ISSN (Print): 2945-4646 ISSN (Online): 2945-4654 Vol. 1, No. 1 (2022)



BOCK & CTS

Researching in the next normal



The QCU 2022 Virtual Faculty Research Colloquium Book of Abstracts is a volume in the annual publication of the Office of the Vice President for Research, Extension, Planning, and Development published bi-annually by the Quezon City University, 673 Quirino Highway, Barangay San Bartolome, Novaliches, Quezon City.

Copyright @ 2022.

The copyright of the articles and images in this compilation reverts to the individual authors and artists.

No part of this publication may be reproduced in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system, without permission in writing from the Quezon City University, or individual authors



BOOK & ABSTRACTS

QUEZON CITY UNIVERSITY 2022 VIRTUAL FACULTY RESEARCH COLLOQUIUM

Theme:
Researching in the next normal

4th March 2022 Via Zoom Meetings

Published by the QUEZON CITY UNIVERSITY 673 Quirino Highway, San Bartolome, Novaliches, Quezon City

> COPYRIGHT © 2022 QUEZON CITY UNIVERSITY

> > ISSN (Print): 2945-4646 ISSN (Online): 2945-4654 Vol. 1, No. 1 (2022)



SAN BARTOLOME | SAN FRANCISCO | BATASAN

www.qcu.edu.ph

TABLE OF CONTENTS

/ / / /	
6//6	Editorial Team
7	About the QCU 2022 Virtual Faculty Research Colloquium 2022
8	Message from the University President
10	Message from the Vice President for Academic Affairs
11	Message of the Keynote Speaker: Dir. Jose/B. Patalinjug
16	Colloquium Programme
17	Working Committees
18	Colloquium Breakout Sessions
19	Colloquium Abstracts
27	Colloquium Photo Documentations

EDITORIAL TEAM

EDITORIAL CONSULTANT

Dr. Theresita V. Atienza
University President
Quezon City University

EDITOR-IN-CHIEF

Mr. Angelito P. Bautista Jr.
Acting Director, Research Management Office

REVIEWERS

Dr. Bradford Antonio Martinez

Ms. Pia Angelina Tan

Dr. Glenda Rebucas

Dr. Janet Valdez

COORDINATOR

Ms. Candice Ericka Rudi

LAYOUT ARTIST

Mr. Bernard F. Gaya

ABOUT THE QCU VIRTUAL FACULTY RESEARCH COLLOQUIUM

The Quezon City University Virtual Faculty Research Colloquium 2022 is a bi-annual event organized by the Office of the Vice President for Research, Extension, Planning, and Linkages in partnership with the Office of the Vice President for Academic Affairs. The colloquium aims to promote and strengthen our university research culture, provide faculty members with research load output an opportunity to present their papers, and provide a venue for our educators and university researchers to learn from each other through constructive critiquing and exchange of ideas.

Due to the threat brought by the Covid-19 pandemic, the first faculty research colloquium for 2022 was held virtually through Zoom on March 41 2022. The colloquium was attended by more than 100 faculty members, administrative employees and students of the University, Seven (7) papers were presented during the event.

MESSAGE FROM THE UNIVERSITY PRESIDENT

THERESITA V. ATIENZA, DEM

There are so many things that we have learned in the new normal due to the Covid-19 pandemic - we learned to adapt new ways of instruction to make iteasier both for us and our students to learn. Blended learning has become thenorm and technologies that were only used as additional tools of learning became the main tools of education. Our new normal now is doing things online. Yet, we need to adjust again as we enter the next



phase - a next normal where online learning meets the traditional form. Where face:-to-face is no longer supplemented; but, complemented by online or blended learning. And, how can we make sure that what we are doing are appropriate, accurate, and reliable? We need to do more research projects and these pieces of research will help us traverse the next normal.

It is also imperative upon our faculty members to do research as one of the four primary functions as a university. And among the four functions --- instruction, production, extension and research-- the latter cuts. across. the other three functions. Our research findings can improve our instructions. It can be transformed into books, applications, instructional materials, and laboratory instruments. And in the area of extension what we extend to our community (the projects that we offer to our stakeholders). are the results of the research that we have conducted.

