

Biographical Sketch
Jeanette Angeline Banzon Madamba, MM
Associate Professor of Agribusiness, Business Management and
Entrepreneurship
College of Economics and Management, University of the Philippines Los
Baños



“Teaching and mentoring students facing enormous challenges that impede learning are my passion. In essence, my teaching philosophy revolves around customizing and internationalizing the pedagogical process according to the needs of my students and balancing my academic endeavors with research and extension-related activities from the viewpoint of public service. Likewise, I maintain ties with our alumni, industry executives, practitioners and colleagues to keep abreast of changing tenets and cutting-edge trends in global business, management and entrepreneurship so that the two-way learning experience and discovery become relevant, up-to-date and fun.” - Jeanette Angeline B. Madamba

Jeanette Angeline Banzon Madamba (or simply known as Jeanette Madamba) is an Associate Professor at the College of Economics and Management of the University of the Philippines Los Baños. She holds a Bachelor of Science degree in Agricultural Business (*cum laude*) and a Master of Management (major in Business Management) degree from the University of the Philippines Los Baños.

A former banker for 8.5 years, she worked as a bank officer at one of the top banks in the Philippines, the Bank of the Philippine Islands (BPI), and eventually got seconded to one of its subsidiaries, BPI Agribank (now BPI Direct Bank). While at BPI, she handled a substantial agribusiness loan portfolio, training managers on specialized lending programs and acting as BPI Agribank’s liaison officer in BPI Unibank publications and government-initiated specialized lending programs.

Though her academic career spans over a decade of teaching, research and extension work, she has accomplished quite a lot, juggling a heavy teaching load involving five different course preparations, over 350 students and 20 student advisees both at the undergraduate and graduate levels each semester; stints in department, college and university committees relative to course and curricular program development, academic personnel matters, alumni affairs and internationalization; writing and publishing numerous journal articles, book chapters, syllabi, manuals or a compendium, business cases, presenting papers at national and international conferences; conducting research; and co-designing and implementing management and business communication training programs for international students from Soon Chun Hyang University (South Korea) and Meiji University (Japan).

Moreover, she has been active in the national and international conference circuit not only in terms of presenting papers, acting as session chair, moderator and/or discussant and reviewer of scientific paper abstracts but also via co-coordinating with Korean colleagues international conferences such as the Annual

Conference and Research Symposium of the International Academy for Global Business and Trade (IAGBT) since 2008 held in Japan, China, Philippines, India, Malaysia and South Korea as well as the 1st Global Agribusiness Management and Entrepreneurship which was organized by her department and held in Manila, Philippines in 2014.

In addition, she has been a dynamic member of the editorial board of international journals such as the *Journal of Global Business and Trade* of the IAGBT and the *Journal of International Trade and Commerce* of the Korea International Trade Research Institute (KITRI) since 2008 and 2013, respectively, co-editing a combined total of 32 journal issues (over 160 papers) so far. She also served as guest co-editor of the 2011 special issue of *Banwa*, a multi-disciplinary journal of UP Mindanao, one of the constituent universities of the UP system. She has likewise been tapped to act as peer reviewer on a number of occasions by editors based in the Philippines, South Korea, Nigeria and the U.S.A.

Her other international engagements include being invited to present papers in international seminars/conferences in Japan (University of Tsukuba), South Korea (Sungkyunkwan University) and China (Shandong Normal University). Acting as research collaborator with professors (principal investigators) from the University of Southern California and the University of British Columbia, she, together with two other colleagues assisted in conducting a research on the ASEAN 2015 preparedness of multinational companies operating in the Philippines.

Though she has been constantly wooed to assume UPLB administrative positions such as the department chairmanship or Director of Business Affairs, and, with two chancellors asking her to become their Assistant Vice Chancellor for Administration, she has politely declined, preferring to remain low key and to concentrate on providing excellent service quality to her “clients,” her students. Such a decision paid off considering that the first time she fielded and coached a team of three Master of Management (MM) students to participate in the 4th PPM Regional Business Case Competition at PPM Manajemen in Jakarta, Indonesia, they emerged as champions over 52 participating teams from Indonesia, Malaysia, Philippines, South Korea and Thailand in 2013. The following year, she accompanied another MM team which competed in Indonesia and this team became a finalist (among the top 12 teams). Furthermore, her constant drive to experiment with and incorporate novel methods in pedagogy have resulted in her bagging the Outstanding Teacher Awards in 2009 (college level) and 2010 (university level) as well as leading her advisees on many occasions to be among the top three contenders for the college’s Best Special Problem (SP) Award, with two of her advisees winning the Best SP Award.

