



A. PERSONAL BACKGROUND

1. **ROSAS, MARIA VICTORIA ULGADO**

2. Unit 17A 18 Victoria de Manila
1655 Taft Avenue, Malate, Manila
3. Colegio de San Juan de Letran
151 Muralla St., Intramuros, Manila
Telefax : 3010720 E-mail add: vjlr_rosas@yahoo.com

4. July 28, 1963, 51 years old, Sta. Rosa, Laguna
5. Female, Filipino, Married

B. TEACHING EXPERIENCE

1. Teaching Background (Please start from current or most recent)

Schools	Last Rank	Part-time / Full-time	Permanent/ Probationary	Inclusive Dates	Subjects Taught	No. of Units Per Semester
Colegio de San Juan de Letran	Full Professor 3	Full-time	Permanent	1988 to date	Economics, Finance, Research Global Trade Marketing Management	18 units
Philippine Womens University	Special Lecturer	Part Time	Regular	2012 to date	Economics Strategic Mktng Mgt Research and Thesis Writing	3 units
Philippine Christian University	Special Lecturer	Part Time	Probationary	2012 to date	Management Global Trade Social Marketing	3 units
Lyceum of the Philippines	Special Lecturer	Part Time	Regular	2012 to date	Organ.Dev Man/Eco	3 units
Letran Graduate School – Intramuros, Manila	Special Lecturer	Part-time	Probationary	2007 to date	Managerial Economics Global Trade	3 units
University of Perpetual Help	Special Lecturer	Part-time	Probationary	2007 to 2008	Public Administration	3 units
Adamson University	Full Professor 2	Part-time	Permanent	1984 to 2003	Economics, Finance, Research, Feasibility	6 units
Letran Calamba Graduate School	Special Lecturer	Part-time	Probationary	2006 to 2008	Management, Marketing	6 units

2. Involvement in Student Activities (theses, comprehensives, oral defenses, etc.) Student Organizations, & School/ Faculty Committee in the last four (4) years which have contributed to the advancement of Marketing Education and the Marketing Profession. (Please see attached Exhibits # 1)

Student Activity	Nature of Involvement	Inclusive Dates
Oral Defense (Graduating Students) College and Graduate School	Chairman and member of the panel	1990 to date
Masteral / Doctoral I thesis Defense	Member	2009 to date
Student Development Program & Leadership Training	Lecturer	2012 to date
Off Campus Training	Lecturer	2012 to date
Community Outreach Program	Facilitator	2011 to date
Social Responsibility and Governance Training	Speaker	2012 to date

School Committee	Position/ Designation	Committee Function	Inclusive Dates
Freshmen Orientation	Speaker	In charge of Retention Policies	2006 to date
Planning Committee	Member	Strategic Planning	2007 to date
Research Committee	Member	Research Evaluator	2007 to date
Academic Council	Member	Design Programs	2007 to date
Graduation	Chairman	Planning	2011 to date
Employees Manual Technical Committee	Member	Revision	2012 to date
Research Paper Defense	Chairman / Member	Defense	2008 to date
Academic Program Review Committee	Member	Review and Evaluation of New and old programs	2014 to date
Employees Manual	Chairman Non academic Teaching	Review and Revise manual	2013 to 2014

3. Research Paper : Publications / Articles in the last four (4) years.

Research Paper (Please see attached Exhibit #3A)

Title of Paper	Published Unpublished	Name of Publication	Date of Publication
Effects of Social Marketing on Selected Variables	Published	Burapha University Journal	2014
Effectiveness of Social Marketing	Unpublished		2014
The Culture of Research in Universities and colleges in Mega Manila	Published	PCDEB Journal	2011
Selected Factors Influencing Faculty Members' Turn over in Collegiate Department of Colegio de San Juan de Letran	Published	Kaizen	2010
Research Culture	Published	Kaizen	2010
Research Adviser's Performance	Unpublished		2009
Library Utilization	Unpublished		2009
Relationship Between Leadership Factors and Productivity	Published	Letran Research Journal	2006

