



## A FORCE FOR GOOD: NEW CENTER TO PROMOTE ETHICAL, SUSTAINABLE BUSINESS

WITH A SHARED COMMITMENT TO REDEFINE THE NARRATIVE OF BUSINESS FROM PROFIT CENTRIC TO SOCIETY CENTRIC, PHINMA Corporation and De La Salle University’s Ramon V. del Rosario College of Business (RVR COB) launched the PHINMA-DLSU Center for Business and Society last March 8 at The Fifth at Rockwell.

During the event, PHINMA Chairman and CEO Ramon R. del Rosario, Jr. AFSC pointed out that the center is a pioneering venture that more than just being an institutional collaboration embodies a commitment to redefine business as “a force for good.”

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“Its aim is to produce business leaders who will embrace the idea that business has a responsibility beyond profits; that business must do its part in bringing a better life for Filipinos. A corollary hope is to produce business leaders who will speak out and take a stand on issues of national importance,” he shared.

For his part, DLSU President Br. Bernard Oca FSC said that “the center is perfectly positioned to leverage the college’s pioneering research, academic rigor, and extensive network to champion sustainable and ethical business practices through this collaboration.”

Br. Bernie shared the center’s vision within the next five years, which is to be “the nation’s leading research-based advocate and management development provider for business as a force for good.”

“Through our focus programs, research, and advocacy, we aim to equip current and future leaders with the requisite knowledge, skills, and ethical grounding to foster positive societal change through business,” he stressed.

Br. Bernie added: “We seek to beckon the country’s colleges and leading organizations towards adopting business as a force for good as their principal, strategic approach. Incorporating this ethos into business models, vision mission statements, sustainability reports, and policy advocacies is not just commendable but also imperative for the prosperity of our global community.”



Photo Credit: The Voice News Weekly Facebook Page

Mr. Del Rosario (left) and Br. Bernie (right)



The prime movers of PHINMA-DLSU Center for Business and Society

RVR COB Dean Dr. Emilina Sarreal shared the center’s strategic approach, which includes curriculum development; research collaborations and advocacies; showcasing best practices and leadership development; building partnerships; sustainable funding; and national action plan.

Secretary Jose Rene Almendras, president of the Management Association of the Philippines, delivered a response on behalf of the industry. He touched on ESG (Environmental, Social, and Governance) framework and the association’s thrust on shared prosperity.

Edgar Chua, director of PHINMA Corp. and chairman of the Makati Business Club, also delivered a response, citing their full support for the center’s vision, which is in line with MBC’s Integrity Initiative.

Likewise, Dr. Vic Manabat, president of the Philippine Association of Collegiate Schools of Business, delivered a response on behalf of its 137 members nationwide. He cited the center’s emphasis on ethics, sustainability, and inclusive growth, which he acknowledged as key in improving not only business education but also the quality of life of Filipinos.

Delivering the closing remarks for the event was Dr. Patrick Adriel Aure, the inaugural director of the PHINMA-DLSU Center for Business and Society.

The event was attended by various stakeholders, including business and business education leaders as well as Lasallians.

## LA SALLE PROMOTES PROGRAMS IN AUS LEARNING FAIR



DLSU representatives led by the OVPERI participate in various events.

**DE LA SALLE UNIVERSITY INTENSIFIED ITS INTERNATIONALIZATION EFFORTS IN THE LEARNING ABROAD CIRCUIT** held at Edith Cowan University (ECU) in Australia last March 11.

DLSU is among the select 20 international HEIs that were invited to participate in the event, which is a collaborative initiative between Australian universities to encourage more students to study overseas.

ECU and La Salle have established linkages through the Asia Oceania Five Universities Alliance or AOFUA. Formed in 2018, the alliance is composed of ECU, Sirindhorn International Institute of Technology (SIIT), Tokyo City University (TCU), Universiti Teknologi Malaysia (UTM), and DLSU.

During the fair, DLSU promoted inbound educational exchange and other student mobility programs to Australian and international student attendees.



Dr. Chua-Garcia in one of her conference presentations.



Br. Bernie discusses with fellow administrators in the Presidents' Roundtable.

