



Research Bulletin

A Publication of the Central Visayas Studies Center



Central Visayas Studies Center

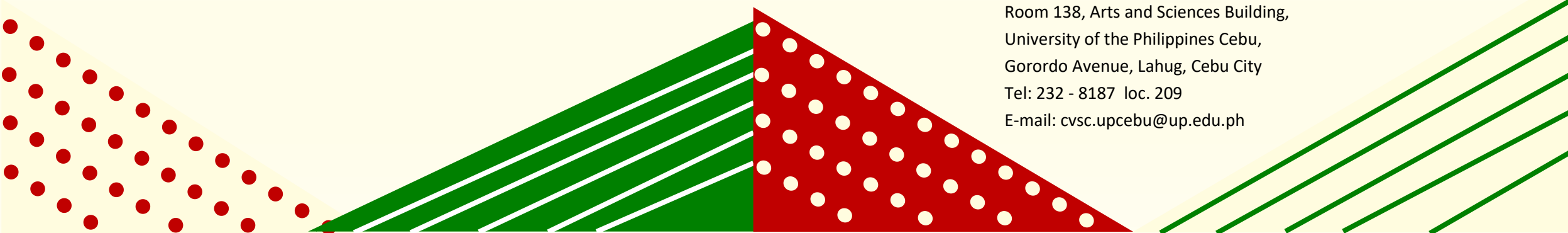
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Research, Creative Work and Other Scholarly Output Report

KEY PERFORMANCE INDICATOR MATRIX

Publications and Paper Presentations

Research Bulletin

January to December 2019

Research Quality	Metric	CCAD	CoS	CSS	SoM
	<i>Number of papers published in peer - reviewed journals</i>	1		3	1
	<i>Number of papers published in indexed journals</i>	2	4	3	1
	<i>Number of papers presented in local/national forums/conferences</i>				
	<i>Number of papers presented in international forums/conferences</i>				
	<i>Number of published peer reviewed book chapter</i>	5			
Research productivity	Metric	CCAD	CoS	CSS	SoM
	<i>Number of papers published in peer - reviewed journals per faculty</i>	5		3	
	<i>Number of papers published in peer - reviewed journals per PhD faculty</i>	1			1
	<i>Number of papers published in indexed journals per faculty</i>	2	4	2	
	<i>Number of papers published in indexed journals per PhD faculty</i>			1	1
	<i>Number of papers presented in local/national forums/conferences per faculty</i>				
	<i>Number of papers presented in local/national forums/conferences per PhD faculty</i>			1	
	<i>Number of papers presented in international forums/conferences per faculty</i>		3	5	
	<i>Number of papers presented in international forums/conferences per PhD faculty</i>		5	1	

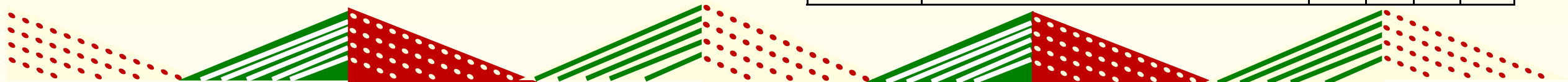


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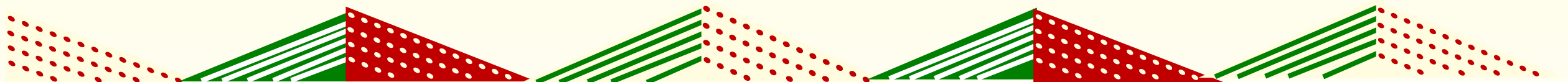
Creative Work

Creative works quality	Metric	CCAD	CoS	CSS	SoM
	<i>Number of exhibitions (visual arts, architecture, multi-media/IT, film)</i>	12			
	<i>Number of papers presented in local/national forums/conferences</i>				
Creative works productivity	Metric	CCAD	CoS	CSS	SoM
	<i>Number of papers published in indexed journals per Ph D faculty</i>				
	<i>Number of papers presented in international forums/conferences per PhD faculty</i>				