Books

Title of Book	Schools Where Book Is Being Used	Publisher / Date Published	Single / Partnership / Team Authorship
Principles of Economics	University of Manila, Letran College, PMI, MCU, Adamson University	NABELEDA Press 2012 to date	Partnership Cristobal Pagoso
Basic Microeconomics	Colegio de San Juan de Letran - Mla University of Makati Central Colleges of Manila	RMG Printing Press 2008 to date	Team Authorship Remegio Gancia
Principles of Economics	Colegio de San Juan de Letran- Manila Central Colleges of Manila	RMG Printing Press 2009 to date	Team Authorship Remegio Gancia
Principles of Economics	Adamson University	J IJM Printing Press 2006 to 2007	Team Authorship Atty. Babista and Dr. Mendoza

Articles

Title	Type of Material	Publisher	Date Published
Special Classes for Slow Learners	Manual	N/A	2014 to date
Writing a Module	Manual	N/A	2012 to date
HRDM Policies	Manual	N/A	2014 to date
Faculty –Student Exchange program	Manual	N/A	2010 to date
Student Development Program	Manual	N/A	2008 to 2009
Advising Day	Manual	N/A	2009 to 2010

Case Study	Manual	N/A	2008 to 2009
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4. Speaking Engagements in the last four (4) years

	Date and Occasion	Sponsoring Organization	Venue
ASEAN Economic Integration	February 2015	University of St La Salle Isabela	Isabela Cagayan
Research Methods and its relevance	February 2015	Ljma Letran College	Manila
Social Marketing and its effects on Selected Variables	June 2014 Annual Assembly of Academic Affairs Colegio de San Juan De Letran Manila	VPAA Colegio de San Juan de Letran Manila	Colegio's Chapel
Effects of Social Marketing	July 2014 BUU Annual International Conference	Burapha University	Dusit Thani Hotel Pattaya Thailand
Social Marketing	April 2014 MEA Annual Conference	MEA USA	Marriot Hotel San Diego CA
Effectiveness of Social Marketing	January 2014 First Research Breakthrough	JAPI and PCDEB	RCBC Plaza Hall

Relevance Of Personal Finance	September 2013 Faculty Student Seminar	ECOD NCR	UST St Thomas Aquinas Auditorium
Financial Literacy and power of Savings	June 2013 Annual Assembly of College of liberal arts	Social Sciences Department Adamson University	Adamson University Auditorium
Research Methods	2009 to 2010 NCR Seminar of ECOD	PCDEB - ECOD	Lyceum of the Philippines
Selected Factors Influencing Faculty Members' Turn over in Collegiate Department of Colegio de San Juan de Letran	2008-2009 Research Colloquium	RPDC Letran	Colegio de San Juan de Letran - Mla
Retention Policies	Orientation 2009 to date	OSA - Letran	Colegio de San Juan de Letran - Mla

5. Evaluation by peers, superiors and students during the last four (4) years *(Please see attached exhibit #7)*
Summary of Evaluation of Staff, Peer and Students from SY 2010 to 2007

School Year	Semester	Staff	Peer (Co-Admin)	Student (Over-all Mean Rating)
2014-2015	1 st semester	NA	NA	4.57
	2 nd semester			4.49
2013-2014	1 st semester	30.0	27.25	4.57
	2 nd semester	30.02	28.54	4.17
2012 -2013	1 st Semester	30.02	27.18	NA
	2 nd Semester	30.02	28.14	
2011 -2012	1 st Semester	30	26.64	4.84
	2 nd Semester	30	27.39	4.83
2010 -2011	1 st Semester	29.15	27.14	4.73
	2 nd Semester	29.29	27.41	4.76

NOTE: staff and peer evaluation highest is 30 and students evaluation highest rating 5

C. OTHER ACTIVITIES

1. Professional and other social affiliations

Name / Type of Organization	Position / Duties	Membership / Years of Tenure
Council of Management Educators	Member	2006 to date
Council of Management Educators	Board Member	2005 to 2010
Association of Marketing Educators	Member	2006 to date
ECOD -NCR	Treasurer Vice President	2009 to 2010 2010 to date
PIFO	Member	2008 to date
UNCTAD	Member	2008 to date
CSR Lecturers of the philippines	Board of Director	2011 to date
PCDEB National	Vice President	2010 to 2013
PCDEB National	President Elect	2014-2015
PCDEB National	President	2015 to date

