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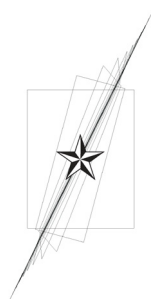
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## FROM THE EDITOR

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*“Judge not, and you will not be judged; condemn not, and you will not be condemned; forgive, and you will be forgiven; give, and it will be given to you. Good measure, pressed down, shaken together, running over, will be put into your lap. For with the measure you use it will be measured back to you.” He also told them a parable: “Can a blind man lead a blind man? Will they not both fall into a pit? A disciple is not above his teacher, but everyone when he is fully trained will be like his teacher. Why do you see the speck that is in your brother’s eye, but do not notice the log that is in your own eye?”*  
– **Luke 6:37-42**

Every individual comes from a different background, different experiences, and different stories that would result to different outcomes allowing each individual to offer something unique on the menu, may it be a different type of skills and knowledge that makes up the diversity of us all. We have to understand and try to accept the story behind an individual because it is in this story, it is in this diversity that we can flourish as a nation, as a company, as a human institution, and most importantly, as a Christian institution – an institution filled with compassion and where love, peace, encouragement, and brotherhood are shared.

Adapting from Myron Curry’s article entitled “Diversity: No Longer Just Black and White”, individuals with different and unique upbringings have different sets of skills and knowledge that can be imparted to an institution. This provides any organization a variety to choose from in achieving desired and optimal results. Trivially, any institution can flourish when it has more productive resources. With diversity on its side, an institution stands a better chance of discovering working solutions in less time. Not only does an assortment of experience and background provide a massive array of knowledge and skills, but it also triggers creativity among those involved– sparked by those taking part in the setting of diversity itself, not only supplying their own distinctive slice of diversity but unearthing inspiration from others around them. This constructs a fresh diversity in itself and adds to that which is already diverse. This issue of the *DLSU Business and Economics Review* features a diversity of articles that captures the interesting facets in the fields of business and economics. In the midst of globalization and diversity in the workplace, it is easy to make transitions. With a diverse pool of resources, an institution can achieve more forefronts as opposed to a less diverse company.

In the field of marketing, the article of **Fredelita E. de Mesa** (*A cut from above: The impact of loyalty program status on member’s behavior*) identified the differences on the behavior between elite and non-elite members of a loyalty program. Results revealed that the store benefits from personal referrals from the non-elite members and increasing purchases from elite members. Meanwhile, the article of **Geoffrey W. Mwangi and Freddie R. Acosta** (*Mobile phones and growth of microenterprises:*

*A case study of Safaricom's "Zidisha Biashara" customers*) established the impacts of mobile phones usage on the growth of microenterprises with focus on mobile phones. The study was grounded on the three indicators of business growth – income, profitability, and customer base.

In the field of economics and finance, the article of **Onafowokan Onabanjo Oluyombo** (*Impact of cooperative finance on household income generation*) assessed the role played by cooperative societies' loans services on members' economic condition through household income generation in rural areas where there is no bank or other formal financial providers. Results indicate that cooperative loan increases the household income level of the borrowers because it serves as a marginal investment and helps improve economic position for better living standard of the members, which supports the social capital theory to explain the role of cooperatives in rural finance at the household level. On the other hand, the article of **Junette A. Perez** (*Exploring integrity, leadership, and value maximization in microfinance*) reviewed thoughts and expositions on integrity, leadership, and its potential link to value maximization in microfinance. Applying the definition of integrity in microfinance ascribed with concepts of leadership with a view of maximizing value in microfinance is limitless as well as stirring. Moreover, the article of **Negina Kencono Putri, Zaki Baridwan, Supriyadi, and Ertambang Nahartyo** (*Risk information impact on investment decisions: Experimental test of PMM theory, a case of Indonesia*) examined the Probabilistic Mental Model (PMM) Theory as an explanation of the framing effect in the context of reporting risk in different formats in Indonesia. Results exposed that participants chose to take action that is not at risk when the information presented is in a positive frame. Gains or a loss of information that accompanies the risk information does not affect participants' decision relating to investments they would do. When risk information is presented in a negative frame, the participants chose to make decisions that minimize losses that may arise as the results of an investment decision.

On a macro-perspective, the article of **Arisyi Fariza Raz** (*The nexus between bank credit development and economic growth in Indonesia*) explored the causal relationship between economic growth and credit market development in Indonesia that implemented various financial reforms following the 1997 Asian Financial Crisis. Empirical results suggested that there is a bidirectional relationship between economic growth and credit market development. Also, lending rate positively affects the development of the credit market in the economy. In contrast, the article of **Cesar C. Rufino** (*Consumption pattern of poor households in Metro Manila – A microeconomic evaluation*) analyzed through survey design-consistent consumption profiling the budget allocation pattern of urban poor in Metro Manila. Econometric models of a complete system of Engel curves for the various consumption items were employed producing a value-added characteristic of incorporating complex survey design features of the 2009 Family Income and Expenditure Survey (FIES) to generate consistent and unbiased standard errors and parameter estimates used in a variety of inferences implemented. Furthermore, the article of **Luz Suplico-Jeong and Rechel G. Arcilla** (*South Koreans studying in DLSU-Manila: Challenges and opportunities in trade in education services*) examined the economic contribution and challenges of the South Korean students in the Philippines. A marketing strategy to enhance this niche market includes promoting the Philippines as an ESL (English as a Second Language) destination toward the Korean households as families play crucial role in deciding which overseas schools to study. This strategy can emphasize the comparative advantage of the Philippines in having English education at a lesser cost.

Lastly, on a legal perspective, the article of **Emily V. Sanchez-Salcedo** (*On paternity leaves and paternal leaves – The dilemma over "daddy days"*) explored the subject wherein Filipino fathers generally refrain from undertaking childcare functions, an attitude that can be traced from the traditional notion that men are the economic providers while women are the nurturers



of the family. The article exposit the experiences in the United States, Canada, France, and Sweden and conclude that a shared system of paid parental leave might be a promising solution to encourage Filipino men to perform more caring functions at home and to allow Filipino women greater participation in the world of work.

The authors of the articles in this issue of the *DLSU Business & Economics Review* laid importance on some of the new research schemas and recent developments in the field of business and economics and how stakeholders can adapt to these changes for the purposes of sustainability given the high incidence of poverty among least-developed countries and developing economies.

**JOHN PAOLO R. RIVERA, Ph.D.**  
Managing Editor

