



2401 (twe'n tē for 'o, 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 the name of the official newsletter of DLSU-Manila, featuring developments and stories of interest about the University.

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CBE PROF SHARES RESEARCH ON BEST HR PRACTICES



Surveying the human resource (HR) management practices of the country's best employers, Dr. Divina Edralin, full professor of the Business Management Department, identified factors common to them as well as the emerging workplace patterns. She shared the results of her study titled "Model Employers in the Philippines" in a research faculty lecture last July 12 at the Ariston Estrada Seminar Room.

In the lecture, organized by the Office of the Vice Chancellor for Research in cooperation with the Business Management Department, Edralin discussed how HR management has performed an integral and strategic function, serving as an essential management tool for the continued existence and success of any business.

Edralin's two-year research effort showed in detail human resources management practices related to recruitment, training and development, performance management, compensation, labor relations, health and safety, and leadership. These were the seven categories on HR practices used in the research.

She surveyed 20 companies listed in the Top 1,000 Corporations and 1,937 employees and management representatives. Through a survey of employee opinion, GMA Network obtained the highest overall ranking, followed by Ayala Land, Inc. and Yazaki-Torres.

Also discussed in the lecture were the common emerging workplace patterns and best

human resource management practices. These were clustered according to experience, such as the creation of enabling structures and systems that intentionally enable individual employees and teams to translate the firm's strategic goals into actual day-to-day work and achieve corporate goals; leadership such as focusing on the corporate vision-mission goals and using self-empowering teams; and labor relations like engaging in productive social partnership of labor and management.

Edralin is known for her work as a management consultant and trainer of trade unions, schools, non-government organizations, government agencies, and business firms. She was awarded by the Petron Foundation as the Most Outstanding Management Educator in the country in 2003, and has published several books on the area of business development, the most recent one of which is the Human Resource Management: Concepts and Application, published by Abiva, Inc.

COE AND CCS DEVELOP TAX MAPPING SYSTEM

In support of the Bureau of Internal Revenue's (BIR) drive for a more efficient tax collection and verification scheme, the Colleges of Engineering and Computer Studies teamed up to introduce a tax mapping system that uses ordinary mobile phones.

The project, which started more than three years ago, was recently pilot tested in the Makati district. "More than just educating Lasallians on the importance of complying with tax duties, the University wanted to make a more active stance in helping the BIR," says team leader Dennis Beng Hui, faculty of Industrial Engineering Department.

Beng Hui clarified that in 2004, BIR was already introduced to a system called Mobile Revenue Officer's System (MROS), which was being used for validation of information by accessing a database, but there were some lapses in the system. For instance, it made use of costly blackberry device through a third-party provider. The system's database likewise provided users with overwhelming pieces of information.

The MROS, according to Beng Hui, was also limited to just the retrieval of information. BIR officers were then tasked to fill out multiple forms at the end of every day on the field.

To address the problems in the MROS, the DLSU-Manila team composed of Industrial Engineering faculty members Jennifer Gutierrez, Jazmin Chong, and Beng Hui spearheaded a two-phased study on the project. The first phase enabled the team to fully understand the whole tax collection and remittance process. This phase was sponsored by the A. Yuchengco Foundation through its Foundation for Revenue Enhancement.

The next phase, which was funded by United States Agency for International Development's Economic Modernization through Efficient Reforms and Governance Enhancement (EMERGE), concerned itself with the application of the findings from the earlier phase. Led by College of Computer Studies (CCS) Dean Dr. Caslon Chua, faculty experts Solomon See, Charles Segubre, and Therese Seares designed the new system.

The collaboration between the two colleges resulted into the conception of a tax mapping system that uses ordinary GPRS-capable mobile phone with the capability to feed bits of information. It is also more user-friendly, so BIR officers have easier time to "tax-map." Lapses in the policies were addressed.

A web portal was also introduced with a report-generation tool. This enables the BIR Commissioner, Director, and Revenue District Officers to access data online and in real-time format that they are accustomed to.



Walang makapagtatwang tayo’y namumuhay sa isang magulo’t magalaw na daigdig. Post 9-11 nga ang tawag sa panahong ito ng ilan, na panahon ng Tatlong T--Teknolohiya, Text, at Terorismo. Maraming mga tanong na di masagot hinggil sa walang-tigil na paglalarawan sa Sindak bilang kara niwang bahagi at nakamamanhid nang hulagway ng araw-araw na pamumuhay. At marami na rin marahil ang tumigil sa pagtatanong kung ano ba ang saysay ng dusa sa daigdig na itong araw-araw na humaharap sa iba’t iba nitong mukha. Sa panitikan, hindi tumitigil sa pagtugis ang mga Dakilang Aklat sa pag-uusig. At laging nadadawit sa usapin ng dusa ang ating paboritong si Job.

