

Curriculum Vitae



Unit 1224 EGI Taft Tower
Condominium, 2339 Taft Avenue,
Manila, Philippines 1004

Economics Department, School of
Economics, De La Salle University –
Manila
LS-207 La Salle Hall
2401 Taft Avenue, Manila,
Philippines 1004

Phone (632) 353-8878

Mobile: 0915-8477046

Fax: (632) 303-0867

E-mail: cesar.rufino@dlsu.edu.ph

cesarufino@gmail.com

rufinoc@gmail.com

cesarufino@icloud.com

Website:

<https://dlsu.academia.edu/CesarRufino>

Dr. Cesar C. Rufino

Education	<p>December 2000 De La Salle University, Manila</p> <p>Doctor of Business Administration</p> <ul style="list-style-type: none"> ▪ CIDA Scholar 1999-2000 ▪ Faculty Scholar 1997-2000 <p>Dissertation – “<i>Modeling Consumer Demand Behavior of Metro-Manila Households and its Implications for Marketing Management</i>”</p>
	<p>December 1994 De La Salle University, Manila</p> <p>Master of Science in Economics</p> <ul style="list-style-type: none"> • Faculty Scholar 1992-1994
	<p>October 1979 University of the Philippines</p> <p>Master of Statistics</p> <ul style="list-style-type: none"> • Philippine Statistical Association Scholar (1976-1979)
	<p>November 1974 Pamantasan ng Lungsod ng Maynila (University of the City of Manila)</p> <p>Bachelor of Science in Mathematics</p> <ul style="list-style-type: none"> • City of Manila Scholar (1972-1975)
	<p>April 1972 Pamantasan ng Lungsod ng Maynila</p> <p>Associate in Arts</p> <ul style="list-style-type: none"> • City of Manila Scholar (1970-1972)
Special Courses Completed	<ul style="list-style-type: none"> • Kansas State University, Manhattan, Kansas, USA – June to July 1984 (Sponsored by U.S. Wheat Associates) - <i>U.S. Grains Marketing System Short Course</i> • Memphis State University, Memphis, Tenn., USA – April – May, 1991 (Sponsored by SAVOLA Company, KSA) - <i>Commodities Futures Trading – Basis Management</i>

	<ul style="list-style-type: none"> • University of the Philippines, October 16-18, 2000 (Sponsored by De La Salle University) - <i>Introduction to Data Mining Concepts and Applications</i> • Philippine Institute of Development Studies, April 29 – May 4, 2002. (Sponsored by the Philippines Department of Agriculture) - <i>Introduction to Geographic Information System (GIS) Using Arcview: Integration of Socio-Economic Data</i>
Professional Experience	<p>June 2012 - Present DLSU – Manila, School of Economics Distinguished Professor</p> <p>Jan. 2011 – May 2012 De La Salle University, Manila Associate Professor 7</p> <ul style="list-style-type: none"> • Economics Department, School of Economics
	<p>Jan 2007 – Dec. 2010 De La Salle University, Manila Associate Professor 6</p> <ul style="list-style-type: none"> • Economics Department, School of Economics
	<p>Jan 2001 – Dec 2006 De La Salle University, Manila Associate Professor 5</p> <ul style="list-style-type: none"> • Economics Department, College of Business and Economics <p>April 2009 – July 2009 Soka University, Tokyo, Japan Visiting Professor</p> <p>Japan-Asia Studies (JAS) Program, Faculty of Economics</p>
	<p>Sep 2002- Feb 2003 Soka University, Tokyo, Japan Visiting Professor</p> <p>International Program in Economics, Department of Economics</p>
	<p>Jan 1997 – Dec 2000 De La Salle University, Manila Assistant Professor 7</p> <ul style="list-style-type: none"> • Economics Department, College of Business and Economics
	<p>Jan 1996 – Dec 1996 De La Salle University, Manila Assistant Professor 6</p> <ul style="list-style-type: none"> • Economics Department, College of Business and Economics
	<p>Jan 1995 – Dec 1995 De La Salle University, Manila Assistant Professor 5</p> <ul style="list-style-type: none"> • Economics Department, College of Business and Economics
	<p>May 1991 – Dec 1994 De La Salle University, Manila Assistant Professorial Lecturer 4</p> <ul style="list-style-type: none"> • Graduate School of Business and Economics
	<p>Jan 1989 – Jan 1991 SAVOLA Co., Jeddah Kingdom of Saudi Arabia Commodity Research Manager</p>
	<p>Jun 1988 – Dec 1988 De La Salle University, Manila Assistant Professor 4</p> <ul style="list-style-type: none"> • Mathematics Department, College of Science

