

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

Ramon V. del Rosario College of
Business

September 2026

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About the Principles for Responsible Management Education (PRME)

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 that aims to raise the profile of sustainability in their classrooms through Seven Principles focused on serving society and safeguarding our planet.

PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact. Driven by its mission to transform management education, PRME equips today's business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.



“*The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals (SDGs).*”

Antonio Guterres

Secretary-General (2017 - Present)

United Nations

”

Principles of PRME



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.



Practice

We adopt responsible and accountable management principles in our own governance and operations.



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

The Sustainable Development Goals (SDGs)

In September 2015, all 193 Member States of the United Nations adopted a plan for achieving a better future for all – laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of Agenda 2030 are 17 Sustainable Development Goals (SDGs) and 169 related targets that address the most important economic, social, environmental and governance challenges of our time. The SDGs clearly define the world we want – applying to all nations and leaving no one behind. Successful implementation of the SDGs will require all players to champion this agenda; the role of higher education is critical to this.





Getting Started

This section provides foundational information about Ramon V. del Rosario College of Business, including key details and basic institutional data.

Mission

Guided by the Lasallian values of faith, service, and communion in mission, we nurture business leaders who influence policymaking, improve business and management practices, and empower communities.

Vision

To be an innovative business school for human development and the common good in Southeast Asia.

Strategy Alignment

Mission - Ramon V. del Rosario College of Business (De La Salle University)

Guided by the Lasallian values of faith, service, and communion in mission, we nurture business leaders who influence policymaking, improve business and management practices, and empower communities.

Vision - Ramon V. del Rosario College of Business (De La Salle University)

To be an innovative business school for human development and the common good in Southeast Asia.

History - Ramon V. del Rosario College of Business (De La Salle University)

The Ramon V. del Rosario College of Business (RVRCOB) at De La Salle University was officially established on July 25, 2011, as part of the university's centennial celebrations. Prior to its founding, the university housed the College of Business and Economics alongside a separate Graduate School of Business from the former De La Salle Professional Schools. After strategic deliberation and in recognition of the distinct nature of the disciplines, the business and economics units were reorganized into two separate entities: the RVRCOB and the School of Economics. The RVRCOB now offers both undergraduate and graduate degree programs in business.

The college was named in honor of Ramon V. del Rosario, a distinguished alumnus, visionary business leader, and ambassador who exemplified the Lasallian values of faith, service, and communion. This renaming accorded the college both honor and prestige, reflecting its mission to produce graduates who transform business and advance the common good beyond profit.

In the two years following its establishment, the first Dean of RVRCOB, Dr. Brian C. Gozun, chronicled the college's milestones and aspirations in *The View From Taft* column in *BusinessWorld*. These articles outlined the significance of naming the college after del Rosario, detailed its commitment to nurturing socially responsible leaders through entrepreneurial education rooted in Lasallian teachings, and articulated its philosophy of "business education for the common good" based on constitutional and Christian principles.

Today, RVRCOB is recognized globally as a PRME Champion—one of only 26 universities worldwide invited to join the United Nations Global Compact's Principles for Responsible Management Education initiative.

PDCBS Communication Initiatives Advancing the Share Principle

As the communications arm of the **Ramon V. del Rosario College of Business** (RVRCOB) and the **PHINMA-DLSU Center for Business and Society** (PDCBS), we are committed to amplifying our advocacy on responsible management and sustainability by making it accessible to a wide range of audiences. Our role centers on creating and managing platforms that disseminate relevant insights, foster dialogue, and encourage action from both academic and public stakeholders.

One of our primary initiatives is our weekly opinion columns for two major publications: **Rappler's Good Business** and **The Manila Times' Managing for Society**. These columns feature thought leadership from diverse professionals on current and relevant developments in responsible business and sustainability. To ensure accessibility, particularly for students and other engaged citizens, we also publish these articles on the **PDCBS website**, making them available to those who may have a hard time accessing the original releases.

Recognizing the changing media consumption habits and the reduced attention spans in today's digital landscape, we are currently soft-launching these written articles into **AI-generated audio summaries**, which are fact-checked and edited before release. This initiative allows busy audiences to listen on the go. Looking ahead, we aim to create short-form podcast snippets from these summaries for social media, designed to capture audience interest and direct them to the full content.

To further engage our audience, we actively promote our content on **Facebook**, tapping into the platform's reach to encourage conversations around sustainability and responsible management. We have also begun experimenting with **infographics** on our website that present key statistics and trends related to our advocacy. These visuals offer a quick, impactful way for audiences to absorb important data and insights.

Through these efforts, whether in long-form opinion articles, bite-sized AI-generated podcasts, or visually striking infographics, we consistently emphasize the message that business can and should be a force for good, and that sustainability is integral to long-term prosperity. By diversifying our

communication formats and leveraging multiple platforms, PDCBS continues to broaden its reach, foster informed discussions, and share knowledge that inspires action toward a more responsible and sustainable future.