I therefore congratulate our faculty members who have completed their research output and have presented them during our QCU Faculty Research Colloquium. This Book of Abstracts is a testament to our commitment to create a strong research culture. We shall also launch our QCU Monographs later this year, and we invite all our faculty members to produce more quality research outputs.

As we enter the next normal, the findings. of our faculty researchers will surely guide the university in crafting relevant policies to ensure that we only deliver the best quality of education. I commend every faculty member who has been pursuing to finish their research projects under our research load mechanism.

Let us continue what we have started and hand-in-hand make QCU the number one local university with employable graduates!

MESSAGE FROM THE VICE PRESIDENT FOR ACADEMIC AFAIRS

BRADFORD ANTONIO C. MARTINEZ, DBA

There are so many things that we have learned in the new normal due to the Covid-19 pandemic we learned to adapt new ways of instruction to make it easier both for us and our students to learn. Blended learning has become the norm, and technologies that were only used as additional tools of learning became the main tools of education. Our new normal now is doing things online. Yet, we need to adjust again as we enter the next phase - a next normal where online learning meets the traditional form. Where face-to not longer supplemented complemented by online or blended learning. And how can we make sure that what we are doing are appropriate, accurate, and reliable? We need



to do more research projects and these pieces of research will help us traverse the next normal.

It is also imperative upon our faculty members to do research as one of the four primary functions of a university. And among the four functions --- instruction, production, extension, and research ---, the latter cuts across the other three functions. Our research findings can improve our instructions. It can be transformed into books, applications, instructional materials, and laboratory instruments. And in the area of extension, what we extend to our community (the projects that we offer to our stakeholders), are the results of the research that we have conducted.

I therefore congratulate our faculty members who have completed their research output and have presented them during our QCU Faculty Research Colloquium. This Book of Abstracts is a testament to our commitment to create a strong research culture. We shall also launch our QCU Monographs later this year, and we invite all our faculty members to produce more quality research output.

As we enter the next normal, the findings of our faculty researchers will surely guide the university in crafting relevant policies to ensure that we only deliver the best quality of education that we can offer. I commend every faculty member who have been pursuing to finish their research projects under our research load mechanism.

Let us continue what we have started and hand-in-hand make QCU the number one local university of employability graduates!

DIR. JOSE PATALINJUG III DEPARTMENT OF SCIENCE AND TECHNOLOGY NATIONAL CAPITAL REGION

Quezon City University President, Theresita V. Atienza, Vice President for Admin and Finance, Ms. Pia Angelina C. Tan. Vice President for Academic Affairs, Dr. Bradford Antonio C. Martinez,

Paper Presenters, guest, ladies and gentlemen, Good Morning.

I am honored to have been invited to this very timely and relevant activity of your university. Thank you for the opportunity to join and speak before you. The effects of the Covid-19 flew at a multiple altitude, it changes almost everything, business were



disrupted and the way we do things change. To this day, uncertainties lurk and we could only hope for these uncertainties will not surprise as yet again. Remember in the late December 2021 just when we thought that our situation was already getting better, that the light at the end of the tunnel created by this covid-19 pandemic has already within view with the country recording very few new confirmed Covid-19 cases for days. We experienced an upsurge and just like that many were sent back to isolation. There really is no telling if you are ever going back to the old normal. The effects of the covid-19 pandemic are here to stay. At least for now I am saying there is no going back, we must continue with our journey towards transition to next normal. The new normal defined by many changes and technological advancement forced upon us by the covid-19 pandemic and add to that the fourth industrial revolution.

