

VISION / PLANS AND PROGRAMS 2016-2019 For the UP Cesar E.A. Virata School of Business

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5 October 2016

Vision

To be internationally recognized as a provider of high quality research, instruction, and extension services in business in the Asia-Pacific region.

Plans and Programs

The plans and programs (2016-2019) of the UP Virata School of Business take off from the approved faculty resolutions during its three workshops: (1) Faculty Development Workshop at the Manila Yacht Club on 2 February 2013; (2) Research Workshop held at the Boracay Room of EDSA Shangri-La Hotel on 28 July 2014; and (3) Visioning Workshop: Imagining VSB's Future held at Microtel by Wynham at the U.P. Technohub, Commonwealth Avenue, Quezon City on August 17, 2015.

In these workshops, the following goals were identified by faculty:

1. Increase the number of PhDs from 16 to 24 by July 2019;
These are Maria Regina, Lucia M. Lizares, Debbie Chua Bun Pho-Wong, Dani Rose Cresencia C. Salazar, Charlotte Justine D. Sicat, Timothy H. Zarco and three new PhD recruits.
2. Increase research output of VSB faculty;
3. Offer MBA and MS Finance programs at UP BGC campus;
4. Work for indexing of the Philippine Management Review in Thomson-Reuters Web of Knowledge and Elsevier's Scopus;
5. Review and revise BSBA and BSBA programs spurred by the K+12 basic education;
6. Review admission policies in the master's programs and implement University retention policies.

I propose the following to operationalize the plans and programs:

I. Increasing Research and Publication Output

Research performance is the best indicator to define the academic reputation of the UP Virata School of Business internationally. Research performance should set apart the UP Virata School of Business from Asian Institute of Management, Ateneo de Manila University and De La Salle University.

The *Philippine Management Review* (PMR) must be included in international databases so that its articles could be cited by more academics. The School should aim for the listing of PMR in Thomson-Reuter's Web of Knowledge (formerly Institute of Scientific Information) and Elsevier's Scopus.



The PMR journal is indexed by academic research database ABI/INFORM of Proquest since April 2014. ABI/INFORM is a business database package that offers more than 4,000 full-text titles covering business and economic conditions, corporate strategies, management techniques, as well as competitive and product information.

In coordination with the Research Committee and the two Department Chairs, the following research programs have been identified in the following areas:

1. Policy studies – accounting rules/regulations
2. Empirical studies
3. Industry studies
4. Capital Market Development – financial reporting, stock market
5. Instructional materials development – case studies
6. Continue library subscription of Thomson Reuter's *Eikon* and *Datastream* to support the data requirements for research studies in applied economics and finance and *Euromonitor* databases for general management

Research publication awards are available in UPVSB and in the University to encourage faculty to publish. The two Departments should also commit to a number of publications every year depending on their faculty profile. Senior faculty have a primordial role to play in the research induction of junior faculty through mentorship program and co-authorship scheme. Junior faculty should be required to earn their PhDs for their research training. Finally, MS Finance and PhD students can collaborate with the faculty in research projects that are targeted for publication.

The hosting of an international conference on 13-15 July 2016 demonstrates how UPVSB can organize such an event using UP's internal resources. Whilst, there is a need to increase participation from international academics, the participation of the VSB faculty in the conference encourages production of quality research output that meets a targeted completion date. Papers in the international conference could serve as feeder to the *Philippine Management Review* after a refereeing process. The opportunity for academic exchange and future research collaboration is also a benefit.

Since 2013, the School requires a publication every three years to retain one's professorial chair or faculty grant award. It has also tightened its tenure and promotion standards.

II. *Recruiting and Retaining the Best Faculty for the School*

The quality of faculty defines the School. Recruiting and retaining the best faculty is a continuing challenge of the Dean given the meager salaries offered by Salary Standardization Law of the Philippine government. UP-VSB faculty have been recruited not only by private universities but also by international universities and corporations.

The faculty development strategy should be aligned with research. First, the number of faculty members with doctoral degrees should be increased from 40% to 50% in

