The Questions of Objectivity, Intent & Formation in Plagiarism:
The LS Statement

On October 12, 2010, the Supreme Court issued its decision on AM No. 10-7-17-SC (in the Matter of the Charges of Plagiarism, etc., against Associate Justice Mariano C. Castillo). In explaining its decision regarding the questionable passages used by Castillo in the matter of Vinuya against the Department of Foreign Affairs, the high court indicated that "plagiarism presupposes intent, and a deliberate, conscious effort to steal another's work and pass it off as one's own."

On its face, the statement of the high court forebodes problems for academic institutions where the evaluation of the integrity of essays, research papers, and the like are of daily fare and primary importance. Despite the fact that the practice in the Loyola Schools has always been to treat plagiarism cases as a matter of fact (the original and questionable documents speaking for themselves), and even with the publication of a detailed Guide to the Code of Academic Integrity this schoolyear, the confrontation between the existent code and the Supreme Court statement was inevitable.

Objective indeed

In a memo dated November 4, 2010, Vice President for the Loyola Schools Dr. John Paul C. Vergara clarifies that regardless of the statement of the Supreme Court, the LS will continue to adhere to standards which characterize plagiarism as a matter which is identifiable through the act itself. It quotes the LS Code of Academic Integrity which states that "the objective act of falsely attributing to one's self what is not one's work, whether intentional or out of neglect, is sufficient to conclude that plagiarism has occurred." This, the vpls reiterates, has not changed. Cases will be regarded as they have been.

Intent as a matter for sanctions

A more stringent reading of the memo clarifies that lack of intent is not without value in the deliberation of a disciplinary case such as plagiarism. Contrary to being dismissive of anything other than the objective act, awareness, willfulness, and acknowledgement of wrongdoing actually are important considerations, it says. This is presumably part of due process which demands that the accused be heard and the context respected. Intent as part of context, however, is a matter to be considered in the deliberation of sanctions, where the gravity of the offense factors in. Perhaps it would be fair to say that while plagiarism remains plagiarism, from a formative perspective, a person who consciously harbors the words and eloquence of someone else as his own is qualitatively different from one who misses a footnote out of neglect and carelessness.

A larger context

Beyond the details regarding the use of quotation marks or acquisition of permissions, the LS makes a bold statement in the last part of the November 4 memo. Here it is emphasized that academic honesty is a matter of personal discipline and moral character. In its resolve to form persons-for-others, the continuing expectation of the highest standards of LS students is necessary, the vpls reminds us, with the practice of giving credit where it is due going to the internalization of such values as truth, respect, gratitude, integrity, and justice.

New presidents in NAGA, CAGAYAN DE ORO, & DAVAO

The Society of Jesus' Philippine Provincial Superior Fr. Jose Cecilio J. Magadia, SJ announced in recent weeks the election of new presidents for Ateneo de Manila University, Xavier University, and Ateneo de Davao University.

Fr. Primitivo E. Viray, Jr., SJ will succeed Fr. Joel E. Tabora, SJ as president of the Ateneo de Naga University. Fr. Viray is at present the rector of the Loyola House of Studies. Fr. Tabora, who was Ateneo de Naga president for 11 years, will be moving to Davao to assume the presidency of Ateneo de Davao University.

Fr. Roberto C. Yap, SJ will succeed Fr. Jose Ramon T. Villarin, SJ as president of Xavier University in Cagayan de Oro. At present, Fr. Yap is the Province Treasurer for the Society of Jesus. Fr. Villarin, after five years of leading Xavier University, will be moving to Manila to assume the presidency of Ateneo de Manila University.

Fr. Joel E. Tabora, SJ will succeed Fr. Antonio S. Samson, SJ as president of Ateneo de Davao University. Fr. Tabora will move to Davao from Naga, where he is the current president of Ateneo de Naga University. Fr. Samson has served as president of Ateneo de Davao and Xavier University for the last 24 years—first at Ateneo de Davao, then Xavier University, and back to Ateneo de Davao, with his present stint in Davao beginning in 2001.

The three new university presidents will assume their positions at the start of the next academic year.

3 Peat!!!

The first semester’s UAAP triumphs still give the campus a feel-good atmosphere. The Blue Eagles and Blue Judokas took home three-peat wins in the UAAP Season 73 basketball and judo competitions, and the Blue Tankers gave outstanding individual performances in the swimming meet. Turn to pages 15 and 16 for the stories. One big fight!
Specializing in the art of giving seamless support, the Loyola Schools’ non-teaching staff, technicians, and maintenance personnel are a quiet but indispensable sector of the college. They form the backbone of the unit’s administrative system, and provide the muscle for its day-to-day life.

