



ERIK PAOLO SALAYO CAPISTRANO (艾保羅), PhD.

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CURRICULUM VITAE:

WORK EXPERIENCE

Associate Professor, Cesar E.A. Virata School of Business, University of the Philippines, Diliman, June 2015 – present
Principal Investigator, University of the Philippines Korea Research Center, 2018 – present
College Secretary, Cesar E.A. Virata School of Business, University of the Philippines, Diliman, August, 2019 – present
Officer-in-Charge, Department of Business Administration, Cesar E.A. Virata School of Business, University of the Philippines, Diliman, December, 2018 – March, 2019; June – July, 2018; December, 2017 – March, 2018; October, July, May, 2017
Forum Moderator, Soshified.com, February 2014 – present
Administrator, Soshified Philippines, January 2016 – present
National Service Training Program Coordinator, Cesar E.A. Virata School of Business, University of the Philippines, Diliman, June 2015 – May 2016
Assistant Professor, Cesar E.A. Virata School of Business, University of the Philippines, Diliman, June 2013 – June 2015; College of Business Administration, University of the Philippines, Diliman, August 2008 – June 2013
Teaching and Research Assistant, Institute of International Management and Business Administration, National Cheng Kung University, Tainan, Taiwan, February 2011 – July 2014
Independent Project Consultant, December 2006 – present
Instructor, College of Business Administration, University of the Philippines, Diliman, June 2005 – July 2008
Project Consultant, Institutional Synergy, Inc., September, 2004 – March, 2005

EDUCATIONAL ATTAINMENT

GRADUATE: PhD in International Management
Institute of International Management and Business Administration (IIMBA), National Cheng Kung University, Tainan, Taiwan, 2015

Rank 5th
Master in Business Administration
College of Business Administration, University of the Philippines, Diliman, 2008

UNDERGRADUATE: Cum Laude
BS Business Administration
College of Business Administration, University of the Philippines, Diliman, 2004

**SCHOLARLY /
CREATIVE
WORK**

Academic Journal Publications:

Capistrano, E.P.S. (2019). Understanding Filipino Korean Pop music fans: An empirical discourse. *Asian Journal of Social Science*, 47(1), 59-87. SSCI

Ryu, J., Capistrano, E.P.S., & Lin, H.C. (2019). Non-Korean consumers' preferences on Korean popular music: A two-country study, *International Journal of Market Research*, forthcoming. SSCI

Capistrano, E.P.S. (2018). Hallyu and corporate performance: The case of South Korean skin care companies in the Philippines, *HanPil Occasional Papers on Korea and the Philippines*, 2(1), 79-110.

Chen, J.V., Yen, D.C., Kuo, W.R., & Capistrano, E.P.S. (2016). The antecedents of purchase and re-purchase intentions of online auction consumers. *Computers in Human Behavior*, 54(1), 186-196. SSCI

Capistrano, E.P.S., & Chen, J.V. (2015). Information privacy policies: The effects of policy characteristics and online experience. *Computer Standards & Interfaces*, 42(1), 24-31. SCI

Chen, J.V., Jubilado, R.J.M., Capistrano, E.P.S., & Yen, D.C. (2015). Factors affecting online tax filing—An application of the IS Success Model and trust theory. *Computers in Human Behavior*, 43(1), 251-262. SSCI

Su, B.-C., Chen, J.V., Candler, M. E., & Capistrano, E.P.S. (2013). The causes to relative advantage in internet auctions. *International Journal of Business and Systems Research*, 7(4), 412-435. Scopus

Chen, J.V., Chen, Y., & Capistrano, E.P.S. (2013). Process quality and collaboration quality on B2B e-commerce. *Industrial Management & Data Systems*, 113(6), 908-926. SCI

Capistrano, E.P.S. (2013). Investigating product involvement issues for mobile phone services: A study of Filipino mobile phone users. *Philippine Management Review*, 20(1), 1-16. ABI-INFORMS

