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The Hiligaynon Novelists and the Translation of Hiligaynon Novels (Excerpts) into English

This is the third translation volume for the *Hiligaynon Literature* anthology under the **Literary History of the Philippines (LIHIP)** project of the Department of Literature. While the first two translation collections focus on Hiligaynon *binalaybay* (poetry) and *sugilanon* (short story), respectively, this volume features two major Hiligaynon novelists, Ramon Muzones of Iloilo and Lino Moles of Negros.

Margosatubig is the celebrated 1946 novel by Ramon Muzones, serialized in the defunct *Yuhum Magazine*, and printed by Diolosa Publishing House in Iloilo City in 1947. It employs tales, romance, and fantasy in narrativizing the history of Muslim-Filipinos. It likewise exemplifies the enduring battle for supremacy between good and evil in the establishment of a kingdom and in the search for the true sultan of Maguindanao and Sulu. The translation in English is done by Leoncio P. Deriada of UP-Visayas, a Palanca Hall of Fame, and Metrobank Outstanding Teacher Awardee.

Kalayo sa Sidlangan of Lino Moles, on the other hand, was serialized in *Hiligaynon Magazine* in the '70s. It embodies the romantic mode and protest tradition of Hiligaynon literature as it addresses the conflicting *hacendero-sacada* relationship. Central to the novel is the love story of a

strong-willed heiress of haciendas in Murcia, Silay, Victorias and other neighboring towns, and the poor but honest and responsible gentleman working for the empowerment of *sacadas* and their families. It recounts the history of social unrest, banditry, and insurgency—the result of the wide gap between the landed class and the peasantry in the region. Entitled “Fire in the East,” the English translation is done by Jonathan Jurilla, an award-winning fictionist and literature professor of UP-Visayas.

This volume showcases practice/s in translation from Hiligaynon to English, and the specificity of Hiligaynon novel and its commonality with Philippine novels, particularly in English and Tagalog. It also foregrounds themes and other areas of studies for scholars and researchers to further explore.



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RESEARCH ARTICLES

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A Gender-based Analysis of Performance of Small and Medium Printing Firms in Metro Manila

Increasing the participation of women in entrepreneurship is critical to a country's long term economic growth. This conclusion was drawn from the ground-breaking research conducted worldwide by the Global Entrepreneurship Monitor (GEM, 2000). To support women currently in business and encourage more women to start their own businesses, there is a need to expand baseline information about female entrepreneurs. This study, therefore, attempts to answer some of the questions raised about women and their businesses.

The research objectives are to present a comparative analysis of the performance of men-owned and women-owned businesses using a multidimensional framework of entrepreneurial success, and to investigate the extent of influence of selected factors (management style and strategies) on their success. The success indicators refer to the financial, non-financial and personal goals indicated in the literature as important to entrepreneurs.

Data for the study were obtained from member companies of the Printing Industries Association of the Philippines, Inc. (PIAP). The descriptive, relational and causal designs were employed with the following statistical tools: percentage distributions, summary statistics (mean, median, standard deviation), t-test for mean differences, multiple linear regression modeling, and the ANOVA (analysis of variance) interaction graphs.

The major findings indicate that in the printing services sector:

1. Following global trends, there were no significant disparities between men and women owners in terms of their individual characteristics and the firm's attributes.
2. On the primary variable of the firm's financial performance (measured as sales, net performance, and change in assets), while no empirical support was found for gender influence on the short-term scale (2003), there appeared to be a basis for gender difference over the longer time period of three years, providing support for the "female underperformance hypothesis" (Du Rietz and Henrekson, 2000).
3. The results of the ratings on success indicators concurred with the literature review that both sexes value financial and non-financial

success, but attending to personal goals was more important to women.

4. Comparing the genders, usage of each management style was practically the same except that the directive style was employed by more women, and the participative style was employed by more men.
5. Variations attributed to gender were found in terms of strategies used in the company's daily operations, specifically on practices dealing with job policies and procedures, employee's benefits, labor relations, pricing policies, product/service issues, credit, financial control and growth aspirations.
6. Data analysis did not support the contention that the firm's financial performance could be related to people-oriented management styles (referring to participative, developing, delegating). Higher performance was observed in using the negotiating management style; poorer performance was indicated for the developing style.
7. Factors significantly affecting the firm's financial performance were: age and birth order of the entrepreneur, work and business background, size and age of the firm, risk-taking propensity, management style, training of supervisors/employees, performance evaluation of supervisors, pricing policies, promotional tools, bank loans, and investment plans for growth.
8. Interaction effects were detected, signifying that gender moderated the relationship between the firm's financial performance and each of the management factors (risk-taking propensity, training of workers,

performance evaluation, product/service issues, primary promotional tools, financial control, and investment plans for growth). This indicated that while there were no direct effects of gender on short-term financial performance, gender, nevertheless, exerted an indirect influence through its effects on the management factors with significant impact on performance.