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PDCBS News & Articles

Notion



[08/07/25] The Quiet Revolution: How 2 Young Leaders Redefine PH Agriculture

①

[Read Here](#)



[08/12/25] How the public can directly fight corruption in govt projects

[Read Here](#)

HomeOur Journey ▾Events & Activities ▾News and Articles ▾Podcasts & Radio ▾Infographics ▾Teaching Cases ▾

Good Business Podcast: AI-deas

An AI-generated podcast by Notebook.LM

Welcome to AI-deas — the podcast where artificial intelligence meets human curiosity. Powered by Notebook.LM, AI-deas transforms complex articles, essays, and research into insightful, thought-provoking audio content. Each episode curates and synthesizes the most compelling ideas across industries, academia, and culture, delivering intelligent summaries and big-picture takeaways that inform and inspire. Whether you're looking to stay ahead of trends, deepen your understanding of key topics, or simply learn something new, AI-deas makes knowledge more accessible—one episode at a time.

LATEST EPISODE:
Auditing Together: Citizens, Business, and Accountability



EP 46: Auditing Together Citizens, Business, and Account
Preview Aug 11 • [Good Business] AI-deas
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Philippines: A Nation Ready for Business as a Force for Good?

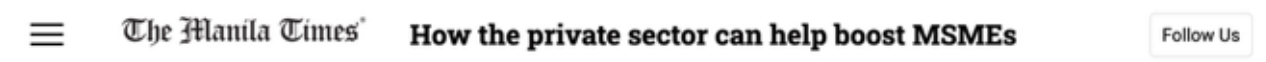
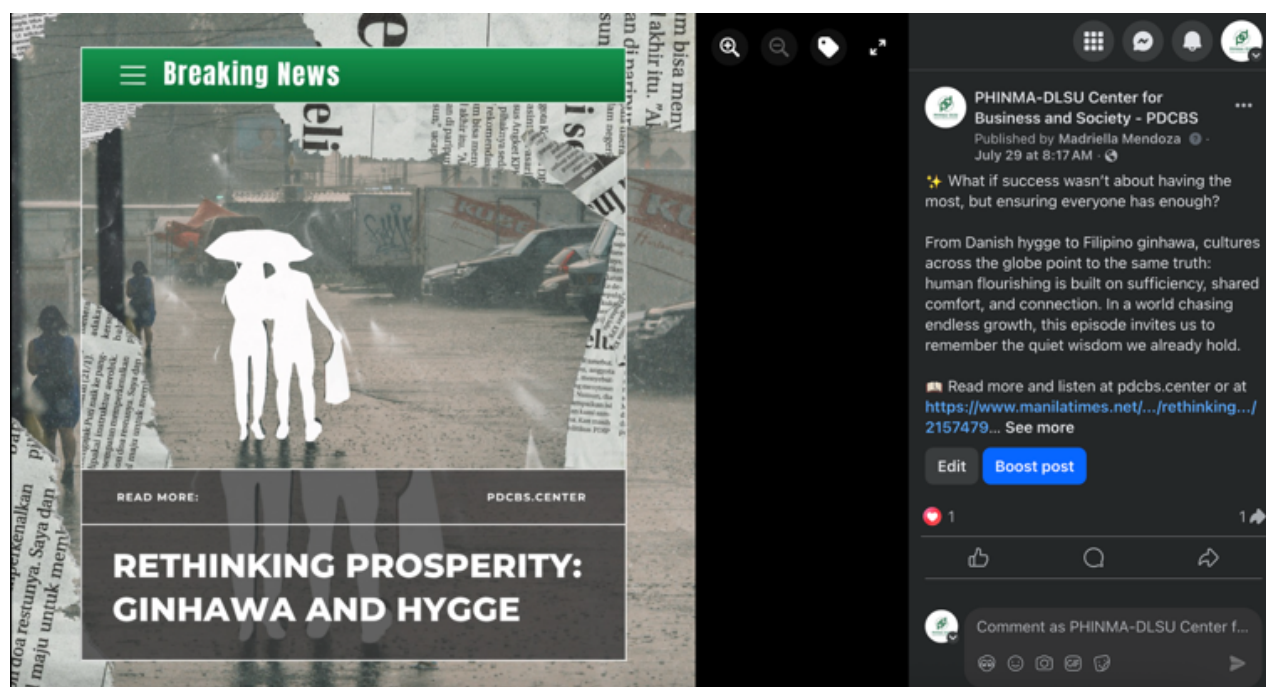
115 million consumers creating unprecedented opportunities for purpose-driven businesses

Based on Euromonitor International Philippines Consumer Profile, January 2025 | For Educational Use

32.9M Youth aged 0-14 seeking future opportunities	28.7% Middle class households ready for ethical brands	75% Want positive environmental impact daily
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04:32

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Banks' NPL ratio hits 3-month low

Megamall makeover to cost P7B, says SM

US, China extend tariff truce by 90 days

Philippine inflation expected rise ahead of holiday season

PRESIDENT Ferdinand Marcos Jr.'s State of the Nation Address on July 28 outlined a comprehensive agenda for empowering micro, small, and medium enterprises (MSMEs) as part of the government's strategy to promote inclusive economic growth.

His emphasis on providing low-interest, collateral-free loans, free training, and capital for startups reflects the administration's commitment to lifting millions of Filipinos out of poverty through entrepreneurship.



