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National Business and Management Conference 2014

Contributed by Dr. Mary Grace L. Leongson

With the concerted efforts and expertise of the organizing schools, namely De La Salle University Manila, San Beda College Manila, and University of San Carlos, the 2nd National Business and Management Conference with the theme, "Responsible management and sustainable business in a borderless world" was carefully planned and successfully executed. This was held in the Bro. Andrew Gonzales Hall, De La Salle University Manila on 17-18 October 2014.

The conference highlights were the talks of Mr. Gerardo Ablaza Jr. (President and Chief Executive Officer of Manila Water Company, Inc), Ms. Fidelina Corcuera (Senior Vice-President and Executive Director of BPI Foundation), Ms. Elizabeth Lee (President and Chief Executive Officer of E-Motors), Dr. Benito Teehankee (Associate Professor of De La Salle University Manila), and Dr. Raymond Girard Tan (Vice-Chancellor for Research and Innovation, De La Salle University Manila).

Part of the event's much awaited activity was the research presentation on the following areas:

Day 1:

- Ethics and Corporate Social Responsibility
- Corporate Governance and Leadership
- Labor and Employment Issues
- Business Education
- Tourism and Service Management

Day 2:

- Entrepreneurship and Family Business
- Agricultural Economics and Finance
- Local Governance and Management Issues
- Customer Attitudes and Purchasing Behavior

Research papers of Dr. Elizabeth D. Ramos, Dr. Ramil A. Ravanes, and Dr. Mary Grace L. Leongson were presented in the conference. They are administrator and faculty of the College of Business and Management (CBM).

Dr. Elizabeth D. Ramos

Paper Presented: *Information Technology in Education:
An Organization Development Model*

Dr. Ramil A. Ravanes

Papers Presented: *The tour operators assessment on the Philippine tourism key success factors: Basis to become competitive in the ASEAN economic community.*
Ups and downs of selected entrepreneurs and their coping mechanism to success

Dr. Mary Grace L. Leongson

Paper Presented: *Cutting across tri-dimension business imperatives: Tourism industry, recreation of curriculum and corporate social responsibility*

Pictures: (Photo Credits: Dr. Ramil A. Ravanes)



Paper presenters and participants with Dr. Raymund Tan (center)



**Paper presenters from St. Paul University Manila (left to right):
Dr. Elizabeth Ramos, Dr. Mary Grace Leongson, and Dr. Ramil Ravanes**



with Dr. Ben Teehanke (2nd from the left)



and with Ms. Fidelina Corcuera (3rd from the left)

ALUMNA ONE OF 100 MOST INFLUENTIAL FILIPINAS IN THE WORLD

Myrna Obligacion-Carreon (High School 1964) was honored as one of 100 MOST INFLUENTIAL FILIPINA WOMEN IN THE WORLD by the Filipina Women's Network. The award was given in categories of Builders, Policy Maker, and Innovators in ceremonies held in the Shangrila Hotel on 7 October 2014.





The awardees...

ALUMNI GATHERINGS

**High School 1966
Remembering Cata Baltazar
on her birthday
With Emma See, Loowee Andal,
Rose Marie Montano, Sandy Cipriano,
Cynthia Galindo, Rosauro Montano,
Wynna Medina, Alicia L. Roco,
Meg Perlas-Arrieta, Nina Basa-Lopez
and Malou Reyes**



**High School 1969
in the US
Louie Atienza, Maritess Pardo,
and Carolina del Gallego**

**High School 1962
Birthday Visit to Vigil House**

High School 1962 has embarked on a project—bringing birthday cheer to the Sisters in Vigil House. Initiated by Suzzette Bagaybagayan-Rutherford, who is based in Florida, the activity involves members of the class visiting the Sisters in Vigil House, bringing merienda for them, and greeting the birthday celebrants.

The first visit was on 22 October 2014. Five birthday celebrants included Sr. Caritas Sevilla, who used to be in St. Paul Manila. They also met Sr. Miriam Raymond Victoriano, Sr. Julie, Sr. Eugenie Madronero, Sr. Edmond, and their former adviser, Sr. Mary Angela Barrios.



**With some Sister celebrants
and their birthday cake...**

**Partial view of the Sisters
attending the celebration...**



**L-R: Boots Alvero, Fe Zapanta,
MOM, Margot Ripoll,
Sr. Mary Angela, Amor Nuñez,
Fely Santos and Tere Marfori**

CONDOLENCES

The Paulinian Family condoles with Teresa Tordesillas-Orense (HS 1973) and Carmelita Tordesillas-Tirona (HS 1977) on the passing of their mother, Felisa.

