

## **2021 – 2022 – ABSTRACT**

### **Perceived Risk and Mobile Shopping Motivations in Ilocos Norte Philippines**

**Eric S. Parilla, DBA, FBE**  
**Marc Edward M. Abadilla, MBA**

#### **Abstract**

*This study aims to determine the effect of perceived risk on mobile shopping motivations. It proposes how product risks and service risks affect mobile shopping motivations. The study has implications for marketing management, such as online shop owners and advertisers who intend to measure how to promote products on online platforms. The original contribution of this study lies within its questionnaire that has been attuned to the effects of perceived risks to mobile or online shopping motivations. The mobile shopping motivations of Ilocano buyers are efficient to use, easy and convenient to use, and the sense of enjoyment when shopping online. The relationship between product risk and mobile shopping motivation is established in this research. Implications were also discussed.*

**Key Words:** *Shopping Motivations, mobile shopping, perceived risk*

# **Tourist Engagement and Destination Loyalty Among Local Visitors in the Province of Ilocos Norte**

**Eric Santos Parilla, DBA, FBE  
Northwestern University, Philippines**

## **Abstract**

*The study aims to determine the effect of the five components of engagement to destination loyalty of 1400 local tourists in the Province of Ilocos Norte, particularly in enthusiasm, attention, absorption, interaction and identification were the variables in this study. The research used structural equation modeling and deployed a questionnaire attuned to the changes caused by the pandemic. The output of the investigation revealed that enthusiasm, Attention, interaction and identification were the variables affecting destination loyalty. Interaction has the highest effect on the destination loyalty, therefore it is recommended to enhance this aspect. Moreover, the study proposes that the provincial government and local tourism officers conduct further research on gender-based research to determine possible differences between responses of male and female tourists.*

**Key Words:** *tourist engagement, destination loyalty, enthusiasm, attention, absorption, interaction and identification*

# **Factors Affecting the Growth of Micro, Small and Medium Enterprises in San**

## **Nicolas, Ilocos Norte**

By: Marc Edward Abadilla, MBA

### **Abstract**

*This study determined the internal and external factors affecting the growth of SMEs in San Nicolas Ilocos Norte.*

*The descriptive-evaluative design was employed using a survey questionnaire to gather data. The respondents consisted of the entrepreneurs and employees of small and medium enterprises located San Nicolas Ilocos Norte.*

*Frequency count, percentage and weighted mean were used to analyze and interpret the data.*

*The findings of the study showed that most of the entrepreneurs of San Nicolas are male married individuals aged 31-40 years old. Also, they were able to finish college degrees and have attended 1-3 seminars. Most enterprises have existed for 1-5 years and are sole proprietors. Most of them are small businesses and have only between 1-10 workers. The main source of their start-up capital is from their own savings amounting to Php 2,000,000.00 and above. Most of them have sales growth and profitability growth of 0-10%.*

*The internal factor that has a great effect on SME's growth is management competence as perceived by entrepreneurs while marketing has greatest effect as perceived by employees. Lastly, the external factor that has a great impact on SME's growth is consumer behavior as perceived by entrepreneurs and employees.*

**Keywords:** *SMEs, growth, Development, Economy, Factors, Enterprise*

# **Perception of the Criminology Students on the Library Services of Northwestern University Educational Resource Center**

**Dr. Jonah B. Badua  
Nora V. Clemente  
Elvie Santiago  
Junalyn Pagdawan**

## **Abstract**

*The library is an essential facility of an educational institution that helps students' academic learning and enables them to empower their knowledge. This study assessed the Educational Resource Center library services as evaluated by 144 Criminology students for SY 2019-2020. It used a descriptive method and a document review. Frequency, ranks, percentage and weighted mean were utilized in the treatment of data. Findings revealed that respondents go to the library to work on their assignments, group study and borrow books. They spent two times a week and once a week in the library and often stayed at the reading area. Very few used the serial and audiovisual room. The students mostly asked for assistance on the basic library information to students. The observance of silence is a priority in choosing a library space. The students are satisfied with the services of the educational resource center. The results of this study imply the continual improvement of library services.*

**Keywords:** *criminology, library, satisfaction, services, utilization*

# **Cryptocurrencies: Business Students' Awareness and Schools' Adoption Readiness and Compatibility of Use Considering the Mediation of Attitudes**

By: Eric S. Parilla, DBA, FBE  
eric.parilla@nwu.edu.ph

Marc Edward Abadilla, MBA  
marc\_abadilla@yahoo.com

## **Abstract**

*The study aims to determine the effect of awareness of business students towards cryptocurrencies and readiness of universities and colleges to accept cryptocurrencies as a medium of exchange considering the mediation of business students' attitude. The research used partial least squares structural equation modeling (PLS-SEM) and deployed a questionnaire attuned to the awareness and attitudes of business students towards cryptocurrencies and readiness and compatibility of use to universities and colleges in Ilocos Norte. The output of the investigation revealed that awareness of business students are not correlated to readiness of universities and colleges which means that even though students understand cryptocurrencies, it is not an assurance that universities and colleges are ready to accept it as medium of exchange. The study proposes that trainings and seminars for business students and professionals should be conducted to expand understanding and acceptance of cryptocurrencies.*