Currently, she is working on two national research projects with multidisciplinary research teams headed by eminent scientists from the UPLB College of Agriculture and UPLB College of Forestry and Natural Resources. One project is anchored on determining the viability of virus-free tissue-cultured garlic for economic production of planting materials for Philippine farmers while the other project tests the viability of wood waste materials as a cheap source of fuel for industrial use. She is also lead editor of a case book entitled *Cases in Agribusiness and Business Management* which is currently in its initial stages of publication and is expected to be released in late 2016.

(Curriculum Vitae) Jeanette Angeline Banzon Madamba



Associate Professor
Department of Agribusiness Management and Entrepreneurship
College of Economics and Management
University of the Philippines Los Baños
College, Laguna
Philippines 4031

Telefax (O): (63) 49-5362846

Tel (CP): (63) 9175746867

Email: goosipie@gmail.com; jbmadamba@up.edu.ph

LinkedIn: Jeanette Madamba

EDUCATION

MM

(2005). University of the Philippines at Los Baños (UPLB)

Major: Business Management

Adviser: Dinah Pura T. Depositaro, DBA

Business Research Title: *Personal and Risk Profile of Filipino Individual Investor Participants in the Philippine Stock Exchange*

B.S.

(1983). University of the Philippines at Los Baños

Major: Agricultural Business

Cum Laude, Recipient of Chancellor's Pin and CDEM Plaque of Merit for Scholastic Achievement

HONORS

*Loyalty Award, College of Economics and Management, UPLB, 2015

*UPLB Centennial Faculty Grant, UPLB, July 1, 2012-June 30, 2013

*UPLB Centennial Faculty Grant, UPLB, July 1, 2011-June 30, 2012

*International Publication Award, UP System, May 2011

*UPLB Outstanding Teacher Award for Social Sciences and Humanities, UPLB, 2010

*Outstanding Teacher Award, College of Economics and Management, UPLB, 2009

*Chancellor's Honor List or University Scholar (one semester) at UPLB, 2nd semester, SY 1981-82

*Dean's Honor List or College Scholar (7 semesters) at UPLB, SY 1979-80, 1980-81, 1st semester of SY 1981-82, SY 1982-83

*Member, Pi Gamma Mu International Honor Society of Social Science (1984)

MEMBERSHIP IN PROFESSIONAL ASSOCIATIONS/AFFILIATIONS

- Academy of International Business
- Women of the Academy of International Business (WAIB)
- International Society for Southeast Asian Agricultural Sciences (ISSAAS)
- Society of International Mentors

WORK EXPERIENCE

Associate Professor 3 (January 2014 to present). Department of Agribusiness Management and Entrepreneurship (DAME), College of Economics and Management, University of the Philippines Los Baños. Currently teaching five (5) undergraduate and/or graduate courses as follows: "Unleashing the Entrepreneurial Spirit," production management, agribusiness operations management, production and

operations management and quantitative methods in administration. Other teaching-related activities include Special Problem (SP) advising and SP defense and business research report paneling at the graduate level and advising or membership in graduate students' guidance committees (e.g. MM, MS Math, MS Statistics, MS Agriculture), currently with 20 graduate advisees and two undergraduate advisees. Currently serving as the chairperson of the department's Graduate Instruction Committee and as a member of the college's instruction, publication and alumni affairs committees.

Assistant Professor 4 (June 14, 2010 to January 2014). Department of Agribusiness Management and Entrepreneurship (DAME), College of Economics and Management, University of the Philippines Los Baños. Served as International Relations Officer (2013-2014) for the UPLB Graduate School, Member of the UPLB Academic Board (2012-2014), Chairperson of the UPLB Ad Hoc Committee on Joint and Dual Degree Programs (2013-present), Business English/business communication trainer since January 2013.

Assistant Professor 3 (7/01/09 to 6/14/10). Department of Agribusiness Management (DAM), College of Economics and Management, University of the Philippines Los Baños

Assistant Professor 2 (4/01/08 to 6/30/09). Department of Agribusiness Management (DAM), College of Economics and Management, University of the Philippines Los Baños

Assistant Professor 1 (6/20/05 TO 3/31/08). Department of Agribusiness Management (DAM, College of Economics and Management, University of the Philippines Los Baños.