The LS Staff Day held on October 2, 2010 was a day for these quiet and dedicated workers to get updated on programs being developed for them and to discuss their concerns with one another and with administration. It was a day for serious business handled in a lighthearted and positive manner.

In his remarks, vrvs Dr. John Paul Vergara emphasized his focus on systems, measures, and problem-solving. He explained the importance of measures “para alam natin ang ginagawa natin.” He further remarked that everyone’s work can be measured to contribute to efficiency and effectiveness. “Let’s start paying attention to the details of our work. When we know our work, when we know what we do, it helps us plan, and it helps in our mission.”

Vergara also encouraged the gathering to voice their concerns, remarking that it is better to discuss these matters in the proper venue. He said that once concerns are properly aired, “I commit to you that we will attend to them.” Later that morning, breakout sessions were held to discuss concerns, followed by a plenary discussion and synthesis.

Continuing with staff development matters, the Office of Administrative Services’ (oas) Lucia Chavez gave an overview of the existing 14 staff development plans, which has the three-fold objective of upgrading knowledge and skills, building community, and strengthening faith. Workshops, talks, and masses have already been held in the summer and first semester, and more are planned for the rest of the schoolyear.

oas Director Joy Salita assisted the staff of the Residence Halls, Physical Education Program, and Rizal Library that similar staff development plans are also being made for their units.


Other Philippine universities that were ranked among the top 600 in 2010 were the University of the Philippines (314), De La Salle University (between 401-500), and the University of Santo Tomas (between 501-600).

The top ten places in the rankings were taken by universities in the United Kingdom and the United States, with the University of Cambridge, Harvard University, and Yale University placing first, second, and third, respectively.

The qs World University Rankings, as stated in their website, are a “a league table of the world’s top universities embracing aspects of research quality, teaching quality, graduate employability, and internationalization.” The rankings’ stated purpose is to give stakeholders, especially prospective students, a way of shortlisting universities in which they may be interested. The criteria used by qs to rank universities are as follows: academic peer review (40%), recruiter review (10%), faculty-student ratio (20%), citations per faculty (20%), and international orientation (10%).

Dr. Armand Guidote, 13 Associate Dean for Research and Creative Work, related that the donation of the LS Bookstore Professorial Chair came after a “long journey” which began during the term of former vrvs Dr. Ma. Assunta C. Cuyegkeng.

As a sales outlet for all things related to learning and student life, the Loyola Schools Bookstore has met with tremendous success in the few years since it opened in 2006. With clientele from all sectors of the Ateneo, including alumni and foreign guests, the LS Bookstore has proved to be a successful experiment in student entrepreneurship as well, with many items designed and produced by student-owned companies.

On October 5, 2010, World Teachers’ Day, the LS Bookstore formalized another kind of contribution to the Ateneo community with its donation of a non-restricted professorial chair, the Ateneo Loyola Schools Bookstore Professorial Chair.

For the year 2010, Ateneo de Manila University has conferred the degree Doctor of Humanities, honoris causa, on Mr. Oscar M. Lopez, known for his business achievements, cultural leadership, philanthropy, and contributions to environment and history.

The Board of Trustees of the Ateneo de Manila recognized the pioneering work of Lopez with Philippine Business for Social Progress on an Integrated Community Development Program in Cavite, as well as the livelihood programs in Guimaras after an oil spill in the area. The Mobile Eye Surgeoncenter that he set up has served 2,500 indigent patients through free eye care clinics and cataract operations.

According to the memo released by the Office of the President on September 1, 2010, the initiatives of Lopez on values reaffirmation, good governance, corporate social responsibility, continuous learning and improvement, and corporate wellness serve as inspiration to many organizations in the country.

“This recognition is also for his visionary outlook of Ateneo’s initiatives that impact on national development and the arts, specifically the School of Medicine & Public Health, School of Government, the Law and Business Schools in Rockwell, and the Ateneo Art Gallery,” said Ateneo President Bienvenido F. Nebres in the memo.