**Research/Project Title: Tracer Study of Graduates of Northwestern University**

**Name(s) of Proponent(s):** Maricon M. Guillermo (Leader), Gregoria S. Najorda, Esmeralda A. Baldonado, Haidee V. Padayao, Edralin V. Bitanga, Agustina A. Dancel-Matias, Jennifer C. del Amen, Imee L. Cabugon, Charito F. Marcos, Shiela B. Navasca, Charliemane A. Bullalayao

**Abstract**

This study aimed to trace the graduates from the various colleges of this university enrolled from SY 2009-2017. It also determined their sex, civil status, degree earned, year graduated, licensure examination passed, and membership to a professional organization, employment status, occupation, occupational sector, place of work, promotions and needs. It also figured out the relevance of the programs, how the competencies and skills based on CMO and 21st-century skills contributed to their present job, and their suggestions for improving the program. Along with profile of respondents, the majority are male; single; with licensure examination passed and with membership to professional organization. As to employment data, most of them are employed in LGU's with non-supervisory position and with permanent status here in the country and were promoted due to their educational qualification. However, they need seminars, conventions, continuing professional development. Further, those who have difficulties in getting promoted are caused by a lack of training and seminar. The foundational courses contributed much to their present job and their competencies and skills-based on CMO and 21<sup>st</sup>-century skills. The respondents suggested updating of references and other instructional materials, participation of stakeholders, alumni, industry in the curriculum planning, competent faculty, aligning theory and practice, presence of simulation facilities, timely review of curriculum, and integration of students and faculty evaluation in the curriculum for the improvement of the various programs.

# **The Modern Day Heroes of the Tri-Bureaus of the Province of Ilocos Norte in the Covid 19 Health Pandemic: A Phenomenological Study**

**Jonah B. Badua**

## **ABSTRACT**

*The COVID-19 pandemic greatly affected the life of the law enforcement sector. In this study, it explore the experiences of the modern day heroes from the Tri-Bureaus of Ilocos Norte during the health pandemic. It involved 19 participants composed of police officers, jail officers and fire officers who rendered duty during the total lockdown, MECQ and GCQ. Using a qualitative-phenomenology two major themes are established, first are the struggles of frontliners and observance of coping strategies. They battled with immediate work adjustment, feeling of distress, lack of cooperation and respect from the civilians, infected with the virus and quarantined and financial burden. To cope up with their struggles they observed increased work commitment, strict adherence to health and safety protocols, extreme health consciousness, setting motivations, strong spiritual attachment, maximum tolerance, stay at home rule, engagement to recreation activities and life realization.*

**Keywords:** coping, experiences, frontliners, struggles, tri-bureaus,

# **Impacts of Covid-19 to MSMEs Supply Chain and Business Operations on Enterprises in the Province of Ilocos Norte**

**By: Eric S. Parilla, DBA, FBE  
Marc Edward Abadilla, MBA**

## **Abstract**

*The study investigates the effects of the pandemic brought about by Covid-19 on Ilocos businesses and establishments on its business operations and supply chain. The study participants were the owners of micro, small, medium and large businesses in Ilocos Norte, and they were selected using a convenience sampling technique. The study employed a quantitative research design, and the entrepreneurs were asked about the perceived impact of Covid-19 on supply chain. Using descriptive statistics, the findings divulged that the impact of the Covid-19 pandemic on the businesses ranged from retrenchment of employees, disruption in the supply chain, and temporary to permanent shutdown. The impact of the pandemic includes uncertainties, the decline in productivity, demand, and sales. Implications, conclusions, and recommendations were also provided in the study.*



## **Working from Home: What is the effect on employees' performance?**

Lead Researcher: Eric S. Parilla, DBA, FBE  
Co-Researchers: Marc Edward M. Abadilla, MBA  
Harrison Villanueva, PhD. Commerce  
Noel Tarrazona, PhD.

### **Abstract**

This study aims to determine the effect of work-from-home on job performance. It proposes work environment, job satisfaction and work motivation as mediating variables, and answers how work-from-home affects employee performance through them. The study has implications for business practitioner who intend to measure the effectiveness of their work-from-home policies. This is especially pertinent during the coronavirus crisis. The original contribution of this study lies within its questionnaire that has been attuned to changes caused by COVID-19. To answer the research questions, this study used structural equation modelling. The output revealed that working from home, employees experienced greater enjoyment, satisfaction and motivation thus enhancing job performance.

