



# THE ACADEMIA

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*The UST Rector Very Rev. Fr. Richard G. Ang, O.P., Ph.D., lights his torch and passes the flame to the Regents and Deans, who pass on their light to the students. As one batch, the Class of 2023 turns to look at the Cross on top of the Main Building during the Ceremony of Light of the Baccalaureate Mass 2023.*

## 2023 Baccalaureate Mass gathers over 9000 candidates for graduation

Nine thousand four hundred and seventy-three Thomasian candidates for graduation celebrated the Baccalaureate Mass at the UST Grandstand and Open Field on May 30, 2023. The UST Rector Very Rev. Fr. Richard G. Ang, O.P., Ph.D., served as the main celebrant and homilist during the Mass, which was concelebrated by the Dominican Fathers.

"*Quo vadis? Where do you go from here?*" asked the Father Rector. There is no universal answer to this, as so many paths are open to the students, but he urged Thomasians, "Do not rehearse only for graduation day, but get ready for the life that lies ahead. What is your vision? What is your preferred future? Whatever it is, pursue it with much passion, with much guts and gusto."

"Ironical as it sounds, we have gathered you to scatter you like seeds in all directions. This is what I call the Thomasian diaspora," shared Fr. Ang, who has met many alumni by chance in varied places, and a sense of immediate belonging strikes upon learning that they are from UST.

"Wherever I go, it is always a joy to hear a stranger come to me and say, 'Father, I am a proud Thomasian!'"

Included in the annual Post-Mass program is the recitation of the Thomasian Pledge of Loyalty and the Blessing and Imposition of the Thomasian Mission Cross, which serves as a reminder to stay true to Thomasian ideals, even after they leave UST.

The Office for Student Affairs Director Asst. Prof. Ma. Cecilia Tio Cuison, Ph.D., emphasized, "Let it remind you of the ways of St. Thomas Aquinas who upheld the truth and remained spirited in life's struggles and triumphs. The placing of the Thomasian Mission Cross is a symbolic gesture of your formation and your continuous mission as a true Thomasian."

The Ceremony of Light, which represents the light of education through evangelization, was at the core of the event. The Father Rector's torch flame is passed on to the torches of the Deans and Regents of the academic units, who in turn pass the light to each of their students' candles.

As the outgoing Central Student Council President Nathan Raphael D.L. Agustin put it, "Through the times we felt like we were

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College of Nursing Dean Prof. Rowena Escolar Chua, Ph.D., and Regent Rev. Fr. Julius Paul Factora, O.P., present the Thomasian Mission Cross to the student representative.



Representative students from each of the degree-granting academic units bring their college flags to the Grandstand.



Graduating students from the Faculty of Pharmacy recite the Thomasian Pledge of Loyalty.

exhausted, we found light and still pushed forward. We became *competent*. In clinging to our hopes and dreams, we became *committed*, but we must not forget those who were left behind. In a world where not everyone can enjoy the same things we do, achieve the same goals, and be with us in moments of triumph such as this, we must see this occasion not just as a time of rejoicing, but as a reminder of our mission. When we cross that Arch and exit the gates beyond the four corners of the University, let us devote ourselves not just to prosperity, but to service.”

“Why do we have to take up this tall task?” Agustin, who is a *Juris Doctor* student, asked in his message to the students. “Because we have been through the darkness. Now, let us be each other’s light so that we will finally complete the three Cs. In the future, we will continue to build what is true, just, open, loving, and with no one left behind. We will exemplify *compassion*. We know how the darkest night looks, and our Thomasian identity, marked by *commitment*, *competence*, and *compassion*, demands us not to only merely shine, but to illuminate!”

The Father Rector and the Father Secretary-General, Rev. Fr. Louie R. Coronel, O.P., EHL., with the administrative and academic officials and Marching Band, led the traditional recessional procession walking out of the Arch, which was the original gateway of the University when it was still in Intramuros. Students exited through the historic Arch of the Centuries and completed their life at UST, which comes full circle since the same students, as freshmen, entered the Arch to signify the

beginning of their Thomasian life. Following health policies such as health declaration via the Thomasian Online Medical Services and Support (ThOMedSS) portal, wearing of masks, and frequent hand sanitization, the graduating students gathered as one batch to commemorate their Thomasian journey before the actual solemn investiture ceremonies per academic unit, which were held throughout June 2023.

The program ended with the highly anticipated pyromusical presentation. ■



Students exit the Arch of the Centuries to signify the completion of their Thomasian life within the four walls of the campus.



Central Student Council President Nathan Agustin delivers a message.



# UST CTHM launches its *Sentro Turismo* sustainable tourism hub

The UST College of Tourism and Hospitality Management (CTHM) formally launched the *Sentro Turismo* through a series of activities held from May 17 to 19, 2023, at the 8th floor of the Paredes Building. As a collaborative space to house the different projects and studies of the CTHM, the *Sentro* is divided into three hubs, namely, business and innovation, research, and extension services.

The Business and Innovation Hub forms business relationships in the travel sector to make it possible to expand the opportunities available to students. The Research Hub largely impacts how hospitality and tourism research is developed, influenced, and encouraged, while the Extension Services Hub focuses on projects in tourism and hospitality, speaking engagements and capacity-building opportunities, partnerships with stakeholders, and participation in organizations with an industrial or academic focus.

The UST *Sentro Turismo* will also house AllPoints Travel Services Inc., the University’s partner travel agency, a library for research and innovation, as well as a business center for the University’s Tourism and Hospitality Department.

Regional Director of the Department of Tourism (DOT) National Capital Region (NCR) Ms. Sharlene Zabala-Batin remarked that the *Sentro* can help the Philippine tourism industry and that “By opening its doors to the public, we hope that you would spur a renaissance of sorts to our tourism stakeholders.”

“As your partners in tourism governance, we are thankful for the launch of the UST *Sentro Turismo* as this facility will help the DOT in crafting sustainable and inclusive policies that will be guided by research,” said Zabala-Batin.

CTHM’s Research, Innovation, and Extension Services (RIES) Committee Coordinator Mr. Jame Monren T. Mercado described the *Sentro* as a “multi-contextual unit managed by [CTHM] and the University that sustainably promotes the significance of the academe, industry, and government partnership and collaboration through business and innovation, research, and extension services.”

Among its initiatives will be travel and tourism product development as well as different tour guiding and ushering activities that assist external university partners in addition to on campus activities. He also added that the Philippine Gastronomy Unit, which will focus on research studies on food and culinary heritage, will be developed soon.

Included among the event’s guests are the DOT-NCR Project Officer Mr. Ernesto Batin, Deputy Director General for Special Concerns of TESDA Mr. Vidal Villanueva, III, Sales Division Manager of the Business Development Department of the Tourism Infrastructure and Enterprise Zone Authority Ms. Irene Tumaon, Philippine Retirement Authority Legal Service Head Ms. Ma. Alexia Melegrito, Ms. Reinelle S. Rogel from the National Museum, National Library of the Philippines Assistant Chief of the Research and Publication Division Ms. Melanie A. Ramirez, Philippine Tour Operators Association 1st Vice-President Ms. Mary Ann F. Ong, Tourism Knowledge Center Assistant Manager Ms. Jenny Gapuz, Council of Hotel and Restaurant Educators of the Philippines (COHREP) Board Director In-charge of Membership, Secretariat, and Ethics Committee Prof. Rodolfo Cabardo and COHREP National Assistant Treasurer Dr. Jocelyn Camalig, Association of Administrators in Hospitality, Hotel and Restaurant Management Educational Institutions (AAHRMEI) President Dr. Lilibeth Aragon, Municipal Government of Antimonan, Quezon Executive Assistant to the Office of the Mayor and Designated Tourism Officer Atty. Elvis Uy, and Komisyon sa Wikang Filipino Chairman Arthur P. Casanova, Ph.D., among many others.