The award was conferred on Mr. Lopez at a Special Academic Convocation on November 18, 2010, www.ateneo.edu

The Ateneo, which by that time was already supporting a number of student scholars, still had additional funds for donation. With students already benefitting from the bookstore’s profits (the LS Bookstore supports eight scholars to date), it seemed time to open up some opportunities for faculty members as well. From the initial idea of augmenting existing professorial chairs, Cuyegkeng and LS Bookstore director William Mallari came to the decision of creating a new professorial chair.

The new professorial chair will enable the LS Bookstore to support the work of faculty members who would not benefit from other chairs, which are normally governed by restrictions on their use. Being a “non-restricted” chair, it may be continued on page 3
Class 2010 valedictorian is one of TOSP

Jose Ma. Joaquin B. Buñag (B.S. psy 2010, magna cum laude, class valedictorian) has been named one of the Ten Outstanding Students of the Philippines (tosp) for 2010. Better known as Kim, Buñag is now a novice at the Society of Jesus’ Sacred Heart Novitiate.

A student leader during his school days, Buñag's love for social development work was reflected in his involvement in the sector-based clusters of the council of activities (cosc), and with the youthannel, the Loyola Students Catholic Action, and the Handog na Otras Para sa Edukasyon arm of pathways to higher education. This commitment to social justice no doubt also played a part in his religious vocation which he was called to before he graduated from college. During the awarding ceremonies, Buñag's Jesuit brothers came in full force to celebrate with him.

The other winners were: Mohammad M. Ben-Usmann (Mindanao State University-Marawi), Philippe Jan L. M. Ben-Usman (Mindanao State University), Nestor T. Necesito (University of the Philippines-Vizayas), Rankine Ruel G. Navahos (University of San Jose-Recoletos), Nadia Bianca Nicolette L. Ong (De La Salle University-Manila), Camille B. Remoroza (San Pedro College), Jihan Sanzunina J. Santiago (Visayas State University), Marc Louie J. Yap (University of San Carlos).

The ten winners were chosen from a field of 187 regional nominees, narrowed down to 94 national nominees, and narrowed down to 31 finalists. A total of 64 schools made it to the national search. The Board of Judges for 2010 was composed of Renato Garcia (Centerline), Federico Macarans (Asian Institute of Management), June Cheryl Cabal (rudp), Luis Lorenzana (Filipino Integrations Development Institute), Emily Aberta (McCann World Group), and Rosalinde Wee (Pearl S. Buck Foundation Philippines).

Begun in 1961 by Jose S. Concepcion, Jr. of the rmu Foundation, the tosp has evolved into a so-called “laboratory of leaders” which has produced outstanding contributers in the fields of governance, business, the academy, church, and civil society. Tosp alumni make their contributions for the purpose of spreading the tosp credo—learning, leading, and serving for life.

Being recognized as the tosp is only the start of a lifelong journey for the winners, and it is not a journey that only members of their distinguished tosp community take. As Buñag remarks, “There is nothing extraordinary about being a tosp finalist. What we are called to do is in fact the most ordinary thing a typical Filipino is called to do: loving the country in the best way possible using our unique gifts. tosp is a realization that it is only the beginning of more projects, more creative solutions, more concrete actions, more authentic living.”

LS faculty and administrators join retreat focused on ignatian leadership

From November 1 to 4, 2010, thirteen faculty members and administrators from the Loyola Schools joined a three-days silent retreat with the theme “Ignatian Leadership” at the Cascade Retreat House. The retreat was directed by Fr. Karel San Juan.

On the first day, the group was asked to pray and reflect on their own life as a leader and how God called them to lead and to share in his mission. The second day touched on the theme of following and discerning God’s lead. The last day focused on surrendering to God’s lead and care. Themes for prayer and reflection were shared by Fr. Karel during conferences and homilies in the daily Eucharist. The group gathered in the evenings for silent adoration in front of the Blessed Sacrament. Individual consultations with Fr. Karel and St. Reyfie de Guzman, tc were made available. For the participants, the silent retreat was a great opportunity to quiet down, pray and reflect on their role as leaders in the Loyola Schools community.

The participants were Marlu Vilches, Dean of the School of Humanities, Sonny Mendoza and Michael Liberatore of the theology Department, Andrew Sol and Mark Calano of the Philosophy Department, Nico Vingago of the English Department, Glent Ma as of the Fine Arts Program, Roden David of the Mathematics Department, Jackie Santos of the Chemistry Department, Chris Castilo, Director of the Office of Student Activities, Ann Manapat, Director of the Office of Social Concern and Involvement, Mico Vilchez from the Office of the Associate Dean for Academic Affairs, and Carla Stojo from the Vice President’s Office.

