



Research Agenda

BUSINESS CLUSTER

The research agenda serves as a guidepost and template for research and development activities of different offices and colleges.

The overall purpose of the research agenda is to unify efforts of the different departments in the integration of instruction, research and extension, to conduct researches anchored on institutional, local, regional and national needs and priorities, to realize the university’s core competencies through the conduct of research, and to establish the link between instruction and extension through the conduct of research.

Specific Objectives of the Research Agenda

1. To provide focus and direction on research and development activities that address various issues and concerns of the institution and its stakeholders;
2. To provide research-based solutions that address pressing national and local problems;
3. To serve as basis for funding research projects and for collaboration between and among colleges and departments of the university and other institutions and funding agencies;
4. To guide academic work of writing thesis and dissertation and minimize duplication of researches; and
5. To guide resource utilization in the University.

Bachelor of Science in Hospitality Management

Demands of local and global hospitality management, macro and micro perspective of hospitality management, safety, security and sanitation in hospitality industry, meetings, incentive, conventions and events management, and quality service management in food and beverage operations, front office and rooms divisions, human security

Bachelor of Science in Tourism Management

Dynamic changes and strategic development in local and global tourism environment, Philippine and global culture and tourism, quality service in tour guiding and transportation management in the tourism industry, macro and micro perspective of tourism, and sustainable environment conservation, heritage and ecotourism management, assessment studies on the resource sustainability of various ecosystems, human security (economic, community, environmental)

Bachelor of Science in Office Administration

General administrative office practice and procedures in the local and global workplace, development of office systems and technology, legal and medical clerical operations

Bachelor of Science in Business Administration major in Financial Management

Operational efficiency of banking and financial institutions, credit and collection management, corporate and public finance, and investment and portfolio management, financing of higher education, student financing models, access and equity measures in higher education

College of Business Administration

Pedagogies in the Philippine educational system, economic valuation of ecosystems, natural capital, and cost-benefit analyses, conflict management, disaster risk management, model building studies

INSTITUTIONAL RESEARCH AGENDA

1. Studies on assessment of programs/curricula
2. Studies on educational quality and standards,
3. Studies on technology and education
4. Graduate tracer studies
5. Policy-oriented studies
6. Human resources demand and supply studies

Bachelor of Science in Business Administration major in Marketing Management

Product/ service management, strategic marketing management, consumer behavior, marketing mix, company profitability, and growth, changing business environment

Bachelor of Science in Business Administration major in Human Resource Management

Organizational effectiveness, workforce demand and supply studies, recruitment and selection, training and development, benefits and compensation management, labor laws and relations, personal security

COLLEGE OF ACCOUNTANCY

Corporate governance of small-medium enterprises or large corporations, risk management, assessment of policies, standards and guidelines, system procedures, environmental concerns, regulations and compliance, ethical dilemma of the new passers of Certified Public Accountants, the upholding of code of ethics of CPAs, practice of the profession as to the field of audit and consultancy, ethical values and its influence to practice, relevance of curriculum to the demands of industry, the quality control or effectiveness of retention policies and intervention programs, financial literacy, creation of simple accounting systems