	<p>Sep 1981 – Jun 1988 De La Salle University, Manila Lecturer</p> <ul style="list-style-type: none"> Mathematics Department, College of Science
	<p>Jun 1985 – Oct 1986 National Food Authority Chief, Market Analysis Division</p> <ul style="list-style-type: none"> International Marketing Directorate
	<p>Jan 1983 – Jan 1985 National Food Authority Chief, Import Division</p> <ul style="list-style-type: none"> International Marketing Directorate
	<p>Oct 1981 – Dec 1982 National Food Authority Chief, Operations Research Division</p> <ul style="list-style-type: none"> Management Services Directorate
	<p>Jan 1980 – Oct 1981 National Food Authority Senior Management Analyst</p> <ul style="list-style-type: none"> Electronic Data Processing Division
	<p>Jul 1978 – Jan 1980 National Food Authority Management and Audit Analyst II</p> <ul style="list-style-type: none"> Operations Analysis Division
	<p>May 1977 – Jul 1978 National Census and Statistics Office Senior Statistician (OIC)</p> <ul style="list-style-type: none"> Population and Housing Division
	<p>Oct 1975 – May 1977 National Census and Statistics Office Statistician II</p> <ul style="list-style-type: none"> Household Surveys Division
	<p>April 1975 – Oct 1975 National Census and Statistics Office Statistician Trainee</p> <ul style="list-style-type: none"> 2nd UP-NMYC-NCSO Statistical Manpower Training Program Statistical Center, U.P.
Professional Memberships	<p>The Econometric Society Philippine Economic Society East Asian Economic Association International Association of Survey Statisticians Western Economic Association International</p>
Special Distinctions	<p>Outstanding Scientific Paper Award, National Academy of Science & Technology (NAST), 2014 Top Paper Award: International Conference for the Advancement of Development Administration (ICADA 2014), Bangkok, Thailand Best Paper Award: 2014 DLSU Research Congress Outstanding Teacher Award - Students Search for Outstanding Teachers, DLSU</p>

	<p>(1999 and 2005)</p> <p>Finalist: Students Search for Outstanding Teachers, DLSU-Manila (1996, 1998, 1999, 2001, 2003, 2005, 2007)</p> <p>Research Award: URCO Research Award, DLSU-Manila (1998, 1999, 2003, 2005, 2006, 2007, 2008, 2010, 2011, 2012, 2013, 2014)</p> <p>Holder: Santiago Syjuco Distinguished Professorial Chair in Economics, School of Economics, DLSU, SY 2011-2012, 2012-2013, 2013-2014, 2014-2015</p> <p>Holder: Charles Huang Professorial Chair in Business Economics, School of Economics, DLSU SY 2010- 2011</p> <p>Holder: Amb. Ramon V. del Rosario Sr. (2) Chair of Business and Economics, DLSU 2009-2010</p> <p>Holder: Gregorio Alcantara, Jr. Professorial Chair in Marketing Management, DLSU 2005 - 2007</p> <p>Holder: Don Rufino Deeeunhong Chair in Business Administration, DLSU 1999 - 2005</p> <p>Holder: Liu Ta Jen Professorial Chair in Business and Economics College of Business and Economics, DLSU 1998-1999</p> <p>Holder: Don Eduardo Cojuangco, Sr. Academic Chair of Business College of Business and Economics, DLSU 1995-1998</p> <p>Senior Research Fellow: DLSU – Angelo King Institute of Business and Economic Studies</p> <p>Member – Editorial Board: GSB Journal of Business & Management, DLSU</p> <p>Reviewer – Omega, The International Journal of Management Science</p> <p>Exchange Research Fellow – ASEAN University Network / Korean Association of South East Asian Studies 2005-2006</p>
<p>Publications</p>	<ol style="list-style-type: none"> 1. <i>Joint Estimation of Filipino Child's Schooling and Work Choices</i> (DLSU Business and Economics Review ISSN-0116-7111 , July 2015 Vol.25 No. 1 pp.119-142) 2. <i>The Role and Contribution of Private Higher Education in the Philippines</i> (A commissioned study by PACU-FAPE-DLSU) ISBN: 978-621-95241-0-0(July 2015) with researchers from SOE and DLSU-LIDER 3. <i>The Pattern of Consumption for Food Away from Home (FAFH) of Filipino Households during the Modern Era</i> (Proceedings of the 2015 DLSU Research Congress – Research for Sustainable Future), March 2-4, 2015 FNH-II-016 pp. 113 4. <i>ASEAN+3 Currencies: Determining Long-run Linkages (Proceedings of the 3rd ICADA 2014</i> ISBN: 978-974-231-850-5, Oct. 9-11, 2014 Bangkok, Thailand: pp. 391-412) Top Paper Award 5. <i>Martingales in ASEAN+3 Currencies</i> (DLSU Business and Economics Review ISSN-0116-7111 , Jan 2014 Vol. 23 No. 2 pp. 65-79) 6. <i>A Potential Challenge to the Market Efficiency of the Philippine Stock Exchange: Day of the Week Effect</i> (Proceedings of 2014 DLSU Research Congress – Towards Rigorous, Relevant and Socially Responsive La Sallian Research, March 6-8, 2014 EBM-I-001 pp. 95) (Best Paper Award: 2014 DLSU Research Congress) 7. <i>Consumption Pattern of Metro Manila Poor Households – A Microeconomic Evaluation</i> (DLSU Business and Economics Review ISSN-0116-7111 ,Jul 2013 Vol.

