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Book of Abstract Conference Proceeding

# 8<sup>th</sup> ESBEM

**8<sup>th</sup> International Conference on Entrepreneurship Studies,  
Business, Economy, and Management Science**

Theme: "The Integral Role of ESG Principles in Shaping a Sustainable  
and Resilient Future: an Interdisciplinary Approach"

Virtual Conference : 28 May 2024

<https://esbem.com>

# **Book of Abstract Conference Proceeding**

## **8th International Conference on Entrepreneurship Studies, Business, Economy, and Management Science (8th ESBEM)**

Theme: "The Integral Role of ESG Principles in Shaping a Sustainable and Resilient Future: An Interdisciplinary Approach"

**Virtual International Conference  
May 28, 2024**



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**8th International Conference on Entrepreneurship Studies,**  
**Business, Economy, and Management Science (8th ESBEM)**

**Theme: "The Integral Role of ESG Principles in Shaping a Sustainable and Resilient Future: An Interdisciplinary Approach"**

**Editorial Board:**

Dr. Prameshwara Anggahegari

Dr. Hendrati Dwi Mulyaningsih

Santi Rahmawati, MSM.

**Cover and layout:**

Finna Zephyrine

Mochammad Rizal

Donny Maulana Jefrianto

Mochammad Arief Abdillah

**Publisher:**

Yayasan Sinergi Riset dan Edukasi

**Office Address:**

Komplek Sinergi Antapani

Jl. Nyaman 31, RT01 RW23, Bandung 40291, Indonesia

Contact: (+62) 811227479 / (+62) 8112331733

Email: [contact@researchsynergy.org](mailto:contact@researchsynergy.org)

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# **FOREWORD**



**Research Synergy Foundation** is a digital social enterprise platform that focuses on developing the Global Research Ecosystem towards outstanding global scholars. We build collaborative networks among researchers, lecturers, scholars, and practitioners globally for the realization of knowledge acceleration and to contribute more to society and humanity.

As a social enterprise, our aim is to provide a good research ecosystem and platform for researchers to share, discuss, and disseminate their ideas. In addition, it helps you to improve your research and contribute to the knowledge. Therefore, creating social value and impact is our priority.

From 2017 to 2021, more than 20,000 scholars have participated in our programs from Asia, Australia, Africa, America, and Europe continents. With the average of the increasing number of members by more than 5,000 each year, we continuously strengthen the global research ecosystem by having four support systems that are ready to help members from across the world.

There are various agendas (work and program) that we have already done since 2017 up to present. The agendas are coming from all the support systems in the Global Research Ecosystem, named: Scholarvein, ReviewerTrack, Research Synergy Institute, and Research Synergy Press. Research and publication cannot be seen as a separate part. Otherwise, we should take both as a comprehensive program. Moreover, the quality of the paper is the biggest concern for publication. To achieve the Organization/University/ Institution goal, we provide some agendas that can support you in research and publication enhancement. Some of the prominent agendas are:

1. International Conferences: It aims to create a "tipping point" of opportunities for participants to disseminate their research globally and have reputable scientific publication output.
2. Scientific and Academic Writing Coaching Clinics: It aims to provide a targeted and intensive learning strategy for publishing papers in high-impact Scopus/ WOS international journals.
3. Workshops: It aims to provide a vibrant learning forum to enhance the author's capability of scientific writing skills and the manuscript's quality.
4. Learning and Knowledge Sharing Programs: It aims to provide the best practice and guide from the experts, editors, and publishers' perspectives in research and publication enhancement.
5. Social Programs: It aims to empower and encourage society to share the value of creating an impactful program with us.
6. Research Synergy Foundation welcome all individuals, organizations/institutions (universities, governments, and private sectors) to be part of our Global Research Ecosystem.

<https://www.researchsynergy.org/>

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# ORGANIZING COMMITTEE

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## **Conference Chair**

Dr. Prameshwara Anggahegari  
*Research Synergy Foundation*

## **Global Research Ecosystem Introduction**

Dr. Hendrati Dwi Mulyaningsih  
*Founder and Chairperson of Research Synergy Foundation*

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*Research Synergy Foundation*

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# **SCIENTIFIC REVIEWER COMMITTEE**

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**Prof. Jessie I. Quierrez** - Polytechnic University of the Philippines, Phillipines

**Dr. Leandro A. Loyola** - De La Salle University, Phillipines

**Prof. Salina Daud** - Universiti Tenaga Nasional (UNITEN), Malaysia



# CONFERENCE CHAIR MESSAGE

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Distinguished Participants and Guest,  
Excellencies, Ladies, and Gentlemen

Good morning, esteemed guests, respected attendees, and beloved members of our community. It is with great pleasure that I extend a warm welcome to each and every one of you on this special occasion. Today marks a significant milestone in our shared journey as we gather for "The 8<sup>th</sup> International Conference on Entrepreneurship Studies, Business, Economy, and Management Science (8<sup>th</sup> ESBEM)" hosted by Research Synergy Foundation. I am deeply honored to address you all as we embark on this remarkable event.