Officials including the UST Vice Rector for Research and Innovation Rev. Fr. Jannel Abogado, O.P., (third from foreground) lead the ribbon cutting ceremony [Photo courtesy of Oriente Productions Facebook page]



Regional Director of the Department of Tourism (DOT) National Capital Region (NCR) Ms. Sharlene Zabala-Batin gives a message [Photo courtesy of Oriente Productions Facebook page]



RIES Coordinator Mr. Jame Monren Mercado [Photo courtesy of Oriente Productions Facebook page]

The *Sentro Turismo* is managed by the RIES Committee, led by its Coordinator Mr. Jame Monren Mercado. With him are Assistant Coordinator Mr. Avi Ben P. Andalecio, Ph.D., Academic Staff Associate for External Affairs Mr. Alec P. Bagtus, Academic Staff Associates for Internal Affairs Ms. Lizette A. Vicente-Villaflor and Ms. Catherine C. Mondejar, Events Coordinator Mr. Karl R. Baroro, and Academic Staff Associates for Events Mr. Wyett White T. Lee, and Elijah J. Coronado.

Day 2 had brown bag sessions presided over by COHREP Assistant Secretary and CTHM International Relations Coordinator Ms. Kathrine Camille Nagal, AAHRMEI President Dr. Lilibeth Aragon, Union of Filipino Tourism Educators President Prof. Armina Javier, Philippine Association of Researchers for Tourism and Hospitality. (PARTH) President Mr. Allan Paul Tang, Head of the Research Utilization Unit at the Research Center for Social

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# 90 individuals, 56 groups reap honors at 2023 Student Awards Day



Ms. Shimosawa (fifth from left) receives the Rector’s Academic Award from Fr. Ang (third from left).

Student achievers from the University of Santo Tomas were conferred distinctions at the annual Student Awards Day held on May 26, 2023, at the UST Quadricentennial Pavilion Arena. It was also streamed live via the UST Facebook page.

UST Rector Very Rev. Fr. Richard G. Ang, O.P., Ph.D., commended the awardees, saying “Your achievement is a testament to your dedication to learning and desire to grow in knowledge and wisdom. It is the reflection of the gifts God has given you and the responsibility to use these gifts to make a positive impact in the world.”

Serving as the guest speaker was Dr. Adrian Paolo Laurel, a practicing dermatologist, who earned his Bachelor of Science in Nursing degree from UST in 1994. In that same year, he passed the Nurse Licensure Examination and enrolled at the UST Faculty of Medicine and Surgery. He earned his Doctor of Medicine degree in 1998 and went on to have his medical internship at the UST Hospital. In 1999, he took his board exams and successfully finished 16th place for the Physician Licensure Examination.

Laurel shared how he juggled academics and sports during his time as a student who took up both nursing and medicine. He was a member of the UST Men’s Volleyball Team from 1991 to 1996—

completing his five-year UAAP eligibility. He was a member of two champion teams, a two-time MVP in the UAAP Men’s Volleyball, and was awarded the UAAP Scholar-Athlete Award in 1996.

Laurel emphasized three key words - humility, tenacity, and service. As students grow in their professional life, he reminded them to be humble without being timid, to be tenacious despite challenges, and to serve where we are needed.

“You’ve spent maybe four, five, or maybe ten years in the University. The life you will have after that is longer as alumni. Please don’t forget what you learned here. Please don’t forget the love that UST, its faculty, its students, and its administration have shared with you,” said Laurel, whose parents, wife, and son are also proud Thomasians.

The top academic achievers from the 18 tertiary and post-baccalaureate academic units received the Rector’s Academic Award, conferred by the Father Rector Very Rev. Fr. Richard G. Ang, O.P., Ph.D., assisted by the Registrar Mr. Cesar Velasco. The valedictorian for the Class of 2023, who achieved the highest general weighted average of 1.019 among more than 9400 students, was Ricalyn C. Shimosawa from the College of Tourism and Hospitality Management.

Delivering the response on behalf of the student awardees, Shimosawa



Fr. Ang congratulates the awardees.

acknowledged the difficult journeys each one has undertaken to succeed. “I know that you, my fellow student awardees, have encountered similar struggles, and have displayed remarkable resilience and determination along your own paths to success. This is why we are here on this momentous occasion, the academic awarding of our esteemed University, serves as a testament to the dedication and unwavering commitment that we have demonstrated throughout our academic journey.”

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SENTRIO TURISMO  
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Sciences and Education Asst. Prof. Frederick I. Rey, Ph.D., EdTech Specialist Mr. Wyatt White T. Lee, UST Institutional Research Ethics Board Chair Prof. Florence C. Navidad, Ed.D., and Junior Tourism and Hospitality Management Association of the Philippines Chair Dr. Lurhen Cortes.

For Day 3, a Eucharistic Celebration was held at the Paredes Building by CTHM Regent Rev. Fr. Roland D. Mactal, O.P., S.Th.D.

The launch event was organized by 3rd year Tourism Management students, particularly the class of 3TOM3, Oriente Productions.■

# ETPI formally presents Deed of Donation to Engineering



(From left:) UST ECE Laboratory Supervisor Engr. Josyl Reyes, UST Faculty of Engineering Assistant Dean Asst. Prof. Cristina Tiangco, ECE Department Chair Asst. Prof. Edison Roxas, Dean Prof. Angelo Dela Cruz, Ph.D., Regent Rev. Fr. Roberto Luanzon, Jr., O.P. and the ETPI representatives Duane Caringal, Michael Castañeda, Oliver Rabacal, Carlo Azul, and Gia Ranin

The University of Santo Tomas and Eastern Telecommunications Philippines, INC. (ETPI) held a meet and greet ceremony at the Engineering Conference Hall, 3rd Floor, Roque Ruaño Building, on April 13, 2023 for the official presentation of the Deed of Donation between the two institutions and the formal turnover and acceptance of the equipment donated by ETPI to the Faculty of Engineering.

Present during the event were officials of the UST Faculty of Engineering headed by Fr. Roberto Luanzon, Jr. O.P. SThD, DL, UST Vice Rector for Finance and Prof. Angelo R. dela Cruz, PhD, PECE, Dean of the UST Faculty of Engineering and ETPI representatives, Mr. Michael Castaneda, Head of Sales; Mr. Carlo Alzul, Enterprise Business Group Head;Ms. Gia Ranin, Industry Head of RDM; Mr. Gian Conde, Enterprise Segment Marketing Head; Mr. Jurel San Antonio, Campaign Management Supervisor; Ms. Hannah Lazatin, Brand Communications Head; Mr. Duane L. Caringal, Network Operations and Maintenance Head; Mr. Oliver C. Rabacal, Fleet, Safety and Security Manager; and Ms.Melanie O. Manundo, Property and Lease Management Manager.

The ETPI donated to the University routers, switches, hubs and other network equipment for use of the UST Department of Electronics Engineering. The donations were received by the University in two batches, one on October 14, 2022 and the other on December 15, 2022. The donation is part of the collaborative efforts of the two institutions to advance engineering education in the country. ■

2023 STUDENT AWARDS DAY  
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Shimosawa also emphasized the value of hard work, saying “I know that we can achieve anything we set our mind to, as long as we are willing to put in the effort.”

Nine exemplary officers of recognized organizations received the Quezon Leadership Award for their service, including Ma. Anci Ysabel Talamayan, who served as the National Auditor of the Federation of Junior Chapters of the Philippine Pharmacists Association.

The Pope Leo XIII Community Development Award was given to five students and five organizations for their outstanding involvement in community development. Among the recipients was Alyssa Louise L. Sampedro from the College of Rehabilitation Sciences, who implemented the Disability Inclusion Disaster Risk Advocacy Project.

Three individuals and twelve groups received the Benavides Outstanding Achievement Award, which is given to students who have academic or scientific accomplishments of national or international significance. The awardees

include a group from the UST-AMV College of Accountancy, namely, Benjamin Amper IV, Joshua Jacob Andres, Mary Khristine Cabuslay, Mary Darlene Ebora, Ma. Cherrie Dee Gonzales, Danica Erra Largo, Angelica Rosh Ramos, Rhamuel Johnber Ramos, Jojo Santos Jr., and Cheri Alexa Tang. They were named Grand Winner (National) of the Information Systems Audit and Control Association (ISACA) Academe I-CO Competition.

