



University of Perpetual Help System Laguna
Sto. Niño, City of Biñan, Laguna



STUDENT RESEARCH SEMINAR PROCEEDINGS
College of International Hospitality Management
January 5, 2016
Performing Arts Theater

The College of International Hospitality Management Research Forum was conducted at UPHSL Performing Arts Theater on January 5, 2016. The forum was participated by students and faculty members of CIHM. Registration of participants started at 8:30 in the morning. Program commenced with the opening prayer led by Ms. Yumina Villano followed by singing of the national anthem. This students' research forum aimed to encourage students to work together in doing research, enhance research capabilities among them, and cultivate research culture in CIHM.

Prof. Ma, Xenia Z. Bitera, Research Director of UPHSL, delivered the opening remarks. She emphasized the role of research and its connection to academic excellence. Prof. Bitera also stressed that students should take the opportunity to build their capacity in research through this kind of forum. She also cited that the administration supports research activity in its intention to widen the knowledge and skills of all researchers in the University of Perpetual System Laguna.



Students logged in the attendance sheet before the forum.



Prof. Ma. Xenia Z. Bitera, Research Director, delivered the opening Remarks.



Prof. Gertrude G. Gupiteo, Dean of CIHM introduced Dr. Elmer De Jose as the Resource Speaker of the forum.



Dr. Elmer De Jose, resource person of the forum, discussed the key elements of research. His topic focused on conducting literature review, research with online journals and identifying appropriate statistical treatment of data. He pointed out research as the established fact and presented its important features. Steps in conducting research were also discussed. Different examples and sampling techniques of key result areas helped students source out research ideas such as statistical tools decision matrix for testing significance of relationship and cases application.



Dr. Elmer De Jose answered inquiries raised by the students during the open forum. Questions were mostly about techniques in making research work easier.



Dr. Elmer De Jose received the certificate of appreciation. It was awarded by Prof. Gertrude G. Gupiteo, Dean CIHM, Prof. Ma. Xenia Z. Bitera-Research Director, and Ms. Olivia J. Factoriza, Research Coordinator.



Bachelor of Science in Hotel and Restaurant Management



Bachelor of Science in Tourism Management



Bachelor of Science in Nutrition and Dietetics

Closing remarks was delivered by Ms. Olivia J. Factorize. Students' deeper understanding of research was reinforced through the knowledge shared by the resource person. This activity helped the participants to realize the extent and involvement of Research Center in shaping their research skills for future needs. The University of Perpetual Help System Laguna continuously fuel this periodic assembly in realization of the research Vision and Mission. Through the efforts and dedication of College of International Hotel Management Department, this research endeavor once again partakes in the University's mileage towards progressive change and development.