Links:

- Sample Social Media Posts:
- <https://www.facebook.com/share/p/19QwHBKHro/>
- <https://www.facebook.com/share/p/16P3BCkKMr/>
- <https://www.facebook.com/share/p/19aE2T68R9/>
- Sample Rappler 'Good Business' Columns:
- <https://www.rappler.com/business/how-regional-airports-promote-inclusive-growth/>

- <https://www.rappler.com/business/cherrie-atilano-agrea-juca-lacsina-goeden-redefining-philippine-agriculture/>
- **Sample The Manila Times 'Managing for Society' Columns:**
- <https://www.manilatimes.net/2025/08/05/business/top-business/how-the-private-sector-can-help-boost-msmes/2161889>
- <https://www.manilatimes.net/2025/08/12/business/top-business/how-the-public-can-directly-fight-corruption-in-govt-projects/2165850>
- **PDCBS Website (News & Articles):**
- <https://www.pdcbs.center/news-and-articles>
- **PDCBS Spotify Podcast ('AI-deas):** <https://open.spotify.com/show/2XNm5QoyBhPfccX19yajeP?si=dc3821b798c34d08>
- **PDCBS Infographics:**

<https://www.pdcbs.center/infographics/philippines-2024-consumer-profile>

Institutional History

History - Ramon V. del Rosario College of Business (De La Salle University)

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Graduates & Enrollment

2025 Statistics	Number
Graduates	1200
Faculty & Staff at the University	2000
Faculty & Staff at the Institution	250
Student Enrollment at the University	20,000
Student Enrollment at the Institution	5500
Undergraduate Attendance	4500
Masters-Level Postgraduate Attendance	600
Doctoral Student Attendance	100
Certificate, Professional Development, or Continuing Education Attendance	500

Degrees Offered

Bachelor Programs

 Bachelor of Business Administration (B.B.A.)

Masters Programs

 Master of Science (M.Sc. or M.S.)  Master of Business Administration (M.B.A.)

Doctoral Programs

 Doctor of Philosophy (Ph.D.)  Doctor of Business Administration (D.B.A.)



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



Who Champions Responsible Management Education at Our Institution

- ❖ Interdisciplinary efforts across business school
- ❖ Research or issue group, society, or club leading sustainability efforts



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



Teaching Awards

In 2025, 2 awards were given to faculty and educators at Ramon V. del Rosario College of Business.



2024 UN PRME Chapter ASEAN+ Responsible Management Education Award for Education

Granter: UN PRME Chapter ASEAN+

Grantee: Dr. Norby Salonga

Award Description:

Innovative Curriculum Award: Adopting i5PRME Principles This award celebrates the creation of transformative and innovative curricula that integrate the i5PRME principles—making learning meaningful, joyful, fostering active learning, promoting social interaction, and encouraging design for iteration.



St. Miguel Febres Cordero Research Award for Outstanding Book/Monograph in English

Granter: De La Salle University

Grantee: Project DORA

Award Description:

The University, in its commitment to creating a culture of excellence, has established the Annual Pillars of Lasallian Education Excellence Awards. The Pillar Award, as it is commonly called, recognizes the exceptional contributions of faculty members in teaching, research, or community engagement activities. There are four (4) major awards, namely:

The St. Benilde Romancon Pillar of Lasallian Excellence Award in Teaching

The St. Miguel Febres Cordero Pillar of Lasallian Excellence Award in Research

The St. Jaime Hilario Pillar of Lasallian Excellence Award in Community Engagement

The St. Jean Baptiste de La Salle Pillar of Excellence Award



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

Research vs Research for RME/Sustainable Development

50 Peer-reviewed articles were published by Ramon V. del Rosario College of Business from this past calendar year.

vs

25 Peer-reviewed articles were published by Ramon V. del Rosario College of Business from this past calendar year in support of RME.

Research Funding

In 2025, Ramon V. del Rosario College of Business was awarded funding for research that is:



National



International



Local



Regional

Socializing Research

In 2025, Ramon V. del Rosario College of Business contributed research findings to:

- ❖ Government and policy makers
- ❖ Industry and business networks
- ❖ Local media
- ❖ Open-access platforms

Research Presentations Related to RME and/or Sustainability

In 2025, Ramon V. del Rosario College of Business gave 9 research presentations related to RME and/or sustainability.

Exploring Consumer Ethnocentrism and Country-of-Origin Effects Among Filipino Gen Z

| [DOI](#)

Authors: Dr. Emmanuel Jimenez Dotong, De La Salle University, Ramon V. Del Rosario College of Business Administration, Department of Decision Sciences and Innovation | Marián Čvirik, Bratislava University of Economics and Business, Faculty of Commerce, Department of Marketing

Date of publication: August, 2025

Presented at: National or international discipline-specific conference

Department: Marketing | International Business | Economics

Abstract: This study explores consumer ethnocentrism and country-of-origin (COO) effects among Filipino Generation Z consumers across five product categories: automobiles, clothing, dairy products, electronics, and cosmetics. Using the Consumer Ethnocentric Tendencies Scale (CETSCALE) and recall-based COO assessment, the study finds moderately strong ethnocentric tendencies, particularly for automobiles and clothing, where domestic economic contributions are emphasized. Conversely, COO effects are less significant in electronics and cosmetics, where quality, innovation, and brand reputation dominate. Statistical analyses reveal a significant contingency between high ethnocentrism and preference for local products in cars and clothing, while no such relationship exists in other categories. The findings suggest marketers in the automotive and apparel sectors should emphasize local origin, while other industries should focus on quality and global trends. This research highlights the importance of tailoring marketing strategies to align with Filipino Gen Z's values, offering actionable insights for businesses.