Hosting this conference has been a privilege, and we extend our heartfelt gratitude to our esteemed Keynote Speakers and Invited Speaker:

- Dr. Saddam A. Hazaea  
Southwestern University of Finance and Economics, Chengdu, Sichuan, China
- Ilma Aulia Zaim, Ph.D. Assistant Professor  
School of Business and Management, Institut Teknologi Bandung, Indonesia

Our chosen theme, *"The Integral Role of ESG Principles in Shaping a Sustainable and Resilient Future: An Interdisciplinary Approach"*, underscores the importance of interdisciplinary collaboration in shaping sustainable strategies across various domains such as global education, economics, business, and society. In today's interconnected world, addressing complex challenges requires a multifaceted approach that draws upon insights from diverse fields. By bringing together experts from different disciplines, we can gain a deeper understanding of the interconnectedness of issues and develop comprehensive solutions that are both effective and sustainable.

Furthermore, I encourage each of you to be actively engage in discussions, share insights, and make the most of the wealth of knowledge that will be imparted during this conference.

I extend heartfelt gratitude to each and every one of you for being with us today, particularly our Keynote Speakers, Session Chairs, Scientific Reviewers, Conference Committee, Presenters, and Attendees from around the globe. Despite gathering virtually, your participation and enthusiasm serve as inspiration to us all. I am hopeful for a smooth and successful conference ahead. Thank you.

Best regards,

***Dr. Prameshwara Anggahegari***  
Conference Chair of 8<sup>th</sup> ESBEM

## CONFERENCE CHAIR

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### ***Dr. Prameshwara Anggahegari***

**Conference Chair of 8<sup>th</sup> ESBEM  
Research Synergy Foundation**

**Wara**, as Prameshwara Anggahegari is known, is a Researcher at Center for Research on Cooperatives, Corporations, and People's Economy - The National Research and Innovation Agency (BRIN). She is also a lecturer in the School of Business and Management. She teaches courses in social entrepreneurship, corporate social responsibility, business sustainability and environmental management systems, all of which are closely related to her research interests in Sustainability. She is also the Community Engagement Specialist at teras Hijau Project, an empowerment movement located in Indonesia. This movement attempts to decrease food insecurity in Bandung by promoting urban farming, which is driven by low-income housewives living in high-density areas. She also participates in numerous government initiatives as a member of the Social Expert Team. Under the Research Synergy Foundation, Wara is also the director of Reviewer Track, a hub for empowering other academicians and reviewers all around the world. Her current interest is about gender, social entrepreneurship, SMEs and empowerment.

# GLOBAL RESEARCH ECOSYSTEM INTRODUCTION

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***Dr. Hendrati Dwi Mulyaningsih, S.E., M.M.***

**Founder & Chairperson of Research Synergy Foundation**

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**Dr. Hendrati Dwi Mulyaningsih** is the chairperson and founder of Research Synergy Foundation that has shown great commitment on creating Global Network and Research Ecosystem. This GNR ecosystem has been developing since 2017 up to the present and having increasing numbers of the member up to more than 25.000 from all around the globe. Her passion in how to create impact and co creation value among all the stake holder of RSF has made her focus on upholding integrity in the scientific process through enhancement of RSF's support-support system as like Reviewer track, Scholarvein, Research Synergy Institute and Research Synergy Press. Thus, her work in this area has made her as the Nominee of Impactful Leadership Awards from Tallberg Foundation Sweden 2019.

As lecturer, she has been working in the University since 2008 – at present in Indonesia as assistant professor and she hold her Doctoral Science of Management graduated from School of Business and Management Institute of Technology Bandung (SBM-ITB) and she has strong interest to her research project as well as her research field in Social Entrepreneurship, Social Innovation and Knowledge Management.