Su, B.-C., Capistrano, E.P.S., & Chen, J.V. (2013) Towards a strategic information system planning and adoption framework: A context of change readiness and dynamic capabilities in developing countries, *International Journal of Management Theory and Practices*, 14(1), 73-87. Cabell

Capistrano, E.P.S. (2009). ISO 9000 certification and business performance of selected Philippine companies. *Philippine Management Review*, 15(1), 15-36. ABI-INFORMS

Books and Book Chapters:

Capistrano, E.P.S. & Jardiolin-Villa, V.B. (2018) Natasha (C) Revisiting a successful business model in a changing retailer environment. In B.P.B. Gutierrez, R.A. Rodriguez, & E.S. Echanis *Cases in strategic management* (pp. 133-184). Quezon City, Philippines: UP Business Research Foundation.

Policy Papers:

Capistrano, E.P.S. (2019). South Korea's New Southern Policy and the Philippines' 2017-2022 Development Plan: Opportunities for enhanced economic relations. *UP KRC Policy Brief*, 1(2), 1-12.

Papers Presented:

Capistrano, E.P.S. (2018). *Ensuring user and organizational fit with big data: A proposed measurement scheme*, 2018 BSP-UP Professorial Chair Lectures, Executive Business Center, BSP Complex, Manila

Capistrano, E.P.S. (2018). *Trust perceptions and their effects on their evaluations of information systems and social media use: The Philippine experience*, 2nd Service Management Congress, Ostfalia University of Applied Sciences, Campus Suderburg, Suderburg, Germany

Capistrano, E.P.S. (2018). *Customer-centric technology applications in commercial services: Benchmarking the Taiwan experience*, Philippines-Taiwan Cooperation in the Services Sector: A Symposium, University of the Philippines Asian Center, Diliman, Quezon City

Capistrano, E.P.S. (2017). *Big data and business management: A research agenda for Philippine theory and practice*, 2017 BSP-UP Professorial Chair Lectures, Executive Business Center, BSP Complex, Manila

Capistrano, E.P.S. (2017). *Effects of Hallyu on corporate performance: The case of Korean skin care companies in the Philippines*, The 2nd UP KRC Workshop and Roundtable, University of the Philippines, Diliman, Quezon City

Capistrano, E.P.S. (2016). *Technology architectures in regulatory environments: The case of big data applications in the banking services sector*, 2016 BSP-UP Professorial Chair Lectures, Executive Business Center, BSP Complex, Manila

Capistrano, E.P.S. (2015). *Twitter and Instagram on Korean pop music performance: An application of impression management and e-word of mouth theories*. 4th Philippine-Korean Studies Symposium, University of the Philippines, Diliman, Quezon City

Capistrano, E.P.S. (2015). *Trust and willingness to disclose personal information: From the perspective of social commerce users*. Doctoral Dissertation Defense, Institute of International Management and Business Administration, National Cheng Kung University, Tainan, Taiwan

Capistrano, E.P.S. & Chen, J.V. (2013). *Online communities and netizen trust: Information acquisition and sharing behavior*. 1st Taiwan Summer Workshop on Information Management, National Chengchi University, Taipei, Taiwan

Capistrano, E.P.S. (2011). *Evaluating the readiness of students for IS/IT tasks and issues: The case of the University of the Philippines, Diliman*. 21st International Conference on the Pacific Rim Management, Association of Chinese Management Educators, National Cheng Kung University, Tainan, Taiwan

Manuscript Reviewer:

Information & Management, *SCI*
Computers in Human Behavior, *SSCI*
Journal of Electronic Commerce Research, *SSCI*
Electronic Commerce Research, *SSCI*
Asia Pacific Law Review, *SSCI*
Journal of Internet Banking and Commerce, *Scopus*
Pertanika Journal of Social Sciences and Humanities, *Scopus*
Philippine Journal of Science, *Scopus*
Philippine Management Review, *ABI-INFORMS*
Review of Public Administration and Management
Arabian Journal of Business and Management Review
Journal of Mass Communication & Journalism
Journal of Entrepreneurship & Organization Management
Journal of Accounting, Auditing & Finance Research
University of the East Review Bulletin
Kritika Kultura