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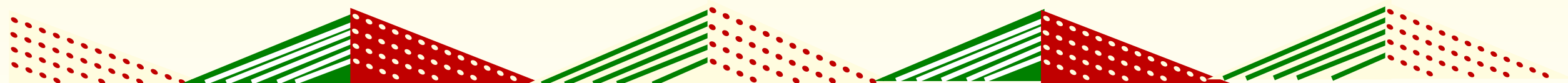
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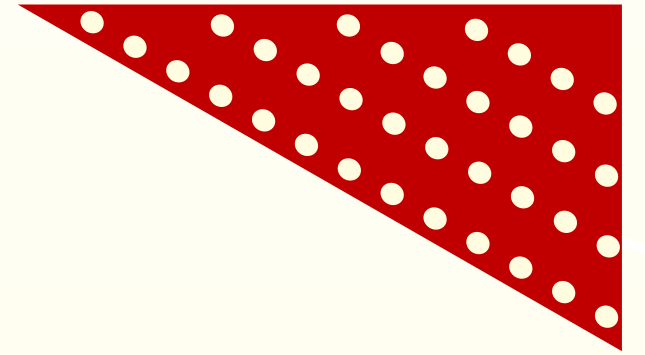
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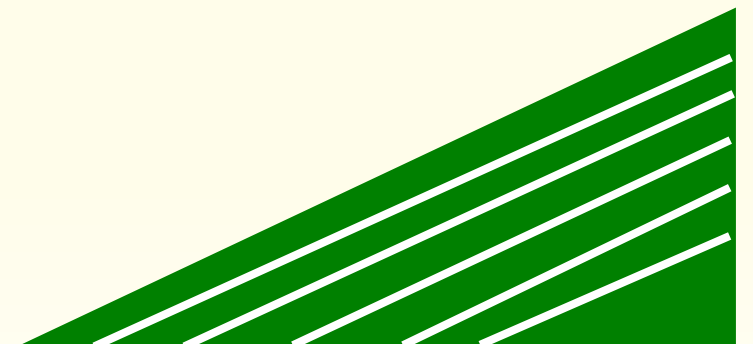
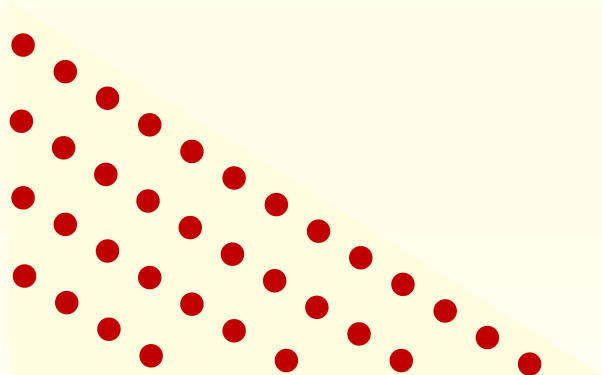
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Publications



Negative Stereotypes of Muslim Have Fueled the Rise of Islamophobia

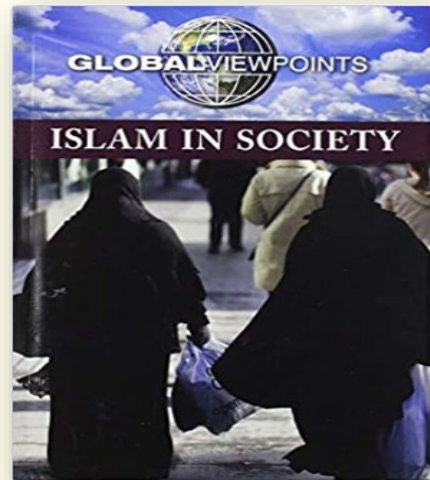
Belinda F. Espiritu

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In the following viewpoint, Belinda F. Espiritu cites predominantly negative media portrayals of Islam and Muslims as a key factor in the rise of Islamophobia, or the fear of Islam. The author agrees with the Muslim writers who stress the need for Christians and Muslims and particularly Sufi Muslims, to unite in a common mission to bear witness the shared values, Espiritu (PhD) is an associate professor of communication at the University of the Philippines Cebu.

Published in *Islam in Society Chapter 1 Pages32-43*
Greenhaven Publishing
<http://greenhavenpublishing.com>

Book Chapter



Immersive Technology: Towards a Kineikonic Dialogism in Challenging the Myth of the Frame

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This paper contributes to the introductory study on the sociocultural impact of immersive technology or ImT, in the form of 360 video capture and virtual reality projection. A young technology in the field of visual language, ImT challenges the supremacy of the frame in cinematic mediums—TV, video, film—and, in effect, introduces new notions in visual grammar of the multimodality of moving images, aka the kineikonic mode of media theorist Andrew Burn (2013). Using the dialogic system of Mikhail Bakhtin, this paper situates the place of immersive technology in the historiography of visual language, from the proscenium of the classical theater to cinema, and to virtual reality. In doing so, this study is able to demonstrate how immersive technology becomes the newest expression of mankind’s linguistic resolve to transcend its physical limitations in the field of communication, information production and consumption, knowledge transfer, and dissemination of cultures.