Assistant Manager (3/90 to 2/92). BPI Agricultural Development Bank or BPI Agribank (now known as BPI Direct Savings Bank, a subsidiary of Bank of the Philippine Islands or BPI), Bacoor, Cavite, Philippines.

Administrative Assistant (9/85 to 2/90). Bank of the Philippine Islands/BPI Agricultural Development Bank (BPI Agribank), Makati City, Philippines.

Agribusiness Specialist (1/84 to 8/85). Bank of the Philippine Islands, Makati City, Philippines.

COURSES PROPOSED AND INSTITUTED AT UPLB

1. ENTR 1 – Unleashing the Entrepreneurial Spirit (with co-proponents R.L.Tan, N.R.Zapata, Jr., D.P.T. Depositario and M.B. Cruz)
2. ABM 240 – Agribusiness Operations Management

PUBLICATIONS

REFEREED JOURNAL ARTICLES –RESEARCH PAPERS-INTERNATIONAL

Madamba, Jeanette Angeline B. October 2007. Supply Chain Issues of Selected Agri-based Small and Medium Enterprises in Laguna (Philippines). *Journal of Global Business and Trade*, Vol. 3, No. 2, pp. 1-14.

Madamba, Jeanette Angeline B. and Melody S. Belza. November 2008. Rethinking Business Strategies for the Philippine Furniture Industry. *Journal of Global Business and Trade*, Vol. 4 No. 2, pp. 143-157.

Reyes, Charisse Joyce T., Nanette C. Abelilla-Aquino, Agnes T. Banzon, Dinah Pura T. Depositario and **Jeanette Angeline B. Madamba**. May 2009. Buying Patterns and Consumer Preferences of Chicken Meat and Pork: The Philippine Scenario. *Journal of Global Business and Trade*, Vol. 5 No. 1, pp. 77-85.

Mojica, Loida E., **Jeanette Angeline B. Madamba** and Rodolfo R. Sabado, Jr. November 2010. Decision Factors in Organic Vegetable Farming in Selected Areas of Luzon, Philippines. *Journal of Global Business and Trade*, Vol. 6 No. 1, pp. 13-25.

Mojica, Loida E. and **Jeanette Angeline B. Madamba**. November 2011. Strategic Sourcing Patterns of Philippine Agribusiness and Multinational Enterprises. *Journal of Global Business and Trade*, Vol. 7 No. 2, pp.33-43.

Antonio, Lyca Regina F., Mar B. Cruz, **Jeanette Angeline B. Madamba** and Jimmy B. Williams. 2011 (Special Issue). Assessing the Performance of the Citrus Industry in Kasibu, Nueva Vizcaya, Philippines: The Case of Farmers and Traders of the Malabing Valley Agri-Trading Center. *Banwa*, Vol. 8 Nos. 1 & 2, pp. 23-37.

Guzman, Ruth Abegaile B., **Jeanette Angeline B. Madamba**, Agnes T. Banzon and Normito R. Zapata, Jr. 2011 (Special Issue). Revitalizing Peanut Farming in Enrile, Cagayan, Philippines. *Banwa*, Vol. 8 Nos. 1 & 2, pp. 38-54.

Depositario, Dinah Pura T., Gelle Mae S. Francisco, Agnes T. Banzon, **Jeanette Angeline B. Madamba** and Teodora M. de Villa. 2011 (Special Issue). Consumer Preferences for Purple Yam (*Dioscorea alata* L.) Powder Brands: Implications for a Product Developed by the University of the Philippines Los Baños. *Banwa*, Vol. 8 Nos. 1 & 2, pp. 93-110.

Helera, Maria Khristine T., Jimmy B. Williams, **Jeanette Angeline B. Madamba** and Normito R. Zapata, Jr. May 2013. The Asian Organic Fertilizer Industry: What are the Prospects for the Philippines? *Journal of International Trade and Commerce*, Vol. 9 No.2, pp.47-62.

Gutierrez, Arlene C., Clarissa G. Lontoc, **Jeanette Angeline B. Madamba** and Jimmy B. Williams. May 2013. Evolving Coco Coir Supply Chains: The Case of the Coco Coir Industry Cluster in Laguna, Philippines. *Journal of Global Business and Trade*, Vol. 9 No. 1, pp. 49-59.

