

The Contributors

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Zuhaimy Ismail is a professor at the Universiti Teknologi Malaysia (UTM) with more than 30 years of experience in managing teaching and supervision of students, research and consultancy work, workshops and seminars and advisory services within and outside the university. He obtained PhD in Management Sciences and Masters in Statistics and Operational Research from Loughborough University, England in 1995 and 1986. Earlier, he received Honours Degree in Mathematics with Statistics, from Nottingham University, England in 1983, and Diploma in Post Graduate Education (PGCE), UKM, Malaysia in 1984. He also possesses a motivational management style in leading university programs and research groups and has successfully generated highly motivating teams in establishing linkages between the government and private commercial establishments.

Hamid Reza Izadi is a lecturer in the department of Economics, Faculty of Management and Humanities, Chabahar Maritime University, Iran. The author has completed PhD in Economics Sciences-Monetary Economics from university of SHIRAZ, IRAN with the Dissertation in Title “The Optimal Monetary and Fiscal Policy Based on the Solution for the Ramsey Problem in the Economy of Iran (DSGE model)” and has Monetary and Fiscal Policy as one of the interesting fields. he has completed bachelor’s degree in Economic Sciences majoring in industrial economics and master’s degree in economic sciences majoring in pure economics with the Dissertation in Title “the demand for money in Iran”. The author has attended many national and international conferences and has written many research papers on economics.

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Luz Suplico Jeong is a full-timer at De La Salle University. Her research interests include Export Marketing, Cause-Related Marketing, etc. She is a research advocate that has counselled students to pursue their research interests.

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Franklin S. Ramirez graduated from one of the top Accountancy Schools in the Philippines, Kingfisher School of Business and Finance, with the program Bachelor of Science in Accountancy (BSA) in 2014. He passed the CPA Licensure Board Examination in October 2014 and completed his Master of Science in Accountancy from the De La Salle University, Manila in 2018. Ramirez started his career as a freelance Financial Analyst in 2016 and was then hired as the Research Head at the Philippine Accountancy and Science School (PASS) College in the same year. As part of the Accountancy Department, he taught various courses including but not limited to Financial Accounting, Advanced Accounting, Financial Management, Accounting Research, Marketing Research, and Auditing. At present, Ramirez is the Program Head of the Accountancy Department and Academic Coordinator of PASS College and is actively involved in enhancing curriculum instructions and development for the BSA program. He is a lecturer, a discussant in seminars, conferences, and training of

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Julie Carl P. Ureta is a Ph.D. Candidate in Clemson University taking up Ph.D. in Forest Resources with a specialization in Ecological and Natural Resource Economics. His research interest is in Payments for Ecosystem Services (PES) scheme, market and non-market valuation, and natural resource spatial analysis on a landscape approach for quantifying ecosystem services and their values applicable to spatial optimization techniques. He obtained his Master of Science in Environmental Science with a specialization in Environmental and Natural Resource Economics from the School of Environmental Science and Management, University of the Philippines; and Bachelor of Science in Economics with specialization in Natural Resource Economics from the Department

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Maria Veronica Sheena Valencia is a graduate of Master of Science in Marketing Management at De La Salle University. She has 10 years of marketing experience in the fields of manufacturing and retail. Currently, she is working in the retail business for a concept store of premium travel brands enabling it to pivot to success through social commerce, e-commerce and other digitization efforts. Her research interests also revolve around new technologies in aid of marketing and communications.

Guidelines for Contributors

EDITORIAL OBJECTIVES

The objective of the *DLSU Business & Economics Review* (*DLSU B&E Review*) is to publish high-quality theoretical, empirical, and methodological research in the fields of accounting, business management, commercial law, economics, finance, and marketing. The *DLSU Business & Economics Review* aims to reach an audience in these six fields and is published twice a year. It is listed in SciVerse Scopus since 2011 (ISSN – 0116-7111) and abstracted and Indexed in EBSCO since 2009. It is included in the Journal Incentive Program of the Commission on Higher Education since 2017. It is also listed in ACI database (www.asean-cites.org). Since it is the major academic journal of the Ramon V. del Rosario College of Business (RVRCOB) and the School of Economics (SOE) of De La Salle University, the articles published must meet high standards of scholarship. They should make significant contributions to the business and economics disciplines, and stimulate interest in further research.

EDITORIAL POLICIES

In line with the objective of the *DLSU B&E Review*, priority shall be given to the following:

- *Theoretical research*: Studies that explore or test theoretical issues and provide additional insights on the issues.
- *Empirical research*: Studies that re-examine important empirical work using alternative theoretical or empirical frameworks, or a different data set. These studies often involve experimental designs and multivariate techniques that examine relationships among variables.
- *Methodological research*: Studies that present new approaches in analyzing data or addressing research problems.
- *Review articles*: Surveys that review and critically evaluate the literature. A review article must go beyond summarizing previous research. It must provide a critical and integrative evaluation of prior research, develop a conceptual framework to explain contradictory findings and suggest directions for further research.