Seven groups and 31 students received the Pope John Paul II Outstanding Achievement Award for excelling in sports and the arts. Among the recipients is the Women’s Beach Volleyball Team and Men’s Judo Team for being the 5-peat UAAP Champion. They also received the Tradition of Excellence Award since they brought home the Championship for five consecutive years.

The St. Dominic de Guzman Award was given to two organizations that held activities of significance to the entire University. This included the UST Red Cross Youth Council (RCYC) Pharmacy Unit, which organized a blood donation drive.



Dr. Laurel shares his journey as a student-athlete.

Twenty-four individuals and 30 groups received the St. Albertus Magnus Award for excelling in research. Among them was Marri Jmelou Roldan from the Graduate School, who published five research papers.■



# UST, Echague LGU ink Memorandum of Understanding on heritage protection projects

The UST Graduate School – Center for Conservation of Cultural Property and Environment in the Tropics (GS-CCCPET) and the College of Tourism and Hospitality Management (CTHM) through the UST *Sentro Turismo* signed a Memorandum of Understanding (MOU) with the Municipal Government of Echague, Isabela. It was held on June 06, 2023 at UST *Sentro Turismo*.

The MOU forges a partnership in facilitating and implementing programs, projects, and activities to promote and protect the natural and cultural heritage of Echague, Isabela. The partnership will also focus on sustainable tourism development as well as grassroots-based projects.

LGU Echague was represented by its Mayor Hon. Francis Faustino “Kiko” A. Dy, Vice Mayor Hon. Allan P. Tupong, M.D., *Sangguniang Bayan* Committee on Tourism Chair Hon. Nemesio S. Castillo and Municipal Tourism, Culture and Arts



Officer Mr. Louie C. Simbe.

The University of Santo Tomas was represented by the Graduate School Dean Prof. Michael Anthony C. Vasco, Ph.D., UST GS-CCCPET Director Assoc. Prof. Eric B. Zerrudo, Ph.D., and CTHM Dean Assoc. Prof. Gezzez Giezi G. Granado, DCL. ■

Representatives of the Municipal Government of Echague and UST

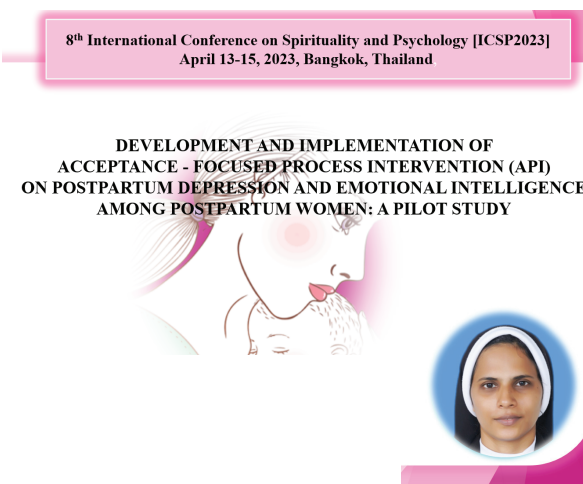
# GS student presents paper on Postpartum Depression at Thai conference

Sr. Sheeba John, a PhD student under the program Clinical Psychology at the UST Graduate School presented her research paper titled “Acceptance-focused Process Intervention (API) on Postpartum Depression and Emotional Intelligence Among Postpartum Women: A Pilot Study” at the 8<sup>th</sup> International Conference on Spirituality and Psychology [ICSP2023], which was held from April 13 to 15, 2023, in Bangkok, Thailand.

The hybrid conference gathered researchers from different universities worldwide to present their respective papers. On the last day of the conference, the researcher virtually presented the paper as part of the parallel sessions. Fellow researchers, practitioners, and scholars in

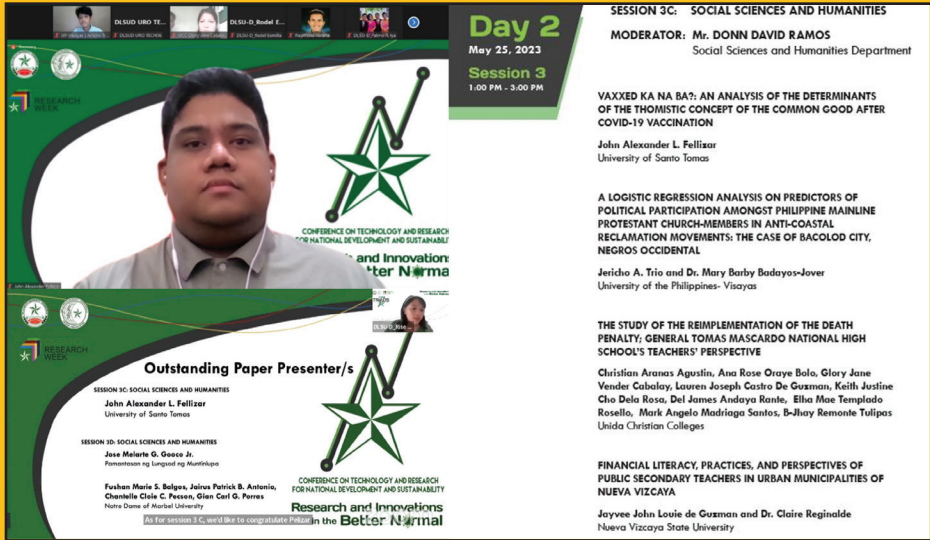
the field of psychology served as audience during the presentation.

In her presentation, Sr. John discussed the findings of a pilot study that examined the effects of the newly developed intervention program i.e., acceptance-focused process intervention (API) on postpartum depression and emotional intelligence among postpartum women. The presentation highlighted the study design, sample, and measures used to assess postpartum depression and emotional intelligence. The results of the pilot study showed that the API was an effective intervention for reducing postpartum depression and improving emotional intelligence among postpartum women. ■



## RESEARCH

# GS MBA student is named Best Presenter at ConTReNDS 2023



Fellizar during the Q&A portion of his presentation (top left) and announcement of outstanding paper presenters (lower left)

UST Graduate School Master of Business Administration (MBA) student John Alexander L. Fellizar was hailed as the Best Paper Presenter for Social Sciences and Humanities Parallel Session 3C of the Conference on Technology and Research for National Development and Sustainability (ConTReNDS) 2023, which was held from May 24 to 26 via Zoom.

Fellizar’s presentation of his research paper titled “Vaxxed Ka Na Ba? An Analysis of the Determinants of the Thomistic Concept of the Common Good after COVID-19 Vaccination” bested three presentations from other schools. Aside from his winning paper presentation on Social Sciences and Humanities, Fellizar also presented a paper which focused on Business Management, Economics, and Tourism. This paper also tackled Development Session 4E that focused on the impact of brand activism on brand image and purchase intent. The paper was also praised for its significance and uniqueness.

ConTReNDS 2023 was an online research conference organized by the University Research Office of De La Salle University – Dasmariñas (DLSU-D) and was the main highlight of DLSU-D Research Week 2023. The online conference was attended by undergraduate and graduate students, professors, and industry experts from different parts of the country. ■

## LECTURES AND CONFERENCES

# UST holds St. Thomas Aquinas International Forum 2023

The annual Saint Thomas Aquinas International Forum (STAF) organized by the Institute of Religion through the Professional Advancement and Research Committee (PROARC), was held on April 29 and 30, 2023 at the Dr. George S.K. Ty Hall. The forum gathered theologians, scholars, and Catholic educators in the country and in neighboring Asian nations to tackle current and emerging theological questions to respond to the call of Pope Francis in 2019 on the Global Compact on Education.

The theme of this year’s conference “Catholic Education, Cultures, and Religions: A Post Pandemic Conversation,” focused on the Pope’s challenge to create a network of educational villages for a renewed commitment to education. UST together with LUMSA (*Libera Università degli Studi Maria Ss. Assunta*) University in Rome were tasked by the Vatican’s Dicastery of Culture and Education to explore possibilities on Culture and Religion in relation to education. The hy-flex forum had 230 educators from the Philippines, Indonesia, Vietnam, Japan, and Italy as participants. It was co-organized by the *Istituto Universitario Sophia* in Florence, Italy.