What follows is a poem written by Dr. Marlu Vilches during the retreat.

Silence and God’s Presence

Marlu Vilches

Silence is the breathing space of God’s creation.
It folds the air into petals of pink and yellow and green and rustles the leaves, dancing in wonder.
It widens the cadre of the rain’s tiny drops on rooftops, in syncopated rhythm.
It sprouts the weeds that trace the shapes of stones, knitting the cobbled walk.
It chases the river, slithering through crevices of rocks, in fits of laughter!
It is the pleated sheets of the waterfall—hopping on pebbles, rushing to meet the stream.
It is the goldfish circling the rocks—gilding along, trailing their wiggles with blissful abandon.
It is the softened rock, pillowed by moss, blending with the grass.
It is the clinging vine, twirling the bend, coiling with grace and pleasure.
It is the meandering breeze, teasing the chime with a tinkle—singing an echo to the wind prancing with the butterflies.

In this garden of prayer
Under the mantle of the gentle sun
I stand beside my shadow—
tall and free.
Awed by the tapestry around me.

[In the Ignatian Leadership Retreat, 2 November 2010, The Cascade]
Celebrating ocho-ocho: A birthday celebration with a difference

The Department of Psychology celebrated the 88th birthday of its founding father, Rev. Jaime C. Bultao, SJ, or Fr. Bu, as he is fondly called, on September 22, 2010 with a programme dubbed “Fr. Bu’s Ocho-Ocho Birthday Celebration,” that also commemorated the 50th anniversary of the Department of Psychology itself. The event was held at the Leong Hall Auditorium.

In her welcome remarks, Department of Psychology chair Dr. Lora A. Teh mentioned some of the plans of the department (which is a CENR Center of Excellence) for the second semester of SY 2010-2011, saying that they would like to focus more support to research activities such as lectures by faculty members and research awards for graduate students.

Although it was in part a celebration of 50 years in the life of an academic department, the event was also very much a family reunion, with past and present students and faculty members gathering to celebrate a most important family member’s special day.

She also appealed for support for the Golden Bu Fund which supports many of the department’s research activities and scholarship awards. To date they have been received scholarship pledges from local and overseas benefactors. A year-end status report on the fund is forthcoming.

Fr. Bu Lectures

The Fr. Bu Lectures have become a tradition in the eight years since they were first held. This year, faculty lecturers were Dr. Ma. Elizabeth Macapagal and Dr. Ma. Lourdes Ramos. Macapagal spoke on the project “Motivated Identity Construction of the Filipino Youth: A Longitudinal Study,” which finds that internal characteristics are most salient and important in defining the Filipino youth’s identity while relationships with others and social group membership are less important.

Ramos spoke on “Finding Rhythms of Peace with Mother Nature.” She shared insights on finding peace, unity, and healing by communing with nature and cultivating one’s inner world and “inner garden.”

Launching of books

The latter part of the program saw the launch of two books. Consciousness Mapping: Exploring Your Relationships Through the Star Matrix is co-authored by Bultao and Ms. Gilda Dans-Lopez, and Therapeutic Tales: Healing, Hypnotherapy and Farther Bu, is a collection of stories by Bultao’s students edited by Ms. Margarita Ramos. The books are a celebration of Bultao’s own research work, his outstanding and indelible impact on his students, and his life as a teacher and healer. (The books are featured in the New Books section.)

A family celebration

Obvious throughout the celebration was the Department of Psychology’s deep respect and love for Bultao. Although it was in part a celebration of 50 years in the life of an academic department, the event was also very much a family reunion, with past and present students and faculty members gathering to celebrate a most important family member’s special day.

The celebration was capped by a mass presided by Frs. Bienvenido Nehres, SJ, Asandas Balchand, SJ, and Arun Kumar, SJ, followed by lunch at the Leong Hall Roofdeck.

The life and times of the IPC

The Institute of Philippine Culture (IPC) celebrated its 50th anniversary on September 15, 2010 with activities at the Social Development Complex. The day began with mass celebrated by Fr. Noel Vasquez, SJ at the IPC Conference Room. A communal story telling activity and homecoming party followed in the afternoon and into the evening.