Conference Manager:

The International Conference on Business and Management 2016, Cesar E.A. Virata School of Business, University of the Philippines Diliman, Microtel by Wyndham UP Technohub, Quezon City, Philippines, July 13-15, 2016

1st International Conference on Medical Innovation and Computing Systems, National Cheng Kung University, Tainan, Taiwan, August 2-4, 2013

21st International Conference on the Pacific Rim Management, Association of Chinese Management Educators, National Cheng Kung University, Tainan, Taiwan, July 9-11, 2011

Moderator:

2018 Korean Studies Junior Conference and Study Fair: "Framing Korea in a Glocalizing World", CTC 413, Ateneo de Manila University, May 4, 2018

1st Workshop and Roundtable: "Continuity and Progress of Korean Studies in the Philippines", Philippines-Korea Research Center at the University of the Philippines (PKRC@UP) and Korean Studies Promotion Service, Academy of Korean Studies, Novotel Manila Araneta Center, Quezon City, Philippines, July 6, 2016

**GUEST
SPEAKER
ENGAGEMENTS**

"Hallyu: What it is and How did it grow", K-Culture Primer Event "Hallyu Deep Dive", Globe Telecom, 2019

"Why Make A Business Plan?" Business Plan Making Seminar, UP Circle of Entrepreneurs, 2019

"Who is Next? The Nature of Korean Survival Shows" HallyUP Alternative Classroom Learning Experience, 2019

“E-Commerce, Modernized Trends in Business” Business Administration Department Seminar, National College of Business and Arts, Cubao Campus, 2019

“Why Make A Business Plan?” UP Circle of Entrepreneurs Young Entrepreneurs’ Convention, 2019

“E-Commerce: Challenges and Opportunities” Marketing Event, UP Junior Marketing Association, 2018

“Why Make A Business Plan?” Business Plan Making Seminar, UP Circle of Entrepreneurs, 2018

“A Guide to Making an Overall Plan for Your Business”, Business Plan Making Seminar, UP Circle of Entrepreneurs, 2017

“A Crash Course on Understanding Taxes and Social Security” University of the Philippines Career Assistance Program for Scientists (UP CAPS) Career Preparedness Series, 2017

“Beyond the Tools: How to Get By Managing a Project”, UP ABAM Academy, 2016

“What to People Think about Consulting” UP ABAM Academy, 2016

“Fangirl no more? Fanboy no more? A Fan's Life at Adulthood”, HallyUP Alternative Classroom Learning Experience, 2016

“Introduction to Product Innovation”, The Entrep Academy, UP Circle of Entrepreneurs, 2015

“Business Evaluation and Control”, The Entrep Academy, UP Circle of Entrepreneurs, 2015

“Business Plan Making Seminar,” UP Circle of Entrepreneurs, 2015

“Introduction to MRP Systems”, Special Topic Lecture Series, UP Cesar E.A. Virata School of Business, 2015

“Introduction to Operations Management Electives”, The ABCs of CBA: An Electives Talk, UP Business Administration Council, 2015

“Build Your Own Business Student Entrep Challenge”, UP Cesar E.A. Virata School of Business, 2014

“CAPTION (Career Path Orientation)”, UP Career Assistance Program, 2014

“A Talk on the Situation of K-pop Fandoms in the Philippines”, HallyUP Alternative Classroom Learning Experience, 2014

“So You Want to be a Professor?” Career Path Orientation (CAPTION), UP VSB-SE Career Assistance Program, 2014

“Speak Up: A Guide to Business Plan Making”, UP Circle of Entrepreneurs, 2009

**PROFESSIONAL
CONSULTING
ENGAGEMENTS**

Business Process Review and Operations Manual Development: Office of the Chief Justice of the Supreme Court, Republic of the Philippines

Project Management Evaluation: Project SHINE, Integrity Initiative, Makati Business Club

