



THE OFFICIAL NEWSLETTER OF
DE LA SALLE UNIVERSITY-MANILA

2401 (twen 'tē fôr 'ō, wun) is a landmark number along Taft Avenue. It is the location ID of De La Salle University-Manila, home to outstanding faculty and students, and birthplace of luminaries in business, public service, education, the arts, and science. And 2401 is now the name of the official newsletter of DLSU-Manila, featuring developments and stories of interest about the University.

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3 CCS faculty complete language translation software



4 Field Notes: Thinking, Doing, and Acting
By Dr. Rolando Gripaldo



Global Resource

This section highlights Lasallian educators with outstanding research projects. Experts in their respective fields, they share their new ideas and learning in national and international discussions on various areas.



Business and Economics

These Economics Department faculty members presented their papers during the 5th General Meeting of the Poverty and Economic Policy Network, a Canadian funded research network, from June 16 to 17 at the United Nations Economic Commission for Africa in Addis Ababa, Ethiopia.

Maricar Paz Garde, assistant professorial lecturer, shared the paper “Impact of Remittances on Filipino Households.”

Angelo Taningco, assistant professor, read the paper “Economic Growth, Trade Liberalization, and Poverty in the Philippines: A CGE Analysis.”

Education

Dr. Allan Benedict Bernardo, full professor of the Science Education Department, presented the following papers in various local and international conferences:

“Teaching in English in Philippine Higher Education: The Case of De La Salle University-Manila” in the First International Symposium in English Medium of Instruction Universities held on June 8-9 at the Robert Black College in the University of Hong Kong.

“Parental Socialization of Education and its Relationship to

Filipino Students’ Achievement Goal and Academic Performance” during the 19th Biennial Meeting of the International Society for the Study of Behavioral Development from July 3 to 7.

“Philippine Social Science in the Century of Biology: Engaging the Biological Dimension of Behavioral and Social Phenomena” in the Annual Scientific Meeting of the National Academy of Science and Technology on July 12-13 at the Manila Hotel.

“Social Beliefs and Hope Influence Filipino Students’ Orientation of Achievement Motives and Goals” at the 26th International Congress of Applied Psychology sponsored by the International Association of Applied Psychology on July 16-21 in Athens, Greece.

Liberal Arts

Dr. Rolando Gripaldo, chair and full professor of the Philosophy Department presented his paper titled “Filipino Philosophy: A Western Tradition in an Eastern Setting” at the Philosophy International Conference on June 1-2 in Athens, Greece.

Dr. Ferdinand Dagmang, associate professor of the Theology and Religious Education Department, presented the paper “Structures of Sexual Intimacies in Capitalist Contexts” during the first International Crosscultural Conference for Moral Theologians on July 6-13 in Padua, Italy.

COE
administrators
meet with
AUN/SEED-
Net leaders

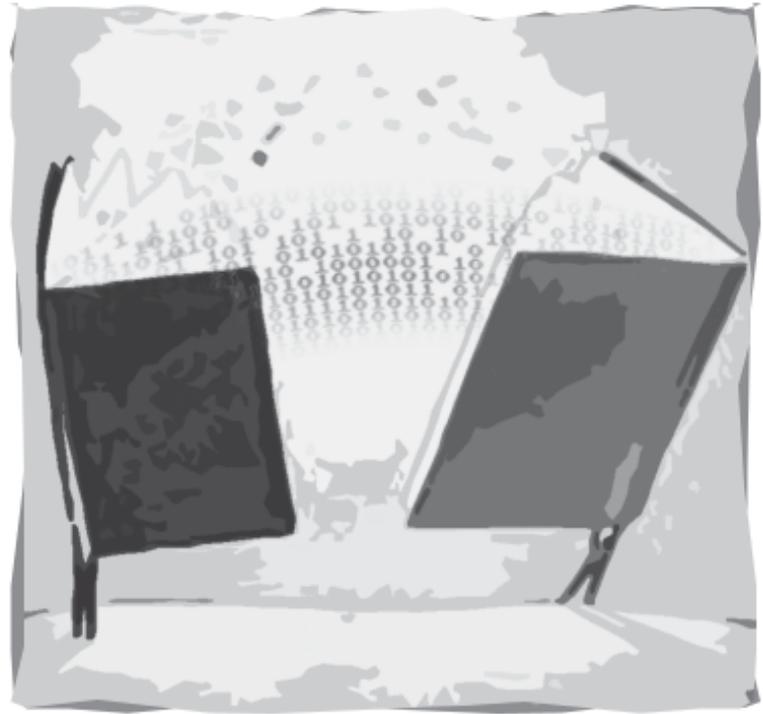
College of Engineering Dean Dr. Pag-asa Gaspillo and Chemical Engineering Chair Dr. Leonila Abella recently met with the prime movers and key stakeholders of the ASEAN University Network/Southeast Asia Engineering Education Development Network (AUN/SEED-Net). They represented De La Salle University-Manila at the AUN/SEED-Net 11th Steering Committee Meeting and Year 2006 Annual Meeting held on June 30 at Chulalongkorn University, Bangkok, Thailand.