As researcher, her work studies and research on this research field made her be invited as reviewer in many reputable Scopus and WOS indexed journals and as keynote speaker in many International Conferences in Philippines, Thailand, Malaysia, Indonesia, Australia, Japan, and US. She also has shown her great passion on writing her research study into some books chapter, papers and contemporary scientific articles that has already been published in Springer, Emerald, Taylor and Francis and in many reputable international publishers. The terrific association between her professional experiences as researcher, lecturer, the certified Trainer & Coach combined with her wider horizon on networking in the research area made her establish the strong commitment on having global learning platform to accelerate knowledge through many workshops and research coaching in Research Synergy Institute as one of RSF's support system.

## KEYNOTE SPEAKER

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***Dr. Saddam A. Hazaea***

**Southwestern University of Finance and Economics, Chengdu, Sichuan, China**

**Saddam A. Hazaea** is doing a postdoctoral position in ESG assurance at the Faculty of Accounting, Southwestern University of Finance and Economics (SWUFE), China. He has been awarded a Ph.D. in Auditing from Yunnan University of Finance and Economics in 2022. His exceptional work and dedication to the field also earned him many Awards. Throughout his academic career, he has conducted extensive research on various functional domains, including Auditing, Corporate Governance, and Sustainability Assurance. His articles are published in top-tier academic journals, including *Environmental Science and Pollution Research*, *Meditari Accountancy Research*, *Corporate Governance*, *Sage Open*, and *Frontiers in Energy Research*, among others.

## INVITED SPEAKER

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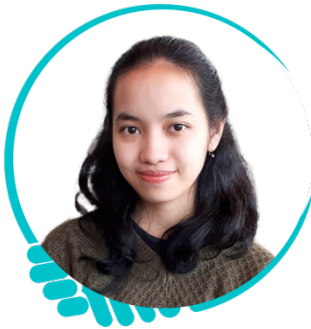
***Ilma Aulia Zaim, Ph.D. Assistant Professor***

**School of Business and Management, Institut Teknologi Bandung, Indonesia**

**Ilma Aulia Zaim** serves as a full-time faculty member at SBM-ITB, within the Business Strategy and Marketing interest group. In 2016, Ilma received LPDP scholarship and pursued PhD in Business majoring in Tourism Marketing at Middlesex University London, United Kingdom. She is also frequently invited as a speaker for academic and public forums, as well as a consultant for various Ministries (such as the Indonesian Ministry of Tourism and Creative Economy, the Ministry of National Development Planning, and the Ministry of Manpower), national institutions (including the University of Indonesia, Dealls, and Simpul Talenta), and international institutions (e.g. the United Nations- the International Labour Organisation). Her research interests encompass tourism marketing, place branding, destination image, non-visitors, cross-culture, visual research, and video elicitation methods.

# MODERATOR

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*Widyoretno Adiani, S.Si, M.S.M.*

**Research Synergy Foundation**

**Widyoretno Adiani** serves as a Research Assistant at School of Business and Management, Bandung Institute of Technology, Indonesia. Her scholarly pursuits are concentrated within the domains of consumer behavior, digital service, and marketing. In addition to her role as a researcher, she actively engages in scholarly dissemination as a managing director and managing editor at Research Synergy Press.

## SESSION CHAIRS

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*Dr. Naziatul Aziah Mohd Radzi*

**Universiti Kebangsaan Malaysia, Malaysia**

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**Dr. Naziatul Aziah Mohd Radzi** is a senior lecturer in Center for Sustainable and Inclusive Development Studies, Faculty of Economics and Management, Universiti Kebangsaan Malaysia. Her field of interest is on Sustainability management that includes ESG, Corporate Social Responsibility (CSR) and Circular Economy. Not only that, but her passion is always driven by the subject of Economics Development, Society Well-being and also climate change.

