclusions, and recommendations were also provided in the study.

Keywords: learning preferences, VARK, learning styles

A Tracer Study of Business Graduates at Northwestern University

**By: Eric S. Parilla, DBAFBE
Jayson Tan, MBA**

Abstract

This research is a tracer study of the graduates of College of Business Education. The researchers used convenience sampling and snowball sampling to trace the graduates of COBE. The study used quantitative and descriptive research design. It utilizes frequencies and weighted mean to show the results. The study showed that the graduates of COBE perceived that the lessons and learning activities done at the classrooms were very useful and the graduates are somewhat satisfied with the program they have graduated in the College.

**The Mediating Effects of student Attitudes on the Learning Preferences and Perceived
Academic Stress towards Online Education**

By: Eric S. Parilla, DBA

Abstract

The study investigates the association of the learners preferences of students and perceived academic stress and the mediating impact of students' attitudes towards online education. The study participants were the students of the seven major universities and colleges in Ilocos Norte, and they were chosen using a convenience sampling technique. The study employed a quantitative research design and a casual research approach to measure the relationship of learning preferences and perceived academic stress and the mediating effect of students' attitudes towards online education. Using a linear regression, the findings revealed a low positive relationship between the learning preferences and perceived academic stress. Moreover, concerning the mediating effect of the students' attitudes towards online education, using structural equation modeling, the results was there was established effect. Implications, conclusions, and recommendations were also provided in the study.

Mediating Effects of Industry in the Relationship of Presence of Business Continuity Plans and Effects of COVID-19 to Businesses in Ilocos Norte, Philippines

Eric S. Parilla, DBA

ABSTRACT

The study investigates the effects of pandemic brought about by Covid-19 to Ilocos businesses and establishments. The participants of the study were the owners and employees of businesses in Ilocos Norte and they were selected using a convenience sampling technique. The study employed a quantitative research design and a causal research approach to measure the relationship of presence of a business continuity plan and perceived impact of Covid-19 and the mediating effect of type of industry. Using a descriptive statistics, the findings divulged that many establishments created a business continuity plan in response to the current pandemic. It is also revealed that most of the businesses are affected extensively with the pandemic. The Effects of the pandemic include uncertainties, the decline in productivity, demand, and sales. Using simple structural equation modeling, the findings revealed that there is a positive relationship between the presence of the business continuity plan and the effect of the pandemic. However, as regards the mediating effect of the type of industry, there was no established effect. Implications, conclusions, and recommendations were also provided in the study.

Employability Skills, Image and Attitudes of Graduates needed by Ilocos Norte Employers

Eric S. Parilla, DBA

Abstract

The study investigates the needed skills, image and attitudes by Ilocos Norte Employers. There are four industries for this study that includes food, retail, manufacturing and other services. These industries were selected because they are the major industries in Ilocos Norte. The study participants were Ilocos Norte's employers, and they were set using the non-probability quota sampling technique. The study employed a quantitative research design and a comparative research approach to measure the significant difference in the four industries' needed skills, image, and attitudes. Using weighted means and One-way Anova, the findings revealed that attitudes such as loyalty and honesty are more important than skills and image. Furthermore, Communications, leadership and critical thinking skills are also crucial to the Ilocos Norte employers. Implications, conclusions and recommendations were also provided in the study.

SOCIAL ENTREPRENEURSHIP ORIENTATION in Iloilo and Ilocos Norte, Philippines: AN EMPIRICAL STUDY

Abstract

The study investigates the significant difference in social entrepreneurship orientation in Ilocos Norte and Iloilo. The study participants were the business owners and managers residing in Ilocos Norte and Iloilo, and they were selected using a non-probability quota sampling technique. The study employed a quantitative research design and a comparative research approach to measure the significant difference in the two provinces' social entrepreneurship orientation. Using a t-test for independent samples, the findings revealed no significant difference in social entrepreneurship orientation in Ilocos Norte and Iloilo. Inferences and future research directions were also provided in the study.

Keywords: *social entrepreneurship, social passion*