The meeting was attended by 62 participants from the AUN and AUN/SEED-Net Secretariat, Japan International Cooperation Agency (JICA), Japanese Supporting University Consortium (JSUC), and ASEAN member institutions.

They reviewed the annual report of the AUN/SEED-Net Project in the fiscal year 2005, in which 83 scholarships were awarded to master’s and doctoral scholars and a total budget of approximately USD 470,000 was granted to 100 collaborative research projects. The participants likewise formulated strategies for the next AUN/SEED-Net

See COE on page 7

CCS faculty complete language translation software



The three-year Hybrid Machine Translation Program of a team of faculty members of the College of Computer Studies Software Technology Department successfully built an English to Filipino Machine Translation System with three translation engines, after a year of project implementation.

Associate Professor Rachel Edita Roxas is the program's leader and principal author. She oversees the program's different projects, which are led by Assistant Professors Allan Borra, Charibeth Cheng, Nathalie Rose Lim, Michelle Wendy Tan, and Ethel Ong.

Funded by the Philippine Council for Advanced Science and Technology Research and Development (PCASTRD) of the Department of Science and Technology (DOST), the five million peso project seeks to develop a computer software that will automatically translate English texts and documents to Filipino, and vice versa.

The program is composed of six concurrent projects that lead to the creation

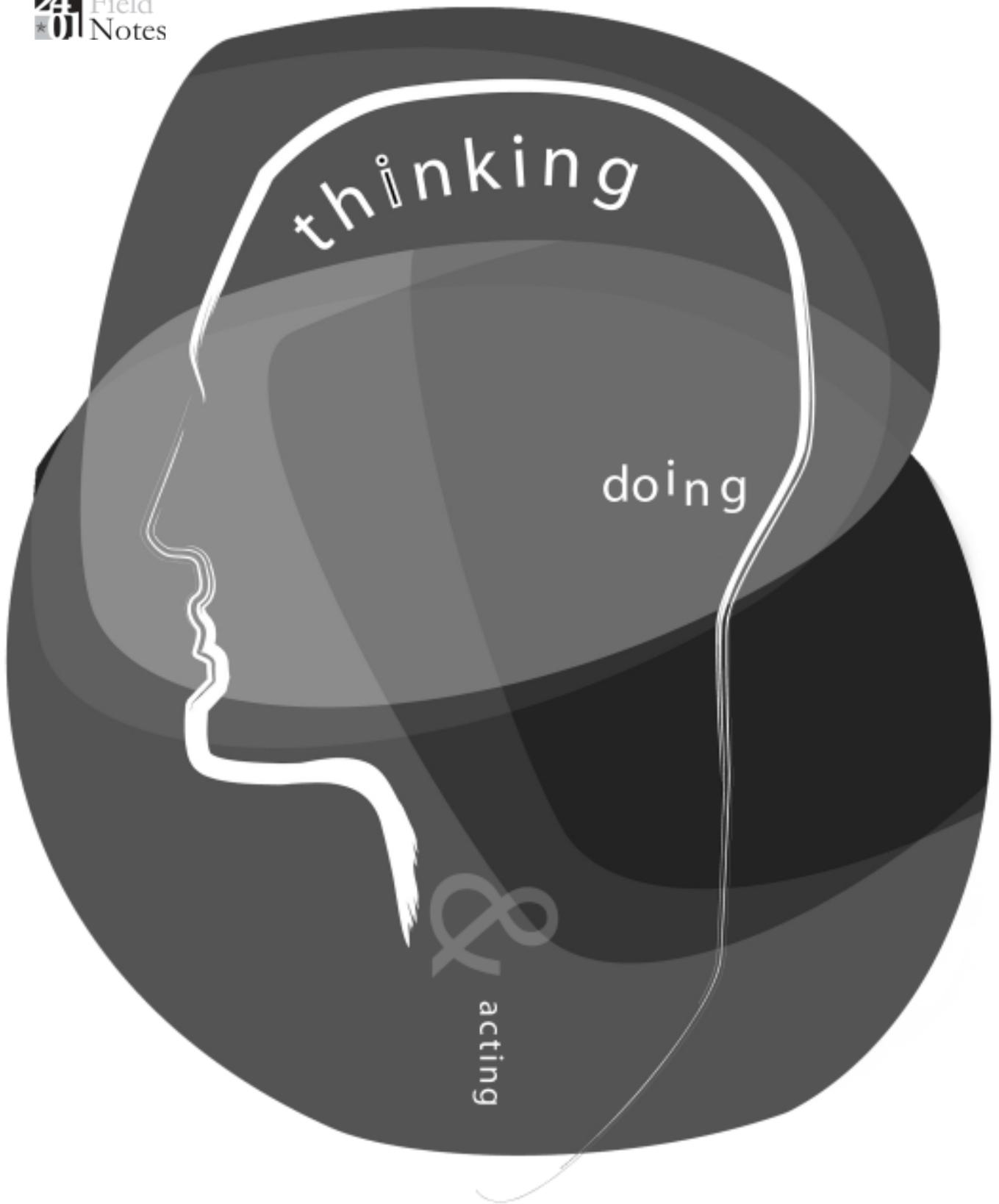
a full-scale Machine Translation system. The first three projects are involved in creating software that will create and process language resources or knowledge databases. These are the development of a Bilingual English-Filipino Lexicon; Automatic Part-of-speech Tagger for English and Filipino; and Morphological Analyzer and Generator for English and Filipino.