Sophia University Acting Rector Dr. Declan O’Byrne and UST Rector Very Rev. Fr. Richard G. Ang, O.P. (seated, right) with (standing, from left:) Institute of Religion Assistant Director Assoc. Prof. Allan A. Basas, SThD; Asst. Prof. Maila M. Blanza, Ph.D.; Vice Rector for Academic Affairs Prof. Cheryl R. Peralta, DrPH; Secretary-General Rev. Fr. Louie R. Coronel, O.P., EHL; Vice Rector for Research and Innovation Rev. Fr. Jannel Abogado, O.P., DTPS; Vice Rector Rev. Isaías D. Tiongco, O.P., J.C.D.; Sophia University Professor of Theology and Philosophy Prof. Roberto M. Catalano; Member-Promoter of the Vatican’s Global Compact on Education Dr. Carina Rossa; Office of International Relations and Programs Director Prof. Lilian D. Sison, Ph.D.; Vice Rector for Religious Affairs Rev. Fr. Pablo T. Tiong, O.P.; Rev. Fr. Ermito G. De Sagon, O.P.; and Center for Religious Studies and Ethics Director Prof. Josel C. Sagut, Ph.D.



ST. THOMAS INTERNATIONAL FORUM  
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Philippiniana Sacra Editor Rev. Fr. Jesús M. Miranda, Jr., O.P., Ph.D., LUMSA's Human Sciences Chairperson Dr. Maria Cinque, Dr. Carina Rossa, and Dr. Allan Basas

In his opening remarks, UST Rector Very Rev. Fr. Richard G. Ang, O.P., Ph.D., stressed the importance of preserving the Catholic identity in order to make an effective dialogue with cultures and religions. The keynote address delivered by the Prefect of the Vatican Dicastery for Culture and Education His Eminence Jose Tolentino Cardinal de Mendonça, complemented the Holy Father's vision of education by reproposing to Catholic Educators the option of pedagogies founded on 'humane rationality' that is always in search of the truth while remaining open to dialogue. The Prefect highlighted the centrality of the human person made in the image and likeness of God and not as a desensitized product of a consumerist society.

The plenary speakers included the *Philippiniana Sacra* Editor Rev. Fr. Jesús Miranda Jr., O.P., who expounded on the topic of Interreligious and Intercultural Exchange on Catholic Education; Sophia University Acting Rector Dr. Declan O'Byrne, who dwelt on the Interreligious and Intercultural Exchange in the Global Village that presented the struggles of compartmentalized paradigms of cultures in relation to the insights constructed by high-speed technological advancements; and LUMSA's Human Sciences Chairperson Dr. Maria Cinque, who cited prospects and challenges in Catholic Education in the Digiverse which repeated the call of Pope Francis to be responsible citizens of the digital space.

Following the plenary sessions, a Roundtable Discussion that included UST



(From left:) Ateneo de Manila University Theology Department Chair Dr. Ruben Mendoza; Prof. Roberto M. Catalano from Sophia University, Vice-Rector for Academic Affairs Prof. Cheryl R. Peralta, DrPH, Dr. Carina Rossa, and interpreter Fr. Matteo Rebecchi, SX, during the roundtable discussion

Vice Rector for Academic Affairs Prof. Cheryl Peralta, DrPH; Professor of Theology and Philosophy at Sophia University Dr. Roberto Catalano; Global Compact on Education Member-Promoter Dr. Carina Rossa, and Ateneo de Manila University Theology Department Chairperson Dr. Ruben Mendoza, offered points for discernment on current situations faced by Catholic Education. They proposed avenues on how to bridge the present-day challenges in molding future catalysts and

leaders of the world who in turn will be credible bearers of the light of truth.

The forum concluded with closing remarks from the Vice Rector for Religious Affairs, Rev. Fr. Pablo Tiong, O.P. He entrusted the cause of continuing relevance and advancement of Catholic education to the care of UST's Patron St. Thomas Aquinas, whose 700<sup>th</sup> anniversary of canonization will be celebrated on March 7, 2024. ■

## PITH-ReCon 2023 discusses new research norms, sustainable tourism



Prof. Stephenson (left) and Dr. Ap

The UST College of Tourism and Hospitality Management (CTHM), in collaboration with the Meetings, Incentives, Conferences and Exhibitions (MICE) Classes of the third year students, hosted the "Philippine International Tourism and Hospitality Research Conference 2023 (PITH-ReCon 2023)" to celebrate the importance and development of research for the academe and industry. The conference was held from April 24 to 28, 2023. The research conference also coincides with the 12th Saint Hyacinth Student's Research Colloquium and Lecture.

In her talk titled "Redefining Hospitality Business Management in the Next Norm," Prof. Cathy Hsu from the Hong Kong Polytechnic University's School of Hotel and Tourism Management said that a "comprehensive and rigorous" qualitative approach in topics such as post-pandemic consumer behavior validates research findings.

Additionally, qualitative research is uncommon in the tourism industry with a decreased credibility unlike in anthropological and sociological areas, said Prof. Jerome Agrusa from the University of Hawaii in his talk titled "Redefining Tourism in the Next Norm."

Agrusa urged flexibility among research approaches that shared four constructs such as truth value, applicability, consistency, and neutrality to remedy over-tourism and promote regenerative tourism, a trend of sharing one goal. Flexible research approaches can ensure tourism sustainability and viability from economic downturns such as exploitation

of destinations and workers, he added.

Citing eye-tracking and facial expression analysis, Hsu also highlighted the credibility of quantitative research due to its objective approach to determine the psychophysiological methods over qualitative approaches such as interviews and surveys. She also warned against a potential inaccuracy of qualitative methods, as it is only limited to subjective emotions.

Hospitality instructors Ms. Catherine Mondejar and Mr. Karl Baroro served as academic staff presenters with their talks titled "The Socio-Economic Impacts of COVID-19 on Intramuros towards a Sustainable Transformation" and "Post-Pandemic Assessment of Heritage Church Operations in Laguna: Development of a Crisis Management Framework," respectively, during the second day of the conference held at the *Sentro Turismo*.

Another round of discussions took place on April 27, 2023 at the Thomas Aquinas Research Complex Auditorium which featured three international speakers, drew over 200 participants from prominent institutions throughout the Philippines.

Dr. Huong T. Bui, a Professor from the College of Sustainability and Tourism at Ritsumeikan Asia Pacific University in Japan, virtually presented one of her recent papers on "The Recovery of ASEAN Tourism: The Future of Travel Destinations."

Bui's discussion focused on how the Philippines and neighboring countries are recovering from the difficulties brought on by the pandemic to the tourism sector. The responses of each country to these conflicts were stated to be distinct from one another.

A country may excel in collective tourism activities while others may underperform, such as boosting domestic tourism, she mentioned.

Sunway University Dean Prof. Marcus L. Stephenson discussed relevant takeaways on ongoing and historical developments that benefit the industry and have been proven strategically beneficial to the industry's progress by directing to prevailing practices in the fourth Industrial Revolution of Transformative Tourism and Hospitality. He shared that despite continual changes, the emergence of challenges, and the dominance of innovation over the years the industry has remained resilient.

Meanwhile, Dr. John Ap from the Hong Kong Polytechnic University centered his 7-point discussion on prominent influential megatrends and consumer trends that are highly correlated to sustainable tourism, according to Euromonitor International.

When it comes to tourism being a sustainable industry, Ap emphasized the core principles, goals, perspectives, and necessity of purpose. He went on to say that the industry needs more effective management, monitored development, and reliable leadership.

On the last day of the conference, the research endeavors of the fourth-year students were recognized with a simple awarding ceremony. Mr. Jame Monren T. Mercado, the CTHM research coordinator, presided over the occasion.