Isa si Job sa pinakamadalas na halimbawang karakter sa panitikan. Maaari na ring sabihing isang nakamamanghang likha ng arketipo. Hindi na rin katakataka: sa matamang pagbaling sa kaniyang kasaysayan, mamamalas ang mga punla ng mga laging hanap natin sa mga salaysay ng ngayon—tulad ng kompleksidad ng katauhan, mahusay na paghimay ng kaluluwa, tagisan na kung tutuusi’y walang hanggan. Na patunay lamang, sa palagay ko, na bagaman libong taon na ang lumipas mula nang masulat ang Aklat ni Job, matalab pa rin ito—kaya nga klasiko. Ang bertud nito’y nakatanim di lamang sa gintong karunungan nito bilang bahagi ng pananampalataya, kundi maging sa kasiningang larawan ng isang sumakabilang panahon.

Sa panahon ngayon na halos nagiging karaniwan ang larawan ng dusa, sasabihing napakapayak ng pakana ng Aklat ni Job: papaano kung hayaan ng Diyos na magdusa ang matuwid? Tiyak na iiling lamang tayo sa pagharap sa tanong, at sa iba pang kapatid na

tanong: Totoo bang may matuwid? Sino ba ang tunay na matuwid? Sa kaninong pamantayan?, atbp. Walang tiyak na matutumbok. Dahil, wika nga, salat ang ating pag-unawa, lalo sa tinatawag na Banal na Disenyo. Hinding-hindi natin ganap na mauunawaan ang mga niloob na niloob ng Diyos, at tulad ni Job, muli at muli lamang nating itatanghal ang walang maliw na pagtatanong ng mga bakit. Itong tagisang ito ng Diyos-tao ang isa sa pangunahing tagisan ng maniningning na mga obrang pampanitikan. Sapagkat iyon naman talaga ang ating kalagayan bilang tao, bilang nilikha. Wala tayong kakayahang ganap na maunawaan ang kilos ng Diyos, ni sukatin ang ating sariling kabutihan.

Bilang isang pangkulturang artifact, ang Aklat ni Job, na bahagi ng pangkat ng mga aklat ng karunungan, ay binubuo ng mga bahaging prosa at tula. Sinasabing hinalaw ng di kilalang may-akda ang salaysay ni Job mula sa isang kuwentong bayan o folk tale, at iyon ang ginamit niyang lunsaran at banghay upang talakayin sa isang matulaing diskurso ang suliranin ng dusa. Sumunod sa siklo ng pananaghoy (lamentation)-sagot ang aklat. Kumasangkapan ang may-akda ng tatlo pang karakter, sina Elifaz na Temanita, Bildad na Suhita at Zofar na Namaatita—mga kaibigan ni Job na nagsilbing tagapagtuwid ng sa paniniwala nila’y mga baluktot na palagay ng nagdurusa. May isang sungaw o ekstrang mananalumpati pa sa huli, si Elihu, anak ni Barachel na Buzita na kabilang sa lipi ni Ram. Kinikilalang susog o dagdag ang “pamamagitan” na ito ni Elihu sa Aklat ni Job, na inilalarawan ng New Jerome Biblical Commentary (1993) na “akda ng Lumang Tipan na pinakamahirap isalin” dahil sa dami ng kaibahan at di pagkakaayon ng makabago’t matandang bersyon. Tinukoy naman ng iskolar ng Bibliya

na si Lawrence Boadt ang Aklat ni Job isang “dramatikong diyologo” na may isang “dramatikong dula.” Sa mode pagbasa, tatanggap pa ang Aklat ni Job sari-saring pagtukoy, tulad ng “paradig sinagot na panaghoy” (H. Gese), at kor W. Whedbee), isang palagay na nakaka isang tinuran ni Northrop Frye. Kinilala ni G. Fohrer ang nangingibabaw na nila aklat—ang panaghoy, batas at karunungan niya’y salit-salit na ginagamit sa pagsang pagkasawi ni Job.