The findings strongly suggest that certain differences between men and women business owners may be more fundamental in nature, and a feminist perspective is warranted to evaluate appropriately the performance of women-owned businesses.

Finally, the study gives suggestions on directions for future research on women entrepreneurs as well as recommendations to the industry.



Milagros F. Malaya

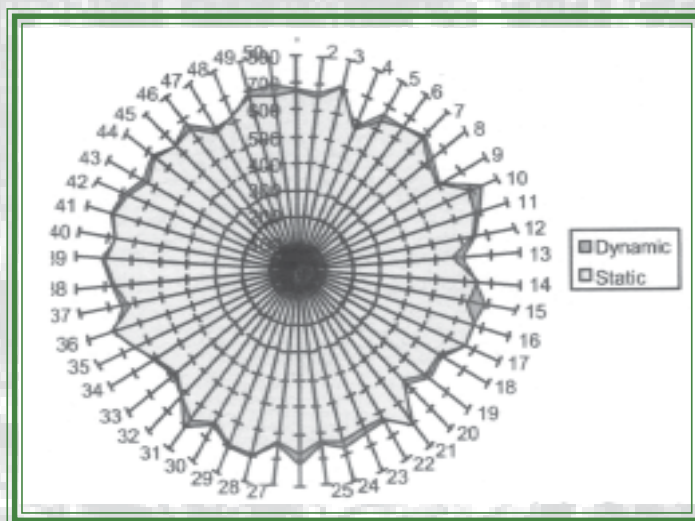
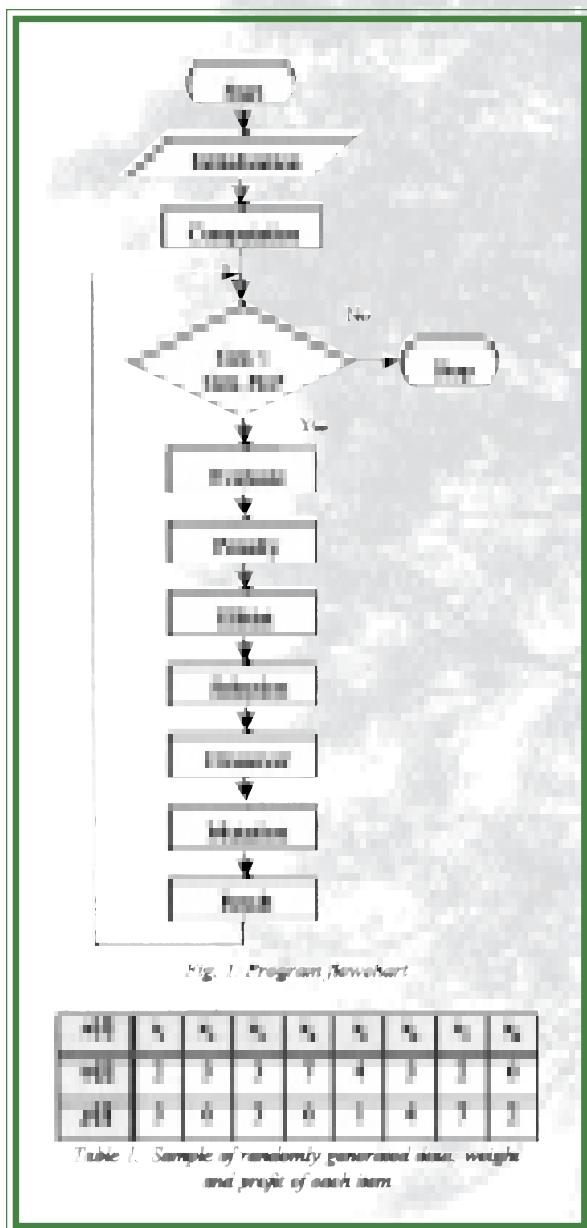
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Genetic Algorithm Application to Constrained Optimization Problem