D. AWARDS / CITATIONS

Award / Citation	Awarding Institution / Organization	Date Given
Women of the Year	New Life Inc.,	2001
Outstanding Educator	Adamson University	2006

Competent Professor	Adamson University	2003
DIPLOMATE in Business Education	Philippine Council of Deans and Business Educators	2011
Outstanding Alumni	Adamson University	2013
Scholar	AME -IMMAP	2013
Research Presenter	PCDEB	2014
Ambassadress of Peace	Universal peace Foundation	2014
AGORA Awardee	Philippine Marketing Association	2014

E.EMPLOYMENT BACKGROUND

1.EMPLOYMENT HISTORY

COMPANY	POSITION	DATE OF EMPLOYMENT	NAME AND POSITION OF IMMEDIATE HEAD	
COLEGIO DE SAN JUAN DE LETRAN	REGISTRAR	2011	REV. FATHER LANA, O.P.	
LETRAN MANILA	DEAN	2005 TO 2011	REV. FATHER EDWIN A. LAO. O.P.	
LETRAN MANILA	DEAN GRADUATE SCHOOL OF BUSINESS	2005 TO 2008	REV.FATHER EDWIN A.LAO,O.P.	
LETRAN BATAAN	DEAN COLLEGE	2005 TO 2009	REV. FATHER EDWIN A. LAO	

F. EDUCATIONAL BACKGROUND

1. Formal Education

	School	Years Attended	Degree	Honors
Elementary	Tagapo Elem. School	1970 –1976	Elementary	3 rd Honorable Mention
High School	Sta. Rosa Education Institute	1976 - 1980	High School	6 th Honorable Mention
College	Adamson University	1980 – 1989	B.A. Economics	Cum Laude
Graduate	University of Sto. Tomas	1999 – 2001	M.A. in Economics	Cum laude
Post Graduate	Adamson University	2002 -2003	Ph.D. in Management	Magna Cum Laude
Graduate (additional degree)	Philippine Christian University	2012 - 2014	Master in Management	

2. Non- Formal Education (e.g. seminars, special training, etc.)

School / Institution	Dates Attended	Course
PWPA	December, 2014	PWPA TRAILBLAZING INNOVATIVE PATHWAYS
ISO 9001 QMS ORIENTATION	November 2014	ISO 9001 QMS ORIENTATION
CHED	August 2014	CHED PUBLIC CONSULTATION
NACSRA	September 2014	CHED NCR CONFERENCE WITH REGISTRARS

PCDEB	February 2014	BUSINESS EDUCATION SUMMIT
JA Philippines	January 2014	ADVANCING BUSINESS KNOWLEDGE
PACU Annual Assembly	June 2014	Annual Assembly
NACSRA	February 2014	Planning
PACU	June 29,2013	Annual Assembly and Conference
CHED	August 14,2013	CHED Orientation on CHEKS
PCDEB	February 2013	Tenth Annual Convention of PCDEB
NACSRA	November 23, 2012	Emerging Challenges of School Registrars
CEAP NCR REGISTRARS	June 29,2012	Operations Management in Registrarship
GUTHRIE JENSEN	September 28,2012	Managing people for Competitive Advantage
LEAGUE OF CORPORATE FOUNDATIONS	September 24, 2012	Social Responsibility and governance
CHED NCR	August ,2012	Summit on Gender and Development
CEAP	July 2011	Building Culture of Peace
SPD CONSULTNACY SEVICES	November 2011	MORPHE and MRBE Analysis
PCDEB	March 17 -18, 2011	10th annual Conference
PCDEB	March 11 - 12, 2010	3 rd Business Education-Industry Summit "Beyond the Bottom Line: Our Social Responsibility & Commitment".
ECOD NCR	August, 2010	Roundtable Discussion
CITI FOUNDATION	August 27-28, 2010	Teacher's Training
ECOD NCR	October 2010	Effective Teaching Strategies
Executive Council of Deans of the Philippine Council of Deans & Educators in Business in Partnership with St. Scholastica's College	May 15, 2010	Round table Discussion
Colegio de San Juan de Letran - Manila	March 19, 2010	Seminar-workshop on marketing, credit and record keeping.
Colegio de San Juan de Letran - Manila	September 11, 2009	Presenter during the 2009 Letran Research Colloquium "Intensifying the culture of Research in Letran"
Lyceum of the Philippines - Manila	March 24, 2009	Reactor/ Evaluator during the Research Forum by the College of Business Administration.
Association of Training Institutions for Foreign Trade in Asia and the Pacific (ATIFTAP) / De La Salle University	February 7, 2009	Global Business Conference 2009 "Strengthening the Invisible Enhancing Services for Global Competitiveness.
Philippine Council of Deans and Educators in Business Executive Council of Deans-NCR	May 9, 2009	Round table discussion on "How to be Accredited by the Federation of Accrediting Agencies of the Philippines (FAAP)".
Dominican Province of the Philippines Board of Education	May 25-26, 2009	Participation during the Area Planning for the Lay Empowerment Program of the Board of Education.
Colegio de San Juan de Letran	February 24, 2008	Chairman of the Panel in the Final Thesis Defense
Colegio de San Juan de Letran & MD Language Experts	September 13 to 14, 2007	Seminar-workshop on Communication Success Through Professionalism