The awarding ceremony and the words of Mr. Wyett White Lee, the MICE course facilitator, officially concluded the PITH-ReCon 2023 on April 28, 2023. ■



PITH-ReCon organizers include the CTHM MICE classes, academic staff, and CTHM administrators led by its Dean Atty. Gezzez Giezi G. Granado, DCL (back row, tenth from left), and Regent Rev. Fr. Roland Mactal, O.P. (back row, ninth from left)



# Industry experts, influencers share marketing insights at UST GS symposium



(From left:) Symposium Public Relations Head Mr. John Alexander Fellizar with the keynote speakers, Head of Content for TikTok Philippines Ms. Paige Espiritu, Founder of RTD Vlogging Academy Mr. Darbie Kim “Real Talk Darbs” Estrebilla, content creator and influencer Mr. Mark “Macoy Dubs” Averilla, and symposium Chairman Ms. Rachel Nikka Arceo

The UST Graduate School (GS) Master of Business Administration (MBA) program, through its Marketing Management class, held a marketing management symposium on April 29, 2023, at the Blessed Pier Giorgio Frassati, O.P. Building Auditorium.

It was attended by around 400 onsite participants from different colleges in and outside UST as well as participants from other organizations. Aside from onsite attendees, the symposium was also streamed online via Zoom and Facebook Live, attracting around 1,600 online viewers.

This edition of the symposium, with the theme “VIRAL: Exposing the Secrets of Marketing,” discussed topics such as conquering online cancel culture, exploring the metaverse, and thriving via visual marketing.

Three prominent marketing and content creation figures shared their insights and industry cases on the given topics. The first speaker to share her insights was Paige Espiritu, Head of Content Creation of TikTok Philippines. Her talk centered on the implications of the metaverse to the future of the marketing landscape. Paige Espiritu also shared the TikTok trends that revolve around content marketing and how they

affect brand relations.

Next to share insights on the social phenomenon of cancel culture, was Mark Averilla, more prominently known online as Macoy Dubs. He has a substantial following because his relevant content cuts through different age groups and socio-economic classes. He imparted strategies for handling cancel culture, especially for businesses and brands bombarded with such social phenomenon. He also stressed the need to stay true to the brand’s purpose and always strive for relevance to consumers.

Also highlighting cancel culture was the third speaker Darbie Kim Estrebilla, popularly known as Real Talk Darbs and “Pambansang Samari-tes ng Pilipinas,” who rose to fame for promoting self-worth and positivity through content creation. He discussed how brands could combat online cancel culture. He also underscored the importance of dialogue and accountability.

The event was made possible with its co-presenters, Bethel General Insurance and Surety Corporation, R. R. Encabo Constructors, Inc., Maya Philippines, and sponsors Divina Law, First Power Electrical Services and Trading Corporation, Toyo Café, Pru Life UK, Radiant Amber Life Insurance Agency Inc., FastEasy, and



Head of Content of TikTok Philippines, Ms. Paige Espiritu, shares her insights on the implications of metaverse to the future of marketing



Content creator and influencer, Mr. Mark “Macoy Dubs” Averilla, engages the audience with his talk about staying true to the brand promise and being relevant



Influencer and founder of RTD Vlogging Academy, Mr. Darbie Kim “Real Talk Dabs” Estrebilla, highlights the importance of dialogue and accountability

Bunag and Cortes Law Office.

Also present during the event was GS Business Cluster head Prof. Elizabeth Recio, PhD. The hybrid event ended with the closing remarks of the symposium chairman, Rachel Nikka Arceo. ■

# CTHM joins APacCHRIE Conference 2023



Mr. Zaldivar



Mr. Andaya



Ms. Paz

The College of Tourism and Hospitality Management (CTHM) participated in the 21<sup>st</sup> Asia Pacific Council of Hotel, Restaurant and Institutional Education (APacCHRIE) and 14<sup>th</sup> Youth Conference held from May 25 to 27, 2023, in Pampanga.

This year’s conference theme is “4N in Hospitality and Tourism on FIRE: Where Creativity Meets Technology”, which explores how the innovations of technology impact the practice of hospitality. Three research outputs from student-academic staff collaborations were presented during the conference.



Dr. de Guzman

Mr. Reinald A. Andaya, an academic staff from the Department of Hospitality Management, presented the research Acceptability of Spent Coffee Grounds as an Ingredient in Selected Bakery Products. The research concentrated on the experimental procedure of using spent coffee grounds as an ingredient in quick breads. The study was co-authored by Hospitality Management students majoring in Culinary Entrepreneurship, namely

Jonathan Abad, Jose Miguel Contreras, Kobe Bryan Cristobal, Kevin Esguerra, Jilian Kho, and Keiko Cedric Serrano. Dr. Agnes Jocelyn Bandojo from the College of Commerce and Business Administration also co-authored the research.

The second research was presented by Ms. Arrianne Joy P. Paz, a student majoring in Recreation and Leisure Management. The study, Customer Satisfaction Towards Immersive Dining Experiences: Assessing Modern Restaurant Trends, assessed the effectiveness of immersive dining experiences in achieving customer satisfaction and positive behavioral tendencies through the five domains of experience formation. It was co-authored by Marjory S. Chua, Jemimah B. David, Dureen Lou T. Mengote, Arrianne Joy P. Paz, Criselda Q. Rondina, Joseph David Victor C. Samaniego, and Bianca Carmela L. Tenorio. Serving as their mentor and co-author is Ms. Kathrine Camille A. Nagal from the Department of Hospitality Management and Dr. Bandojo.

Lastly, the research titled *Amputat Balitok (White Gold): Explicating the Culinary Significance and Safeguarding Dimensions of Puto Calasiao in Pangasinan, Philippines*, was presented by Mr. Arrian Karl A. Zaldivar, a senior student in the Hospitality Management program majoring in Culinary Entrepreneurship. It explained the culinary heritage significance and safeguarding culture of *Puto Calasiao* in Pangasinan. It was co-authored by CTHM students Dylan M. Cariño, Victor Ian P. Cera, Ma. Sophia Shayna J. Medina, Louise Oriane R. Reyes, and Thomas Dominic M. Zambrano; Ms. Tammy Marie C. Fernandez and Gerard L. Qunit from the Municipal Government of Calasiao, Pangasinan; and CTHM academic staff Mr. Jame Monren T. Mercado.

Other CTHM administrators and academic staff participated in the event as moderators and speakers. Assoc. Prof. Dr. Evangeline E. Timbang, the Assistant Dean of the College and former president of the organization was included in the APacCHRIE President’s Hour during the Youth Conference, wherein she shared her insights on thriving in the World of Hospitality and Tourism. Prof. Dr. Allan B. de Guzman was invited as one of the speakers who shared his thoughts on research in the fourth industrial revolution. At the same time, Ms. Kathrine Camille A. Nagal served as one of the members of the Conference Advisory Committee, specifically as the Conference Program Head.

APacCHRIE is the leading hospitality and tourism education association within the Asia-Pacific Region members from more than 18 countries and 75 universities. This year, T.H.E International Management School and the Council of Hotel and Restaurant Educators of the Philippines (COHREP) hosted the events and related activities. ■



Dr. Timbang (with certificate)



# UST BEATS Research Group, Phages for Global Health co-organize South East Asian Bacteriophage Workshop

The international group Phages for Global Health (PGH), headed by its president and founder Dr. Tobi Nagel, partnered with the University of Santo Tomas - BEATS (Bacteriophage Ecology, Aquaculture, Therapy and Systematics) Research Group to conduct the very first hands-on Bacteriophage Workshop in South East Asia. It was held from May 8 to 12, 2023, at the Roque Laboratory of the Graduate School and the biology laboratories of the College of Science at the Central Laboratory Building.

UST-BEATS is the pioneering group of phage researchers in the Philippines headed by Asst. Prof. Donna May Papa, Ph.D. of the College of Science, the Research Center for the Natural and Applied Sciences, and the Graduate School.