# CONFERENCE PROGRAM

Tuesday | May 28, 2024

Time (UTC+7)	Dur'	Activity
8:50 - 9:00	0:10	Participant Login and Join Virtual Conference by ZOOM <a href="https://bit.ly/8thESBEM">https://bit.ly/8thESBEM</a> Meeting ID: 824 1623 0492 Passcode: Esbem2024
9:00 - 9:15	0:15	Welcome Address and Conference Publication Announcement by MC
9:15 - 9:25	0:10	Welcome Remarks : Dr. Prameshwara Anggahegari Conference Chair of 8th ESBEM
9:25 - 9:45	0:20	Global Research Ecosystem Introduction : Dr. Hendrati Dwi Mulyaningsih Founder & Chairperson Research Synergy Foundation
9:45 - 9:50	0:05	E-Group Photo
9:50 - 10:25	0:35	Keynote Speaker : Dr. Saddam A. Hazaea Southwestern University of Finance and Economics, Chengdu, Sichuan, China
10:25 - 10:30	0:05	Token of Appreciation for Keynote Speaker
10:30 - 11:05	0:35	Invited Speaker : Ilma Aulia Zaim, Ph.D. (Assistant Professor) School of Business and Management, Institut Teknologi Bandung, Indonesia
11:05 - 11:10	0:05	Token of Appreciation for Invited Speaker
11:10 - 11:15	0:05	Announcement and preparation of Academic Online Presentation Session
11:15 - 11:25	0:10	Session Chairs Introduction of Academic Online Presentation: Dr. Naziatul Aziah Mohd Radzi Universiti Kebangsaan Malaysia, Malaysia
11:25 - 13:40	2:15	Academic Online Presentation 9 presenters 15 minutes/Presenter
13:40 - 13:50	0:10	Awarding Certificate of Presentation, Testimonial, and Post-conference information announcement
13:50 - 14:00	0:10	Short Break for Scoring Recapitulation
14:00 - 14:10	0:10	Awarding Session: Best Presentation Session Chair Recognition
14:10 - 14:15	0:05	Closing Remarks



# LIST OF PRESENTERS

Tuesday | May 28, 2024

**Room:** Main Room

**Time:** 11:15 - 13:40 (UTC+7)

**Session Chair:** Dr. Naziatul Aziah Mohd Radzi - Universiti Kebangsaan Malaysia, Malaysia

Track Finance		
Paper ID	Presenter	Paper Title
ESB24103	Yilin Liu	The Impact of Corporate Leverage on ESG Ratings: Analyzing the Relationship between Asset-liability Ratio and ESG Ratings
Track Industrial relations		
Paper ID	Presenter	Paper Title
ESB24105	Alan Dean	Job Satisfaction and Its Influence on Organizational Citizenship: Insights from Employees of Shoe Manufacturing Companies
ESB24104	Mary Rose Tayag	Real Estate Agents' Personal Work Values Vis-A-Vis Their Perceptions on the Developer's Organizational Values
ESB24107	Lady Kenneth Dizon	ORGANIZATIONAL CULTURE VIS-A-VIS JOB SATISFACTION OF EMPLOYEES IN A SELECTED HIGHER EDUCATION INSTITUTION IN ANGELES CITY
ESB24108	Arron Enriquez	CAREER GROWTH, ORGANIZATIONAL IDENTIFICATION, AND WORK ENGAGEMENT OF EMPLOYEES IN PAMPANGA
Track Marketing management		
Paper ID	Presenter	Paper Title
ESB24106	Ma Elena Estebal	Customer Satisfaction and its Role in Fostering Store Loyalty: An Investigation into Retail Dynamics
ESB24109	Maricel Capitulo	CUSTOMERS' PERCEPTIONS OF THEIR SATISFACTION TOWARDS ONLINE SHOPPING VS. IN-STORE SHOPPING



# **Track: Finance**



# The Impact of Corporate Leverage on ESG Ratings: Analyzing the Relationship between Asset-liability Ratio and ESG Ratings

| Yilin Liu<sup>1</sup>, Ziyin Huang<sup>2</sup>, Xiaohang Gan<sup>3</sup>, Mengxin Dai<sup>4</sup>

<sup>1,2,4</sup>Xi'an Jiaotong Liverpool University, <sup>3</sup>HuaQiao University

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## Abstract

**Background** – Globalization has attracted more countries to the global market, and China has played an important role. China is an essential player in the global environmental social government (ESG) market, ranking second in its green bond market. China's progress in environmental social government (ESG) reflects its ethics, making it an ideal environment to study the impact of asset-liability ratios on environmental social government (ESG) ratings.

**Purpose** – Our research aims to bring new empirical evidence to corporate finance and other fields by exploring the relationship between corporate leverage and environmental social government (ESG) ratings and providing a reference for industry practice.

**Design/methodology/approach** – In constructing the dataset, we combined the environmental social government (ESG) ratings of listed Chinese companies published by the Wind database China Securities Index Information Service (Shanghai) Co., Ltd. with the complete sample data of 25,392 listed Chinese companies from 2010 to 2022 from the CSMAR database. Then, the OLS model is constructed to study the relationship between variables.