Pangunaging problema ng Aklat ni Job ang kasamaan, bukod sa katarungan pang kabutihan. At ang pagsusuring ginawa ng akda rito’y mainam na salamin natin di sa pang-pananampalataya kundi maging pangkulturang banghay ng kaisipang Job. Pangunahin na rito ang palagay nila hing kasawian. Unang kaugnay nito ang Juda larawan ni Satanas o ng Diablo, na pinang kasalukuyang turo at pananampalataya hari ng Masama. Sa banghay-kaisipang higit na tagausig si Satanas kaysa tagapagkat. Ang tradisyunal na imaheng ito’y makikita natin sa Bagong Tipan, lalo sa mga salaysay apatnapung araw na pananalangin at pananiniwala ni Kristo sa ilang. Maaaring sa kaisipang rin umusbong ang kasalukuyang konsepto ng devil’s advocate. Sa ganitong pagtingin, matalik na pagbasa, nagiging tagausig ang aklat ni Job, siya ng ating hangganan. Kaya’t mas hindi dapat bantayan ay ang sarili.

Kaya parusa ang kasawian, para sa ating kultura at paniniwalang Judeo, na hindi dapat hindi maibubukod sa isa’t-isa. Di tulad ng ating nakamulang aral-simbahan, kung hindi mas mahalaga ang kamtin ang kaligtasan.

Aklat ni Job: Muni at Talang

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Pangkultura



Aklat, mula p5

kaluluwa, sa mga Judeo'y maaaring makamit ang langit sa lupa. Ang kanilang pagkakahiwatig sa kaligtasan ay kasaganaan sa buhay, kalusugan, kaganapan. Dala ng pagkakasala ang sakit o kasawian. Pagsubok ito upang maituwid ang landas. Itong pagkakaunawang ito ang inaalingawngaw ng mga naging tagapagpalinaw ng isip at tagapagpalubag ng loob ni Job, lalo't sinusubok ni Job na makipagtuos sa Diyos, na pinaniniwalaan niyang kaniyang buong-pusong napaglingkuran.

Natatangi rin kung ituturing ang mahabang tradisyon ng Judeong salaysay na madalas nagtatauhan ng mga tagalabas at hindi kabilang sa “bayan ng Diyos.” Iba-iba ang mga paliwanag hinggil dito at sa Aklat ni Job. Sa New Jerome Biblical Commentary, sinasabing bahagi ito ng pangmalawakang tradisyon ng panitikan ng karunungan (wisdom literature), kung saan itinatanghal ang mga tauhang mangmang na nagtatanggol sa tradisyunal na pagtingin sa Banal na Pagpaparusa (Divine Retribution). Sa Bibliya ng Sambayanang Pilipino (1990), bagaman “di alam ang pag-asa ng mga propeta,” ang taga-Us na si Job ay mapalad sapagkat sapat na para sa kaniya ang “pagnilayan ang kalikasan para sa pananampalataya sa Diyos at sa kalinga nito.” Ano't ano man, itong gawing ito'y muli at muli nating masisilayan sa iba pang kuwento sa Bibliya—sa babae sa balon, sa

tagasunod na mga Hentil, sa mabuting Samaritano—na sa mahabang panaho'y ibinukod (othered) ng kulturang Judeo. Iniisip kong basahin ito bilang natatanging paraan ng mapagdiling (self-reflexive) pagninilay ng mga manunulat ng Bibliya sa mga karunungan kaugnay ng kanilang pakikipagkapwa at pakikiniig sa Diyos.

Ang panitikan ng karunungan o hokmah sa Hebreo, kung saan napapabilang ang Aklat ni Job, ay isang mayamang penomenong pangkultura mula sa Gitnang Silangan. Praktikal na kaalaman na pinanday ng danas ang saklaw nito. Bilang isang personipikasyon, ang karunungan ay tagapamagitan ng tao sa Diyos, gabay, tagapagligtas, tagapagpaliwanag. Nais kong maglimi sa huling pang-uring kumakatawan sa karunungan dahil dalawang katuturan ang ipinadiring nito—ang una'y may kaugnayan sa pagbibigay-tanglaw, ang ikalawa'y nagtatangkang magbigay-linaw. Kapwa gawain ng mga ito ang karunungan. Sa kasaysayan ni Job, matapos ng pananaghoy at pakikipagtuos sa Diyos na “mula sa unos” (isa na namang madalas na larawan ng engkuwentro ng Diyos-tao sa kontekstong Judeo), napatahimik ang kaluluwa ni Job sa mga pagbabalik ng kaniyang pag-uusig. Ang kasunod ng katahimikang iyon ang karunungan na nagpaunawa sa kaniya sa kaniyang mga pinagdaanan. Ang kasunod na katahimikang ding iyon ang nagpabigkas sa kaniya ng: “Samaktwid, binabawi ko ang lahat kong sinabi, at sa abo't alabok ako'y nagsisisi.” At, sa huli, pinagpala siyang muli.

