

Colegio de San Juan de Letran
Intramuros, Manila

**LIBRARY SERVICES DEPARTMENT
GRADUATE SCHOOL LIBRARY**

**ACQUISITIONS LIST
JUNE - OCTOBER 2017**

Dissertations

- Ac-Ac, M. (2014). *Public relations and marketing practices: towards the creation of a corporate communication model for higher education institutions*. Manila : CSJL Graduate School. **(GS Dis LB 2361 .A168 2014)**
- Buen, J. (2017). *Degree of awareness, structures, and correlates: basis for succession planning model for selected non-sectarian higher educational institutions*. Manila : CSJL Graduate School. **(GS Dis LB 2331 .B928 2017)**
- Chiong, C. (2017). *Material supply chain performance of Philippine private tertiary hospitals in Metro Manila towards the development of a benchmarking model*. Manila : CSJL Graduate School. **(GD Dis HD 38.5 .C442 2017)**
- Columna, D. (2017). *Assessment on the complementary changes and organizational aspects on the business permit and licensing system of selected local government units: towards crafting a model for client satisfaction*. Manila : CSJL Graduate School. **(GS Dis HD 58.87 .C726 2017)**
- De Guia, J. (2016). *Customer engagement of a known coffee shop: basis for developmental model*. Manila : CSJL Graduate School. **(GS Dis HF 5415.5 .D321 2016)**
- Domingo, C. (2017). *Job mismatch in the entry level employability in the aircraft maintenance job market*. Manila : CSJL Graduate School. **(GS Dis HD 5706 .D671 2017)**
- Escabillas, A. (2016). *Guestology on Intramuros restaurant services: a total quality management approach to promote food tourism*. Manila : CSJL Graduate School. **(GS Dis TX 631 .E74 2016)**
- Javier, R. (2016). *Implications of personality traits, job, satisfaction and employee engagement of millenials: towards crafting a strategic human resource model*. Manila : CSJL Graduate School. **(GS Dis HD 58.7 .J41 2016)**
- Lachica, J. (2017). *Implementation of risk management framework among savings and credit cooperatives in the National Capital Region*. Manila : CSJL Graduate School. **(GS Dis HG 3751 .L137 2017)**

- Manzano, R. (2017). *Customer satisfaction and customer loyalty among visitors of selected theme parks: a framework for customer loyalty among visitors of selected theme parks: a framework for customer development program*. Manila : CSJL Graduate School. **(GS Dis HF 5415.5 .M296 2017)**
- Marticio, R. (2017). *Interpersonal relationships: its implications to organizational commitment in selected Higher Education Institutions (HEIs)*. Manila : CSJL Graduate School. **(GS Dis HF 5549.5 .M378 2017)**
- Munson, D. (2017). *The level of satisfaction among three generations of diners in fast food restaurants: basis for creating marketing value*. Manila : CSJL Graduate School. **(GS Dis HF 5415.5 .M969 2017)**
- Natividad, M. (2016). *Attributes, problems, and challenges of women entrepreneurs in the garment business: towards crafting an entrepreneurial model*. Manila : CSJL Graduate School. **(GS Dis HD 6053 .N278 2016)**
- Porciuncula, M. (2017). *Extent of implementation of Total Quality Management (TQM) practices of the four campuses of Colegio de San Juan de Letran*. Manila : CSJL Graduate School. **(GS Dis HD 62.15 .P834 2017)**
- Quintos, D. (2016). *The human resource requirements among cruise line agencies and the competencies of hospitality management graduates towards enhanced curriculum*. Manila : CSJL Graduate School. **(GS Cir Dis TX 911.3 .Q7 2016)**
- Trinidad III, F. (2016). *Push and pull factors influencing destination satisfaction for Cultural Heritage Tourism (CHT) ; model for Intramuros*. Manila : CSJL Graduate School. **(GS Dis G 156.5 T833 2016)**
- Villar, G. (2017). *Management and leadership styles of academic leaders business schools in National Capital Region (NCR): basis for human resource development program*. Manila : CSJL Graduate School. **(GS Dis LB 2805 .V719 2017)**

Theses

- Agulto, R. (2016). *The consumer buying process of life insurance in the Business Process Outsourcing (BPO) industry*. Manila : CSJL Graduate School. **(GS Thesis 5415.3 .A284 2016)**
- Astrero, M. (2016). *Customer engagement strategies of selected supermarkets in CAMANAVA as determinants of customers' loyalty and customer satisfaction*. Manila : CSJL Graduate School. **(GS Thesis HF 5415.5 .A859 2016)**
- Ballesteros, A. (2017). *Conveying Corporate Social Responsibility (CSR) practices among universal bank branches as predictors of employees organizational commitment*. Manila : CSJL Graduate School **(GS Thesis HD 60 .B191 2017)**