Mampusti, Jane Keneth M., **Jeanette Angeline B. Madamba**, Agnes T. Banzon and Loida E. Mojica. November 2013. Is the Agrochemical Industry Traversing the Organic Route? Insights and Directions for a Philippine Agrochemical Trading Company. *Journal of Global Business and Trade*, Vol.9 No.2, pp. 11-22.

Cabardo, Jewel Joanna S. and **Jeanette Angeline B. Madamba**. November 2014. Perceptions of UP Los Baños Agribusiness Management Graduates on Their Job Preparedness. *Journal of Global Business and Trade*, Vol. 10 No. 2, pp. 1-16.

Cachuela, Irish Gem A., **Jeanette Angeline B. Madamba**, Reynaldo L. Tan and Dinah Pura T. Depositario. August 2015. Credit Card Choice and Usage Among Philippine Cardholders: Possible Marketing Ramifications. *Journal of International Trade and Commerce*, Vol. 11 No. 4, pp.71-92.

Ramirez, Roderick V., **Jeanette Angeline B. Madamba** and Reynaldo L. Tan. December 2015. Cologne Brand Preferences of Teenagers in the Philippines: Managerial Implications. *Asia Pacific Journal of Business*, Vol. 6 No. 2, pp. 19-33.

Cruz, Cesi, Prudenciano U. Gordoncillo, Benjamin A.T. Graham, **Jeanette Angeline B. Madamba** and Jewel Joanna S. Cabardo. June 2016. Who's Ready for ASEAN 2015? Firm Expectations and Preparations in the Philippines. *Pacific Affairs*, Vol. 59 No. 2, pp. 259-285. [SSCI] (Forthcoming)

BOOK CHAPTER – INTERNATIONAL

Madamba, Jeanette Angeline B. 2010. Microenterprise Sustainability: A Philippine Perspective. In J.M. Munoz (Ed.), *Contemporary Microenterprise: Concepts and Cases*, pp. 288-299. UK/USA: Edward Elgar Publishing Ltd./Edward Elgar Publishing, Inc.

CASE STUDY (MONOGRAPH) – INTERNATIONAL

Madamba, Jeanette Angeline B. 2015. Carmen's Best Dairy Products Prepares to Go Global. Published online by WDI Publishing, William Davidson Institute, University of Michigan.

BOOK CHAPTERS – NATIONAL

Montes, Nimfa D. and **Jeanette Angeline B. Madamba.** (2013). A Review of Alliances and Cooperative Business Models in Contemporary Cooperativism: Strategic Implications for Sustaining Philippine Cooperative Enterprises. In I.M. Pabuayon, Z.M. Sumalde and L.J. Abarquez (Eds.), *Cooperative Enterprises: Key to Sustainable Economic and Social Progress*, pp. 44-51. UPLB: ICOPED-CEM.

Madamba, Jeanette Angeline B., Nimfa D. Montes and Elmer Harold O Grande. (2015). Breaking New Grounds. In M.M.Suva (Ed.), *Nelia T. Gonzalez: An Entrepreneur's Journey*, pp.38-47. Makati City:UPLB Alumni Association.

Madamba, Jeanette Angeline B., Loida E. Mojica and Ricarda B. Villar. (2015). Cattle Country Corporation. In M.M.Suva (Ed.), *Nelia T. Gonzalez: An Entrepreneur's Journey*, pp.60-67. Makati City:UPLB Alumni Association.

Montes, Nimfa D., **Jeanette Angeline B. Madamba** and Ricarda B. Villar. (2015). Early Visions for Ecotourism in Luzon. In M.M.Suva (Ed.), *Nelia T. Gonzalez: An Entrepreneur's Journey*, pp.68-79. Makati City:UPLB Alumni Association.

SYLLABI/MANUALS/COMPENDIUM

Madamba, Jeanette Angeline B. Compendium of Operations Management Cases of Philippine Enterprises for MGT 141. A case book and companion teaching guide book for 17 case chapters prepared under the 2011 UP Centennial Faculty Grant, from July 1, 2011 to June 30, 2012.

Madamba, Jeanette Angeline B. Entrepreneurship Activity Toolkit for ENTR 1. A manual of activities with video clips on DVDs and flash drive prepared under the 2012 UP Centennial Faculty Grant, from July 1, 2012 to June 30, 2013.