The pandemic post so many challenges and without realizing it we are forced to cope with the situation through innovation and going digital. As we move towards the next normal, we will be treading an unfamiliar terrain, we will have new experiences, and surprises and learnings. Innovation will be key to success in the next normal. We have to step back in all the things that we do, the conduct of research included. Covid-19 has indeed accelerated the adoption of Artificial Intelligence or A.I. and other disruptive technologies

DIR. JOSE PATALINJUG III DEPARTMENT OF SCIENCE AND TECHNOLOGY NATIONAL CAPITAL REGION

by several years. Digitalization and digitization have become very much part of business processes. The physical and virtual worlds are merging right before our eyes and these things are shaping the research landscape, not only in the country, but almost in most if not all parts of the world. The future of our world, to has arrived early, way ahead of schedule well at least for our country while we are yet to transition fully to the fourth industrial revolution. The work from setup had become a norm. School transition to the use of online platforms, collaborations and exchanges of information



between and among researchers and even between researches and their subjects are at times done remotely or through virtual platforms. Many have already grown comfortable and at-ease with all the remote experiences. The United Nations Environment Program or UNEP has reported that internet traffic has grown exponentially with 2020 being as special year as the Global Internet Traffic increase by almost 40 percent during the first wave of the Covid-19 crisis. This is a trend that further increase as the digital divide closes. This growth was prompted by tele-commuting, sharp demand for video conferencing, online gaming, video streaming, and social networking.

With all these things happening I'm expecting researchers to also level up. The use fourth industrial revolution technologies in research activities will be and should be attain. Research methodologies may also be modified to suit the changing needs of time. With the many restrictions caused by the Covid-19 pandemic to our operations at the DOST-NCR, I have come to master my motto that "if a problem presents itself before you, study, understand, adjust, adapt and move forward." Remember to never waste time and act swiftly. The same principle I guess should be followed in the conduct of research. With the limitation posts by the pandemic, we should know how to adjust, adapt and move forward so we can continue with our research activities. Technology is there and we can very much take advantage of them, so that our work will not

DIR. JOSE PATALINJUG III DEPARTMENT OF SCIENCE AND TECHNOLOGY NATIONAL CAPITAL REGION

be hampered. To me, this pandemic calls for the digitalization of the research process, at least to some extent I'm expecting a paradigm shift in research approaches and methodologies. Access to laboratories and conduct of field works and other activities have been extra ordinarily in difficult for many of our researchers during this pandemic. Adjusting to the next normal research indeed require a lot of coping up. Surely it is not easy, it won't be easy, but I am positive that we will manage it in no time. We just have to be innovative and solution focused. Again adjust, adapt and move forward. Iam positive that despite the threats and restrictions post by the pandemic we can still proceed with their successful conduct of our research regardless of the methodologies we choose. Be it qualitative or quantitative, although the use of the latter maybe more prominent for a time as we are still trying to navigate the new research trend. I am expecting the use of more web-based page surveys and secondary data analysis. But worry not technology is here to aid us. I know to that the science community has something to offer to make the lives of our researchers less difficult. Their maybe modification in research methodologies but I am sure that we still be able to maintain the gold standard in research. Talking about future research, I'm expecting or should I say, I am hoping to see more research studies that would focus on helping our people transition to the next normal and onward to the fourth industrial revolution. I hope to see research studies related to education 4.0. The work of the future, the industry 4.0 focusing on the need of our people as we move forward.

Taking into consideration problems, issues that may emerge as result of these advancements. We should make sure that we can recognized the effects of these developments not only to our people but also to our environment. Hence, research and development must also be done to address the effects of these technological advancements and their adaptions to environment. Using digital technology means using energy, using energy means generating environmental footprint and generating too much environment footprint could be a threat to our planet. And the generations yet to come. Hence, we should find ways to avoid digitalization from becoming a threat or an environmental problem itself. I hope to see research studies on green and ICT supply chain. Including addressing the problems of the on-going