The *DLSU B&E Review* also encourages and welcomes papers that use an interdisciplinary approach (e.g., law and economics) in analyzing issues as well as those that use multiple research methods to support hypotheses.

In addition to the above types of articles, the *DLSU B&E Review* also welcomes critiques, short notes, or comments on previously published articles and consequently, rejoinders from the authors of these articles. Short articles which are not “full-blown” research papers, but whose content adds new insights into or knowledge to their respective fields will be considered. These short articles and comments shall be included under a separate section called “Research Notes.”

Reviews of new books (published no more than one year prior to the review date) will also be considered. The review of a second or a revised edition is discouraged, unless the revisions are substantial. Reviews of textbooks will not be considered. A separate section called “Book Reviews” will be added to the journal issue when necessary.

PUBLICATION DETAILS

The *DLSU B&E Review* is published twice a year. Unless otherwise noted, the ideas, opinions, and conclusions expressed in the *DLSU B&E Review* are those of the authors and not necessarily those of the Editorial Board or the management and staff of De La Salle University.

REVIEW PROCESS

The journal uses double-blind peer review, in which both reviewers and authors are anonymous to each other. Papers are reviewed by an Advisory Editorial Board and invited experts in the fields of accounting, business management, commercial law, economics, finance, and marketing. From the pool of articles reviewed, six or more papers are reviewed again by the Editor-in-Chief. If major revisions are required, the papers are sent back to the authors for revision and re-submission. Each author of a paper not accepted is given a written notice of the action taken on his/her paper. The Editorial Board of the *DLSU B&E Review* reserves the right to keep copies of all papers submitted.

SUBMISSION OF INITIAL MANUSCRIPT

The official website of DLSU Business & Economics Review is <https://www.dlsu.edu.ph/ber> which is under the De La Salle University website.

Online submission and peer review of manuscripts are managed through a web-based system ScholarOne. If you do not have an account, you have to create one by following instructions and submitting correct details in this website: <https://mc04.manuscriptcentral.com/dlsuber>

Before submission, authors must carefully read the guidelines for authors and make sure the paper conforms to these guidelines. For reference, you may want to look at related papers that DLSU Business and Economics Review have published in recent years available online: <https://www.dlsu.edu.ph/research/publishing-house/journals/ber/publications/>. Each manuscript is checked for plagiarism, and assessed if it is complete, readable and appropriate for this journal. If the manuscript merits having experts to review it, the journal editor will appoint reviewers.

In addition, manuscripts must be copy-edited, not just proof-read, for English fluency and clarity before submitting it for publication. It is highly advisable to have a professional editor copy-edit the main text, list of references, tables and figures. Papers not conforming to the guidelines and referencing style of DLSU Business and Economics Review will be returned to the author with no comments.

STYLE GUIDELINES

A manuscript should follow guidelines given in the Publication Manual of the American Psychological Association, 7th edition. It should not exceed 20 pages, inclusive of text, tables, figures, references, and appendices.

The manuscript should be typed with Arial or Times New Roman 12 pt. font, double-spaced, on 8½ x 11-inch page size, with a margin of one inch on all sides. The right-hand margin should have justified alignment. Equations must be numbered. Tables should be inserted as an MS Word-formatted table, not as an image. Figures and charts should also be inserted as an MS Excel-formatted figure or graph. Images must be clear and clean, and should be set at 300 dpi for color or grayscale. Footnotes should not be used for reference purposes and should be avoided when possible. All references and/or content notes must be placed at the end of the text. Abstracts should be no longer than 200 words, and it should summarize the objective, methods, results, and conclusion. Up to ten keywords should be provided for easy indexing, and if possible, subject keywords should be indicated to aid in selecting reviewers. A detailed set of style guidelines will be sent to the author once a manuscript is accepted for publication.

SUBMISSION OF FINAL MANUSCRIPT

The author of a manuscript accepted for publication should be submitted electronically, with 5 to 6 keywords and JEL classification codes. The preferred word processor for the final version is Microsoft Word. The final version should also include a data and model appendix of the paper, in appropriate format, together with a metadata such as a brief “readme.txt” file. The data used to derive main results of the paper will also be published along side the article on the journal website. We are making the data and models available online so as to increase the visibility of and citations to the article.

The author should also submit a short profile (50 words or less) for inclusion in the section “The Contributors”. It should include the complete name of the author, academic and/or professional affiliations, and educational background.