Farming is not a joke: the entrepreneurship ecosystem of agricultural social enterprises

| [DOI](#)

Authors: Angelica Marie Therese C. Lorenz | Peter P. Padre | Joanna Kathleen P. Ramos | Adrian A. Mabalay | Patrick Adriel H. Aure | Angelique C. Blasa-Cheng

Date of publication: August, 2025

Department: Management

This study aims to work toward understanding the entrepreneurship ecosystem of agricultural social enterprises in the Philippines by exploring the interactions between policy, culture, supports and human capital domains. The authors considered using an exploratory single-embedded case study approach, involving methodological triangulation of document analysis, semistructured interviews and participant observation. The authors analyzed the data using a narrative approach to map the ecosystem. Through the research, the authors discovered that while each domain functions effectively individually, disconnects exist when interacting collectively as an ecosystem. The authors come to know that there is no policy consensus on social enterprise definitions, which limits specialized policy support. Although support services like incubators are available, the authors observed that awareness and accessibility vary based on location and business maturity. The authors also noted that human

capital helps translate concepts into frameworks, but research tailored to agriculture and social entrepreneurship is limited. The authors come to the conclusion that collaboration and openness across

domains are needed to strengthen connections and synergies. The study was geographically limited to Luzon Island, and the authors did not include the finance and markets domains of the ecosystem model in the analysis. Based on the findings, the authors identify strategies to reinforce connections, such as increasing awareness of support services, developing tailored policies for social enterprises, conducting specialized research and promoting collaboration across domains. The authors are convinced that implementing these strategies can further develop the agricultural social entrepreneurship ecosystem. The study provides unique empirical insights into the agricultural social entrepreneurship ecosystem in the Philippines. The authors captured the narratives and experiences of key ecosystem stakeholders along the process. The authors have confidence that what the authors found can strategically guide policymakers and support organizations, educational institutions and social entrepreneurs to accelerate ecosystem development for greater social impact.



Improved accessibility of healthcare facility services by vulnerable populations

| [DOI](#)

Authors: Adrian A. Mabalay | Maricel V. de Guzman

Date of publication: August, 2025

Department: Management

This study determined the capacity of healthcare facilities in the Philippines to provide accessible health services to vulnerable groups during the COVID-19 pandemic. The research addressed the urgent need to support vulnerable populations facing higher health risks and barriers in accessing healthcare services. Using a cross-sectional, descriptive quantitative research design and the Healthcare Facility Capacity Self-Assessment on the Accessibility of Services for Vulnerable Populations survey, the researchers collected data from 154 participating healthcare facilities in the Philippines. The most important finding revealed significant gaps in the healthcare facilities' capacity to serve vulnerable groups, particularly in physical infrastructure, equipment, personnel training, and tailored health promotion materials. This study contributes to the theoretical understanding of healthcare accessibility by applying the Andersen behavioral model. It highlights the practical implications for targeted interventions, policies, and resource allocation to enhance the capacity of healthcare facilities to provide accessible and inclusive health services to vulnerable populations during health emergencies.



Enhancing social enterprise coffee marketability through sensory packaging: Consumer impressions, willingness to buy, and gender differences

| [DOI](#)

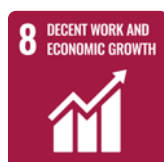
Authors: Adrian A. Mabalay

Date of publication: August, 2025

Department: Entrepreneurship | Marketing | International Business | Management | Business Administration

This study investigates how consumers perceive the packaging of Philippine coffee social enterprise products and how this impression affects their willingness to purchase based on sensory expectations, brand attitude, product quality perception, and price perception. Following a positivist research philosophy, this study used empirical methods, surveying 263 coffee consumers. The coffee packaging prototypes varied across material and graphic designs. The data was analyzed statistically using the Friedman test and Spearman correlation. It was found that packaging elements elicit an equal share of emotional responses. Graphics have a greater impact than materials. Females are more affected by visuals, while materials influence males more.

Further, packaging design correlates positively and significantly with consumer impressions and willingness to buy. The sampling methodology limits generalizability. Future studies can use integrated models to analyze the effects of additional packaging variables like color and shape. Coffee enterprises should focus on graphic rather than material elements. Paper packs with patterned graphics are most attractive to consumers. Targeted gender-sensitive packaging designs are needed. Standardized packaging can help build the Philippine coffee social enterprise industry and support small-scale farmer livelihoods. Environmentally sustainable materials should be prioritized. The findings contribute to the success and growth of small-scale farmers and social enterprises in the Philippines. These businesses can attract more consumers, increase their market share, and ultimately generate more significant social impact by implementing packaging design strategies that effectively communicate product quality, sustainability, and social value. The study uniquely integrates diverse methods to provide holistic insights into jointly analyzing the effects of packaging materials and graphics. It proposes an expanded conceptual role of packaging in shaping product perceptions using the affective response framework and Kansei approach.