Oral history was the order of the day during the communal story telling session dubbed “Ganito tayo noon…” It was a veritable family reunion of different generations of tacens denizens all eager to reminisce about the life and times of the pioneering institution, from its beginnings in 1960 to its present incarnation under the Ateneo’s School of Social Sciences. The session was moderated by Dr. Ricardo G. Abad. There were no guide questions nor agendas, thus the discussion had a freewheeling, time-traveling quality to it. As Abad noted, the story would be “constructed in fragments, as most stories begin in media res—in the middle of things.”

The IPC was founded in 1960 by Fr. Frank Lynch, SJ. First housed in a single room in Bellarmine Hall, the group was composed of a secretary, Lynch, and Mary Hollisteiner (now Racelas), Fr. John Carroll, SJ, recalled. Carroll further recalled Lynch working on “excavations in Batangas,” before making a shift from physical to social anthropology. “From a small start, IPC has moved to influence the nation,” Carroll noted.

Many of the recollections were of specific projects and the ups and downs of field work. Someone remembered “counting copra all the time” as a research assistant on a summer job. National Artist Abdulmari Imao recalled shooting photographs in the Sulu archipelago. Carroll told of an unusually luxurious encounter with a wealthy caretaker of artifacts from Calatagan involving speedboats and private lifeguards. “This is no way to treat anthropologists,” he laughed.

The flipside of field work was the more mundane world of the office setting. Ternay Padero worked in the finance section, where she earned her r.h.o. or “paper handling degree.” Esther Pacheco was part of the publications staff and recalled ten people sharing one teabag during merienda. Jae Estuar, who is still with the IPC, said that although times are now different, they still share teabags in the pantry.

For the most part, recollections were of good times and good beginnings with the IPC. Many in the group have moved on to different professions and organizations. But the dominant feeling throughout the afternoon was of having learned valuable lessons at IPC and of having been part of a group that has been of use to society. There was also a feeling of satisfaction about work well done and about being with kindred spirits. “We worked hard, but we were very happy working there,” Pacheco summed up.

Many more stories were shared, and we can look forward to a book on the IPC which acting director Dr. Melissa Macapagal said will be published in 2011.

Features

by Erlinda Eileen G. Lolarga
Photographs by Rani Jalandoni

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Many more stories were shared, and we can look forward to a book on the IPC which acting director Dr. Melissa Macapagal said will be published in 2011.

For more information on the IPC’s activities and publications, please visit their website at www.ipc-ateneo.org.
Asian News in Pictures hits the road

To mark its tenth year, the Konrad Adenauer Asian Center for Journalism (acfj) at the Ateneo de Manila University has mounted its first exhibit of news photography. Dubbed “Asian News in Pictures,” the exhibit is now on a roadshow around the Philippines.

The exhibit kicked off on September 12, 2010 at the The Block, SM North EDSA, and since then has stopped by Shangri-La eXzsa Plaza Mall, The Podium, and SM Megamall. On November 3, it moves to SM City Naga, with the Ateneo de Naga University as host. Before its mall tour, the exhibit was shown at the Ateneo de Manila’s Loyola Schools, High School, and Grade School.

On display are six photo essays and 23 single pictures—all of them compelling images focusing on social issues. The pictures were culled from the works of students of acfj’s photojournalism programs, many of whom are among Asia’s most talented and audacious photojournalists. Among them are Rogelio Luis Liwanag, until recently chief photographer of Xinhua News Agency in Manila, Philippine Daily Inquirer photographer Rony Zakaria, winner of the 2009 World Press Photo Award, and Philippine Daily Inquirer photographers Emilyn Hope Rillon, Remar Zamora, and Rafael Lerma.

The show is a response to repeated calls for acfj to feature Asian photographers following its successful hosting of the annual international World Press Photo exhibition over the past three years. Asian News in Pictures aspires to the standards of the international exhibition, a project of the renowned Dutch media organization World Press Photo which co-founded and continues to support acfj’s photojournalism program.
**Social entrepreneurship takes root in the Ateneo**

Arturo A. Valencia

Tuesday evening on campus: a motley group of young students and professionals, start-up entrepreneurs, and established business-owners brave the rain to converge at the msv Center basement lobby to discuss business—with a social twist. The conversations go far into the night. The group agrees to meet again Tuesday.

**Welcome to csi nights.**

CSI is the Center for Social Innovation, the latest brainchild of the Gawad Kalinga (GK) movement. It aims to hatch new ideas that will provide concrete on-the-ground solutions to GK’s long-term goals of alleviating poverty and nation-building. It comes at a point when GK is undergoing a renaissance of sorts, refining and redefining its original targets and steering its advocacies to new paths.