CONFERENCE PROCEEDINGS

Madamba, Jeanette Angeline B. August 6-7, 2010. Internationalization of Business Education in the Philippines: Status, Challenges and Directions. The 7th Annual Conference and Research Symposium, Asia University, Tokyo, Japan. International Academy for Global Business and Trade (IAGBT), The Society of Asian and International Business Strategy (AIBS), Asia University and Korean International Trade Research Institute, pp. 61-74.

Madamba, Jeanette Angeline B., Normito R. Zapata, Jr. and Dinah Pura T. Depositario. July 2, 2011. An Assessment of the Sustainability Initiatives of a Philippine Conglomerate. The 8th Annual Conference and Research Symposium, University of International Business and Economics, Beijing, China. International Academy for Global Business and Trade (IAGBT), pp.1-24.

Jane Keneth M. Mampusti, **Jeanette Angeline B. Madamba,** Agnes T. Banzon and Loida E. Mojica. August 10, 2012. Is the Agrochemical Industry Traversing the Organic Route? Insights and Directions for a Philippine Agrochemical Trading Company. The 9th Annual Conference and Research Symposium, SEARCA, College, Laguna, Philippines. International Academy for Global Business and Trade (IAGBT), pp. 189-204.

Jeanette Angeline B. Madamba. July 18-19, 2013. Cross-Pollinating University Knowledge and Business: Implications for Academic Entrepreneurship in Today's Times. The 3rd International Conference on Sciences and Social Sciences 2013: Research and Development for Sustainable Life Quality, Rajabhat Maha Sarakham University, Maha Sarakham Province, Kingdom of Thailand, pp. 604-614.

Christian L. Abeleda, **Jeanette Angeline B. Madamba**, Normito R. Zapata, Jr. and Nanette A. Aquino. January 3, 2014. The Philippine Equine Industry in Context: Expanding Trade Possibilities. The 11th Annual Conference and Research Symposium, University of Delhi, New Delhi, India. International Academy for Global Business and Trade (IAGBT), pp. 17-41.

Ma. Josephine E. Inocencio, **Jeanette Angeline B. Madamba**, Loida E. Mojica and Normito R. Zapata, Jr. July 1, 2014. Demystifying the Factors Affecting Resto-Bar Customer Satisfaction: Imperatives for Restaurateurs Pursuing Repatronage. The 12th Annual Conference and Research Symposium, Grand Seasons Hotel, Kuala Lumpur, Malaysia. International Academy for Global Business and Trade (IAGBT).

Loida E. Mojica, **Jeanette Angeline B. Madamba** and Agnes T. Banzon. July 1, 2014. Business Models of Organic Farming in the Philippines: Strategies for Sustainability and Growth. The 12th Annual Conference and Research Symposium, Grand Seasons Hotel, Kuala Lumpur, Malaysia. International Academy for Global Business and Trade (IAGBT).

Ada E. Ballesfin and **Jeanette Angeline B. Madamba**. February 7, 2015. Positioning Strategies for the Philippine Medical Travel and Tourism Industry. The 13th Annual Conference and Research Symposium, Gachon University, Seoul, South Korea. International Academy for Global Business and Trade (IAGBT), pp. 13-38.

Elaiza H. Borromeo and **Jeanette Angeline B. Madamba**. February 7, 2015. Sustainability Practices of Multinational Enterprises Operating in the Philippines: What Innovations Can Be Gleaned? The 13th Annual Conference and Research Symposium, Gachon University, Seoul, South Korea. International Academy for Global Business and Trade (IAGBT), pp.71-97.

Jeanette Angeline B. Madamba and Jose V. Camacho, Jr. February 7, 2015. Campus Sustainability Programs: Where Are Philippine Universities Situated in the Sustainability Spectrum? The 13th Annual Conference and Research Symposium, Gachon University, Seoul, South Korea. International Academy for Global Business and Trade (IAGBT), pp. 155-167.

Jeanette Angeline B. Madamba and Amelia L. Bello. November 5, 2015. A Typology of Emerging Philippine E-Commerce Start-ups. 2015 International Conference (Cross-Border E-Commerce Expo: New Definition of Cross-Border E-Commerce and its Contribution to World Economy), Korea Association for International Commerce and Information(KAICI), Seoul, Korea, pp. 47-58.