PGH has been working tirelessly to facilitate the application of antibacterial phage technology in the developing world. The health organization has two different types of programs anchored in their mission to promote the use of phages: the conduct of Laboratory Training Workshops in developing countries and conduct Product Development Projects where they create international, multi-disciplinary teams that co-develop phage products for specific applications. They have initially conducted training sessions in Africa, but have since branched out to SouthEast Asia

in 2022. As such, PGH funded all expenses for the participants and instructors for this workshop.

Bacteriophages or phages are viruses that specifically target bacterial organisms and are not harmful to human, animal or plant cells. They are used and even sold commercially in other countries as alternatives to antibiotics to help address the growing global concern against antimicrobial resistance not just in the medical field but also in the Food industry, Aquaculture, Agriculture and Veterinary Medicine.

Internationally renowned phage experts such as Dr. Martha Clokic (University of Leicester, United Kingdom), Dr. Sunee Korbsrisate (Mahidol University, Thailand), Dr. Heera Rajandas and Dr. Sivachandran Parimannan (AIMST University, Malaysia) joined Dr. Donna May Papa (University of Santo Tomas, Philippines) and Dr. Ron Dy (University of the Philippines - Diliman, Philippines) and Dr. Tobi Nagel served as workshop facilitators and instructors.

The workshop was attended by participants from Sri Lanka, Vietnam, Thailand, Indonesia, Malaysia, and from all over the Philippines. They were asked to join either a workshop on basic phage research methods or a training in bioinformatics.

The workshop on phage methods included sample collection, isolation,

purification and amplification of phages, webbed plate preparation, one-step growth experiments up to DNA extraction while the workshop on bioinformatics included trainings on processing phage sequences, training on installation and troubleshooting of virtualization engines was done in order to run Ubuntu and Linux in windows systems, sample exercises were given on basics of linux and coding language in installation of softwares, pre-processing and quality control of sequence data, de novo assembly of phage sequences, genome annotation and core gene analysis and phylogenetic analysis of processed sample sequences.

The culminating activity included reports delivered by the participants based on the results they generated and the learnings they gained during the workshop

Apart from capacity building and teaching phage biology to scientists in South East Asia, the PGH and the UST BEATS Research group aimed to create a consortium of phage biologists in the region through this workshop to further phage research and to exchange knowledge between institutions from the different countries in Southeast Asia. They are also looking into antibacterial phage technology as an alternative to antibiotics since antimicrobial resistance is one of the major concerns in the region. ■



The instructors and participants of the Bacteriophage Workshop in Southeast Asia



The workshop instructors with the UST BEATS Research group, the pioneering group of Phage researchers in the Philippines as the steering and working committee of the Bacteriophage Workshop

# Breda University Tourism Director leads special lecture at CTHM

A special hybrid lecture series on the Future of Tourism, Megatrends, and Scanning the External Environment of Tourism was conducted by Prof. Perry Hobson, Ph.D., Director of the Academy of Tourism at Breda University, Netherlands, as part of the College of Tourism and Hospitality Management's continuous pursuit of global academic excellence.

Spearheaded by the college's Tourism Department through its Chairperson, Asst. Prof. Jane G. Devanadera, and the Special Topics and Issues in Tourism (STIH) Course Facilitators – Mr. Alec P. Bagcus and Mr. John Jerick C. Santos, the College welcomed Hobson together with CTHM Dean Assoc. Prof. Giezzez Giezi G. Granado, DCL, Assistant Dean Assoc. Prof. Evangeline E. Timbang, Ph.D., and International Relations Coordinator Ms. Kathrine Camille A. Nagal.

The first of the three-part learning series was conducted via Zoom Meeting on May 12, 2023, while the face-to-face meetings were respectively in the UST Central Laboratory on May 19 and 22, 2023. Tourism Management students enrolled in the STIH elective course engaged with Hobson and learned about innovative and pragmatic ways of solving problems in the tourism industry and its allied sectors; different dynamics that could be both challenges and opportunities to the development of tourism destinations; and how digital transformation can produce creative, efficient and successful customer engagements, destination management, and tourism product development.

In addition to providing support for the students, Hobson also had the opportunity to engage with the CTHM academic staff



through a short hybrid session to discuss the future of Tourism, and the academe's pivotal role in addressing the needs of future tourism professionals and the industry-at-large.

In the said learning space, both students and academics were given an avenue to understanding the challenges of the industry towards futuristic, promising, and exciting developments from the perspective of global practitioners and academics. ■

# Insights, trends on psychological assessments shared at GS webinar



Graduate students taking a course on Psychological Assessment under Prof. Lucila O. Bance, Ph.D., held webinar sessions regarding trends on psychological assessments. These were held on May 11, 13, and 16, 2023.

The webinars featured three experts who shared their knowledge in the field, namely: Pedro Olvera, Psy.D., Ann Simun, Psy.D., and Mr. Paul Hoang, a Licensed Clinical Social Worker.

In the first session, Olvera, whose specialization is School Psychology, discussed the practical applications of school-based psychological assessments

as a basis for academic support and interventions for children with special needs. An initial battery of tests can be given to the patient which can provide valuable quantitative data that can help in understanding the individual's strengths and weaknesses.

He mentioned patient observations, which are crucial to the diagnostic process. He emphasized that these observations can be done in various settings such as the classroom, at home, or during therapy sessions. These observations provide an opportunity to assess the child's interactions, social skills, attention span,

and behavior in different environments.

The diagnosis forms the basis for developing an Individual Educational Plan (IEP), which is a personalized plan tailored to meet the specific needs of the individual. The IEP outlines goals, accommodations, and interventions necessary to support the patient's educational progress and overall well-being.

The second session with Simun underscored her assessment process, highlighting the importance of selecting

TRENDS ON PSYCHOLOGICAL ASSESSMENTS TO PAGE 14



## CTHM conducts Seminar-Workshop on Customer Service

The College of Tourism and Hospitality Management, through the UST *Sentro Turismo* Extension Services Hub, conducted a seminar-workshop with Radenta Technologies Incorporated on Customer Service in the Hospitality Industry. It was held on June 5 and 6, 2023, at the Main Office of Radenta Technologies in Mandaluyong City. It was moderated by the *Sentro Turismo* Committee headed by Mr. Alec P. Bagcus (Academic Staff Associate for External Affairs), Ms. Lizette A. Vicente-Villaflor (Academic Staff Associate for Internal Affairs), and Mr. Elijah J. Coronado (Academic Staff Associate for Events).

The seminar-workshop is designed to develop quality standards for good customer relationships between service providers and its guests. Its primary goal is to provide technical and developmental skills in establishing globally competitive frontliners.

The lectures were conducted by academic staff of CTHM. Asst. Prof. Joreen T. Rocamora, Ph.D., the Director of the UST Office of Public Affairs, gave a lecture on “Designing Effective Techniques in Customer Service and Illustrating the Significance of Applied Communication Theories.”

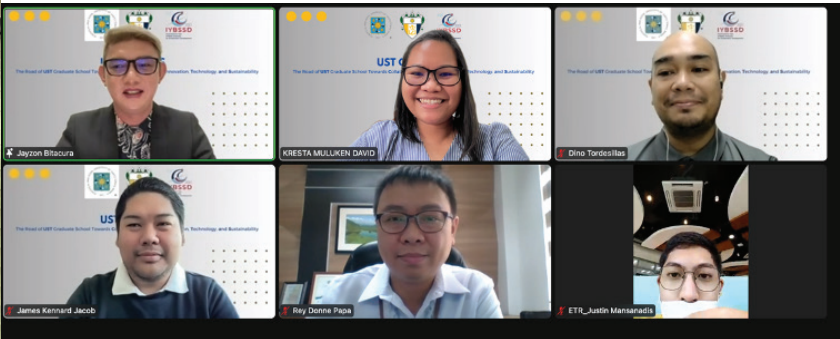
Asst. Prof. Maria Concepcion A. Ang from the CTHM Department of Tourism Management, focused on “Displaying Effective Tools in Customer Relationship.”

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Asst. Prof. Timbang (rightmost) delivers her lecture.