23 No. 1 pp. 10-24)

8. ***Korean Inward Tourism to the Philippines: A Macroeconometric Evaluation***", Proceedings of the 2013 DLSU Research Congress March 7-9, 2013 LCCS-II-011 pp.53
9. ***Random Walks in the different sectoral submarkets of the Philippine stock exchange amid modernization***" Philippine Review of Economics ISSN 1655-1516 Vol. XLX No. 1, June 2013 pp. 57-82. (NAST 2014 Outstanding Scientific Paper Award)
10. ***Signal Extraction from the Components of the Philippine National Accounts Statistics Using ARIMA Model-Based Methodology*** (DLSU Business and Economics Review ISSN-0116-7111, Jan 2012 Vol. 21 No. 2 pp. 1-16)
11. ***Forecasting the International Demand for Philippine Tourism*** (DLSU Business and Economics Review ISSN-0116-7111 , July 2011 Vol. 21 No. 1 pp. 61-76)
12. ***Analyzing the Philippines Inter-Regional Market Integration for Rice*** (International Research Journal of Finance and Economics ISSN-1450-2887, Issue 69 (June 2011) pp. 108-127)
13. ***Empirical Comparison of Extreme Value Theory vis-à-vis other Methods of VaR Estimation using ASEAN+3 Exchange Rates*** (DLSU Business & Economics Review ISSN-0116-7111, Jan 2011 Vol . 20 No.2: pp. 9-22)
14. ***Forecasting Philippine Monthly Inflation Using TRAMO/SEATS*** (DLSU Business and Economics Review ISSN-0116-7111, July 2010 Vol. 20 No.1: pp 1- 13)
15. ***Lagged Effect on Sales of TV Advertising of an Intermittently Advertised Product*** (DLSU Business and Economics Review ISSN-0116-7111, July 2008 Vol. 18 No.1: pp 1-12)
16. ***Debt Instruments and Philippine Economic Recovery***. Resmedale.biz ePublication. , 2008
17. ***Inter-Regional Integration of Philippine Rice Markets*** DLSU-Angelo King Institute Working Paper Series 008-06 (June 2008)
18. ***The Steady State Relationship and the Spread Between Treasury Rates and Commercial Lending Rates*** DLSU-Angelo King Institute Working Paper Series 2008-02 (March 2008)
19. ***An Appropriate RMU Arrangement for Surveillance in the ASEAN+3 Region***– ASEAN Secretariat Publication, Jakarta, Indonesia 2007
20. ***Estimating the Degree Cost Functions of the Philippines Public and Private Higher Educational Institutions*** (Asia-Pacific Education Review, July 2006 Vol. 7 No. 1: pp. 32-40).
21. ***Determinants of Korea's Inbound Tourism to the Philippines*** –The Update on ASEAN and Korean Studies: 2005, ASEAN University Network-Korean Association for South East Asia Studies (AUN-KASEAS), pp. 197-263
22. ***A Comprehensive Cost Analysis of Degree Programs for Selected Higher Educational Institutions***. DLSU-Angelo King Institute Working Paper Series No. 12, June 2003
23. ***The Establishment of the Optimal Production and Marketing Plan: The Case of a Small-Scale Manufacturing Firm*** GSB Business Review Vol.3 No. 1 (Jan-June