Amelia L. Bello, **Jeanette Angeline B. Madamba** and Rey Val C. Firmalino. November 5, 2015. It Initiatives in Philippine Banking. 2015 International Conference (Cross-Border E-Commerce Expo: New Definition of Cross-Border E-Commerce and its Contribution to World Economy), Korea Association for International Commerce and Information, Seoul, Korea, pp. 151-165.

ORAL PAPER PRESENTATIONS AT CONFERENCES – INTERNATIONAL

Dinah Pura T. Depositario (paper presenter), Haroun C. Alcanzare, **Jeanette Angeline B. Madamba** and Reynaldo L. Tan. “The Downward Stretch Marketing Strategy of the Leading Player in the Philippine Fast Food Industry: Issues and Directions,” paper presented at the 4th International Conference of the Asian Academy of Applied Business (AAAB 2009), "Managing Asian Business Corporations in the 21st Century," AIM Conference Center, Makati City, Philippines, Dec. 17, 2009.

Ronna Mae Samson, Normito R. Zapata, Jr., Dinah Pura T. Depositario and **Jeanette Angeline B. Madamba** (paper presenter), “Status, Challenges and Prospects of the Landscaping Service Enterprises in Laguna, Philippines: An Overlooked Sector?” paper presented at the 2012 ISSAAS International Symposium and Congress, “Pushing Agriculture to Achieve the Millenium Development Goals, Bicol University, Legazpi, Albay, November 13-16, 2012.

Anna Monica H. Esmas, **Jeanette Angeline B. Madamba**, Maritess B. Panabang and Arlene C. Gutierrez (paper presenter) “Unearthing Agri-tourism Opportunities for the Buri Fiber-Based Handicraft Industry Cluster in Mauban, Quezon, Philippines,” paper presented at the 2013 ISSAAS International Symposium and Congress, “Linking Agriculture with Tourism: Meeting the Global Challenges of the Future,” Acacia Hotel Manila, Philippines, November 11-15, 2013.

Ease Steven B. Severo, Jewel Joanna S. Cabardo, **Jeanette Angeline B. Madamba** (paper presenter) and Maritess B. Panabang, “Yellow Corn Supply Chain Governance and Linkaging in Calabanga, Camarines Sur, Philippines: Strategizing for Sustainability,” paper presented at the 2013 ISSAAS International Symposium and Congress, “Linking Agriculture with Tourism: Meeting the Global Challenges of the Future,” Acacia Hotel Manila, Philippines, November 11-15, 2013.

Dia Noelle F. Velasco (paper presenter), **Jeanette Angeline B. Madamba**, Loida E. Mojica and Jimmy B. Williams, “Analyzing Disaggregated Coffee Supply Chains in Benguet, Philippines: A Step Towards Understanding Relational Ties,” paper presented at The Fifth International Conference on Agribusiness Economics and Management, “Beyond the Farm-gate: Discovering New Paths for Smallholder Farmers and Small and Medium Enterprises in Emerging Economies,” Grand Royal Hotel, Davao City, November 27-28, 2013.

Arithia Vianca C. Violanta, Arlene C. Gutierrez, **Jeanette Angeline B. Madamba** (paper presenter) and Jewel Joanna S. Cabardo, “Fiber-Based Handmade Paper Enterprises in Laguna, Philippines: Strides Towards Industry Revival,” paper presented at The Fifth International Conference on Agribusiness Economics and Management, “Beyond the Farm-gate: Discovering New Paths for Smallholder Farmers and Small and Medium Enterprises in Emerging Economies,” Grand Royal Hotel, Davao City, November 27-28, 2013.

Erma Suzette D. Yap, Agnes T. Banzon, Dinah Pura T. Depositario (paper presenter), **Jeanette Angeline B. Madamba** and Reynaldo L. Tan, “Dynamics and Outlook of Dried Fish Value Chains in Masbate, Philippines,” paper presented at The Fifth International Conference on Agribusiness Economics and Management, “Beyond the Farm-gate: Discovering New Paths for Smallholder Farmers and Small and Medium Enterprises in Emerging Economies,” Grand Royal Hotel, Davao City, November 27-28, 2013.