## MORE INTERNATIONAL PARTNERS TARGETED IN APAIE 2024

**DE LA SALLE UNIVERSITY EXPANDED ITS INTERNATIONAL ACADEMIC PARTNERSHIPS** through its participation in the 2024 Asia-Pacific Association for International Education (APAIE) Conference and Exhibition, which was held at the Perth Convention and Exhibition Centre in Australia from March 4 to 8.

APAIE's objectives include, among others, the establishment of greater cooperation between institutions; support for international programs, activities, and exchanges; and promotion of international education within the region.

The DLSU delegation was headed by President Br. Bernard Oca FSC, together with Vice President for External Relations and Internationalization Dr. Laurene Chua-Garcia.

Br. Bernie participated in the Presidents' Roundtable Lunch with top administrators from international HEIs. They discussed how to build a sustainable university of the future and other relevant topics.

For her part, Chua-Garcia was a speaker in the pre-conference workshop, "Industry Project-based Experiential Learning: Facilitating Multilateral Global Partnerships". Moreover, she delivered the Philippines' country report during Day 1 of the confab.

She was also presenter in the following workshops: "Strengthening Internationalization Capacity of HEIs in CLMV Countries" and "Redefining Institutional Partnerships through Consortia across the Pacific."

DLSU attended meetings with more than 30 existing and prospective university partners to discuss short-term programs, student and faculty exchanges, bilateral agreements, and other partnerships.

More than 2,000 delegates attended APAIE 2024.



## DLSU REMAINS AS PHL'S LEADING PRIVATE UNIVERSITY IN LATEST EDURANK STANDINGS

**DE LA SALLE UNIVERSITY REMAINS AS THE LEADING PRIVATE UNIVERSITY** in the 2024 EduRank list of 100 Best Universities in the Philippines. DLSU placed 1,752nd in 14,131 evaluated HEIs in the world.

DLSU is the top PHL university in Business, Computer Science, Mathematics, and Psychology.

La Salle is also the country's leading private university in Biology, Chemistry, Economics, Engineering, Environmental science, Liberal Arts and Sciences, and Physics.

The University also leads in the rankings of the various subfields of the above mentioned areas such as Linguistics, Law, Philosophy, Industrial Engineering, Biochemical Engineering, Systems Engineering, Computer Engineering, Biotechnology, InformationTechnology, Data Science, Software Engineering, Clinical Psychology, Education Majors, Child Psychology, Supply Chain Management, Operations Research, Marketing, and Management, among others.

The rankings' indicators consist of the HEI's research performance, non-academic prominence, and alumni score.

*For more information, visit: <https://edurank.org/uni/de-la-salle-university/rankings/>*

# GCOE FACULTY RECEIVES 2023 NRCP ACHIEVEMENT AWARD

**FOR HIS SIGNIFICANT IMPACT ON THE SCIENTIFIC COMMUNITY, DR. ANGELO EARVIN SY CHOI**, associate professor from the Department of Chemical Engineering of the DLSU Gokongwei College of Engineering, has received the 2023 DOST National Research Council of the Philippines (NRCP) Achievement Award for Division VII Engineering and Industrial Research.

The DOST-NRCP cited him for “his exceptional contributions to cleaner production, particularly in pioneering a systematic methodology for enhancing fuel oil desulfurization efficiency to mitigate climate change.”

His groundbreaking work involves developing a comprehensive framework for optimizing process variables and integrating innovative techniques like ultrasonication and high-shear mixing to oxidize sulfur into sulfone form and effectively adsorb sulfone compounds.

He advocates for cleaner fuel oil utilization through oxidative desulfurization, fostering sustainability in industrial applications.

Furthermore, he explores diverse avenues within chemical engineering, including wastewater remediation, biodiesel oil production, eco-friendly cement synthesis, biomaterials production for diabetes research, and bioprinting applications.

“He exemplifies his commitment to a greener environment and contributes to advancements in biotechnology research,” according to DOST-NRCP.

The NRCP Achievement Award is given during the Annual Scientific Conference and General Membership Assembly. This year’s 91st assembly carried the theme, “Research towards a Sustainable Scientific Future.”



Choi

## PROFESSOR EMERITUS GETS LIFETIME ACHIEVEMENT AWARD

**PROFESSOR EMERITUS, UNIVERSITY FELLOW, AND FORMER CHAIR OF THE DEPARTMENT OF LITERATURE DR. ISAGANI CRUZ** received the Lifetime Achievement Award in the 41st National Book Awards held last February 24 at Ateneo de Manila University.