**Key Words:** *Work-from-home scheme, job performance, work motivation, job satisfaction, work environment*

# **ACADEMIC ENGAGEMENT OF CRIMINOLOGY STUDENTS IN NORTHWESTERN UNIVERSITY**

**GIGI C. ABBOTT**

## **Abstract**

Student engagement is one of the important constructs that is used to understand the behavior of the student towards the teaching-learning process. This is a powerful tool by the teachers and academic supervisors to design effective pedagogical techniques to maximize the learning experiences of the students.

This study identified the factors that influence the academic engagement of criminology students at Northwestern University. It specifically look into the level of academic engagement as to academic identification (intellectual development and academic performance) and academic participation (number of hours spent in school activities, extent of participation to school activities and quality of relationship with peers, faculty and staff), reasons for leaving the institution and the best aspects of Northwestern University to engage criminology students in learning.

This study used descriptive method using a survey questionnaire.

The findings disclosed that factors under academic identification under intellectual development and academic performance often lead students from 1st year to 4th year to academic engagement. The main reason for leaving the institution is because of personal reasons while the top best aspect of the institutions is faculty, the LMS-Canvas, academic, the academic teaching strategy and academic materials for teaching.

The research is limited only for the Criminology students and-covered the face to face learning process. Future researchers may conduct a follow-up study on academic engagement within the context of the blended learning process.

This study is unique in terms of involvement of Criminology students. Result significantly contributes in formulating instructional policies to improve academic engagement students.

**Keywords:** *Academic engagement, academic performance, academic identification, intellectual development*

# **The Mediating Effects of Self-Concept in the Relationship of Brand Image and Purchasing Buying Behavior: The Case of Noah Skincare Solutions**

**By: Eric S. Parilla, DBA,FBE**

## **Abstract**

This study aims to determine the effect of brand image on purchasing buying behavior. It proposes self-concept as mediating variable, and answers how brand image affects purchasing buying behavior through it. The study has implications for marketing management such as advertisers who intend to measure the how to promote skincare products such as Noah Skincare products for men. The original contribution of this study lies within its questionnaire that has been attuned to effects of brand image to purchasing behavior. To answer the research questions, this study used structural equation modelling. The output revealed that there is a mediating effect of self concept in the association of brand image and purchasing buying behavior.

***Key Words:*** *Brand image, self-concept, purchasing buying behavior*

## **Effect of COVID-19 Pandemic on Microbusinesses Operating in Ilocos Norte**

**Eric S. Parilla, DBA, FBE**

### **Abstract**

The study investigates the effects of the pandemic brought about by Covid-19 on Ilocos businesses and establishments. The study participants were the owners of micro, small and medium businesses in Ilocos Norte, and they were selected using a convenience sampling technique. The study employed a quantitative research design, and the entrepreneurs were asked about the perceived impact of Covid-19. Using descriptive statistics, the findings divulged that the impact of the Covid-19 pandemic on the businesses ranged from retrenchment of employees, disruption in the supply chain, and temporary to permanent shutdown. The impact of the pandemic includes uncertainties, the decline in productivity, demand, and sales. Implications, conclusions, and recommendations were also provided in the study.

## **Inventory Management Practices and Service Delivery of Healthcare Facilities in Ilocos Norte Philippines**

**Lead Author : Eric S. Parilla, DBA, FBE**

**Co-Authors : Roseli T. Aurelio, Ph. D**  
**Charlemagne A. Bullalayao, MAN**  
**Jocelyn G. Evangelista, MBA**

### **Abstract**

The study investigates the association between inventory management practices and service quality of healthcare facilities in the Province of Ilocos Norte. The study participants were the 16 purchasing officers of healthcare facilities in Ilocos Norte and their patients, and they were chosen using a convenience sampling method. The research used a quantitative research design and a casual research approach to measure the relationship between inventory management practices and service quality. Using Pearson's R, the findings revealed a significant relationship between personnel and stock control and monitoring to service quality. This means that more personnel training and proper tracking of stocks would yield higher satisfaction for patients. Implications, conclusions, and recommendations were also provided in the study.

*Keywords: Inventory management practices, healthcare facilities, service quality*

## **The Use and Effects of Smartphones in Students' Learning Activities**

**Eric S. Parilla, DBA, FBE**  
**[eric.parilla@nwu.edu.ph](mailto:eric.parilla@nwu.edu.ph)**

**Marc Edward Abadilla, MBA**  
**[marc\\_abadilla@yahoo.com](mailto:marc_abadilla@yahoo.com)**

### **Abstract**

The study investigates the use and effects of smartphones in 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 descriptive research approach to measure the use and effects of smartphones in the business students' learning activities. Using frequencies and weighted mean, it was found out that smartphones are used by students because they are flexible and convenient. The main advantage of using cellphones is the email capability. Though it is advantageous, there are also some detriments such as expensive and students cannot avoid distractions. Implications, conclusions, and recommendations were also provided in the study.

**Keywords:** *Online education, smartphones, mobile education*