DIR. JOSE PATALINJUG III DEPARTMENT OF SCIENCE AND TECHNOLOGY NATIONAL CAPITAL REGION

e-waste. The UN Environmental program also reported that in 2019, a record of 53.6 million metric tons of e-waste was produced the equivalent wait of 125 thousand Boeing 747 jumbo jets which is more than all of commercial ever created. This makes e-waste the worlds fastest growing domestic waste stream. Fueled mainly by the higher consumption rates of electric and electronic equipment. Short of life cycles and few options for repair. Only 17.4 percent of the e-waste was officially documented as formally collected and recycled. As less than 20 percent the e-waste is formally recycled, the remaining 80 percent, either ends up in the landfill or being informally recycled. Much of this, by hand in developing countries. Exposing workers to hazardous and carcinogenic substances such as mercury, lead and cadmium. E-waste that is disposed in landfills contaminates soil and ground water putting food supplies systems and water resources at risk. Hence, the need for research and development activities to combat the adverse effect of going digital to the environment. This Covid-19 has caught the world unprepared and I am sure that you are all one with me when I say, we have to avoid another unpleasant surprise in the future. Thus, we have to invest and engage in more health-related research. We have to build stronger post pandemic health care system for us to become better prepared for the future. Much as everyone is still struggling, trying to get back on their feet. And or trying to cope up with the increasing and changing demands of the world we currently live in, I know that the delays in the conduct of some activities including the review of manuscripts are to be expected.

But we have to acknowledge also this pandemic as somehow open the doors to many opportunities for our researchers and the scientific community. Knowledge sharing was made easier and more efficient as more people have started using the virtual platform. Even offering free trainings and seminars on discussing their research outputs to many. They now have alternative platforms for disseminating their findings and outputs. All thanks to technological advacements. Marami pang problema ang ating kakaharapin sa kinabukasan. Wag kalimutan, Adjust, Adapt, and move forward. Thank you and Good morning everyone.

Delivered on March 4, 2022

During the QCU Virtual Faculty Research Colloquium 2022

Held via Zoom Meeting.

COLLOQUIUM PROGRAMME



QUEZON CITY UNIVERSITY VIRTUAL FACULTY RESEARCH COLLOQUIM

"Researching in the Next Normal"

March 4, 2022 | 9:00 AM - 12:00 PM

9:00 AM Prayer

9:05 AM Philippine National Anthem

9:10 AM Opening Remarks

Dr. Theresita V. Atienza President, Quezon City University

9:15 AM Introduction to the Keynote Speaker

Ms. Pia Angelina C. Tan

Vice President for Administration and Finance,

Quezon City University

9:20 AM Keynote Speech

Dir. JOSE B. PATALINJUG III Regional Director Department of Science and Technology

National Capital Region

Forum and Awarding of Certificate of Appreciation

10:00 AM / Paper Presentations (Breakout Rooms)

Awarding of Certificates

11:55 AM / Closing Remarks

Dr. Bradford Antonio C. Martinez Vice President for Academic Affairs Quezon City University

Dr. Jun A. Aranquez Master of Ceremonies



Meeting ID: 844 2491 7638 Passcode: QuezonCity

WORKING COMMITTEES

Steering Committee

Dr. Theresita V. Atienza Dr. Bradford Antonio Martinez Ms. Pia Angelina Tan

Organizing and Technical Committee

Mr. Angelito P. Bautista Jr. Ms. Candice Erika Rudi Mr. Bernard Gaya

Panelists

Dr. Bradford Antonio Martinez Ms. Pia Angelina Tan Dr. Glenda Rebucas Dr. Janet Valdez