	<p>1999) pp. 80-91</p> <p>24. <i>The Robustness of Optimal Portfolio Investment Rankings When Short Selling is Allowed and With Risk-Free Borrowing and Lending</i> DLSU Business & Economics Review Vol. 10 No.1 (1999) pp. 53-66</p> <p>25. <i>Analysis of the Structural Stability of the Consumption and Investment Functions of 16 Emerging Market Economies</i> DLSU Business & Economics Review Vol.9 No.1 (1998) pp.51-61</p> <p>26. <i>Can the BSP Still Rely on the Money Multiplier Process?</i> DLSU Business & Economics Review Vol. 8 No.1 (1997) pp. 21-41</p> <p>27. <i>On the Improbability of 21 LOTTO Jackpot Winners in a Single Draw</i> DLSU Economics Letters Vol.2 No.1 (1997)</p> <p>28. <i>Monte Carlo Study of a Company with Probabilistic Raw Material Delivery</i> - GSB Business Review Vol.1 No.1 (1997) pp.19-35</p> <p>29. <i>Rotterdam Model and Linear Expenditure System - An Empirical Comparison</i> (DLSU B & E Review 1994-1996 Vol.7 No.2 , pp. 69-93)</p> <p>30. <i>Univariate Box-Jenkins Modeling of Different Components of the Quarterly Gross Domestic Product (GDP) Account</i> DLSU Economics Letter Vol. 1 No.3 February 1996</p> <p>31. <i>Probability Low (Law) and Lotto</i> The View from Taft, Sept. 14, 1995 Business World</p>
<p>Lectures Delivered to Professional Societies/Groups</p>	<ol style="list-style-type: none"> 1. <i>“Microeconomic Analysis of Eating-out Behavior of Modern Filipino Households: The Tobit, Craggüt and Heckit Models”</i> SERC 2015 (Singapore Economic Review Conference) August 5-7, 2015 Mandarin Orchard Hotel, Singapore. 2. <i>“Forecasting Tourist Arrivals from ASEAN+3 Countries to the Philippines Using Non-Structural Models”</i> 4th International Conference on Advancement of Development Administration (ICADA 2015), Aug. 5-8, 2015 National Institute of Development Administration (NIDA) Bangkok, Thailand. 3. <i>“The Pattern of Consumption for Food Away from Home (FAFH) of Filipino Households during the Modern Era”</i> 2015 DLSU Research Congress, March 2-4, 2015 4. <i>"The Joint Estimation of Filipino Child Schooling and Employment and the Latest Stylized Facts of Child Labor Situation of the Philippines"</i> 52nd Annual Convention of the Philippine Economic Society (PES), Nov. 13, 2014 Hotel Intercontinental, Makati City. 5. <i>“Joint Estimation of Filipino Child’s Schooling and Work Choices”</i> 14th Annual Convention of the East Asia Economic Association (EAEA), Nov. 1-2, 2014 Chulalongkorn University, Bangkok, Thailand 6. <i>"ASEAN+3 Currencies: Determining Long Run Linkages"</i> 3rd International Conference on Advancement of Development Administration (ICADA 2014), October 9-11, 2014 National Institute of Development Administration (NIDA) Bangkok, Thailand.