The other three projects are the different "engines" for automatic translations: Transfer-based Machine Translator using Lexical Functional Grammar, Example-based Machine Translation; and Template-Based Machine Translation.

The project integrates several machine

translation (MT) paradigms, in view of past researches on machine translation, involving various languages, different paradigms and methods, stating that no single MT paradigm can produce quality translation at par with the translation of human experts.

The English-Filipino MT system is a combination of the rule-based and corpus-based approaches. Rule-based MT involves a database of rules and language representation and translation from linguists and other experts. Meanwhile, corpus-based MT automatically learns such information from sample text translations. The corpus-based approaches used in the project are example-based and template-based.





By Dr. Rolando Gripaldo

It is important that we understand the relationship of these three human situational categories. A human being is always in a human situation in some sense. It could be a home, a school, or a neighborhood situation; it could be a situation of anger, love, choice, or sleep; it could be a theoretical situation, a dreamlike situation, or whatever. The person thrown into the world is always a situated being whether or not he or she is conscious of it. And situations flow and vary from time to time and from place to place. In objective reality the boundaries of situations are difficult to delineate although in abstraction these boundaries can be plotted out for analysis.



One area of philosophy that deals with thinking, doing, and acting is the *philosophy of action*. Persons *think* when there are problems at hand. They *act* on them such that actions are always intentional. *Doing* is something unintentional or involuntary. A doing that is intentional is an action. However, so-called *reflex action* is actually a doing, an involuntary act. If I wipe the glass of a grocery store and it explodes into pieces, I may be asked, “Why did you break the glass?” I may reply, “I did not break it. It broke.” If I step on a banana peeling and I fall flat on the floor, I may be asked, “Why did you fall?” I may reply, “I did not fall, I slipped.” Replies like these on the part of the person may be justified on the view that intentionality is implied in one’s act of “breaking the glass” or in one’s act of “falling” down. There are nuances of these expressions in ordinary language but a significant one is that these acts involve intentions.

When there are no problems or issues at hand, or when solutions to these problems or issues are satisfactorily made, then the person is engaged in *doing*. This doing possibility is explained in terms of habits, routines, skill mastery, and the like. But it is a mistake to believe that if I am doing a routine (say, driving a car from

Tandang Sora to DLSU) I am not thinking. True, I may not be thinking about my driving—which has become a routine—but I may be thinking about my lectures, my exams for the day, and my meetings. There are even occasions that my thinking and talking to someone while driving will let me forget an intended detour and will just let me continue doing my routine. A companion in the car may jolt me from thinking and talking: “Where are we going? You have to take me to U.P., Diliman, before you proceed to DLSU. We have to take a left turn and we have passed that juncture. So we have to do a U-turn now.” “Oh, I’m sorry. I have been en-grossed in [thinking and] talking with you that my driving routine to DLSU took over me.”