This paper presents new approach of genetic algorithm (GA) to solve the constrained optimization problem. In a constrained optimization problem, feasible and infeasible regions occupy the search space. The infeasible regions consist of the solutions that violate the constraint. Oftentimes, classical genetic operators generate infeasible regions of invalid chromosomes. This situation becomes worst

when only infeasible chromosomes occupy the whole population. To address this problem, dynamic and adaptive penalty functions are proposed for the GA search process. This is a novel strategy because it attempts to transform the constrained problem into unconstrained one by penalizing the GA fitness functions dynamically and adaptively. New equations describing these functions are presented and

tested. The effects of the proposed functions developed have been investigated and tested using different GA parameters such as mutation and crossover. Comparisons of the performance of the proposed adaptive and dynamic penalty functions against traditional static penalty functions are presented. Result of the experiments shows that the proposed functions developed are more accurate, efficient, robust and easy to implement.



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Assessment of Air Quality in Air-conditioned Buildings and Urban Buses

A. Assessment of Chemical Contaminants and Particulate Matter and Improvement of Air Quality in Air-Conditioned Urban Buses

This study assessed the quality of air in air-conditioned urban buses, and recommended interventions on how to improve it. Specifically, the study accomplished the following:

1. Assessed the concentration of air contaminants in air-conditioned urban buses. The air contaminants assessed included both particulate matter (dust and carbon soot) and gases such as volatile organic compounds (VOCs), carbon monoxide (CO), carbon dioxide (CO₂), sulfur dioxides (SO₂), and nitrogen dioxides (NO₂)
2. Recommended interventions on how to reduce the concentration of contaminants to acceptable level.

The analyses of the concentration of chemical contaminants found inside the bus based on Canadian indoor air quality standards yielded the following:

1. CO and CO₂ concentrations were at acceptable levels.
2. NO₂, SO₂, and benzene concentrations exceeded the acceptable levels.
3. There was no trace of toluene in all samples collected.
4. There was a decrease in the density of particulate matter after the installation of a filter pad in the evaporator section of the air-conditioning system of the bus.
5. There was a decrease in the level of concentration of chemical contaminants after the installation of an activated-carbon filter in the evaporator section of the air-conditioning system of the bus.

B. Assessment of Indoor Air Quality of De La Salle University-Manila Library Building

The possibility of a higher concentration of air contaminants in air-conditioned buildings than in the outside environment is not remote. These contaminants pose health problems such as respiratory ailments (colds, cough, pneumonitis, asthma and allergic rhinitis, eye irritation and skin allergies) to the building occupants. Air-conditioned buildings, therefore, should not only provide a comfortable environment but also a healthy environment. Providing such an environment



requires assessment and improvement of air quality. This paper contains the results of the air quality investigation of De La Salle University (DLSU) – Manila library building. The probe includes an assessment of chemical contaminants and particulate matter, and a survey of indoor air quality (IAQ) health-related problems of the building occupants. Recommendations on how to improve the quality of air in such a building are also presented.

Comparing the concentration of contaminants found in the library building with the aforementioned standards yielded the following:

1. The concentration of carbon dioxide and the ventilation rate are within the allowable limit.
2. The concentration of carbon dioxide (CO₂) in all areas of the library was below the maximum permissible concentration of 3500 ppm.
3. No trace of carbon monoxide (CO) was found in the library.
4. Except for the first measurements of NO₂ in the circulation area which registered 0.5 ppm, the concentration of NO₂ was also zero.
5. The concentration of sulfur dioxide (SO₂) exceeded the standard registering the highest level of 5 ppm and lowest level of 3 ppm.

6. The concentration of benzene (C₆H₆) an alarming level as high as 27 ppm especially in areas near the photocopying machines.
7. The concentration of toluene (C₇H₈) was below the maximum permissible concentration.
8. The concentration of particulate matter in all areas was below the maximum permissible concentration.

Based on these findings, the following conclusions are drawn:

1. The level of concentration of some air contaminants inside the bus exceeded the acceptable limits.
2. Mechanical intervention, such as filtration which was used in the study has reduced the concentration of air contaminants inside the bus.
3. Frequent respiratory ailments contracted by the building occupants and bus passengers such as colds, headache, and skin irritation are related to health problems posed by poor indoor air quality.