Session Chairs

Engr. Ryan Arago Dr. Randell Esacio

Master of Ceremonies

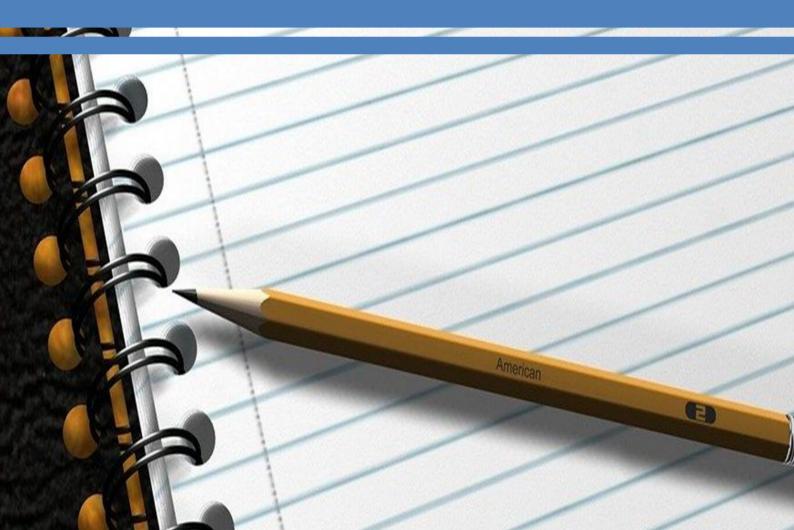
Dr. Jun Aranquez

BREAKOUT SESSIONS

Session/Theme	Presenter's Name	College	Title of Paper
Session 1: Education - Online Learning Session Chair: Engr. Ryan Arago	Engr. Rhea M. Arlante	College of Engineering	Barriers and Challenges of Flexible Learning of 1st Year BSIE Students at Quezon City University
	Dr. Edmond P. Freo	College of Business and Accountancy	Learners Motivation and Engagement in Online Classes of Entrepreneurship Students in Quezon City University Amidst Pandemic
	Mr. Bernard P Espena	College of Business and Accountancy	The Level of Academic Performance and Satisfaction of Students in Online Learning during Pandemic
Session 2: Entrepreneurship and Instructional Materials Session Chair: Dr. Randel Estacio	Dr. Melissa Y. Caballes	College of Business and Accountancy	Business Competency and Employment Satisfaction as Correlates of Performance among Entrepreneurship Graduates in Selected Colleges and Universities of Quezon City Basis to Personal Enhancement Guide
	Dr. Federico B. Ramos Jr.	College of Business and Accountancy	The Effect of E-Commerce in Modern Society on Consumer Online Shopping
	Dr. Michael Angelo D. Ligayo	College of Engineering	Analysis of Electronics Engineering Modules: Input for QCU Learning Management System
	Mrs. Donalyn Dizon	College of Education	The Development and Evaluation of Instructional Modules in Purposive Communication Subject for Online Learning



CONFERENCE ABSTRACT



Barriers and Challenges of Flexible Learning of 1st Year BSIE Students at Quezon City University

Rhea Arlante
Quezon City University

Ricardo Capule
Quezon City University

Evelyn Dacanay
Quezon City University

Abstract. The COVID-19 pandemic has brought changes in almost all aspects of our society, especially in Education. In the Philippines, classes in all levels were suspended early in March 2020 to slowdown the spread of the virus. But since the pandemic is far from over, the Higher Education Institutions (HEIs) decided to promote the Flexible Learning (FL). This study aims to determine the challenges and barriers encountered during the transition to Flexible Learning. To test the hypothesis if challenges and barriers encountered have significant association and if there is a difference among the strata, an online survey was distributed to the respondents. Responses were analyzed using Spearman's Rank-Order Correlation and Kruskal-Wallis H-Test. The results showed that the 1st year students find it difficult in transitioning to Self-Paced learning. But it is Easy and Moderate for them in terms of Submission TimeLine and Self-Motivation, respectively. Overall, the respondents assessed that they are Disagree about the convenience in performing laboratory activity, and they are Strongly Disagree about having a fast internet connection. However, the respondents assessed that they are Agree that they have at least 1 device to keep up in distance learning. But they are Neutral about the communications with their instructors. Based on the result, the Available Devices has a significant impact to the Self-Paced Learning and Submission Timeline. Moreover, the Internet Connectivity has a significant impact to the Submission Timeline and Self-Motivation. Lastly, based on the results, the researchers determined that there is no significant difference in the level of difficulty to challenges and barriers in transitioning to Flexible Learning in terms of students' section. These results suggest that the HEIs should focus on the identified barriers of FL because it significantly impacts the accomplishment of FL.