Ordinary language is so imprecise that it allows us to classify, for example, thinking and acting as *forms* of doing. “To think is to do” and “to act is to do,” or that thinking and acting are doings. While many philosophers qualify that an intentional doing is actually an acting, they reject the above manner of classification since doing generally connotes something mechanical or automatic. When Martin Heidegger says that Dasein is essentially a doing rather than a thinking being, he wants us to understand the difference



FIELD NOTES. What in the world is going on? We ask our faculty members to make sense of what we need to know, understand, and reflect upon. They agree to share insights and observations about their respective fields or special interests. *Field Notes* serves as a window to different worlds where we all belong.



Ordinary language is so imprecise that it allows us to classify, for example, thinking and acting as forms of doing. “To think is to do” and “to act is to do,” or that thinking and acting are doings.

between the mental act, which can be intentional, and the physical act, which can be mechanical or automatic. But his error lies in the fact that while he rejects the necessary connection between present thinking and present doing, he puts more premium on the doing. He fails to notice that one can perform thinking and acting (as in talking to someone where the ideas in the talk represent thinking while the talking represents acting) on top of one’s doing (as in routine driving). The driver will think about his driving only when a problem arises like he or she bumps into something. But all the while, while normal driving goes on, Dasein keeps on thinking about something else. Only a dead person does not *absolutely* think. Some psychiatrists argue that even while asleep a person thinks in his or her dream, except that these are generally forgotten upon waking up.

Not all thinking and doing are simple. Some are broad categories. On the one hand, the thinking involved in the choosing act, for instance, includes subsidiary acts. These are the act of recognizing the alternatives, the act of deliberating, and the act of deciding. Even the subsidiary act of deliberating includes the sub-subsidiary acts of determining the advantages and disadvantages of each alternative, comparing the probable consequences of one’s choice, and so on. On the other hand, the carpenter who fixes a table, after having ascertained the steps to be done, will now perform the fixing routine but this carpentry routine includes the subsidiary routines of hammering the nail, measuring the wood, etc. In all these steps of doing he seldom thinks about the carpentry

routine but may think of other things like the food to eat, the tuition of his child, etc. Occasionally he may think about the routine if the measurement is inaccurate or the like.

If one examines carefully this carpentry routine example, one will notice that the doing is the result of one’s thinking, namely, the proper procedural steps to fix the table. Once these steps are ascertained, then the fixing (doing) routine follows. The routine becomes automatic in view of the mastery of the skills of the carpenter. The mind is now freed to think about other things while the fixing goes on. If *doing* (“absorbed coping,” as Hubert Dreyfus calls it) is described as a phenomenological experience, it is not really that significant because of its mechanical or automatic nature. B. F. Skinner calls it as “operant conditioning.”

Hannah Arendt believes that the person feels first before he or she thinks. Ordinarily one feels hungry before s/he looks for food. Many philosophers of action argue that feeling is only one source of thinking as one can see a hump and slows down in driving (without any feeling at all). One can solve a mathematical problem without necessarily involving his/her feelings. The pragmatist Charles Peirce presents a model of action which, by and large, consists of perception (including doubt), conception (thought ending in belief or in a solution to the problem or doubt), habit, and action. We *perceive* the hunger, the hump, and the mathematical problem. We now generally go to the *conception* of their solutions. Then we perform a habit of action which can either be a *routine* or a *new action*.

Full Professor Dr. Rolando Gripaldo is the chair of the Philosophy Department. In February 1998, the Cambridge International Biographical Centre honored him the 20th Century Award of Achievement for his outstanding contributions in the field of Philosophy and History. He joined the Roll of Charter Recipients of the Centre in that year.

From page 1

CBERD inks pact with Canadian funding agency

The College of Business and Economics Center for Business and Economic Research and Development (CBERD) and the Canadian International Development Agency (CIDA) entered into an agreement in an important step to develop small and medium scale enterprises (SMEs) in the country. The signing was held on July 10 at the Multi-purpose room of the Don Enrique Yuchengco Hall.