Aaron G. Mendoza, Maritess B. Panabang, **Jeanette Angeline B. Madamba** (paper presenter) and Dinah Pura T. Depositario, “Operational Sustainability of Government Research Institutions: The Case of the Philippine Carabao Center – University of the Philippines Los Baños (PCC-UPLB) Dairy Corner,” paper presented at the 6th International Conference on Agribusiness Economics and Management (ICAEM 6), “Agribusiness for Sustainable Development: Building Synergies and Expanding Horizons,” Waterfront Insular Hotel, Davao City, September 2-3, 2014.

Larry Fritz B. Signabon, **Jeanette Angeline B. Madamba** (paper presenter), Loida E. Mojica, Nohreen Ethel P. Manipol and Hanna D. Miranda, “Decision Factors Affecting Corn Farmers in the Municipality of Paracelis, Mountain Province, Philippines,” paper presented at the 1st Global Agribusiness Management and Entrepreneurship (GAME) Conference, “Redefining Approaches in Agribusiness Management and Entrepreneurship for ASEAN 2015,” Dusit Thani Manila, Philippines, October 23, 2014.

Abigail V. Gillado, Arlene C. Gutierrez (paper presenter), **Jeanette Angeline B. Madamba** and Nohreen Ethel P. Manipol, “Driving Forces and Strategic Opportunities for the Duck Egg Industry Cluster in Candelaria, Quezon, Philippines,” paper presented at the 1st Global Agribusiness Management and Entrepreneurship (GAME) Conference, “Redefining Approaches in Agribusiness Management and Entrepreneurship for ASEAN 2015,” Dusit Thani Manila, Philippines, October 23, 2014.

Benjamin Graham (paper presenter), Prudenciano Gordoncillo, Cesi Cruz, **Jeanette Madamba** and Jewel Joanna Cabardo, “Determinants of the Level of Preparedness of Philippine Firms for the ASEAN Integration by 2015,” paper presented at the 1st Global Agribusiness Management and Entrepreneurship (GAME) Conference, “Redefining Approaches in Agribusiness Management and Entrepreneurship for ASEAN 2015,” Dusit Thani Manila, Philippines, October 23, 2014.

INVITED GLOBAL PAPER PRESENTATIONS

Jeanette Angeline B. Madamba. “Philippine Agriculture: Current Situation, Challenges and Future Pathways,” paper presented at a special seminar sponsored by the Doctoral Program on Bio-industrial Sciences, University of Tsukuba, Tsukuba, Japan, March 19, 2013.

Jeanette Angeline B. Madamba. “Island Tourism and the Geopolitics of Environmental Disasters in the Philippines,” paper presented at the 2016 International Conference on “Values of Islands and Their Geopolitical Issues,” International Hall, Sungkyunkwan University, Seoul, South Korea, March 26, 2016.

Divine Krizza B. Padua, Jewel Joanna S. Cabardo, **Jeanette Angeline B. Madamba** and Jimmy B. Williams. “What Factors Affect the Longevity of Embroidery Enterprises in Taal, Batangas, Philippines?,” paper to be presented at the 55th Summer International Conference of the Korean Research Institute of International Commerce and Law – Corresponding Strategies against the Changed Global Business Environments, Shandong Normal University, Jinan City, Shandong, China, April 23, 2016. **(Forthcoming)**

ORAL PAPER PRESENTATIONS AT CONFERENCES – NATIONAL

Juan Fidel P. Rodriguez, Maritess B. Panabang, **Jeanette Angeline B. Madamba**, Faustino Arrienda II and Lilian F. Pateña (paper presenter). “A Feasibility Study of Establishing a Virus-Free Tissue-Cultured Banana Propagation Facility in Bay, Masaya, Laguna,” paper presented at the Philippine Association for Plant Tissue Culture and Biotechnology (PAPTCB) Convention, Splash Mountain Resort, Los Baños, Laguna, October 28, 2008.

Ryla Czarina Durante (paper presenter), **Jeanette Angeline Madamba**, Lilian Pateña, Loida Mojica and Reynaldo Tan. “Feasibility Study of Establishing a Virus-Free Shallot Planting Material Propagation Facility in Sitio Tanibong, Abar 1st, San Jose City, Nueva Ecija,” paper presented at the 20th FCSSP Scientific Conference, Silliman University, Dumaguete City, May 2009. Abstract also published as proceedings of the 20th FCSSP Scientific Conference in The Philippine Journal of Crop Science, Vol. 34 Supplement No. 1, May 2009.