Can disruptive events trigger transitions towards sustainable consumption?

| [DOI](#)

Authors: Prof. Anthony S. F. Chiu, De La Salle University | Prof. Kathleen B. Aviso, De La Salle University
| Dr. Jonna C. Baquillas, De La Salle University | Prof. Raymond R. Tan, De La Salle University

Date of publication: August, 2025

Department: Management | Marketing | International Business

Disruptive events have historically been shown to upset business as usual practices that can leave temporary or lasting changes. The emergence of a pandemic in 2020 triggered a rapid digital transformation. Electronic platforms are able to support essential socio-economic activities through virtual transactions and interactions yet products remain a physical output of raw material consumption. Furthermore, the digital world has also easily provided consumers access to more products than they normally need, allowing for rebound effect through “retail therapy” and “revenge procurement”. As widespread digital consumption becomes the “new normal”, this paper cautions against unsustainable consumption practices in the digital world, cites affluence data, and proposes a systemic design-based poka-yoke strategy as a feasible pathway to sustainable consumption: (i) a resource-based sustainability transition that accounts for the consumption of both intermediate (producer) and end- (finished product) consumers, (ii) a design philosophy in developing products and services that embeds sustainability attributes, and (iii) limiting consumer choices to sustainability-proofed products and systems that can guide and lock-in sustainable consumption.



Impact of Enterprise and Employment Population Towards Tax Revenue, Stratified According to Organizational Sizes

Authors: David Jose

Date of publication: August, 2025

Presented at: National or international academy of management | National or international issue or theme-specific conference

Department: Economics | Entrepreneurship

This quantitative, causal-exploratory study investigates how the employee population and enterprise size composition affect regional tax revenue performance in the Philippines.

Through the data from 2000 to 2021 across 16 regions, the study categorizes enterprises into Micro, Small, Medium, and Large classifications. It applies economic and statistical controls, including per capita normalization, to address regional structural differences. Elastic Net Regression, a regularized machine learning technique, identifies that employment levels and firm size (especially in small and medium enterprises) significantly impact regional tax revenue. Compositional data analysis is employed to explore the optimal economic structure further, revealing the ideal proportion of employees and enterprises to **maximize tax revenues**.

The findings highlight the fiscal value of enterprise expansion and job creation, offering empirical insights that can inform targeted policy interventions. In an era of mounting public debt, the study contributes to the discourse on building employment-responsive and fiscally resilient tax systems in developing economies.



Diminishing Marginal Utility of Technological Devices toward Academic Performance in Mathematics, Reading, and Science

| [DOI](#)

Authors: Gerald Martos | David Jose

Date of publication: August, 2025

Presented at: National or international discipline-specific conference

Department: Economics

The Philippines, in its pursuit of aligning its education system with global standards, has participated in the Program for International Student Assessment (PISA) which evaluates 15-year-olds' reading, scientific, and mathematical proficiency. However, the 2022 PISA report ranked Filipino learners among the lowest five in reading, science, and mathematics. This study explores how ownership of technological devices influences student performance in these domains. Using Ordinal Logistic Regression, we analyze the 2022 PISA ordinal data for 7608 Filipino students. Results show a diminishing marginal return on academic achievement as device ownership increases. While initial access to technology boosts performance, the effect weakens as students own more devices. This trend is stronger among learners without siblings and persists regardless of internal or external digital distractions. Findings emphasize the need for balanced digital engagement. Rather than restricting access or full enablement, families and policymakers should focus on strategic technology use to enhance education, aligning with Sustainable Development Goals for quality learning.



The Impact of Deceptive Advertising on Customer Loyalty in E Commerce in Bulacan

Authors: Dr. Edgar Chang, Dr. Yanga Colleges Inc., De La Salle University | Baron Bernardo, Dr. Yanga Colleges Inc. | Angelyn Gabalonos, Dr. Yanga Colleges Inc. | Daisy Rose Eugenio, Dr. Yanga Colleges Inc. | Francis Palparan, Dr. Yanga Colleges Inc. | Rhea Lebrilla, Dr. Yanga Colleges Inc. | Aisa Hiligan, Dr. Yanga Colleges Inc.

Date of publication: August, 2025

Presented at: National or international academy of management

Department: Marketing

This study investigates “The Impact of Deceptive Advertising on Customer Loyalty in E-commerce in Bulacan,” focusing on how deceptive advertising influences crucial aspects of customer loyalty, such as trust, experience, and satisfaction. Additionally, it explores the mediating effect of word of mouth in Bulacan's e-commerce sector. The researchers developed a conceptual framework based on Iqbal and Siddiqui's (2019) work, emphasizing the unique context of e-commerce in Bulacan rather than telecommunications. Utilizing a quantitative research design, data were collected via a survey distributed through Google Forms involving 400 online shoppers in Bulacan. The analysis was conducted using descriptive statistics and path analysis through Jamovi software. Findings confirm that deceptive advertising, customer trust, satisfaction, and experience all significantly and positively affect customer loyalty, with word of mouth serving as a partial mediator. Among the key findings, deceptive advertising emerged as the most influential factor on customer loyalty, while customer trust was found to exert the least influence. Overall, the study provides valuable insights into the dynamics of customer loyalty in the modern e-commerce landscape and highlights the need to address deceptive advertising practices. Key Words: E-Commerce, Deceptive Advertisements, Customer Trust, Customer Satisfaction, Customer Experience, Word of Mouth, Customer Loyalty, Deceptive Advertising