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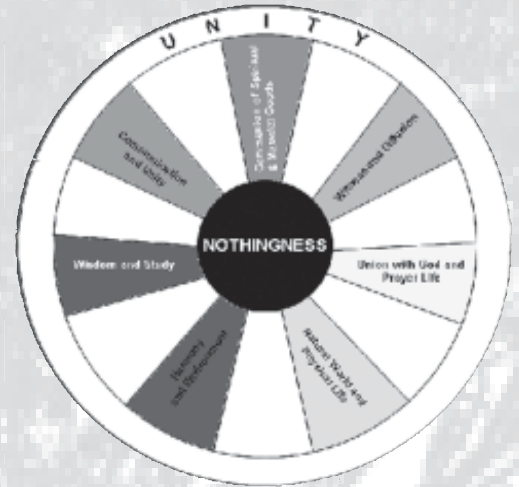
The Vision and Praxis of Nothingness and Unity in the Spirituality of Chiara Lubich



Chiara Lubich

— Founder and president of the Focolare Movement

This is a qualitative inquiry using a descriptive and evaluative methodology which takes into account the spiritual, theological and pedagogical dimensions. Unity and nothingness are the key elements of the vision and praxis in Chiara Lubich's spirituality. These elements are both human and supernatural realities. Nothingness in Lubich's spirituality is Jesus Forsaken. When people love one another in the measure of Jesus Forsaken, being nothing, they experience unity—the presence of Jesus in them and among them. Jesus Forsaken is the apex of love. Love, in Lubich's paradigm is like a light that passes through a drop of water and is turned into a rainbow, producing seven different colors and reflections while remaining light. Therefore, the seven colors are aspects of one reality. These different aspects, which are active in people's lives, are all important and interdependent. The seven aspects are as follows: Red—Communion of Spiritual and Material Goods; Orange—Witness and Diffusion; Yellow—Union with God and Prayer Life; Green—Natural World and Physical Life; Blue—Harmony and Environment; Indigo—Wisdom and Study; and Violet—Communication and Unity. All these seven aspects have a divine and human dimension, and when lived concretely, can be a means for dialogue among churches and religions. This is a fourth kind of dialogue called the "dialogue of life," which is the major contribution of Lubich for the Church in the third millennium. Furthermore, the seven-color framework can be utilized as dimensions of holistic living for the religious and values education of individuals, particularly the youth of all cultures and religions.



The conceptual framework for the study is anchored on the vision and praxis of Chiara Lubich's nothingness and unity, which unfolds in the seven aspects or dimensions of living as conceived by Lubich in 1954. This conceptual framework shows the vision and praxis of Unity and Nothingness concretely expressed in human and divine life.



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Defining the Filipino Texter and Texting Style: A Sociolinguistic Analysis of Text Messaging in the Philippines

The study aimed at understanding and explaining the sociolinguistic dynamics of text messaging (texting or SMS) within the Philippine context. Using the theoretical framework of Hymes (1974)—the ethnography of speaking—the Filipino texters' text messages were described in terms of: (1) setting, (2) participants' sociodemographic characteristics, texting profile, perceptions about texting, and the co-texters' profile, (3) ends, (4) act sequences particularly topic and turn-taking, (5) key particularly code-switching and abbreviation patterns, politeness and speech acts, (6) instrumentality, (7) norms of interpretation and interaction, and (8) genre. The multiple regression analysis revealed that the texters' age, sex and work were predictors of texting style. In terms of discourse features, certain politeness markers, role, topics, speech acts and co-texter texting styles were also predictors of texting style. However, perception and texting profile were weak predictors of Filipino texting style.

The study proposes a sociolinguistic model of communication. The model shows the shared fields of experience of the texters and co-texters through symbolic interaction,

as realized by constant communication over time (via texting) that allows them to participate fully in the texting culture. What these texters and co-texters share in common are the same interpretations of the linguistic or discourse markers, thus producing a unique Filipino texting style.