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16 Issue No.: 1 Pages 25-38

<http://www.plarideljournal.org/article/immersive-technology-towards-a-kineikonic-dialogism-in-challenging-the-myth-of-the-frame/>

Scopus Indexed Publication



Media Self-regulation through Media literacy: Insights from the Cebu Citizens-Press Council (CCPC)

Maria Theresa Angelina Q. Tabada

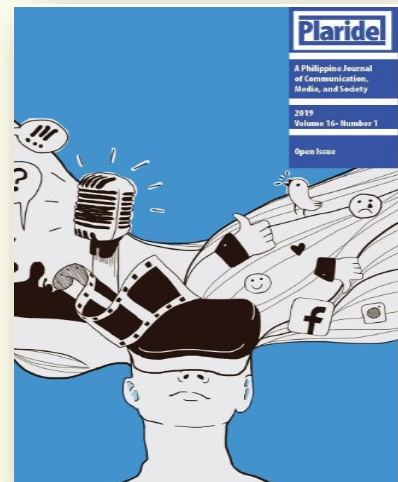
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How does the press regulate itself? Through document research, key informant interviews, and participant observation, the researcher studied how the Cebu Citizens-Press Council (CCPC) promotes media self-regulation (MSR) among the Cebu press and media literacy (ML) among citizens and netizens in Cebu, a metropolis in southern Philippines. Led by civil society leaders, the editors-in-chief of Cebu newspapers, and other media leaders, the CCPC conducts MSR through the reactive mechanism of adjudicating complaints about accuracy and fairness or right of reply raised against Cebu's five local newspapers. Its proactive mechanism involves the promotion of MSR among local journalists and the initiation of ML for citizens and netizens. MSR thrives in a setting that involves four stakeholders: newspapers, media advocacy groups, citizens, and netizens, and it can be enhanced and sustained through ML, which ensures greater participation of citizens and netizens as media watchdogs and defenders of freedom of expression.

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<http://www.plarideljournal.org/article/immersive-technology-towards-a-kineikonic-dialogism-in-challenging-the-myth-of-the-frame/>

Scopus Indexed Publication



Logged out: Analyzing Non-Participation in the Internet

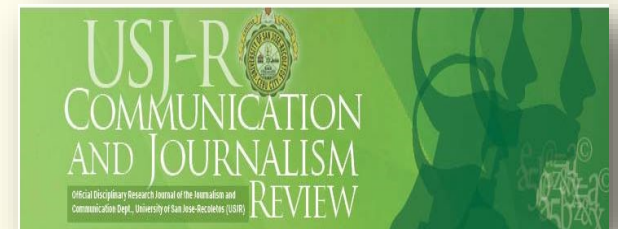
Jason A. Baguia

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University of the Philippines Cebu,
Cebu City 6000, Philippines*

Participation in the multimedia and Web 3.0 era has been theorized, leading to models like Nico Carpentier's (2011) access, interaction, and participation (AIP) that is oft-debated in communication discourse. There is evidence, however, of human movement towards non-participation that occurs with, alternately to, or after media-aided participation. Investigating this is crucial to holistic theorizing of media use and non-use and of human connection to and disconnection from the internet. Through theories like social shaping of technology and motivational theory, and using content analyses of purposively sampled textual accounts of disconnection from the web, this study parses motivations for and goals of voluntary human disconnection from the Web. They range from the therapeutic to the artistic and serve as grounds for a model of non-participation that the researcher draws from interdisciplinary concepts such as personhood, intentionality, and Kulturkritik. The new model broadens horizons towards empirically-grounded understandings of mediated communication and of the interaction between human beings with communication technologies.

Published in **USJR Communication and Journalism Review**

Peer Reviewed Publication



Religious Television Programming

Jason A. Baguia

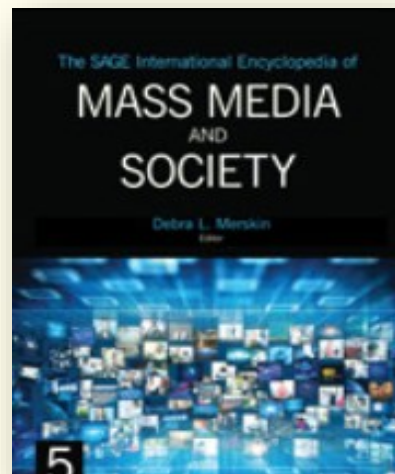
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Cebu City 6000, Philippines

Religious television programs may be a component of a channel’s broadcast repertoire on commercial, secular television networks or core programming content on networks with a religious focus. Religious programming may be traditional or modern. Traditional programs that include rituals and sermons are often associated with religious organizations, while modern programs that include shows reflecting religion’s role in everyday life are often associated with secular television networks.