Economics and Business Quarterly Reviews Swipe, Tick, Buy: Exploring E-Wallet Structures that Translate Browsers into Buyers Among Gen Z and Gen Y

| [DOI](#)

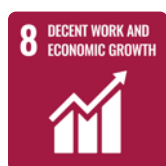
Authors: Dr. Cristina Teresa N. Lim | Dr. Edgar L. Chang

Date of publication: August, 2025

Presented at: National or international issue or theme-specific conference

Department: Business Administration | Business Analytics

In the modern - day landscape, overt by prevalent mobile phone and internet usage, e-wallets emerged as a revolutionary platform, facilitating instantaneous access to various financial services and products. These digital wallets have been upheld as invaluable during the COVID-19 pandemic, instigating safety protocols among consumers and businesses. Despite their renowned advantages, it has been pondered that the convenience offered by e-wallets has steered shifts in consumer behavior, diminishing their control over inadvertent purchases. With 1,054 respondents, this study utilized Partial Least Square Structural Equation Modeling (PLS-SEM) to evaluate the specific characteristics of e-wallets and their influence on consumer satisfaction and perceived enjoyment, consequently scanning their influence on impulse buying behavior. The outcomes unveiled that perceived interactivity, subjective norms, convenience, and monetary savings positively correlate with professed enjoyment and satisfaction. Furthermore, information quality and visual appeal were found to have a positive association uniquely with apparent enjoyment. Perceived enjoyment suggestively wedged impulsive buying tendencies, underscoring the convoluted interplay between the digital wallet facet, user experience, and consumer behavior. Fostering on these findings, e-wallet operators can enrich the consumer experience through generational marketing, optimizing application interfaces with a user-centric approach. Additionally, strategic partnerships with corporate entities can be leveraged to deliver precisely tailored promotions that align with each consumer generation's distinct preferences and demographics.



Publications Related to RME and/or Sustainability

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This study aims to work toward understanding the entrepreneurship ecosystem of agricultural social enterprises in the Philippines by exploring the interactions between policy, culture, supports and human capital domains. The authors considered using an exploratory single-embedded case study approach, involving methodological triangulation of document analysis, semistructured interviews and participant observation. The authors analyzed the data using a narrative approach to map the ecosystem. Through the research, the authors discovered that while each domain functions effectively individually, disconnects exist when interacting collectively as an ecosystem. The authors come to know that there is no policy consensus on social enterprise definitions, which limits specialized policy support. Although support services like incubators are available, the authors observed that awareness and accessibility vary based on location and business maturity. The authors also noted that human

capital helps translate concepts into frameworks, but research tailored to agriculture and social entrepreneurship is limited. The authors come to the conclusion that collaboration and openness across

domains are needed to strengthen connections and synergies. The study was geographically limited to Luzon Island, and the authors did not include the finance and markets domains of the ecosystem model in the analysis. Based on the findings, the authors identify strategies to reinforce connections, such as increasing awareness of support services, developing tailored policies for social enterprises, conducting specialized research and promoting collaboration across domains. The authors are convinced that implementing these strategies can further develop the agricultural social entrepreneurship ecosystem. The study provides unique empirical insights into the agricultural social entrepreneurship ecosystem in the Philippines. The authors captured the narratives and experiences of key ecosystem stakeholders along the process. The authors have confidence that what the authors found can strategically guide policymakers and support organizations, educational institutions and social entrepreneurs to accelerate ecosystem development for greater social impact.



Improved accessibility of healthcare facility services by vulnerable populations

| [DOI](#)

Authors: Adrian A. Mabalay | Maricel V. de Guzman

Date of publication: August, 2025

Department: Management

This study determined the capacity of healthcare facilities in the Philippines to provide accessible health services to vulnerable groups during the COVID-19 pandemic. The research addressed the urgent need to support vulnerable populations facing higher health risks and barriers in accessing healthcare services. Using a cross-sectional, descriptive quantitative research design and the Healthcare Facility Capacity Self-Assessment on the Accessibility of Services for Vulnerable Populations survey, the researchers collected data from 154 participating healthcare facilities in the Philippines. The most important finding revealed significant gaps in the healthcare facilities' capacity to serve vulnerable groups, particularly in physical infrastructure, equipment, personnel training, and tailored health promotion materials. This study contributes to the theoretical understanding of healthcare accessibility by applying the Andersen behavioral model. It highlights the practical implications for targeted interventions, policies, and resource allocation to enhance the capacity of healthcare facilities to provide accessible and inclusive health services to vulnerable populations during health emergencies.



