



University of the Visayas

International Research Conference 2025



Cluster 8

Strategic Marketing (Hybrid)

Assigned Room:

Inday Teresing Auditorium

Moderator:

Phillip A. Almanon

Time Keeper:

Fairuza Naomi Gerona

Tabulator:

Ms. Jazmaine Z. Fortuna

Panel of Reactors:

1. Dr. Ernesto Arpon
2. Dr. Jojo Villamin
3. Dr. Jean Paolo Lacap

Schedule Manuscript
Code Research Title Presenter

8:15–8:30 AM	IRC-2025-C8-001	Service Dimensions and Customer Satisfaction: A Correlation Study of Dining Experience in Selected Restaurants	Aguilar, Glomebe S.
8:31–8:46 AM	IRC-2025-C8-002	Customs Brokers' Views on Digitalization and Its Impact on Service Promotion: A Comparative Study	Aliposa, Francisco
8:47–9:02 AM	IRC-2025-C8-003	Marketing Assessment of Users' Experience on Restaurant Chatbots in Selected Restaurants in Cebu City	Laspiñas , Rosario
9:03–9:18 AM	IRC-2025-C8-004	Determinants of Guest Preferences in Choosing Airbnb Accommodations: A Marketing Analysis in Cebu City	Nudalo , Billy Boy P.
9:19–9:34 AM	IRC-2025-C8-005	Assessing the Skills Mismatch in the Labor Market of Graduate Education Students	Salado, Ritz Carlton M.
9:35–9:50 AM	IRC-2025-C8-006	A Study on Students' Motivation for Enrollment in Maritime Programs	Elatico, Ronnel E.
9:51–10:06 AM	IRC-2025-C8-007	From Student to Teacher: An Instrumental Case Study on Academic Inbreeding	Amoro, James Liven B.
10:07–10:22 AM	IRC-2025-C8-008	What Predicts Graduate Students' Intention to Continue Enrollment in Postgraduate Studies and Self-Regulation: An Exploratory Mixed-Method Study	Nepangue, Jorijie U.
10:23–10:38 AM	IRC-2025-C8-009	Helptrack: Enhancing Automated Reporting Incident Through Global Positioning System	Unabia, Kent Ivan R.
10:30 - 10:54 AM	IRC-2025-C8-010	The Influence of Insitutional Support on Teachers' Research Skills and Engagement	Daniel, Mhie B.