Religious programming on television is a response to public demand and often to directives from civil and religious authorities. The programs shape discourse on public interest issues with religious dimensions and affect personal well-being. This entry provides an overview of the nature and content of traditional and modern religious programming on television vis-à-vis selected global belief systems.

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SAGE Publications, Inc.
DOI: <http://dx.doi.org/10.4135/9781483375519.n565>

Book Chapter



Wikipedia

Jason A. Baguia

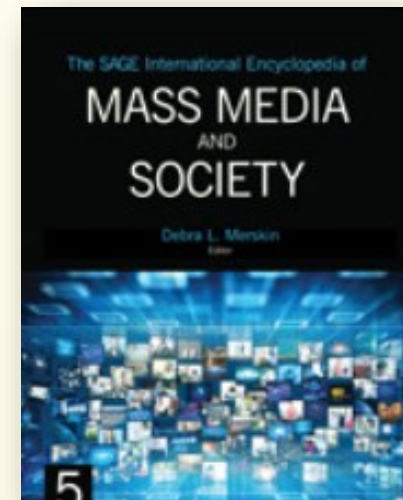
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Wikipedia is a free, online encyclopedia collaboratively written by mostly anonymous, volunteer contributors. The name Wikipedia came from encyclopedia and the Hawaiian word for quick—wiki—that also denotes a technology for collaborative website building. Wikipedia has been cited as a prime example of space for produsage, a portmanteau of production and usage that refers to content generation spearheaded by communities of users. Its tagline is “the free encyclopedia that anyone can edit.” The encyclopedia has likewise been viewed as a site of participatory journalism since it has become a platform where writers draft history during the long gap between the emergence of news stories and the publication of related history books.

Available in at least 300 languages, Wikipedia has become one of the world’s most visited websites. Results of web searches on a vast number of subjects include links to related Wikipedia pages. As of December 2018, more than 35 million people were registered to edit and write articles on the website’s English pages alone, and Wikipedia had more than 5 million English-language articles. This entry introduces the nature, origins, and mechanisms of Wikipedia as well as the issues surrounding it.

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Book Chapter



Ethics of Justice

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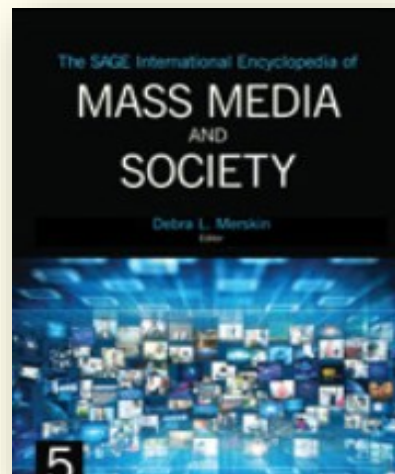
Ethics of justice refers to principles, grounded on ideas of what is just, that underlie right action. The term is often used in reference to the stages of moral development first articulated by psychologist Lawrence Kohlberg in 1974 and observed in a 20-year experiment in which he and his associates periodically recorded responses to a moral dilemma. Adherence to the ethics of justice signifies that a person has developed selfhood to the point of capability to craft independent, reasonable moral decisions. The flourishing of justice for the benefit of individuals, institutions, and society is a stated primary end of ethical journalism in media codes of conduct such as those formulated by the Society of Professional Journalists in the United States, the Journalists Association of the United Arab Emirates, and the Norwegian Press.

Psychologist Carol Gilligan critiqued this model in a 1977 journal article and subsequently in her 1982 book *In a Different Voice*, noting that all of Kohlberg's subjects were male and arguing that his model does not take into account the different ways that males and females are socialized. She discussed an alternative morality used by men and women, but especially by women, that she called the ethics of care. Gilligan argued that deliberations based on the ethics of justice privilege self and reason, while the

ethics of care bridge the self with relationship and reason with emotion. Introduced in this entry, from a media perspective, are aspects of the ethics of justice including its characteristics, Kohlberg's stages of moral development, and some concepts of justice.