- Bautista, K. (2017). *Benchmarking talent management practices of the top four Universal Banks as determinants of organizational commitment and employee retention*. Manila : CSJL Graduate School. **(GS Thesis HD 62.15 .B352 2017)**
- Bautista, W. (2017). *Sequential analysis of service quality and customer satisfaction of graduate students of Colegio de San Juan de Letran (CSJL), Manila*. Manila : CSJL Graduate School. **(GS Thesis HF 5415.335 .B352 2017)**
- Capitan, C. (2016). *Transportation mobility within central business district as perceived by bank employee: implications to human productivity*. Manila : CSJL Graduate School. **(GS Thesis HE 213 .C244 2016)**
- Catapang, R. (2017). *A benchmark for customer attraction and customer retention of family- owned bakeshop in the National Capital Region (NCR)*. Manila : CSJL Graduate School. **(GS Thesis HD 62.15 .C357 2017)**
- De Castro, R. (2016). *Filipino consumers' product awareness and purchase intention towards green food and products*. Manila : CSJL Graduate School. **(GS Thesis HF 5415.32 .D291 2016)**
- De Gula, G. (2016). *Organizational culture as predictors of work life*. Manila : CSJL Graduate School. **(GS Thesis HD 4813 .D321 2016)**
- Espisua, M. (2016). *Organizational commitment and job satisfaction as correlates of employees' performance*. Manila : CSJL Graduate School. **(GS Thesis HF 5549.5 .E77 2016)**
- Illagan, G. (2016). *Organizational citizenship behavior as a predictor of organizational commitment of employees in selected food companies in Metro Manila*. Manila : CSJL Graduate School. **(GS Thesis HF 5549.5 . I27 2016)**
- Mondejar, H. (2016). *Employee engagement: a study of selected hotels in Subic Bay Freeport Zone proposed employee retention program*. Manila : CSJL Graduate School. **(GS Thesis HD 58.7 .M741 2016)**
- Ramos Jr., F. (2016). *Marketing promotions of selected pharmaceutical companies: indicators for prescription behaviors of doctors*. Manila : CSJL Graduate School. **(GS Thesis HD 5415.13 .R175 2016)**
- Renolla, J. (2017). *Service quality performance of selected third party logistics in Philippine Economic Zone Authority*. Manila : CSJL Graduate School. **(GS Thesis HF 5415.335 .R418 2017)**
- Reyes, M. (2016). *Attributes of job seekers: determinants of employability in the service and manufacturing industries*. Manila : CSJL Graduate School. **(GS Thesis HF 5549.5 .R457 2016)**
- Ziganay, D. (2017). *Implementation of total quality management (TQM) in the inbound inventory management system of Univet Nutrition and Animal Health Care Company, Inc. (UNAHCO)*. Manila : CSJL Graduate School. **(GS Thesis HD 62.15 .Z68 2017)**