**Findings** – Our research finds a significant negative correlation between leverage and environmental social government (ESG) rating. With the increase in leverage, a company's environmental social government (ESG) rating tends to decrease.

**Research limitations** – Our study did not carry out heterogeneity analysis, which may affect the rigor of our evidence. For example, we did not consider the effects of different industries, and companies in different industries may respond differently to environmental social government (ESG) ratings. The lack of heterogeneity analysis may lead to the omission of differences between industries, which undermines the understanding of the impact of gearing on environmental social government (ESG) ratings.

**Originality/value** – Our research provides new empirical evidence for understanding the relationship between corporate leverage and environmental social government (ESG) ratings. Our findings highlight the detrimental impact of leverage levels on environmental social government (ESG) ratings, which has important implications for company management and investor decision-making.

*Keywords: ESG Rating, Asset-liability Ratio, Financial Leverage, Corporate Finance, Geopolitical Risk*

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# Track: Industrial Relations



# Job Satisfaction and Its Influence on Organizational Citizenship: Insights from Employees of Shoe Manufacturing Companies

| Dr. Ma. Elena C. Estebal<sup>1</sup>, Alan S. Dean<sup>2</sup>, Vea B. Vicente<sup>3</sup>, Rochelle Mae F. Ting<sup>4</sup>  
<sup>1,2,3,4</sup>Technological Institute of the Philippines

---

## Abstract

**Background** – The shoe manufacturing industry has been a cornerstone of Marikina's economy and cultural identity contributing substantially to employment and livelihoods among locals. However it has suffered significantly due to economic, social, and market dynamics. Among the many challenges this industry is facing is related to workforce sustainability.

**Purpose** – This study aims to explore the correlation between job satisfaction and organizational citizenship behavior of the employees in selected shoe manufacturing companies in Marikina City.

**Design/methodology/approach** – Data collected was processed using Jamovi version 2.3. The study employed frequency, percentage and mean to delineate the profile of respondents, their level of agreement on job satisfaction and organizational citizenship behavior. In scrutinizing potential disparities in the ratings with respect to respondents' profiles, the study incorporated statistical methods, which includes Mann-Whitney U Test, Kruskal-Wallis Test, and Shapiro-Wilk's Test. In establishing correlations between the study variables, Spearman-Rho Correlation Test was employed to gauge the strength of relationship between level of satisfaction and organizational citizenship behavior.

**Findings** – The result indicates that the respondent employees demonstrate an exceptionally high degree of job satisfaction and modest level of organizational citizenship behavior (OCB). Significant differences in job satisfaction were observed based on sex, with male employees reporting slightly higher levels of satisfaction than their female counterparts. Respondent employees differ in their manifestation of OCB when length of service was considered, with employees having more than six years demonstrating slightly higher OCB. Further, job satisfaction and OCB were found to be positively and significantly correlated, indicating that an increase in job satisfaction is associated with an increased likelihood of employees participating in behaviors that are advantageous to the organization.

**Research limitations** – This study is limited to the employees of selected shoe manufacturing companies in Marikina City Philippines.

**Originality/value** – The shoe manufacturing industry relies heavily on skilled artisans and craftsmen. Understanding the factors that influence job satisfaction and OCB can contribute to strategies aimed at attracting and retaining talented individuals in the industry, thereby fostering organizational stability and growth.

*Keywords: Job Satisfaction, Organizational Citizenship Behavior, Shoe Manufacturing*

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# Real Estate Agents' Personal Work Values Vis-A-Vis Their Perceptions on the Developer's Organizational Values

| Mary Rose M. Tayag<sup>1</sup>, Dr. Chere' C. Yturralde<sup>2</sup>

<sup>1,2</sup>Angeles University Foundation

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## Abstract

**Background** – This study focused on the developer's organizational values and the personal work values highlighting a person-organization fit. It is essential to look into the relationship between the personal traits of individual employees and the organization as a whole to better formulate policies and programs that could support the institutional goal. It is in this light that the personal values of individual employees may play a significant role in the overall organizational values of the company. The prevailing human interactions within organizations make it a fitting subject to understand the relationship between personal and organizational values.

**Purpose** – The study aimed to investigate the relationship between estate agents' personal work values and real estate developer's organizational values.