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SAGE Publications, Inc.
DOI: <http://dx.doi.org/10.4135/9781483375519.n227>

Book Chapter



Internet, History and Economics of

Jason A. Baguia

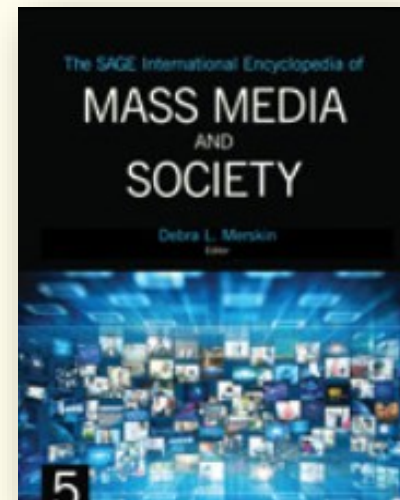
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The history and economics of the Internet encompasses the continuing narrative about the worldwide network of computers that itself contains computer networks interlinked using standardized communication protocols and to the circulation of resources that occurs in the context of the Internet. A dominant example of computer-mediated communication, the Internet has enabled users to participate in the global dissemination of information and communication products for civic, commercial, and other purposes. The Internet has triggered massive innovation in mass media, transforming practices in and catalyzing the convergence of previously autonomous print, radio, television, film, advertising, and public relations industries, while propelling the establishment and proliferation of new media companies.

In a 2018 report titled *Measuring the Digital Economy*, the International Monetary Fund articulated the concept of a digital sector of the modern economy that is involved in "core activities of digitalization." This entry contains an overview of the history of the Internet as a mass medium and its economics as a fulcrum of the digital sector. The digital sector, Internet's formative years, rise of the Web, Internet commercialization and the dotcom crash, and Web 2.0 and social media are discussed.

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Book Chapter



Analysis of the Morpho-anatomical Traits of Four Major Garlic (*Allium Sativum* L.) Cultivars in the Philippines

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Cultivating garlic after the rice season has been increasingly attractive for rice farmers in the Philippines especially in areas where rice production is constrained by water scarcity. In Mindoro, Philippines, garlic cultivars planted include 'Mindoro White' (MW), 'Lubang' (LB), 'Batanes White' (BW), and 'Ilocos White' (IW). This study provides an in-depth analysis of major local garlic cultivars for classification and for selection of those with improved adaptation and marketability. For classification, we focused on phenotypic stable traits. Among these traits analyzed, clove weight ($p < 0.001$) and number of bulb leaf sheaths ($p < 0.05$) were significantly different. While there were small differences in their clove number and bulb color, bulb circumference ($p < 0.001$) and weight ($p < 0.01$) were highly significant. BW has the largest bulb circumference (126.50 ± 1.88 mm) and weight (22.38 ± 0.94 g) while MW has the smallest (103.30 ± 1.57 mm) and is lightest (13.78 ± 0.50 g). Bivariate analysis revealed that the highest bulb circumference and weight values of MW population correspond to the lowest values of BW population

suggesting that these cultivars are two distinct populations. This was further supported by classical clustering analysis that distinguished them by bulb circumference (87.12%), clove number (76.01%) and number of clove vascular structures (78.27%). Across cultivars, measurements of the epidermal and parenchymal cells significantly differed. Qualitative analysis of the bulb characteristics showed that BW exhibits a regular, multi-fan bulb structure with three layers of large cloves implying market attractiveness while IW's distinctly tight clove's skin indicates long storage potential. Keywords: allium, bulb morphology, clove anatomy, cluster analysis, post-rice cultivation

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Web of Science Indexed Publication



Why should we apply ABM for decision analysis for infectious diseases? An example for dengue infection

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For the evaluation of infectious-diseases interventions, the transmissible nature of such diseases plays a central role. Agent-based models (ABM) allow for dynamic transmission modeling but publications are limited. We aim to provide an overview of important characteristics of ABM for decision-analytic modeling of infectious diseases. A case study of dengue epidemics illustrates model characteristics, conceptualization, calibration and model analysis. First, major characteristics of ABM are outlined and discussed based on ISPOR and ISPOR-SMDM Good Practice guidelines. Second, in our case study, we modeled a dengue outbreak in Cebu City (Philippines) to assess the impact interventions to control the relative growth of the mosquito population. Model outcomes include

prevalence and incidence of infected persons. The modular ABM simulates persons and mosquitoes over an annual time horizon considering daily time steps. The model was calibrated and validated. ABM is a dynamic, individual-level modeling approach that is capable to reproduce direct and indirect effects of interventions for infectious diseases. The ability to replicate emerging behavior and to include human behavior or the behavior of other agents is a distinguishing modeling characteristic (e.g., compared to Markov models). Modeling behavior may, however, require extensive calibration and validation. The analyzed hypothetical effectiveness of dengue interventions showed that a reduced human-mosquito ratio of 1:2.5 during rainy seasons leads already to a substantial decrease of infected persons. ABM can support decision-analyses for infectious diseases including disease dynamics, emerging behavior, and providing a high level of reusability due to modularity.