Enhancing social enterprise coffee marketability through sensory packaging: Consumer impressions, willingness to buy, and gender differences

| [DOI](#)

Authors: Adrian A. Mabalay

Date of publication: August, 2025

Department: Entrepreneurship | Marketing | International Business | Management | Business Administration

This study investigates how consumers perceive the packaging of Philippine coffee social enterprise products and how this impression affects their willingness to purchase based on sensory expectations, brand attitude, product quality perception, and price perception. Following a positivist research philosophy, this study used empirical methods, surveying 263 coffee consumers. The coffee packaging prototypes varied across material and graphic designs. The data was analyzed statistically using the Friedman test and Spearman correlation. It was found that packaging elements elicit an equal share of emotional responses. Graphics have a greater impact than materials. Females are more affected by visuals, while materials influence males more.

Further, packaging design correlates positively and significantly with consumer impressions and willingness to buy. The sampling methodology limits generalizability. Future studies can use integrated models to analyze the effects of additional packaging variables like color and shape. Coffee enterprises should focus on graphic rather than material elements. Paper packs with patterned graphics are most attractive to consumers. Targeted gender-sensitive packaging designs are needed. Standardized packaging can help build the Philippine coffee social enterprise industry and support small-scale farmer livelihoods. Environmentally sustainable materials should be prioritized. The findings contribute to the success and growth of small-scale farmers and social enterprises in the Philippines. These businesses can attract more consumers, increase their market share, and ultimately generate more significant social impact by implementing packaging design strategies that effectively communicate product quality, sustainability, and social value. The study uniquely integrates diverse methods to provide holistic insights into jointly analyzing the effects of packaging materials and graphics. It proposes an expanded conceptual role of packaging in shaping product perceptions using the affective response framework and Kansei approach.



Can disruptive events trigger transitions towards sustainable consumption?

| [DOI](#)

Authors: Prof. Anthony S. F. Chiu, De La Salle University | Prof. Kathleen B. Aviso, De La Salle University
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Date of publication: August, 2025

Department: Management | Marketing | International Business

Disruptive events have historically been shown to upset business as usual practices that can leave temporary or lasting changes. The emergence of a pandemic in 2020 triggered a rapid digital transformation. Electronic platforms are able to support essential socio-economic activities through virtual transactions and interactions yet products remain a physical output of raw material consumption. Furthermore, the digital world has also easily provided consumers access to more products than they normally need, allowing for rebound effect through “retail therapy” and “revenge procurement”. As widespread digital consumption becomes the “new normal”, this paper cautions against unsustainable consumption practices in the digital world, cites affluence data, and proposes a systemic design-based poka-yoke strategy as a feasible pathway to sustainable consumption: (i) a resource-based sustainability transition that accounts for the consumption of both intermediate (producer) and end- (finished product) consumers, (ii) a design philosophy in developing products and services that embeds sustainability attributes, and (iii) limiting consumer choices to sustainability-proofed products and systems that can guide and lock-in sustainable consumption.



Impact of Enterprise and Employment Population Towards Tax Revenue, Stratified According to Organizational Sizes

Authors: David Jose

Date of publication: August, 2025

Presented at: National or international academy of management | National or international issue or theme-specific conference

Department: Economics | Entrepreneurship

This quantitative, causal-exploratory study investigates how the employee population and enterprise size composition affect regional tax revenue performance in the Philippines.

Through the data from 2000 to 2021 across 16 regions, the study categorizes enterprises into Micro, Small, Medium, and Large classifications. It applies economic and statistical controls, including per capita normalization, to address regional structural differences. Elastic Net Regression, a regularized machine learning technique, identifies that employment levels and firm size (especially in small and medium enterprises) significantly impact regional tax revenue. Compositional data analysis is employed to explore the optimal economic structure further, revealing the ideal proportion of employees and enterprises to **maximize tax revenues**.

The findings highlight the fiscal value of enterprise expansion and job creation, offering empirical insights that can inform targeted policy interventions. In an era of mounting public debt, the study contributes to the discourse on building employment-responsive and fiscally resilient tax systems in developing economies.



Diminishing Marginal Utility of Technological Devices toward Academic Performance in Mathematics, Reading, and Science

| [DOI](#)

Authors: Gerald Martos | David Jose

Date of publication: August, 2025

Presented at: National or international discipline-specific conference

Department: Economics

The Philippines, in its pursuit of aligning its education system with global standards, has participated in the Program for International Student Assessment (PISA) which evaluates 15-year-olds' reading, scientific, and mathematical proficiency. However, the 2022 PISA report ranked Filipino learners among the lowest five in reading, science, and mathematics. This study explores how ownership of technological devices influences student performance in these domains. Using Ordinal Logistic Regression, we analyze the 2022 PISA ordinal data for 7608 Filipino students. Results show a diminishing marginal return on academic achievement as device ownership increases. While initial access to technology boosts performance, the effect weakens as students own more devices. This trend is stronger among learners without siblings and persists regardless of internal or external digital distractions. Findings emphasize the need for balanced digital engagement. Rather than restricting access or full enablement, families and policymakers should focus on strategic technology use to enhance education, aligning with Sustainable Development Goals for quality learning.