**Design/methodology/approach** – The study is quantitative research and utilized both descriptive and inferential statistical tools to determine the frequency and correlations of variables. To establish the correlation between the perceived competencies and personality traits of the respondents, Spearman Rho and Kruskal Wallis were utilized.

**Findings** – The results revealed that the five subscales of personal work values were extremely important to the respondents while the two subscales were very important to them. Employees are concerned with the salary, welfare, awards, honesty, integrity in the workplace, reputation, health, and safe working environment. For the organizational values, the seven subscales were very important to the employees. The organization must provide the needs of the employees to improve their productivity and performance. Personal work values were significantly related to organizational values. The values of the employees to each subscale are also the values of the organization that they need to boost the commitment of the employees in the organization.

**Research limitations** – The study is limited to one real estate developer in the Philippines. Considering there are a lot of real estate developers, future research may be conducted to include more developers within the region or even across the nation to cover a wider range of respondents to improve the representativeness of the respondents and the comparison.

**Originality/value** – Personal work values and organizational values are significantly important to understand our employees and boost their morale and commitment to the organization.

*Keywords: personal work values; organizational values; real estate agents, real estate developer, perception*

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# Organizational Culture Vis-A-Vis Job Satisfaction of Employees in a Selected Higher Education Institution in Angeles City

| Lady Kenneth Dizon<sup>1</sup>, Chere' C. Yturralde<sup>2</sup>

<sup>1,2</sup>Angeles University Foundation

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## Abstract

**Background** – This study is focused on the relationship between two variables: organizational culture and job satisfaction, highlighting both teaching and non-teaching personnel who have experienced working from home and on-site during the COVID-19 pandemic.

**Purpose** – The study aims to investigate the relationship between organizational culture and job satisfaction among employees in a selected higher education institution, proposing strategies to enhance both as it also seeks to understand the influence of demographic factors on this relationship.

**Design/methodology/approach** – The study surveyed 221 teaching and non-teaching employees out of a total population of 581 using a three-part questionnaire adapted from previous studies. The questionnaires were distributed online using Google Forms and also provided in hard copies. The collected data were analyzed using both descriptive and inferential statistics.

**Findings** – The study found significant differences in organizational culture and job satisfaction based on employees' positions in the company, with strong agreement on aspects like teamwork, morale, supervision, and meetings. Additionally, there is a highly significant correlation between organizational culture and job satisfaction. Recommendations include enhancing information flow, involvement, and job recognition to improve organizational culture and job satisfaction.

**Research limitations** – The study's limitations include its single higher education institution focus, potentially limiting generalizability; the influence of the COVID-19 pandemic on employees' work experiences; and the descriptive-correlation research design's inability to fully capture construct complexity or other influencing factors.

**Originality/value** – The study's originality lies in its exploration of the relationship between organizational culture and job satisfaction within a single higher education institution during the Covid-19 pandemic. The findings provide practical insights for improving organizational culture and job satisfaction, particularly emphasizing the importance of teamwork, morale, supervision, and meetings in enhancing organizational culture and job satisfaction in academic settings.

*Keywords: Organizational culture, Job satisfaction, higher education institution, Employee Engagement, Employee Involvement*

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# Career Growth, Organizational Identification, and Work Engagement of Employees in Pampanga

| Arron Enriquez<sup>1</sup>, Chere' C. Yturralde<sup>2</sup>

<sup>1,2</sup>Angeles University Foundation

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## Abstract

**Background** – The study sought to describe respondents' perceptions of career growth, organizational identification, and work engagement, as well as identify the significant differences between their profiles and organizational concepts. The study sought to show the significant relationship between career growth, organizational identification, and work engagement.

**Purpose** – To describe respondents' perceptions of career growth, organizational identification, and work engagement, along with identifying the differences between their profiles and organizational concepts. To analyze the relationship between career growth, organizational identification, and work engagement.

**Design/methodology/approach** – The survey included 411 employees from Pampanga. The study employed a 6-point Likert scale questionnaire with items covering the three organizational concepts. The survey also included an examination of the employees' demographic profiles. This study used the descriptive-correlational method. The data were analyzed using the frequency and percentage distributions, mean and standard deviation, Wilcoxon-rank sum and Kruskal-Wallis tests, and Spearman's correlation coefficients.

**Findings** – Findings of the study revealed significant differences in the three organizational concepts across respondents' demographic profiles. Moreover, a significant relationship exists between career growth, organizational identification, and work engagement. To increase work efficiency, company management should recognize employees' need for career growth and strive to meet these needs.