Keywords: COVID-19 Pandemic, Flexible Learning, Higher Education Institutions, Barriers, Challenges

Learners Motivation and Engagement in Online Classes of Entrepreneurship Students in Quezon City University Amids Pandemic

Edmond P. Freo

Quezon City University https://orcid.org/0000-0002-3041-2706

Federico B. Ramos, Jr.

Quezon City University https://orcid.org/0000-0002-7910-3330

Abstract. This study used a self-made questionnaire. The research was concluded during the second semester of the school year 2021- 2022 to entrepreneurship students of Quezon City University. The participants were limited to those who are enrolled in Bachelor of Entrepreneurship from first year to forth year. The research instrument was a questionnaire validated by a group of two (2) experts and the data gathering was done online. The data revealed that majority of the respondents are 18-22 years old, female, single and 4th year college. The learners motivation and engagement in online classes in terms of course structure /organization were perceived to be strongly agree as the result of the overall weighted mean and verbal interpretation of Cost Structure / Organization with the total score of 4.68 as rated by the respondents. The result of the overall mean for the variables Learners Motivation and Engagement in Online Classes in terms of Learners Interaction and Activities with general weighted mean of 4.54 with verbal interpretation of strongly agree as rated by the respondents. The result of the respondents assessment Learners Motivation and Engagement in Online Classes in terms of Classrooms settings with the general weighted mean of 3.90 with verbal interpretation of slightly agree as rated by the respondents. The over all weighted mean of the variables Learners Motivation and Engagement in Online Classes in terms of Student Expectations with the general weighted mean of 2.97 with verbal interpretation of Disagree. The result of the overall weighted mean Learners Motivation and Engagement in Online Classes in terms of Instructor Presence with a total score of 4.01 with verbal interpretation of slightly agree. The respondents assessment the learners motivation and engagement in online classes it is evident that there is a significant difference in the respondent assessment when they group according to age, gender, civil status and year level. It means that there is a significant difference in the respondents' assessment, therefor the hypothesis rejected. As an output of this study, a learning development program (webinar) was developed.

Keywords: Learning motivation, engagement, online class, course structure / organization, learning interactions and activities, classroom settings, students expectations, instructor presence.

The Level of Academic Performance and Satisfaction of Students in Online Learning during Pandemic

Jose Mari S. Uy

Quezon City University https://orcid.org/0000-0001-8439-1982

Edmond P. Freo

Quezon City University https://orcid.org/0000-0002-3041-2706

Bernard P. Esspiña

Quezon City University https://orcid.org/0000-0002-5310-7990

Abstract. The study was conducted in Quezon City University. The respondents were mostly from entrepreneurship department and few in the engineering department with a total of 125 respondents. The respondents were generally ages 21 to 23 years old, female, forth year students. This study used the purposive sampling to collect data. A structured questionnaire was used as the primary instrument and data gathering was done online. To understand COVID-19's impact on the academic sphere, especially on students' learning effectiveness, we explored the factors influencing how students have perceived their academic performance and satisfaction in this new learning environment. Specifically, it sought to answer the following questions: 1. What are the demographic profile of the respondents 2. Which of the following factors affects the level of academic performance and satisfaction of the students 3. Is there a significant difference between the factors affecting the level of academic performance and satisfaction of the students? 4. What implication can be deduced from the results of this study to improve the level of academic performance and satisfaction of students in online classes during pandemic? Percentage and Frequency distribution were used to classify the respondents according to age, gender, academic year level and academic program. Weighted Mean was needed to determine the average response of the different options provided in the second part of the survey questionnaire. T-Test was used to utilize the significant differences on the rating when respondents profile was considered. The data revealed that respondents' students from both academic program are strongly agree that quality of instructor, course design, prompt feedback of students and students' expectations affects their level of academic performance and satisfaction in online learning during pandemic. There are significant difference in all factors: (t=-4.6331) for quality of instructor; (t=-5.0744) for course design; (t=-3.1623)for Prompt feedback; and (t=-- 3.3363) for students' expectations. As an output of this study, a faculty training development program was developed.