## GS Natural Sciences cluster holds webinar on collaborative research, sustainability



(From left, top row:) Master of Ceremonies Mr. Jayzon Bitacura, first speaker Ms. Kresta Muluken R. David, Dr. Dino Tordesillas, (from left, second row:) second speaker Mr. James Kennard Jacob, Natural Sciences cluster Program Lead Prof. Rey Donne Papa, Ph.D., and participating students of the webinar.

UST Caritas, an academic event organized by the UST Graduate School on April 28, 2023, focused on the importance of collaborative research, innovation, technology, and sustainability.

Prof. Rey Donne S. Papa, Ph.D., in his opening remarks, highlighted the significance of collaboration and sustainability in research. He expressed the commitment of the UST graduate school to prepare its students for these critical aspects.

Papa emphasized that the event served as a stepping stone for the students enrolled in the Graduate Seminar, providing them with valuable experience in presenting their research outputs and supporting their future goals. The seminar aimed to empower students and encourage them to contribute to the advancement of knowledge in their respective fields.

Following Papa’s speech, Ms. Kresta Muluken David, academic staff from the University of the Philippines Institute of Chemistry, and a Ph.D. candidate in Chemistry of the UST Graduate School, delivered a talk titled “Reforming the Relationship between Science

and History through Archeochemistry.” David focused on the use of X-Ray Fluorescence Spectrometer, an instrument used for non-destructive chemical analyses. She discussed how understanding pre-colonial Filipino warcraft could contribute to the development of more durable and resilient materials for modern applications.

In his talk, Mr. James Kennard S. Jacob of the Isabela State University and a Ph.D. Candidate in Biology of the UST Graduate School, highlighted the use of Matrix-Assisted Laser Desorption/Ionization Time-of-Flight Mass Spectrometry (MALDI-TOF MS) in identifying mangrove fungal endophytes through a multi-omics approach. This innovative research utilized MALDI-TOF MS in combination with multi-omics techniques to accurately identify fungal species based on their protein profiles. This approach not only improved species identification accuracy but also enhanced our understanding of fungal diversity in mangrove ecosystems.

The event also featured a 30-minute discussion on sustainability, facilitated by Dr. Dino Tordesillas, the faculty-in-charge for the Graduate Seminar. During this session, the speakers acknowledged that while the Philippines faces challenges in catching up with larger countries in terms of research, efforts are being made to transform the country into a research-oriented nation.

The Graduate Seminar had participants from different sectors, including UST Senior High School, UP Diliman Institute of Chemistry, and participants from State Universities and Colleges (SUCs).

Prof. Cecilia B. Moran, Dr. rer. nat., the Executive Assistant for Research Operations and Management, delivered the closing remarks where she highlighted the importance of innovation, technology, and sustainability as crucial topics for discussion and paving the way for further advancements in research.

Overall, UST Caritas served as a platform to promote collaborative research, innovation, technology, and sustainability, emphasizing the importance of these factors in the academic and scientific community. ■

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The CTHM Assistant Dean Assoc. Prof. Evangeline E. Timbang, Ph.D., also served as a trainer and she lectured on “Designing Effective Techniques in Customer Handling Management and the Value of Tourism and Customer Service.”

During the Closing Ceremony, Mr. Randall R. Lozano, the President of Radenta Technologies, Inc., highlighted the need of Information Technology (IT) experts of the company to develop their soft skills in communication and hospitality.

UST *Sentro Turismo* through its Extension Services Hub engages in formal and informal education by offering graduate certificate workshops, training sessions, and seminars for clientele in the tourism, hospitality and allied industries. ■



Asst. Prof. Rocamora (in red) with participants



Asst. Prof. Ang (holding certificate) with participants

TRENDS ON PSYCHOLOGICAL ASSESSMENTS  
FROM PAGE 13

appropriate tests and ensuring accurate administration. She also discussed specific examples of assessments used for various cognitive processes and emphasized the significance of conducting a discrepancy analysis to determine the severity of the client’s performance.

Following the assessment, Simun’s process involves conducting a discrepancy analysis to determine the severity of the client’s performance. This analysis includes comparing the client’s performance to established criteria or norms to assess the extent of the discrepancy between their abilities and expected levels. The categorization of the discrepancy (e.g., severe, mild, moderate) helps in understanding the level of intervention or support required. Similar to Olvera, Simun also collaborates with the child’s IEP team and discusses her assessments for the purpose of planning and strategizing the support and accommodations the child needs for academic success and personal independence.

For the last session, Hoang, who primarily deals with those who have mild, severe, and persistent mental illnesses, highlighted his own method of assessment

that is people-centered and culturally sensitive.

In his discussion, he introduced a method of assessment called the “What-When-How” approach. This approach appears to be a comprehensive method that goes beyond a standard mental status examination by incorporating various assessment techniques, including interviews, observations, and adapting to the patient’s environment, culture, and language. He utilizes interview techniques to gather information from the patient. These interviews likely involve structured or semi-structured questioning to elicit specific information about the patient’s experiences, symptoms, challenges, and other relevant factors.

He emphasized the importance of adapting the assessment process to the patient’s environment, culture, and language. This approach recognizes that individuals from diverse backgrounds may have unique cultural and linguistic factors that influence their presentation and understanding of symptoms or challenges. By adapting the assessment techniques and communication to align with the patient’s cultural context and preferred

language, he gathers information that is more accurate and culturally sensitive.

In many Asian countries, several cultural barriers when discussing mental health hinder the proper diagnosis of mental health issues, which makes treatment difficult. He discussed certain efforts that can help break these barriers such as focus on community education campaigns, destigmatizing narratives in the media, promoting open conversations about mental health, providing culturally appropriate mental health services, and training healthcare professionals to be sensitive to cultural nuances.

Olvera is an Associate Professor and School of Psychology Program Director at the California Baptist University. He teaches courses in school psychology and assessment. Simun is a neuropsychologist and runs a private practice for psychological assessment. Hoang is President and CEO of Moving Forward Psychological Institute, an institute that was formed to provide support and services to various mental health cases.

The webinars were attended by students taking psychology courses. ■



# GS webinar tackles best practices in general management

The MBA Degree Business Cluster from the UST Graduate School hosted a webinar titled “Learning from the Expert: The Best Practices in General Management” that aimed to provide a comprehensive understanding of effective management strategies. The webinar, held on May 13, 2023, drew an audience of students, faculty, and industry professionals.

Mr. Manuel G. Imson, an influential person in general management, served as the speaker. As the CEO of Negrense Marine Integrated Services, Inc., a well-known maritime company, Imson brought a lot of experience and skills. He shared his extensive experience and knowledge on best practices for successfully managing enterprises.

To achieve organizational success, Imson highlighted the significance of strong leadership, good communication, and strategic decision-making. He also shared information about the United Nations (UN) and the Association of Southeast Asian Nations (ASEAN). He presented practical and real-life examples from his extensive experience, making the session extremely educational and engaging.

The webinar covered a wide range of general management topics, which included, the fundamentals of management functions and principles; leadership skills and approaches for inspiring and motivating teams; techniques for effective communication that promote collaboration and organizational alignment; decision-making, problem-solving, and organizational change management strategies; best operational effectiveness and financial management practices; and the importance of ethical and socially responsible corporate operations in general management.



Guest Speaker Mr. Manuel G. Imson (top row, leftmost), General Management Professor Dr. Elizabeth O. Recio (top row, second from left), the GS General Management class, and other webinar participants

The attendees actively participated in the conversation, asking questions and exchanging views about their various concerns about management difficulties. The interactive webinar enabled a dynamic and enriching learning experience for all participants.

# GS CCCPET inks MOU with Diocese of Catarman for Church Heritage Mapping



Dr. Zerrudo (second from left) & Bishop Trance (seated) present the signed MOU

The Bishop of Catarman Most Rev. Emmanuel Trance, D.D., signed a Memorandum of Understanding for a series of church heritage conservation projects with the University of Santo Tomas on April 29, 2023, Feast of St. Catherine of Sienna. These activities will be done in anticipation of the Golden Anniversary celebration of the Diocese of Catarman in 2025.