The Philippine International Friendship Organization Foundation, Inc. (PIFO)	September 28, 2007	National Conference-Workshop on "Perspective on Internationalizing Higher Education in the Philippines".
Colegio de San Juan de Letran	September 23, 2007	Chairman of the Panel in the Pre-Oral Thesis Defense
Adamson University	August 4 & 11, 2007	Seminar-workshop "Appreciative Inquiry: A Positive Change Intervention and A Qualitative Method of Research"
Philippine Franchise Association	July 4-5, 2007	Attended the 15 th Philippine International Franchise Conference & Expo. –Franchise 2007
Colegio de San Juan de Letran	October 10, 2007	Seminar on Internal Control Concepts
The Philippine Association of Collegiate Schools of Business (PACSB)	November 14-15, 2007	Mid-Year Conference "Effective Management in Business Education"
Colegio de San Juan de Letran	November 23, 2007	Seminar on Protocols
University of the Philippines	February 23-24, 2007	3 rd National Conference on Open & Distance Learning with the theme " Culture of Excellence & Equity in Open & Distance Learning".
Commission on Higher Education National Capital Region	January 30, 2007	Orientation on the Institutional Monitoring and Evaluation for Quality Assurance in Higher Education
Colegio de San Juan de Letran	October 17, 2006	Participating in the Livelihood, Feeding and Catechism
Catholic Educational Association of the Philippines	September 13-15, 2006	2006 National Convention
Colegio de San Juan de Letran	August 3, 2006	Seminar on Total Quality Management & 5'S of Good Housekeeping
Colegio de San Juan de Letran	July 28, 2006	Reactor during the 5 th Letran Research Conference
The Coordinating Council of Private Educational Associations	July 21, 2006	Seminar entitled Linking Business with Education
Commission on Higher Education	March 23, 2006	CHED Orientation Faculty Development Program
Commission on Higher Education	October 11, 2006	Orientation on CHED Memorandum Order No. 39 S. 2006 Policies and Standards for Bachelor of Science in Business Administration

G. PERSONAL REFERENCES

	Business	Civic / Religious	Community
Full Name of Reference Person	Ernesto Gonda	Rev. Fr. Orlando Aceron, O.P.	Reynaldo Javier
Designation / Position	Owner		Colleague
No. of years of Association	15 years	20 years	22 years
Relationships to you	Friend	Rector and president	Colleague
Name of Organization	Water Refilling Station	Order of Preachers (OP)	Letran
Address	Muntinlupa	Letran Manila	Intramuros Manila
Telephone Numbers	0912-884-8880	5277693 loc 351	0939-810-6351

CERTIFICATION

I hereby certify that the information I have submitted are correct and accurate to the best of my knowledge.
I will accept the award if it is bestowed upon me and I agree to be present during the awarding ceremony.

PROF MARIA VICTORIA U. ROSAS, Ph.D, DBE.

Signature Over Printed Name

_____ Date