

# The EdukCircle

International Center for Communication Studies

12L El Jardin Del Presidente Tower II, 38 Sgt. Esguerra Street, South Triangle, Quezon City, Philippines 1103  
Telefax # (632) 83669952 or (632) 83627918 Email: [edukcircle@yahoo.com](mailto:edukcircle@yahoo.com) Website: [www.edukcircle.com](http://www.edukcircle.com)  
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## 19<sup>th</sup> EdukCircle International Convention on Business

An Online Event, October 24, 2020

### PROGRAM

- 07:30 – 8:00am Opening  
Introduction of speaker
- 08:00 – 08:30am The Value Quantification Imperative in B2B Sales **Dr.**  
**Sharmila Chaterjee**  
Academic Head, Enterprise Management, Sloan School of Management  
Massachusetts Institute of Technology
- 08:30 – 08:45am Panel Interaction  
**Ms. Eliza T. Satulan**  
Dean, College of Management, Dr. Carlos S. Lanting College  
**Ms. Maria Teresa M. Satoya**  
Faculty Member, School of Business Administration  
College of Sciences, Technology and Communication Inc.  
**Mr. Hunter Joseph C. Lim**  
Faculty Member, Isabela State University  
**Ms. Melissa B. Mangali, MBM**  
Chairperson, Marketing Department  
Mindanao State University – Iligan Institute of Technology
- 09:00 – 09:30am Setting the Bar: How Should Individuals and Firms Set Goals  
**Dr. Daniel Keum**  
Assistant Professor, Columbia Business School  
Columbia University
- 09:30 – 09:45am Panel Interaction  
**Ms. Jasmin D. De Silva**  
Program Chair, Business Administration Department  
De La Salle Lipa  
**Dr. Annaliza D. Monakil**  
Dean, College of Business Administration  
Imus Institute of Science and Technology  
**Mr. Annilito A. Anonuevo**  
Faculty Member  
College of Sciences, Technology and Communication Inc.  
**Ms. Maria Cristina G. Morfi**  
Head, Research and Development  
Colegio ng Lungsod ng Batangas
- 10:00 – 10:20am Pivoting to Beyond Normal: Digital Transformation Journey  
**Mr. Chito Franco**  
Vice President and Head, Corporate Relationship Management  
PLDT Enterprise
- 10:20 – 10:35am Panel Interaction  
**Ms. Princess Erica Beup**  
Faculty Member, Business Administration Department  
Dr. Carlos S. Lanting College

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### PROGRAM

**Dr. Lobien S. Soriano**

Department Chairman, BSBA  
Pangasinan State University (Asingan Campus)

**Mr. Gail B. Magalang**

Head, Testing and Admission Services  
Colegio ng Lungsod ng Batangas

**Ms. Maria Dina P. Avinante**

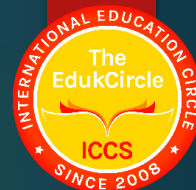
OIC Dean, College of Accountancy, Management and Technology  
Centro Escolar University Malolos

10:35 – 10:45am	Smart Communication (Branded Breakout)
10:45 – 11:00am	BREAK
11:00 – 11:30am	Change-making in Organizations on the Senior Leadership as well as the Everyday Leadership Levels <b>Dr. Heidi Brooks</b> Senior Lecturer, Yale School of Management Yale University
11:30 – 11:45am	Panel Interaction <b>Mr. Jofel John G. Lodriguito, MBA</b> Planning Coordinator Pangasinan State University San Carlos Campus <b>Mr. Eric Matriano</b> Dean, College of Business and Accountancy Columban College <b>Dr. Irene A. Padron</b> Professor II, College of Business and Technology Manila Central University
12:00 – 01:00pm	LUNCH BREAK
01:00 – 01:15pm	Program resumes Announcement of winners of SMART raffle
01:15 – 01:30	Paper Presentation Relationship Marketing Drivers of Catholic Universities in the Province of Pampanga <b>Dr. Rommel Joseph G. Lazatin</b> Program Head, BSBA Program Our Lady of Fatima University Pampanga

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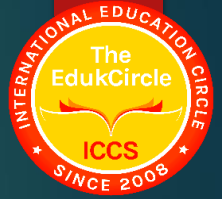
### PROGRAM

- 01:30 – 02:00pm Leveraging the Complexity of Higher Education in Times of Crisis  
**Dr. Peter Bryant**  
Senior Lecturer, School of Business The University of Sydney
- 02:00 – 02:15pm Panel Interaction  
**Dr. Josephine D. Reyes**  
Program Chair, Business Administration  
Pangasinan State University San Carlos Campus  
**Mr. Sebastian A. Coronacion**  
Head, BSBA Department  
Manuel S. Enverga University Foundation Catanauan Campus  
**Ms. Maribel C. Ramales**  
Chair, Instructional Materials Development and Extension  
Tarlac Agricultural University
- 02:30 – 03:00pm Technology Trends  
**Mr. Paul Canetti**  
Adjunct Assistant Professor, Columbia Business School  
Columbia University
- 03:00 – 03:15pm Panel Interaction  
**Mr. Jan Ethan V. Lovendino, RMT, MSPH**  
OIC Program Chairperson of Medical Technology Department  
Of Universidad de Sta. Isabel  
**Ms. Rhea T. Delos Santos**  
BSBA Course Adviser  
La Consolacion College Caloocan  
**Mr. Kris C. Gueco**  
Practicum Coordinator, College of Business Administration  
Our Lady of Fatima University Pampanga
- 03:15 – 03:45pm Algorithm Aversion  
**Dr. Berkeley Dietvorst**  
Associate Professor, Booth School of Business  
The University of Chicago
- 03:45 – 04:00pm Panel Interaction  
**Prof. Shirley I. Mendoza, AMED, DBE, PhD**  
Dean, School of Business, Hospitality and Tourism Management  
Divine Word College of Calapan  
**Dr. Rommel Joseph G. Lazatin**  
Program Head, BSBA Program  
Our Lady of Fatima University Pampanga
- 04:00pm End of Session

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### 19th EdukCircle International Convention on Business AN ONLINE EVENT

October 24, 2020 | Saturday | 8AM Manila  
| 8PM Boston | 10AM Sydney



Dir. Alexander M. Baltazar  
Chairman, The EdukCircle  
Moderator / Host



Dr. Sharmila Chatterjee  
Professor  
Massachusetts Institute  
of Technology



Dr. Heidi Brooks  
Senior Lecturer  
Yale University



Dr. Daniel Keum  
Assistant Professor  
Columbia University



Dr. Berkeley J. Dietvorst  
Associate Professor  
The University of Chicago



Dr. Peter Bryant  
Associate Professor  
The University of Sydney




Mr. Chito Franco  
VP & Head, Corporate  
Relationship Management  
PLDT Enterprise



Mr. Paul Canetti  
Adj. Asst. Professor  
Columbia University

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