Mass Media Campaign Evaluation: World Lung Foundation (WLF) and Department of Health (DOH), Republic of the Philippines

Supply Chain Survey: Philippine Vegetable Distribution Network, University of the Philippines

Market Survey: Overseas Filipino Workers Remittance Corridors in Southeast Asia (SEA) and Europe, The Economic Resource Center for Overseas Filipinos (ERCOF)

Market Survey: Impact of the Global Economic Slowdown on Asian Labor Markets’ Value Chain

Industry Study: The Philippine Rural Bank Industry

Industry Study: The Philippine Remittance Industry

ACADEMIC AWARDS

Outstanding Young Alumni Awardee, National Cheng Kung University, 2016
Bangko Sentral ng Pilipinas Professorial Chair Award, January 2016 – present
J. Antonio Aguenza Professorial Chair Award, January – December 2015
University of the Philippines International Publication Awardee, 2019, 2016, 2015, 2013
University of the Philippines Diliman Cesar E.A. Virata Publication Awardee, 2019, 2018, 2016, 2015, 2013
University of the Philippines Diliman College of Business Administration Publication Awardee, 2009
University of the Philippines Diliman College of Business Administration Faculty Grant Awardee, 2009, 2008

COURSES TAUGHT

BA103 Introduction to Research Methods in Business and Accounting
BA105 Operations Management
BA106 Project Management
BA108 Special Topics in Operations Management (Supply Chain Management)
BA108 Special Topics in Operations Management (E-Commerce)
BA170 Marketing Management
BA180.1 Information Technology in Business
BA186 Systems Analysis and Design
BA182 Management Science II
BA198 Special Topics in Business Administration (Research Methods)
BA243 Management of Innovation
BA286 Management of Information Technology
BA394 Empirical Methods in Business Policy

EXTRA-CURRICULAR INVOLVEMENT

Cesar E.A. Virata School of Business/College of Business Administration Committees
Co-Chair, Building Committee
Co-Chair, Alumni Homecoming Committee
Member, Undergraduate Program Admissions Committee
Member, Graduate Program Admissions Committee
Member, PhD Program Admissions Committee
Member, BS in Business Administration Curriculum Committee

Other University of the Philippines Diliman Involvements
Member, Minor in Korean Studies Curriculum Committee, Center for International Studies
Member, Data Science for Public Policy Program, Center for Integrative and Development Studies

STUDENT ORGANIZATION INVOLVEMENT

Faculty Adviser
UP Circle of Entrepreneurs (UPCE), 2005 – 2012, 2015 – 2019
UP Association of Business Administration Majors (UP ABAM), 2014 – 2019
UP Interschool Business Association (UP IBA), 2014 – 2019
UP Society of Students for Korean Popular Culture (HallyUP), 2015 – present
UP Pan Xenia (PX) Fraternity, 2016 – 2019
UP Adelfe Enu Crea (AEC) Sorority, 2017 – 2019

UP Junior Finance Association (UP JFA), 2005 – 2012

Student Competitions and Events Judge

Business Plan Making and Entrepreneurial Fair, UP Circle of Entrepreneurs, 2018

Young Entrepreneurs Convention 2016: LINKED, UP Circle of Entrepreneurs, 2016

Entrep Academy: Entrep Gallery, UP Circle of Entrepreneurs, 2016

Business Boot Camp: Think Bigger, UP ABAM Academy, 2016

Business Plan Making and Entrepreneurial Fair, UP Circle of Entrepreneurs, 2015

HallyUniverse 2: HallyUniversity, UP UP Society of Students for Korean Popular Culture, 2015

Case-Off Business Case Competition, UP Association of Business Administration Majors, 2014

Build Your Own Business Student Entrep Challenge, UP Cesar E.A. Virata School of Business, 2014

Marketing Engineering Congress, UP College of Engineering Student Council, 2008

Business Plan Seminar and Workshop, UP Circle of Entrepreneurs, 2008

**PERSONAL
INFORMATION**

Date of Birth: 22 February 1982

Civil Status: Single