The two parties signed a memorandum of agreement formalizing the designation of CBERD as a local partner of CIDA's Private Enterprise Accelerated Resource Linkages Project Phase 2 (PEARL2).

PEARL2 is a project funded by CIDA to support the development of SMEs in the Philippines. It provides Business Support Organizations (BSO) with timely and reliable business information, identified as one of the critical needs of SMEs.

PEARL2 featured a Market Intelligence System covering several industries under its Sectoral Enhancement component. In addition, it publishes State of the Sector Reports on various industries. These reports contain business information of interest and relevance to the members of the BSOs.

Under the MOA, PEARL2 and CBERD have agreed to collaborate on the development and implementation of the Market Intelligence System and the State of the Sector Reports for 2006 for a period beginning June 5 of this year till March 2007. By partnering with CBERD, CIDA is ensuring the sustainability of the two projects.

During the event, PEARL2 National Project Manager John Manzanas said that CIDA identified CBERD as its partner organization because it believes that the research center has the capability and resources for research, data analysis and storage, and related activities needed for continuance of the Market Intelligence System and the State of the Sector Reports.

CBERD Director Dr. Tereso Tullao Jr. said, "We see this as an opportunity of improving the research capabilities of our faculty in the field of entrepreneurship and marketing. We welcome this partnership as a way of improving our soft infrastructure."

Also present during the event were Canadian Ambassador Peter Sutherland, CIDA Representative Ed Sutherland, DLSU-Manila President Br. Armin Luistro FSC, Vice President for Academics and Research Dr. Julius Maridable, CBE Dean Dr. Myrna Austria, and CBE Vice Dean Rene Hapitan, among others.



COE from page 2

Project, which will commence after the initial five-year phase ends in March 2008.

In 2005, DLSU-Manila, as host institution of the AUN/SEED-Net Chemical Engineering (ChE) graduate program received a total funding support amounting to USD 70,699.00 and special equipment worth USD 45,500. At present, the University has 20 AUN/SEED-Net scholars who are taking ChE graduate programs (MS and PhD). The Chemical Engineering Department is still expecting 5 new MS students and 3 PhD students for the Second Term, which will commence this September.

The Network is composed of 19 ASEAN educational institutions and 11 Japanese supporting agencies. It aims to promote human resources development in engineering for sustainable industrial development in ASEAN with support from JICA.

DLSU-Manila ranks No. 1 in Philippine finance research

De La Salle University-Manila earned the highest rank among Philippine universities that made it to the Pacific-Basin Finance Journal's latest release of ranking of finance programs in the Asia-Pacific region. DLSU-Manila is the only Philippine private university that was included in the list.

La Salle landed in the 85th spot among 170 universities that were ranked. The University of the Philippines is in the 122nd slot. DLSU-Manila likewise received the seventh highest ranking among the 17 Southeast Asian Universities in the listing.

These placements appeared in the article "Ranking of finance programs in the Asia-Pacific Region: An update" authored by Kam Chan of the Department of Finance of the Western Kentucky University in the USA and Carl Chen and Peter Lung of the Department of Economics and Finance of the University of Dayton in Ohio, USA.

Using 11,495 articles published in 21 finance journals during a 15-year period from 1990 to 2004, the group reviewed the finance research productivity of 1,127 universities and 1,039 non academic institutions. Among the 1,127 universities, 170 are from the Asia-Pacific region.

They counted the number of articles

and the weighted page counts of contributions produced by authors from respective institutions.

Among the articles reviewed by the group are the researches of Economics Department faculty members Dr. Angelo Unite and Dr. Michael Sullivan. The two co-wrote "The Influence of Group Affiliation and the Underwriting Process on Emerging Market IPOs: The Case of the Philippines" and "The Effect of Foreign Entry and Ownership Structure on the Philippine Domestic Banking Market."

The articles were published in the Pacific-Basin Finance Journal in 2001 and the Journal of Banking and Finance in 2003. Unite earned the 1st Runner-up award during the 2004 CHED REPUBLICA Awards for the latter.

The Pacific-Basin Finance Journal is an academic journal published five times a

year by Elsevier Science publishers B.V. (North-Holland) in collaboration with the University of Hawai'i's FIMA Research Center. The Journal provides a specialized forum for the publication of the highest quality theoretical and empirical research on capital markets of the Asia-Pacific region.