**Research limitations** – In this study, we determined the perspective on the three organizational concepts of Pampanga employees. Most of the study respondents were from the public sector.

**Originality/value** – The present study included respondents of all ages, unlike previous research that focused on the new generation around 2018. Previous research combined the two concepts, but the current study focused on the significant relationship between the three concepts based on employee perception. This study provided insights into how participants in the region understand the relationship between the three organizational concepts, which will also be valuable for future studies.

*Keywords: career growth, organization identification, work engagement*

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# **Track: Marketing Management**



# Customer Satisfaction and its Role in Fostering Store Loyalty: An Investigation into Retail Dynamics

| MA ELENA ESTEBAL<sup>1</sup>, Kathleen U. Pulmones<sup>2</sup>

<sup>1</sup>Council of Marketing Educators, <sup>2</sup>World Citi Colleges Quezon City

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## Abstract

**Background** – In an increasingly competitive marketplace, understanding the intricate relationship between customer satisfaction and loyalty has become imperative for business striving to thrive and grow.

**Purpose** – Using the widely recognized SERVQUAL framework, this study endeavors to unravel the nuanced dynamic that govern customer satisfaction and its profound impact on fostering loyalty among shoppers.

**Design/methodology/approach** – A total of 350 shoppers were considered for this study. Data collected was processed using SPSS version 23. Frequency, percentage and mean were used for the description of the profile of respondents and their level of satisfaction on the SERVQUAL dimensions and level of agreement on the loyalty constructs. ANOVA and t-test were utilized for test of significant differences on the ratings when respondents' profile was considered. In correlating the variables of the study, Pearson r was used to measure the strength of the relationship between SERVQUAL dimensions and loyalty constructs.

**Findings** – Results of the study revealed a high positive relationship between tangibility, reliability, assurance dimensions and shopper loyalty constructs. Furthermore, this study explored customer satisfaction along five demographic variables, resulting in the detection of significant differences in the shoppers' satisfaction on account of gender, civil status, educational attainment, and number of household members.

**Research limitations** – This study is limited to supermarkets in Manila, Philippines.

**Originality/value** – These findings can provide managerial insights into developing effective retail strategies to enhance customer satisfaction and promote store loyalty.

*Keywords: SERVQUAL, Customer Satisfaction, Store Loyalty, Supermarkets*

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# Customers' Perceptions of Their Satisfaction Towards Online Shopping vs. In-Store Shopping

| Maricel Capitulo<sup>1</sup>, Dr. Chere' Yturralde<sup>2</sup>

<sup>1,2</sup>Angeles University Foundation

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## Abstract

**Background** – This study focused on the variables, namely, the perceptions of customer satisfaction between online shopping and in-store shopping. By comparing these two shopping modes, the study focused on providing a comprehensive understanding of customer satisfaction when it comes to the shopping experience

**Purpose** – The purpose of the study is to investigate in-store and online shopping experiences in terms of customer satisfaction and to determine the respondents' sociodemographic profile and to describe how satisfied they were with both in In-store and online shopping.

**Design/methodology/approach** – The researcher used a combination of random and snowball sampling in a descriptive-comparative design of the study. A survey questionnaire was employed. A sample size of 384 was used for the study. It also utilized the following statistical analyses: Dunn's pairwise test, Wilcoxon rank sum test, percentage, mean, standard deviation, and Kruskal-Wallis test.

**Findings** – The study found that most of the respondents were aged 18–30, with more females and mostly single individuals. Many were employed, earning monthly incomes of P10,000 and below, and were college graduates. Most prefer shopping both online and in-store. The results also revealed that based on the preferred shopping mode of the respondents and their perceptions, it has been established that consumer buying patterns for in-store and online shopping have differences but are minimal.

**Research limitations** – This paper does not cover a comparison between online shopping platforms. It is also open to future researchers by using a different approach or research design to study this topic. Future researchers should look into other factors for post-pandemic measures as well as the long-term effects of the COVID-19 pandemic on businesses.

**Originality/value** – The present study includes a comparison of in-store and online shopping, unlike previous research that has focused solely on the benefits of the online shopping experience. Conducted during the COVID-19 pandemic, this study broadens its scope by identifying the level of satisfaction of respondents with both online and in-store shopping experiences. This comprehensive approach provides insights into how the pandemic has influenced the customer satisfaction in both shopping environments.