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DOI: <https://doi.org/10.1371/journal.pone.0221564>

Web of Science Indexed Publication

Physicochemical and sensory properties of carabeef treated with *Bacillus subtilis* (Ehrenberg) Cohn protease as meat tenderizer

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Israel, K.A.C.^b Abanto, O.D.^c Tambalo, F.Z.^d**

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This study investigated the use of *Bacillus subtilis* protease powder (CTC E-ssentials™ MT-70N) as a carabeef tenderizer. The effect of the bacterial protease on the characteristics of carabeef was determined, and its effectiveness was compared to a commercial meat tenderizer containing papain. Only *B. subtilis* protease showed significant enzyme activity (80–190 U/g), while the commercial meat tenderizer had no activity (0 U/g). Results from the shear force device revealed that 0.35% *B. subtilis* protease was the optimal concentration required to induce significant tenderization in carabeef (282 g/cm²) and reduce carabeef toughness by 80%. Proximate analysis showed that carabeef treated with *B. subtilis* protease had significantly higher crude protein (37%) than the negative control (34%)

and carabeef-treated commercial meat tenderizer (31%). Sensory evaluation revealed that carabeef treated with 0.35% *B. subtilis* protease is more tender than untreated carabeef and those treated with the commercial meat tenderizer. Moreover, the carabeef was not over-tenderized and is palatably acceptable. Hence, *B. subtilis* protease can be used as a meat tenderizer in place of available commercial tenderizers containing plant-derived proteases. © 2019, Association of Food Scientists & Technologists (India).

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Volume 57, Issue 1, 1 January 2020, Pages 310-318

DOI: 10.1007/s13197-019-04062-4

Web of Science and Scopus Indexed Publication



Accramycin A, a New Aromatic Polyketide, from the Soil Bacterium, *Streptomyces* sp. MA37

Fleurdeliz Maglangit^{1,2,*}, Qing Fang¹, Valentin Leman³, Sylvia Soldatou¹, Rainer Ebel¹, Kwaku Kyeremeh⁴ and Hai Deng^{1,*}

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Drug-like molecules are known to contain many different building blocks with great potential as pharmacophores for drug discovery. The continued search for unique scaffolds in our laboratory led to the isolation of a novel Ghanaian soil bacterium, *Streptomyces* sp. MA37. This strain produces many bioactive molecules, most of which belong to carbazoles, pyrrolizidines, and fluorinated metabolites. Further probing of the metabolites of MA37 has led to the discovery of a new naphthacene-type aromatic natural product, which we have named accramycin A 1. This molecule was isolated using an HPLC-photodiode array (PDA) guided isolation process and MS/MS molecular networking. The structure of 1 was characterized by detailed analysis of LC-MS, UV, 1D, and 2D NMR

data. Preliminary studies on the antibacterial properties of 1 using Group B *Streptococcus* (GBS) produced a minimum inhibitory concentration (MIC) of 27 µg/mL. This represents the first report of such bioactivity amongst the naphthacene-type aromatic polyketides, and also suggests the possibility for the further development of potent molecules against GBS based on the accramycin scaffold. A putative acc biosynthetic pathway for accramycin, featuring a tridecaketide-specific type II polyketide synthase, was proposed.

Keywords: accramycin; naphthacene; type II polyketide; *Streptomyces* sp. MA37; Group B *Streptococcus*

Published in **Molecules** 2019, 24(18), 3384;

<https://doi.org/10.3390/molecules24183384>

Web of Science Indexed Publication



Teaching Marxism in A Neoliberal Era

Noe M. Santillan

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Cebu City 6000, Philippines

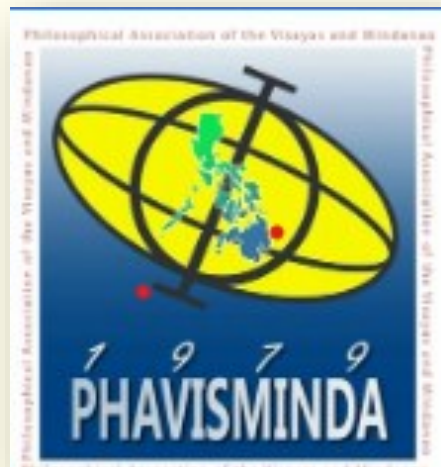
During the last two years, senior high school teachers struggled with course contents in a neoliberal education. While the Mass Training of Teachers (MTOT) focuses on pedagogical knowledge, their concern is to deepen their content knowledge. As a result, they face difficulty in teaching the subjects, one of which is Marxism under Disciplines and Ideas in the Social Sciences (DISS). Enriching this paper, the query turns to the key participants of the sector and seek their insights. Then, critical analysis applies what the literature says about the way Marxism is taught.