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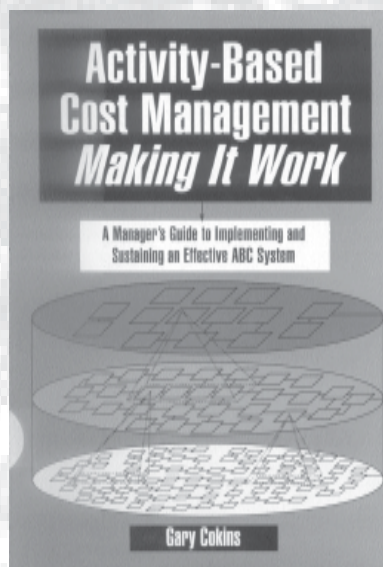
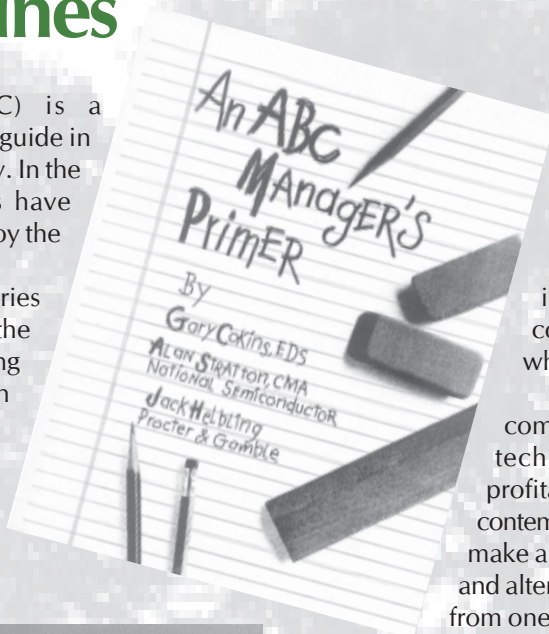
An Exploratory Research on the Implementation of Activity Based Costing (ABC) Techniques in Selected Firms in the Philippines

Activity-based costing (ABC) is a management accounting tool used to guide in the strategy formulations of a company. In the Philippines, only a few companies have adopted ABC, and most of them employ the tool in their pilot implementation.

Relative to other advanced countries like the U.S., little is known about the implementation of activity-based costing in the Philippines. Thus, this research focuses on the implementation of ABC in various local companies. The study is limited to how ABC was implemented, the benefits derived, and the problems encountered in using the system.

The results of the interview conducted revealed that 59% of the companies included in the sample use ABC as a parallel system with another costing system while the remaining 41% use ABC as the main costing system. Most of the companies under study implemented ABC on a gradual basis, i.e., piloting it first with a department (e.g., production), then weighing the benefits derived from adopting the new system versus the cost incurred in implementing changes in the costing technique.

The study revealed that ABC techniques helped companies to determine accurate product or service cost. Overall, ABC provided information regarding processes that should be improved and the products or services that are contributing the most to the company's profitability. It also unraveled the factors that contribute most to cost which, in turn, assisted management in choosing the best alternative in reducing overall costs. ABC can also be the best tool to use in implementing environmental accounting at the firm's level.



Undeniably, many companies are finding it difficult to fully implement ABC because of the demands of the clients, customers, or even suppliers with whom business is transacted. Managers also complain about employees' resistance to changes required in the adoption of ABC. With these restrictions, companies could not implement ABC in the whole operations.

In the ever-changing global world of business, companies need to discover and implement new techniques to be more productive, efficient, profitable, and competitive. However, companies contemplating changes in their costing procedures must make a thorough and careful analysis of both existing and alternative costing systems. The benefits in shifting from one technique to another must be greater than the long-term costs.

In conclusion, adopting ABC will improve the overall operation of the company for a certain extent only. As with any new concept, there are inevitable growing pains and a learning curve. Most of the companies included in this research have realized that the new system must be given time to be understood and accepted. Expected results do not happen overnight; people do not accept change readily. Companies are aware that they must allow their objectives to grow as much as their understanding of the possibilities brought about by the use of ABC techniques, and to make modifications where needed.

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Alienations and Solidarities in Capitalist Societies: Structures of Apathy and Compassion/Altruism



This article sets the topics of apathy and compassion against the backdrop of alienations and solidarities in industrial/post-industrial capitalism. A socio-historical analysis is employed to identify distinct behavioral and social-institutional

processes and practices as well as underlying structures which determine both persons and institutions. The theories and practices of capitalism in different places and periods produced various theories and practices of welfare which have implications for the understanding and practice of compassion/apathy and solidarities/alienations as well as those of capitalism itself. With the use of social-philosophical theories which aid in the understanding of the deeper structures of capitalist state of affairs and processes, this study further offers a groundwork and a stage towards a more developed ethical reflections on social suffering, compassion and behavior formation today. Thus, Christian-ethical reflections may derive some principles from this analysis of compassion/apathy which is made more intelligible to a wider public that is usually beyond the Christian tradition's sphere of influence. The article also shows how Christian ethics may rely on the indispensable mediations of various disciplines which offer both methodological approaches and substantive finds.



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