Keywords: Performance, satisfaction, online learning, quality of instructor, course design, prompt feedback, students' expectations.

Business Competency and Employment Satisfaction as Correlates of Performance Among Entrepreneurship Graduates in Selected Colleges and Universities of Quezon City Basis to Personal Enhancement Guide

Melissa Y. Caballes Quezon City University

Abstract. This study was conducted to determine The Business Competency on Employment Performance among Entrepreneurship Graduates in selected Colleges and Universities of Quezon City Basis to Personal Skills Enhancement Guide. The respondents of the study are the alumni of Selected Colleges and Universities of Quezon City from 2017-2018. There were 350 participants of this study two hundred respondents (200) in Quezon City University, one hundred (100) respondents in Bestlink Colleges of The Philippines and fifty (50) respondents in New Era University. The questionnaire was used in data collection using Frequency and Percentage; Mean and Pearson's Moment Correlation Coefficient. The statements of questionnaire were measured using five point Likert scale. Findings revealed there is a significant correlation on business competency and employment performance satisfaction in the area of adaptability and knowledge, adaptability and disciplinary skills as well as the rewards and recognition, employee well being and opportunity enhancement. The data revealed with a P value of 0.001 which is < the level of significance 0.05. This means that as knowledge of the graduates increases, their adaptability to the business environment also increases at a rate of about 29%. Likewise, when graduates adaptability to business environment increases, their disciplinary skills also increases Although these skills are a part of the collection of qualities that combine to make an individual employable, but this does not mean that these skills are as fixed as one's physical attributes like height, weight, size or as difficult to change as the shape of one's facial features like hair, birthmarks, eyes & nose. Employability skills can be acquired, developed and enhanced. There is clearly no set strategies, technique nor trick to inculcate these skills in an individual but an overall cooperative learning approach by the employers, academic institutions as well as the students together will work to have the competitive advantage in the job market. Therefore. the study aimed determine work related to competencies, employment satisfaction and the level of performance that affect the graduates employability, promotion by which work values and skills provided by the Academic Institutions contribute to the graduates employability.

Keywords: Competency; Employability; Performance; Correlation

The Effect of E-commerce in Modern Society on Consumer Online Shopping

Ramilo, Ronilo B.

Quezon City University https://orcid.org/0000-0001-5391-6440

Ramos, Federico Jr. B.

Quezon City University https://orcid.org/000-0002-7910-3330

Jona C. Marquez

Quezon City University https://orcid.org/0000-0002-6539-7729

Abstract. The study sought to assess the identified problems of the respondents on The Effect of E-commerce in Modern Society on Consumer Online Shopping. And the significant of the following aspect: productivity and availability, transform market place, technological development, consumer behavior and pros and cons. The respondents ere individual who are doing purchasing via online shopping and or using online market. The descriptive method of research was utilized in this study. There were 250 respondents who are participated in this study. The statistical tools utilized in this study were frequency and percentage, weighted mean, and one way analysis of variance. The research used a systematic random approach sampling to individual consumers. Questionnaire made was used to gather primary data. The survey questionnaire was formulated based on the related literature gathered. This instrument was divided into three parts. First part aim to know the profile of the respondents. The second part knowing the aspects of the effect of e-commerce in modern society on consumer online shopping and the third part is the significant difference on the respondents assessments on the aspects of the effect of e-commerce in modern society on consumer online shopping when they grouped according to their profile. After the data gathered, they were compiled sorted out and tabulated. Ans they were subject for statistical treatment in order to answer the questions and proposed in this study.

Keywords: E-commerce, Online Shopping Productivity and availability, Transform Market Place, Technological development and Consumer buying Behavior.