Keywords. Marxism, neoliberalism, course content, pedagogical knowledge, content knowledge

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Peer Reviewed Publication



Duterte's Presidency: New Politics, Same Politicians

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A new hope has sprouted from the southern part of the Philippines. Politicians outside the Manila-circle felt that they were vindicated when Duterte won the presidency. Of course, the entire nation rejoices with the coming of a “nontraditional” politician, and self-proclaimed leftist and socialist president. But the first two years of Duterte's presidency compel Filipinos to ponder what's going on with the country. Thus, this paper focuses on the incongruity of Duterte's promises with his implementing policies: first, his being leftist and socialist with neoliberal policies implemented; second, democracy with looming tyranny; third, independent-foreign policy while remaining subservient to U.S.A.; lastly, integrating Rousseau's Social Contract Theory, the country's representative democracy is dealt with the government's insensitivity to its own polity. Concluding, the paper argues that Duterte's new politics maintain, if not worsen, the socio-politico economic problems he inherits from the preceding presidents.

Keywords: Duterte, democracy, neoliberal policy, Rousseau, Social Contract Theory

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Scalar Politics in the Philippine Urban Disaster Management: Reframing Metropolitan Governance for Local Resilience and Sustainability

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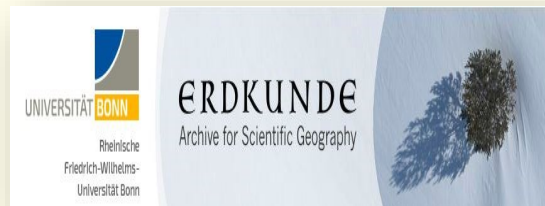
Globally, cities are fast becoming the locus of initiatives for building urban resilience and local sustainability. However, imperatives for integration in disaster risk management amid boundary-transcending disasters in urban agglomerations and metropolitan regions, spur new contentions with regards to what constitutes as a responsive construction of the geographic scale and functional scope of the local, particularly in decentralized regimes. This paper assesses the relevance of the Philippines' current framing of the local jurisdictions, as well as prevailing metropolitan governance arrangements and reform agenda, whether these are responsive to managing disaster variability and their required scales for integrated interventions. Specifically examining the case of urban flooding and management in the country's major metropolitan regions - Metro Manila, Metro Cebu and Metro Davao – the study identifies the pitfalls of current frameworks of metropolitan disaster governance across the three conurbations, using the lens of scalar politics. It takes off from the different flood risk analyses and integrated flood management master plans proposed for these metropolises, which illustrate the growing salience of the metropolitan region as a crucial scale for positioning urban governance capacity. The paper argues that the Philippines' construction of local political boundaries does not respond to the needed integration and scale for urban disaster management in metropolitan regions, which remain hijacked in the contestations for political control between and among central and local structures of power. The country's decentralization system embeds metropolitan governance within the regional administrative governance coordinated by the central government. This creates an ironic capitulation of integrated

urban disaster management mandates to central agencies; however, absent political authority, central government-led metropolitan institutions are constrained by prevailing socio-spatial fragmentation. Integrated flood management reforms therefore rely on ad hoc inter-local collaborations that are vulnerable to impasse in inter-jurisdictional negotiations. The study suggests that the Philippines is in a critical juncture to seriously consider reconfiguring its intergovernmental/ decentralization system, and adopt a more appropriate scale reference towards institutionalizing political mandates for metropolitan structures. It concludes that responsive reframing of local and metropolitan regulatory authorities, in accordance with required scales and functional scopes of integrated disaster interventions, is a key reform agenda for governments to consider, if they are to seriously promote local capacity for urban resilience and sustainability.

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Forging a Just and Lasting Peace in the Philippines

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The Philippines has experienced the longest Maoist insurrection in Asia. For almost half a century, the Communist Party of the Philippines (CPP) the New People's Army (NPA), and the National Democratic Front of the Philippines (NDFP) have waged a civil war against the Government of the Republic of the Philippines (GRP). Claiming to the end centuries of neo-colonial bondage and plunder, feudal and capitalist exploitation, bureaucratic corruption, and state repression, the CPP-NPA-NDFP have resorted and continue to resort to an armed form of struggle.

The aims of the NDFP's people's war are well encapsulated in their 12 point agenda. The agenda also sheds light on the particular problems the war claims to be addressing. In this way, the belligerent forces under the umbrella of the NDFP, as far as their agenda is concerned, prove to be fighting a just and legitimate fight as they wage a war to achieve or develop a progressive socioeconomic system. It is also a from the legitimacy of their struggle that successive GRP administrations opened the negotiating tables for the peaceful settlement of the armed hostilities.