Strategic Management Plan

- Azicate, M. (2016). *Strategic management plan for Ledlites System Corporation*. Manila : CSJL Graduate School. **(GS SMP HD 30.28 .A995 2016)**
- Belgado, D. (2016). *Strategic management plan for DENB kitchen equipment services*. Manila : CSJL Graduate School. **(GS SMP TX 656 .B429 2016)**
- Belontidos, E. (2016). *The EFG company*. Manila : CSJL Graduate School. **(GS SMP HD 9717.5 .B452 2016)**
- Britaña, M. (2016). *Facilities management of Colegio de San Juan de Letran Intramuros, Manila*. Manila : CSJL Graduate School. **(GS SMP LB 3219 .B862 2016)**
- Cabornay, L. (2016). *FPD Asia Property Services*. Manila : CSJL Graduate School. **(GS SMP HD C116 2016)**
- Calderon, A. (2017). *Strategic management plan for N. A. Calderon and Co. CPA's* Manila : CSJL Graduate School. **(GS SMP HF .C146 2017)**
- Comia, J. (2016). *A strategic management plan for E-trike*. Manila : CSJL Graduate School. **(GS SMP HE 151 .C733 2016)**
- Concepcion, C. (2017). *Strategic management plan for SL Agritech Corporation*. Manila : CSJL Graduate School. **(GS SMP SB 191 .C744 2017)**
- Cortez, M. (2016). *Strategic management paper for a selected Augustinian college in the Philippines*. Manila : CSJL Graduate School. **(GS SMP LB 2970 .C828 2016)**
- Del Rosario, M. (2016). *Plusvantage tutorial center*. Manila : CSJL Graduate School. **(GS SMP LB 1028.5 .D364 2016)**
- Doriz, A. (2016). *Strategic management paper for Chikka Philippines, Inc*. Manila : CSJL Graduate School. **(GS SMP QA 76.73 .D782 2016)**
- Garcia, D. (2016). *A strategic management paper in One Pharma*. Manila : CSJL Graduate School. **(GS SMP HD 9665 .G216 2016)**
- Gayanilo, J. (2016). *How to increase enrollment of foreign students for institutional sustainability*. Manila : CSJL Graduate School. **(GS SMO LB 2376.6 G285 2016)**
- Lapuz, M. (2016). *Strategic management plan for Metrobank head office, Gil Puyat, Makati City*. Manila : CSJL Graduate School. **(GS SMP HG 1615 .L317 2016)**
- Mangay-ayam, M. (2016). *Strategic management plan for Ayala property Management Corporation*. Manila : CSJL Graduate School. **(GS SMP HD 1394 .M277 2016)**
- Marzan, J. (2016). *Strategic management plan for Philippine Business Bank*. Manila : CSJL Graduate School. **(GS SMP HG 1615 .M393 2016)**

- Marzon, J. (2017). *Strategic management paper for Unionbank of the Philippines- Binondo Branch*. Manila : CSJL Graduate School. **(GS SMP HG 1615 .M393 2017)**
- Muñez, A. (2016). *Strategic management plan for Landbank of the Philippines (LBP)- Guadalupe Branch Makati City*. Manila : CSJL Graduate School. **(GS SMP HG 1615 M965 2016)**
- Orlanda, K. (2016). *Strategic management paper for Elaine's Garden and Landscaping Services*. Manila : CSJL Graduate School. **(GS SMP SB 433.27 .O71 2016)**
- Pulanco, C. (2016). *Strategic management paper on Spirax-Sarco Phils. Inc*. Manila : CSJL Graduate School. **(GS SMP TP 350 .P981 2016)**
- Punzalan, A. (2016). *Strategic management plan for Powerplus Trading and Transport Services Inc*. Manila : CSJL Graduate School. **(GS SMP HD 30.28 .P984 2016)**
- Ramirez, D. (2017). *Strategic management paper for Rizal Commercial Banking Corporation*. Manila : CSJL Graduate School. **(GS SMP HG 1615 .R173 2017)**
- Regala, P. (2016). *How to increase enrollment for institutional sustainability of Letran Graduate School*. Manila : CSJL Graduate School. **(GS SMP LB 2376.6 .R333 2016)**
- Reyes Jr., P. (2016). *Strategic management plan for Emmanuel Computer Learning Center Inc. - Apalit Sulipan, Apalit, Pampanga*. Manila : CSJL Graduate School. **(GS SMP LB 1028.3 .R457 2016)**
- Singh, G. (2016). *Strategic management plan for Rampol Macrotrading Inc*. Manila : CSJL Graduate School. **(GS SMP HD 9580 .S617 2016)**
- Tumbay, M. (2017). *Strategic management paper for Columbia Transport Inc*. Manila : CSJL Graduate School. **(GS SMP HE 5999 .T925 2017)**
- Yu, D. (2016). *Strategic management plan for Splash Corporation*. Manila : CSJL Graduate School. **(GS SMP HG 5415 .Y94 2016)**

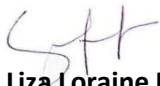
Business Plan

- Alfonso, Q. (2016). *Creating a sustainable strategy to expand the market share of SSI Schaefer Systems Philippines Inc. in the growing Philippine economy*. Manila : CSJL Graduate School. **(GS BP HD 38.5 .A388 2016)**
- Calixto, F. (2017). *Market penetration strategies for direct product purchase on funeral services*. Manila : CSJL Graduate School. **(GS BP BV 199 .C154 2017)**
- Salise, L. (2016). *A business project on Minute Burger as socio-economic enterprise franchise strategy: student-incubation approach*. Manila : CSJL Graduate School. **(GS BP HD 62.7 .S167 2016)**

Sia, A. (2016). *Center for enhanced performance*. Manila : CSJL Graduate School.
(GS BP HG 1615 .S562 2016)

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