The partnership commences with church cultural heritage mapping that will cover 31 parishes that spread to far flung islands and remote highlands. Due to the extensive coverage of the mapping project, the Provincial Government of Samar along with the local government units (LGUs) and the University of Eastern Philippines (UEP) have been invited to complement the limited manpower and research resources of the church. The project is managed by the ground staff of Fr. Eduard Dorico and Ms. Karen Gajutos of the Diocesan Commission and GS CCCPET Technical Coordinator Ms. Beverly Bautista.

The GS CCCPET, represented by its Director Assoc. Prof. Eric B. Zerrudo PhD, began initial talks with the Diocese in 2021 through the endorsement of Rev. Fr. Roberto Luanzon, O.P., to the Chair of the Diocesan Commission on the Cultural Heritage of the Church of Catarman Fr. Roberto Cisneros.

## COMMUNITY DEVELOPMENT

### College of Education revitalizes pact with Ayta Magbukun

The College of Education has reaffirmed its commitment to its partner communities by bringing elders and teachers of the Ayta Magbukun community to Manila on May 15 and 16, 2023.

Balikatang Pangwika, a training and cultural immersion, was led by academic staff from the Departamento ng Filipino, UST Sentro sa Salin at Araling Salin, and Bachelor in Elementary Education.

The community leaders attended a seminar-workshop on Mother Tongue-Based Multilingual Education (MTB-MLE) where they picked up strategies on teaching children and adult learners.

AYTA MAGBUKAN TO PAGE 17

They were also given a tour of the University and the National Museum of Fine Arts. They also visited Komisyon sa Wikang Filipino (KWF), the old UST building in Intramuros, and Manila Cathedral.

KWF chair Dr. Arthur Casanova, a former academic staff member of the Departamento ng Filipino, sent his message of support.

Balikatang Pangwika sought to address the Programang Bahay-Wika at Master-Apprentice Language Learning Program (MALLP): Muling Pagpapasigla ng mga Nanganganib na Wika, a language immersion program which the college started in Bataan in 2018.

The activity was also conducted as part of the college’s 97th anniversary.





# UST-FMS milestone celebration book wins 2023 IABC Gold Quill Award



Media Wise president & CEO Ramoncito Ocampo Cruz, Dr. Clifton Pe, MD. & former UST FMS Regent Dr. Gabriel Pastrana with the Gold Quill for Honoris Medicum coffee table book.

The UST Faculty of Medicine and Surgery (UST FMS) concluded its 150<sup>th</sup> anniversary celebrations with a highlight finish, bagging a gold Award of Merit in the prestigious International Association of Business Communicators (IABC) Gold Quill Awards 2023 for the book publication “*Honora Medicum: 150 Years of the Faculty of Medicine and Surgery University of Santo Tomas*,” a coffee-table book produced in collaboration with the publishing powerhouse Media Wise Communications/MUSE Books.

The golden win, announced this April by IABC, puts the UST FMS among just a handful of Philippine organizations to have earned the distinction from the organization. The IABC Gold Quill Awards recognizes and awards excellence in strategic communication, with hundreds of entries from around the world vying for the international awards every year.

The 380-plus-page *Honora Medicum* celebrates the faculty’s 150-year history and elaborates on the institution’s pivotal roles in medical education and in public health in the Philippines, highlighted by UST-FMS’s major contribution to the country’s response to the COVID-19 pandemic.

That historic journey is told through the unique prism of the institution’s integration of faith and science in its academic programs, with UST-FMS harnessing the collective expertise and experiences of its graduates and academic staff to put *Honora Medicum* together—45 interviewees/contributors and 23 writers in all, including UST-FMS Dean Assoc. Prof. Ma. Lourdes P. Domingo-Maglinao, M.D., UST-FMS Regent Fr. Angel A. Aparicio, O.P., and Hon. Francisco T. Duque, III, M.D., who served as DOH Secretary for that time.

*Honora Medicum* garnered high praises from the international panel of IABC judges, with one saying that it is a “fascinating and moving body of work, with both the visual and writing... Marking any historical moment is not an easy feat, and this work sample comes together nicely in publication form to honor the impact and legacy of the institution in a lasting way.”

UST Faculty of Medicine and Surgery Assistant Dean Prof. Remedios Dee-Chan, M.D., received the award on behalf of the UST-FMS. All winners received their trophies at the IABC World Conference on June 6, 2023, in Toronto, Canada.

Copies of the award-winning book may be purchased at the UST Bookstore. Orders can also be placed by sending an email to [rimanese@ust.edu.ph](mailto:rimanese@ust.edu.ph), [mpbie@ust.edu.ph](mailto:mpbie@ust.edu.ph) ■



Images of “Honora Medicum” from its launch in November 2022



# CCCPET turns over HOME outputs to Pantabangan



Cultural Mappers of Pantabangan with Dr. Zerrudo (standing, twelfth from left), Mayor Agdippa (in red), and Dr. Manibog (standing, second from right) during the turn-over ceremony

The Local Government of Pantabangan, Nueva Ecija partnered with the University of Santo Tomas Graduate School – Center for Conservation of Cultural Property and Environment in the Tropics (UST GS CCCPET) in a town-wide Cultural Heritage Mapping Project aimed at documenting the natural and cultural heritage resources of the 14 municipal barangays.

On May 5, 2023, CCCPET Director Assoc. Prof. Eric B. Zerrudo, Ph.D., led the turn-over and graduation ceremony of the Heritage Online Mapping Experience (HOME) of Pantabangan at the Umali Hall

in the Pantabangan Municipal Grounds. Mayor Roberto Agdippa, assisted by Tourism Officer Emisonia Gante, received the hard copies and soft copies of the cultural heritage mapping resource.

The ceremony was also attended by the teachers-cultural heritage mappers of the Department of Pantabangan District led by Dr. Eleonor A. Manibog, who also accepted the copy of the cultural heritage mapping outputs for DepEd.

Mayor Roberto Agdippa of Pantabangan, an advocate of culture-based governance, initiated the cultural heritage mapping project two years ago.

The data gathered is intended to serve as the baseline reference for meaningful programs and projects on environment, tourism, and education.

At the activity commencement in October 2021, Zerrudo trained 50 cultural mappers composed of public-school teachers to document the natural, built, movable and intangible heritage of their assigned barangay. Despite the difficulties and delays brought by the COVID-19 pandemic during its implementation, the project saw completion. ■

# CCCPET, LGU of Echague collaborate for cultural heritage mapping

The Local Government of Echague in Isabela, in collaboration with the University of Santo Tomas Graduate School – Center for Conservation of Cultural Property and Environment in the Tropics (UST GS CCCPET) conducted a cultural mapping orientation on May 5, 2023 at the Skybox Multipurpose Hall in Echague.

The orientation program was attended by the town’s mayor Hon. Francis Faustino A. Dy, town councilors, and members and officers of Liga ng mga Barangay ng Echague. Dr. Ricmar P. Aquino, University President of Isabela State University, participated together with some faculty members and administrators of Isabela Studies Center. The Department of Education Echague District was also well represented by district supervisors and principals during the orientation program. The public school teachers were the proposed enumerators of the cultural heritage mapping of the town covering 64 barangays.

During the program, CCCPET Director Assoc. Prof. Eric B. Zerrudo, Ph.D., delivered a presentation titled “Heritage, *makakain ba ‘yan?* Heritagizing in Developing Economies.” He discussed the concept of heritage and how it can be utilized for sustainable development by presenting different case studies of cultural mapping and its impact to community development.

After his presentation, CCCPET support staff Ms. Beverly Bautista elaborated on the mechanics and requirements of Heritage Online Mapping Experience (HOME), an online platform developed and customized for local government units and the education sector to facilitate cultural mapping activities.

The University, through the CCCPET, will soon ink a Memorandum of Understanding and Memorandum of Agreement with the Local Government of Echague to operationalize the Seminar-Workshop on Cultural Heritage Mapping. ■



Dr. Zerrudo during his presentation



Ms. Bautista orients the participants regarding the mechanics and requirements of Heritage Online Mapping Experience (HOME)





# THE ACADEMIA

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