Since the commencement of the NDFP's armed struggle in 1969, the Philippine government has largely resorted to a militarist approach in solving the armed insurrection. Proof of this are the varied yet failed counterinsurgency programs dating from the time of the Marcos dictatorship up to the current Duterte administration. Patterned after U.S. low intensity conflicts, these counterinsurgency

program did not really address the root causes of the armed insurrection, as these merely aim at reducing to an inconsequential number of insurgents waging a civil war. Pronouncements to reduce or pulverize the communist movement were made in every regional military command across the archipelago, and in every counterinsurgency plan, yet the insurgency of the Maoists lingers (and escalates as claimed by the NDFP).

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Health Predictors of School Employee's Perceived Productivity

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This correlational study determined whether school employees' annual physical exam (APE) results, physical fitness, and stress level predicted their self-perceived work productivity level. Ninety (90) randomly selected teaching and non-teaching employees of a Philippine state university provided for use in the study the results of their APE, the standard fitness test, and self-administered questionnaires on work-related stress and work productivity. Majority of the participants failed the APE, were physically unfit, and reported low work stress. Parameter estimates of the analysis of cumulative odds ordinal regression with proportional odds indicated that employees with normal APE results had greater odds of being more productive. The analysis suggested that the APE offered some predictive value to employees' work productivity level. Physically unfit employees were likely to report negative decline of their work productivity. Lastly, low stress levels had a positive bearing on the employees' self-perceived work productivity.

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Human rights in a Time of Populism: Philippines under Rodrigo Duterte

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Although much of the researches on populism intimately delineates its relationship with democracy, few studies have been done relating it to human rights, which is presently under siege with the rise of populist leaders and groups. This paper seeks to examine the intersectionality of populism and human rights by looking at the case of the Philippines under President Rodrigo Duterte. The "new" ideational approach of populism analyzes populist ideas as latent demand or disposition that is activated and mobilized by populist actors, and appropriating the notion of "contestation." This paper argues that Duterte's populist political attitude is a mere reflection of the country's authoritarian culture and illiberal values characterized, among others, by the disregard for liberal political institutions, norms, and practices. The failure of the liberal democratic regime to sufficiently respond to basic social ills was harnessed and mobilized by Duterte, the "strongman" from Davao, into political action. In addition, Duterte's indifference and violative treatment of human rights as a principle and a standard that needs protection transpired in a highly unequal and elitist political system. This implies that turning against this populist challenge to human rights necessitates treating populism as an ideal that is initially hidden but must be surfaced. Also, although there needs to be continual opposition and contestation, there has to be an acknowledgment of populist's structural contexts. Future studies could venture into quantification and measurement of empirical variables to complement the

prevailing methodological vista of populism research in the Philippines.

Keywords: authoritarianism, democracy, human rights, Philippines, populism, Rodrigo Duterte

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An innovative experiential and collaborative learning approach to an undergraduate marketing management course: A case of the Philippines

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This paper proposes a collaborative approach with the Computer Science Department and Product Design Course to conducting Marketing Management (MM) in the undergraduate program to achieve the skills critical to the 21st-century. These skills are collaboration and teamwork, creativity, and critical thinking and problem-solving. This study aims to present a case of innovative experiential learning in teaching an advanced MM course by bringing in students from other programs (collaborative learning) and working with real-life clients (experiential learning). Instead of the traditional teacher-centric lecturing and the use of case studies, this proposed approach is student-centric learning (i.e., students were tasked to identify the needs of the real life client and offer an innovative solution). Ninety five percent of the MM students found the new method to be effective in terms of: applying theory in real life situation, improving their ability to identify needs and opportunities, developing actual products/services

based on the identified needs, working with an interdisciplinary team, enhancing their interpersonal skills, developing their leadership skills, improving their communication skills, and encouraging them to keep learning. Areas for improvement are also discussed in the paper.

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Corruption, Negligence, and Mismanagement at the Dutch East India Company

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This case study investigates the unethical practices and internal struggles of the world’s first multinational company, the Dutch East India Company (DEIC). These problems contributed to its collapse in 1799 after almost two centuries of existence. The company was unable to cope with the shift in global economic powers, changing consumer preferences, rise of competition, the cost of wars it financed, and the inadequate supervision of its merchants. Moreover, internal corruption in private trading, high dividends to shareholders, and uncontrolled administrative costs compounded the company’s problems.

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<https://sevenpillarsinstitute.org/wp-content/uploads/2019/10/Corruption-Negligence-and-Mismanagement-at-Dutch-East-India-Co-Edited-2.pdf>

Peer Reviewed Publication