7. ***“Martingales in Floating ASEAN+3 Currencies”*** 38th Annual Conference of the Federation of ASEAN Economic Associations (FAEA), November 28-29, 2013 Nanyang Technological University, Singapore.
8. ***“A Potential Challenge to the Market Efficiency of the Philippine Stock Exchange: Day of the Week Effect”*** 2014 DLSU Research Congress March 6-8, 2014
9. ***“Korean Inward Tourism to the Philippines: A Macroeconometric Evaluation”***, 2013 DLSU Research Congress March 7-9, 2013
10. ***“Onrush of Korean Tourists to the Philippines”*** Santiago Syjucó Distinguished Professorial Chair Lecture April 6, 2013 Y509 Seminar Room, Yuchengco Building
11. ***“Engel Curves Modeling: Analysis of the Consumption Pattern of Poor Households in Metro Manila”*** Angelo King Institute (AKI) Lecture Series, Tereso Lara Seminar Room, Nov. 23, 2012.
12. ***“Consumption Pattern of Metro Manila Poor Households - A Microeconomic Analysis”*** Santiago Sijucó Distinguished Professorial Chair Lecture, Tereso Lara Seminar Room, April 13, 2012
13. ***“Signal Extraction from the Philippine National Accounts Statistics Using ARIMA Model-based Methodology”*** 49th Annual Meeting of Philippine Economic Society, BSP Institute Nov. 11, 2011
14. ***“Gretl For Dummies”*** – A Mild Introduction to the Gretl Software, Ariston Estrada Seminar Room November 20, 2009
15. ***“RMU Arrangements for Surveillance in the ASEAN+3 Region”*** – Paper presented to the Japan Asia Studies Program faculty and students, August 23, 2009, Tokyo, Japan
16. ***“Econometrics for Banking and Risk Management”*** – Metropolitan Bank and Trust Company (MBTC) January – March, 2009
17. ***“Time Series Econometrics – Important Concerns”*** Lecture presented to Junior Philippine Economic Society Convention – AKI Convention Center February 4, 2006
18. ***“Modeling Japanese Demand for Loans”*** Lecture to the Soka Economics Department Faculty, Tokyo, Japan January 24, 2003
19. ***“The Use of Large Scale Households Survey in Market Segmentation Research”*** Lounge Lecture Delivered to Faculty and Students of CBE. Emilio Yap, Jr Case Room August 27, 2001
20. ***“Statistical Modeling in Business Research”*** Lecture and Computer Hands-on delivered to CBE Faculty. Micro-Computer Laboratory November 14 and 21, 2001
21. ***“Data Analysis in Business Research”*** Seminar in Business Research for NCR Business Educators Ariston Estrada Seminar Room, DLSU July 2000
22. ***“Seminar in Business Research Methodologies for Business Educators of NCR, Region III, and Region IV”***. Ariston Estrada Seminar Room November 13, 1999
23. ***“Non-Parametric Statistics in Econometrics”*** Lounge Lecture presented to CBE faculty & students Emilio Yap, Jr. Seminar Room, LS218 DLSU-Manila
24. ***“Box-Jenkins Modeling of National Accounts Statistics”*** Lounge Lecture

	<p>presented to CBE faculty & students Ortigas Seminar Room February 27, 1997</p> <p>25. "Statistical Sampling in Auditing and Accounting" Lecture presented to the Faculty of Accountancy Department, DLSU; February 12, 1997</p> <p>26. "Time Series Analysis in Econometric Modeling" Lecture presented as a module of the Short Course in Applied Econometrics, BSP Institute Jan.30-31 and Feb.3-4, 1997; Bangko Sentral ng Pilipinas</p> <p>27. "Measurement Techniques for Research Studies" Presented to the Junior Association of Management St. Scholastica's College on December 17, 1996 Caridad Barrion Hall, St. Scholastica's College</p> <p>28. "Can the BSP Still Rely on the Money Multiplier Process?" Presented during the <i>First Economics Paper Conference of the Philippine Economics Society</i>, September 27, 1996 University of Asia and the Pacific Auditorium</p> <p>29. "Operations Research - An Overview" Presented as part of the Lecture Series for Tertiary Education sponsored by the Mathematical Society of the Philippines, November 12, 1996 Polytechnic University of the Philippines</p>
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Subjects Taught

Undergraduate Level:

- Economic Statistics
- Introduction to Econometrics
- Advanced Econometrics
- Mathematical Economics
- Operations Research
- Economic Forecasting
- Managerial Economics
- Microeconomics
- Introductory Economics
- Sampling Techniques
- Statistical Quality Control
- Probability Theory
- Mathematical Analysis (Calculus)
- Mathematical Statistics
- Algebra and Trigonometry

Graduate Level

- Economic Statistics
- Marketing Statistics
- Industrial Relations Statistics
- Quantitative Business Analysis
- Industrial Relations Statistics
- Management Statistics
- Intermediate Econometrics
- Advanced Econometrics
- Operations Research
- Time Series Econometrics
- Time Series Analysis
- Methods of Research
- Economic Forecasting
- Advanced Linear Algebra
- Macroeconometrics
- Microeconometrics
- Mathematical Statistics
- Econometric Theory