*Keywords: Shopping; Online Shopping; In-store Shopping; Customer Satisfaction*

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## CLOSING REMARKS

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Excellencies, Presenter, Attendees

Ladies and Gentlemen,

I am very honored and delighted to deliver the concluding remarks of 8th International Conference on Entrepreneurship Studies, Business, Economy, and Management Science (8th ESBEM) organized by Research Synergy Foundation; Supported by: Scholarvein, Reviewer Track, Research Synergy Institute, Research Synergy Press, F1000 Research, Cogent Open Access Journals, and Taylor & Francis Group. The committee has successfully hosted the event, breakout sessions and all presentations were delivered with minimum technical issues. I believe that during this conference, we have all had insightful, interactive, discussions and great chance to share the outcomes of our research.

Throughout this conference, we have had the opportunity to explore deeper in the various area of research related to education, economic, business, and social science. The presentations, discussions, and insights shared by esteemed scholars and experts have provided a rich tapestry of knowledge and perspectives. Overall, this conference has served as a platform for interdisciplinary dialogue and collaboration, fostering a deeper understanding of the complex challenges facing our world today. As we conclude this conference, let us carry forward the insights gained and continue our collective efforts towards building a more sustainable, equitable, and prosperous future for all.

I would like to thank all participants, keynote speakers, invited speakers, reviewers, presenters, attendees, and of course session chairs from various countries who have already given their best contribution to this 8<sup>th</sup> ESBEM. Next, my sincere gratitude and thank you, finally, to all the committee members for their hard work. Therefore, let me wish all of our energy, enthusiasm, shared trust and resolve on our way towards achieving a better future for all.

Moreover, Congratulation to the achievement in awarding section for the best paper, the best presentation, and high recognition to all session chairs involved (your feedback is really valuable to all audiences, we are looking forward for future collaboration ahead).

To conclude, thank you for the great contribution and hope that the knowledge and thoughts shared in this conference, new networks, and new friendships will be fruitful for all of us and could increase our professional development in the future.

See you at our upcoming event.

Keep in touch and thank you very much for your attention. Stay safe and healthy.

Best regards,

Research Synergy Foundation

# Future Events

<https://bit.ly/UpcomingConference-RSF>

**6<sup>th</sup> ICISS**

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6<sup>th</sup> International Conference on Islamic Education Studies and Social Science  
<https://www.icissconference.com/>  
Virtual conference – June 11, 2024

**10<sup>th</sup> BEMSS**

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10<sup>th</sup> International Conference on Business, Economy, Management and Social Studies Towards Sustainable Economy  
<https://www.bemssconference.com>  
Virtual conference – June 25, 2024

**8<sup>th</sup> IBEMS**

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The 8<sup>th</sup> International Conference on Interdisciplinary Business, Economy, Management, and Social Studies  
<https://www.ibemsconference.com/>  
Hybrid conference (Tokyo, Japan) - July 3-4, 2024

**6<sup>th</sup> ICTASE**

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6<sup>th</sup> International Conference on Teaching and Science Education  
<https://ictase.com>  
Virtual conference - July 23, 2024

**2<sup>nd</sup> ICE-BEST**

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2<sup>nd</sup> International Conference on Economics, Business, Science, and Technology  
<https://ice-best.com>  
Hybrid conference (Istanbul, Turkey) - August 13-14, 2024

**ICPS 2024**

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The 2024 International Conference of UNAIR Postgraduate School  
<https://www.icpsunair.com>  
Hybrid conference (Universitas Airlangga, Surabaya) – September 11, 2024

**2<sup>nd</sup> ICISSETIM**

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The 2<sup>nd</sup> International Conference on Industrial and Systems Engineering, Technology, Innovation, and Management  
<https://icisetim.com/>  
Hybrid conference – (Swiss-Belhotel Rainforest – Kuta, Bali, Indonesia) September 24-25, 2024

**2<sup>nd</sup> ICP-IBS**

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The 2<sup>nd</sup> International Conference on Psychology and Interdisciplinary Behavioral Studies  
<https://icpibs.com>  
Hybrid conference (ASTON Priority Simatupang Hotel & Conference Center, Jakarta, Indonesia)  
October 8-9, 2024

***9th MASOS***

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9th International Conference on Management Studies and Social Science

<https://www.masosconference.com>

Virtual conference - November 5, 2024

***5th MESS***

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The 5<sup>th</sup> International Conference on Management, Education, and Social Science

<http://messconference.com>

Virtual conference - December 10, 2024

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