Andrea B. Sto. Domingo, **Jeanette Angeline Madamba** (paper presenter), Lilian Pateña, Nimfa Montes and Maritess Panabang. “A Feasibility Study for the Establishment of a Mass Propagation Facility of Organic, Virus-Free and True-To-Type Tissue Cultured Garlic Planting Materials in Brgy. Bobon, Burgos, Ilocos Norte,” paper presented at the 20th FCSSP Scientific Conference, Silliman University, Dumaguete City, May 2009. Abstract also published as proceedings of the 20th FCSSP Scientific Conference in The Philippine Journal of Crop Science, Vol. 34 Supplement No. 1, May 2009.

Rochelle E. Gayagay (paper presenter), Loida E. Mojica, Agnes T. Banzon and **Jeanette Angeline B. Madamba**. “Market Development Opportunities and Strategies for Kalinga Red Rice,” paper presented at the 3rd Agribusiness Economics Conference, “Enhancing the Performance of the Agribusiness Industry: Linking Research Findings to Users,” The Apo View Hotel, Davao City, July 13-14, 2011.

Visitacion Fangayen, Victoria R. Guieb, Agnes T. Banzon and **Jeanette Angeline B. Madamba** (paper presenter). “Sustainability and Competitiveness Issues: The Case of the Sabutan Enterprise Cluster in Baler and San Luis, Aurora,” paper presented at the 48th PAEDA Biennial Convention 2011, “The Challenges of Enhancing the Competitiveness of Philippine Agriculture,” MMSU, Batac City, October 20-21, 2011.

Roxane Karen O. Chua (paper presenter), **Jeanette Angeline B. Madamba**, Loida E. Mojica and Reynaldo L. Tan. “An Examination of the Fruit Distribution Chain of Oriental Mindoro: A Farmer-Trader’s Perspective,” paper presented at the 48th PAEDA Biennial Convention 2011, “The Challenges of Enhancing the Competitiveness of Philippine Agriculture,” MMSU, Batac City, October 20-21, 2011.

Paul John B. Bautista, Loida E. Mojica, Agnes T. Banzon and **Jeanette Angeline B. Madamba** (paper presenter). “Market Acceptability of UPLB-Biotech Coconut Yogurt,” paper presented at the 4th

Agribusiness Economics Conference, “Globalizing Food Chains and the Emerging Economies: Agribusiness Potentials and Issues,” Royal Mandaya Hotel, Davao City, July 10-11, 2012.

Regine Jane D. Diones, Agnes T. Banzon, Dinah Pura T. Depositario, **Jeanette Angeline B. Madamba** (paper presenter), “An Exploratory Study for Purple Yam Halaya-Crème Brulee Combo in Los Baños, Laguna,” paper presented at the 4th Agribusiness Economics Conference, “Globalizing Food Chains and the Emerging Economies: Agribusiness Potentials and Issues,” Royal Mandaya Hotel, Davao City, July 10-11, 2012.

Loida E. Mojica (paper presenter), **Jeanette Angeline B. Madamba** and Paul Joseph B. Ramirez, “Strategic Sourcing Options Towards Ensuring Raw Material Supply for the Philippine Food Manufacturing Sector,” paper presented at the NAST, July 11, 2013.

POSTER PAPER PRESENTATION AT CONFERENCES – NATIONAL

Juan Fidel P. Rodriguez, Maritess B. Panabang, **Jeanette Angeline B. Madamba**, Faustino Arrienda II and Lilian F. Pateña. “A Feasibility Study of Establishing a Virus-Free Banana Seedling Propagation Facility in Barangay Masaya, Bay, Laguna,” poster paper presented during the 38th Crop Science Society of the Philippines (CSSP) Scientific Conference, Iloilo Grand Hotel, Iloilo City, May 12-16, 2008. **Awarded as Best Poster (Socio-Economics Category).**

EDITORSHIP/CO-EDITORSHIP IN JOURNALS

Member, Editorial Board of the *Journal of Global Business and Trade*, starting with the November 2008 issue, Vol. 4, No. 2 up to present (Seoul, Korea)

Guest Editor (with D.P.T Depositario), *Banwa*, Vol. 8, Nos. 1 & 2 (2011 issue which was released in February 2013, with UP Mindanao)

Member, Editorial Board of the *Journal of International Trade and Commerce*, starting with the May 2013 issue, Vol. 9, Number 2 up to present (Seoul, Korea)