The award was presented by the Manila Critics Circle and the National Book Development Board. It serves to honor Cruz’s notable contributions to Filipino literature and theater through his 30 book publications and an enduring advocacy toward literature and arts in the Philippines.

To read more about Dr. Cruz: <https://www.dlsu.edu.ph/university-fellows/dr-isagani-r-cruz/>

## GLOBAL AMBASSADOR FOR TRANSPORT SYSTEMS SOCIETY

**A FACULTY MEMBER FROM THE GOKONGWEI COLLEGE OF ENGINEERING (GCOE) Department of Manufacturing Engineering and Management, Dr. Marielet Guillermo** received the title of “IEEE Intelligent Transportation Systems Society (ITSS) Ambassador”.

She was also awarded with the prestigious fellowship from IEEE for a research project. This coming May, she will join “The Annual ITS WiE/YP Workshop and Research Forum” taking place in Seoul, South Korea.

IEEE is the world’s largest technical professional organization, with membership that has long been composed of engineers, scientists, and allied professionals. It is designed to serve professionals involved in all aspects of the electrical, electronic, and computing fields and S&T-related areas. For this reason the organization no longer goes by its full name.

# ORGANIZATION COMMUNICATION LECTURE HIGHLIGHTS COLLABORATION IN NONPROFIT WORK

**THE DLSU DEPARTMENT OF COMMUNICATION HOSTED LAST MARCH 6 THE PUBLIC AND ON-CAMPUS LECTURE OF DR. MATTHEW KOSCHMANN**, associate professor in the Department of Communication at the University of Colorado Boulder, USA.

Focusing on organizational communication and the nonprofit sector, Koschmann talked about informal settlements and participatory housing programs in the Philippines. He has visited communities in Iloilo, Capiz, Valenzuela, and Nueva Ecija for his research, which was conducted with Habitat for Humanity and Gawad Kalinga.

In 2018 he was a Fulbright Scholar and visiting research professor at Ateneo de Manila University in Quezon City. In addition to numerous academic articles, Koschmann is also the co-author of *Understanding Nonprofit Work: A Communication Perspective* (2020) and the Editor-in-Chief of *Management Communication Quarterly*, the flagship academic journal for the field of organizational communication.

The Department of Communication, a top-ranking department in journalism and digital media, media studies, and communication and

public relations, based on EduRank 2024, organized the event with support from the Office of the Dean of the College of Liberal Arts, the Strategic Communications Office, and Team Communication.

More than 100 participants attended the event, including representatives from Base Bahay Foundation Inc, Department of Human Settlements and Urban Development, Fulbright Philippines, Habitat for Humanity, and the Philippine Institute for Development Studies.



Koschmann

## DLSU CHORALE, CONDUCTOR BAG ANI NG DANGAL HONORS

**THE DE LA SALLE UNIVERSITY CHORALE AS WELL AS ITS CONDUCTOR AND ARTISTIC DIRECTOR JOSE "JOEL" EMMANUEL AQUINO** received the Ani ng Dangal Awards held last February 20 at the Metropolitan Theater Manila.

The awardees were recognized by the National Commission for the Culture And Arts (NCCA) for their winning performance during the Busan Choral Festival and Competition 2023, which was held in October in South Korea.

An agency under the Office of the President of the Republic of the Philippines, NCCA presents the Ani ng Dangal or "Harvest of Honors" as a highlight and concluding rite of the Philippine Arts Festival.



“ Let us pray before starting  
whatever we need to do. ”

*De La Salle*

Med 107.1

## DLSU in 2024 EduRank

# EduRank

# #1 Philippine private university

### #1 PHILIPPINE UNIVERSITY

- Business
- Computer Science
- Mathematics
- Psychology

### #1 PHILIPPINE PRIVATE UNIVERSITY

- Biology
- Chemistry
- Economics
- Engineering
- Environmental Science
- Liberal Arts and Sciences
- Physics

# Animo La Salle!

Source: [Edurank.org](http://Edurank.org)



2401 (twen'te fôr'o, wun) is a landmark number along Taft Avenue. It is the location ID of De La Salle University, 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, featuring developments and stories of interest about the University.

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