ANALYSIS OF ELECTRONICS ENGINEERING MODULES: INPUT FOR QCU LEARNING MANAGEMENT SYSTEM

Michael Angelo D. Ligayo, Quezon City University

Fernando T. Omadto Quezon City University

Joselito A. Trinidad

Quezon City University

Abstract. This study is a qualitative analysis of the Electronics Engineering module. To develop the QCU Online Learning management system which was intended to attain its mission and vision of producing globally competitive graduates. The study was inspired by the five pillars of Learning modules By Prudente (2019). However, This study shifted to a new research model that involved five parameters namely content, learning tools, Learning metrics, Gaps Analysis and Needs assessment. The respondents of the study were ECE students in Electromagnetics, members of the ECE faculty, Area Chairman of ECE, and the College Dean of Engineering Department with the end goal of developing a Framework of PROACTIVE and ACTIVE Measures on how to respond to the problems that may arise during the online learning classes.

Keywords: Qualitative Analysis; ECE Module; Learning Metrics; Gap Analysis; Needs Assessment

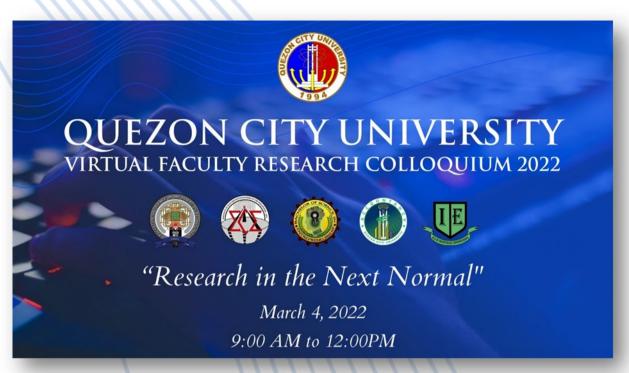
The Development and Evaluation of Instructional Modules in Purposive Communication Subject for Online Learning

Donalyn DizonQuezon City University

Abstract. This product-based quantitative research was conducted with its aim to evaluate the instructional modules to assist students' understanding of lesson contents in online learning. The respondents of this study were 50 randomly selected first year students from Entrepreneurship department who used the module during the entire first semester of 2020-2021. The modified Questionnaire Checklist was used in evaluating the developed modules in the following criteria: Learning Objectives, Learning Content, Learning Activities, Language Used, and Instructional Design/Resources. Weighted mean was used to describe students' evaluation of the module. The results of the study revealed that the student-participants strongly agreed that the learning objectives are specific and they used behavioral objectives which are attainable. Additionally, the participants agreed that the learning content, activities, language used and the instructional design and resources are helpful in understanding the information. The instructional modules are also found to be suitable to serve as alternative learning materials that assist the learning of students in Purposive Communication class. A replication of this study to validate these modules in assessing students' performance in this subject is recommended to further support the findings of this research.

Keywords: Instructional modules, Online learning, Learning Objectives, Learning Content, Instructional Design

Photo Documentations





















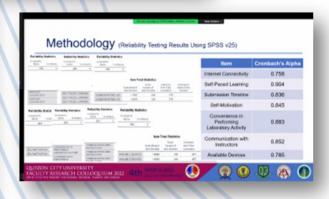








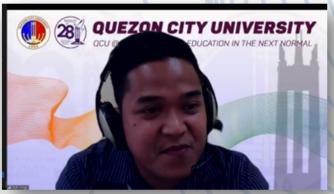


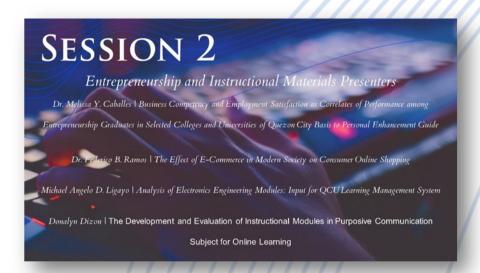


























































SAN BARTOLOME | SAN FRANCISCO | BATASAN

www.qcu.edu.ph



Quezon City University

Research Management Office

2022 VIRTUAL FACULTY RESEARCH COLLOQUIUM

BOOK OF ABSTRACTS

Researching in the Next Normal