The Impact of Deceptive Advertising on Customer Loyalty in E Commerce in Bulacan

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Department: Marketing

This study investigates “The Impact of Deceptive Advertising on Customer Loyalty in E-commerce in Bulacan,” focusing on how deceptive advertising influences crucial aspects of customer loyalty, such as trust, experience, and satisfaction. Additionally, it explores the mediating effect of word of mouth in Bulacan's e-commerce sector. The researchers developed a conceptual framework based on Iqbal and Siddiqui's (2019) work, emphasizing the unique context of e-commerce in Bulacan rather than telecommunications. Utilizing a quantitative research design, data were collected via a survey distributed through Google Forms involving 400 online shoppers in Bulacan. The analysis was conducted using descriptive statistics and path analysis through Jamovi software. Findings confirm that deceptive advertising, customer trust, satisfaction, and experience all significantly and positively affect customer loyalty, with word of mouth serving as a partial mediator. Among the key findings, deceptive advertising emerged as the most influential factor on customer loyalty, while customer trust was found to exert the least influence. Overall, the study provides valuable insights into the dynamics of customer loyalty in the modern e-commerce landscape and highlights the need to address deceptive advertising practices. Key Words: E-Commerce, Deceptive Advertisements, Customer Trust, Customer Satisfaction, Customer Experience, Word of Mouth, Customer Loyalty, Deceptive Advertising



Economics and Business Quarterly Reviews Swipe, Tick, Buy: Exploring E-Wallet Structures that Translate Browsers into Buyers Among Gen Z and Gen Y

| [DOI](#)

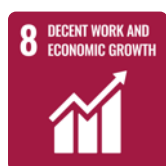
Authors: Dr. Cristina Teresa N. Lim | Dr. Edgar L. Chang

Date of publication: August, 2025

Presented at: National or international issue or theme-specific conference

Department: Business Administration | Business Analytics

In the modern - day landscape, overt by prevalent mobile phone and internet usage, e-wallets emerged as a revolutionary platform, facilitating instantaneous access to various financial services and products. These digital wallets have been upheld as invaluable during the COVID-19 pandemic, instigating safety protocols among consumers and businesses. Despite their renowned advantages, it has been pondered that the convenience offered by e-wallets has steered shifts in consumer behavior, diminishing their control over inadvertent purchases. With 1,054 respondents, this study utilized Partial Least Square Structural Equation Modeling (PLS-SEM) to evaluate the specific characteristics of e-wallets and their influence on consumer satisfaction and perceived enjoyment, consequently scanning their influence on impulse buying behavior. The outcomes unveiled that perceived interactivity, subjective norms, convenience, and monetary savings positively correlate with professed enjoyment and satisfaction. Furthermore, information quality and visual appeal were found to have a positive association uniquely with apparent enjoyment. Perceived enjoyment suggestively wedged impulsive buying tendencies, underscoring the convoluted interplay between the digital wallet facet, user experience, and consumer behavior. Fostering on these findings, e-wallet operators can enrich the consumer experience through generational marketing, optimizing application interfaces with a user-centric approach. Additionally, strategic partnerships with corporate entities can be leveraged to deliver precisely tailored promotions that align with each consumer generation's distinct preferences and demographics.





Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.

Institutional Partnerships

- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ Local institutions and associations
- ❖ Quacquarelli Symonds (QS)
- ❖ Times Higher Education (THE)
- ❖ Ministries of Education, Higher Education, or similar national bodies
- ❖ University Councils

Student Organization Partnerships

- ❖ PRME Students



Practice

We adopt responsible and accountable management principles in our own governance and operations.

Institutional Policies and Practices

- ❖ Accreditation body recommendation documents
- ❖ Campus operations guides
- ❖ Carbon reduction or offset commitments
- ❖ Climate action plan
- ❖ Curriculum guidelines
- ❖ Faculty hiring, tenure, and promotion guidelines
- ❖ Greenhouse gas emissions
- ❖ Local staff/student/faculty transportation
- ❖ Professional training opportunities
- ❖ Sustainability strategy or strategic plan (school or university level)
- ❖ Water
- ❖ Zero-waste guides



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.



Engagement Opportunities

Ramon V. del Rosario College of Business offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

- ❖ Boards and advisory committees
- ❖ Annual reports
- ❖ Community events and consultation forums
- ❖ Feedback mechanisms (e.g., surveys, suggestion boxes)
- ❖ Open faculty and student meetings and town halls
- ❖ Partnerships with local organizations
- ❖ Public events and panel discussions
- ❖ Publicly accessible sustainability data and dashboards
- ❖ Student and staff volunteer programs
- ❖ Sustainability-focused research and collaboration Opportunities

Communication Audiences

Ramon V. del Rosario College of Business communicates its policies and progress on sustainable development and responsibility with:

- ❖ Accreditation bodies
- ❖ Alumni and donors
- ❖ Boards and advisory committees
- ❖ Business and industry partners
- ❖ Chamber of commerce and local communities
- ❖ Faculty and staff
- ❖ Government and policy makers
- ❖ Media and public relations channels
- ❖ Non-governmental organizations (NGOs)
- ❖ Prospective and current students
- ❖ Research and academic networks

SIGNATORY

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