Si LOUIE JON A. SANCHEZ ay tapos kamakailan ng MFA in Creative Writing sa DLSU, na may mataas na pagkilala. Kasalukuyan siyang guro ng panitikan at humanidades sa Department of Literature. Itinatanghal siyang Makata ng Taong 2006 ng Komisyon sa Wikang Filipino.



ECO-MANAGEMENT EXPERT TAKES LEAD IN GLOBAL FORA

Dr. Anthony SF Chiu of the Industrial Engineering Department chaired the United Nations Environment Programme (UNEP) Electronic Waste Workshops in Hanoi last April 25-27. He also presented the country paper for the Philippines, and led the discussion among government delegates from China, Thailand, Malaysia, and other Asian countries.

Electronic waste is a key concern in the field of Environmental Management. The UNEP and Basel Convention have put up coordinated efforts in addressing this issue in the Asian region.

Chiu was also invited as resource speaker at the United Nations Economic and Social Commission of Asia Pacific (UN ESCAP) last June 15 to speak on Asian Green Growth and Eco-industrial Development in Bangkok.

He stressed the importance of technology and regional coordination, as well as the generation of added value that could be accessible by the general stakeholders in these two events.

In another international gathering, Chiu served as plenary debater in the International Society for Industrial Ecology (ISIE) 2007 Conference in University of Toronto last June 19.

A founding officer of the ISIE at Leiden in 2001, Chiu debated on the issue “Can industrial ecology help developing countries rapidly change from conventional to sustainable industrialization?” He noted that eco-efficiency alone would only affect the forecasted production system, and likewise pointed out that by determining the carrying capacity of the planet, a scientist could use a backcasting approach and prepare a master plan of eco-efficiency based on the available information.

The conference featured three other debaters from China, India, and Brazil and was attended by about 400 international members of the scientific community.

Together with Dr. Geng of Dalian University of Technology, China, Chiu also co-presented a technical paper on the Circular Economy Model during the five-day conference.

International journals publish articles of DLSU-M faculty

Two think-tanks recently published International Studies Department faculty Dr. Renato De Castro’s articles on international relations. The July 2007 issue of Asian Outlook of the American Enterprise Institute (AEI) for Public Policy came out with De Castro’s “China, the Philippines, and US Influence in Asia.” The article examines how China has transformed its contentious relations with the

Philippines into a cooperative one through the application of its soft-power.

The AEI is based in Washington D.C. and is home to some of America’s most sophisticated public policy experts on economics, law, political science, defense, and foreign policy studies.

The Korea Institute for Defense Analysis, through the Korean Journal of Defense Analysis (KJDA), also published De Castro’s “21st Century Chinese Arms

Modernization and Statecraft.” The article analyzes current Chinese arms modernization within its overall foreign policy gambit in Southeast Asia.

KJDA is a peer-reviewed journal on defense affairs and is a Thompson Scientific (formerly ISI) listed journal. This is De Castro’s ninth article that has been published by a Thompson Scientific listed journal.



DLSAA HONORS DLSU-M ADMINISTRATOR

The De La Salle Alumni Association (DLSAA) conferred on College Admissions Office Director Melisse del Rosario the Lifetime Membership Award during formal ceremonies held last July 12 at the M. Gaerlan Conservatory.

Del Rosario finished her Master of Arts in Education major in Guidance and Counseling degree in De La Salle College in 1967, concurrent with her position as guidance director of the University's then Grade School. Before taking the helm of the College Admissions Office in September 1985, she served as a part-time faculty member and thesis mentor of the University's Graduate Guidance Department from 1969 to 1979. She eventually became the director of Student Financial Assistance and an assistant professor of the University.

In her message, she shared that screening student applicants to La Salle has always been a part of her job, from the time the DLSU campus still had a Grade School till the time it opened to College.

DLSU-M practically became her second home after graduating from college. She pointed out that it has been fun and fulfilling working for the College Admissions Office, which she considered "the soul of the University" because the University depends on this office for the quality of students the University will

have, a fact emphasized to her by Br. Andrew Gonzalez during his time.

The Lifetime Membership Award is a special award given by DLSAA to acknowledge an alumnus or alumna's loyalty and support to the Association's projects and concerns. This award is given to recognize an individual who shares, in an extraordinary way, the Lasallian family's values.

As an honoree, del Rosario was presented with a plaque of recognition and a lifetime DLSAA Card with full benefits.



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