Strictly speaking, CSI is not an Ateneo activity, but the John Gokongwei School of Management (JGSOM) has unreservedly agreed to host the csi nights in the light of parallel thrusts in community-building, thus the term “social innovation.” The campaign will cover such key community aspects as small enterprises, employment, education and health.

One of the planks in its campaign platform is the csi, with focus on small businesses.

**Blending bayanihan economics with business pragmatism**

At the core of csi is the concept of “bayanihan economics” where the cooperative spirit of the Filipino, exemplified by the bayanihan ideal, blends with the rigors of a typically pragmatic business concern. It seeks to convince big business to have a more sensitive social conscience so as to establish enterprises that do not leave the poor behind, says Frank Lester Chiu, GK-Ateneo program officer for social enterprise development.

Chiu believes, is congruent with the long-term three-fold challenge that the GK has chosen to face squarely: (a) creating a first-world Philippines, (b) launching globally-competitive Filipino brands, and (c) making local raw materials competitive for business sourcing.

The Tuesday night discussions in the campus serve as sounding boards for ground-level ideas that can, in the aggregate, help achieve these lofty ideals. It is a first attempt at organizing what will eventually be the csi Foundation, which is intended to maintain a business-idea bank and operate a business-incubation-and-monitoring program, as well as training camps and workshops for start-up entrepreneurs.

For the long-term, csi envisions what it calls “business hubs” all over the country, each hub being a self-sustained community with allocated sectors for GK-type housing, mini-farms and gardens for food production, small enterprises and larger businesses employing the residents, and a community leisure center. Already, it is developing a 15-hectare lot donated by a GK benefactor in Angat town in Bulacan, as an experiment in applying the new idea.

**JGSOM-GK collaboration**

The John Gokongwei School of Management (JGSOM) played host recently to an educational seminar for teachers and practitioners of business ethics in East/Southeast Asia with some 30 delegates from China, Japan, Australia, Singapore, Indonesia, and the Philippines. Held August 20 and 21, 2010, the conference was attended by university faculty teaching business ethics courses and ethics officers of businesses operating in Asia.

Prescinding from the assumption of pervasive corruption in Asia, the conference aimed to sharpen the skills and discipline of teaching ethics courses in schools, exchanging views on “best practice” teaching methodology and using it as platform for longer-term strategies to combat corruption and develop sustainability—all within the context of the unique Asian mindset. Understanding various Asian philosophies was seen as critical to defining the set of international ethical values underpinning such present-day issues as consumer rights, intellectual property, and environmental protection.

With the theme “Implementing International Business Ethics in an Asian Context,” the two-day conference discussions saw the presentation of 18 papers, grouped into four main topics: (1) teaching business ethics in an Asian context; (2) methodology of business ethics teaching; (3) Asian wisdom and business ethics, focusing on Confucius and Gandhi; and (4) case studies in business ethics teaching. Among the wide spectrum of topics discussed were: incorporating ethics in teaching leadership, cultural challenges, use of metaphors and symbols in teaching ethics, Confucian ethics and loyalty, the bioethics in Mahatma Gandhi’s Satyagraha, and case studies in dealing with corporate crises and codes of conduct.

The closing statement was delivered by the eminent professor Henri-Claude de Betignies of the China European International Business School. The delegates were then treated to a social tour of the Ayala Museum and dinner at Ateneo at Rockwell in Makati.

The Manila conference was the first leg of a multi-stage seminar on the topic, with succeeding regional meetings to be held in 2011 and 2012. The event was a result of joint organizing efforts of the Association of Jesuit Colleges and Universities, represented by Fr. Joel Tabara, sj, president of Ateneo de Naga University, the Gov. Jose B. Fernandez Jr. Ethics Center, represented by Dr. Antonette Palma-Angelas, the Center for International Business Ethics (CIBE) at the University of International Business and Economics in Beijing, represented by Dr. Stephan Rothlin, sj, and JGSOM represented by its dean, Rudi Ang.

The first major step in JGSOM-GK collaboration was a specially-designed Strategy track for management seniors. The program followed the syllabi of the capstone 2-semester senior course of Strategy Formulation and Strategy Implementation but integrated the social dimension in the logic of the enterprise.

Thus, business projects conceived and formulated by student teams were designed for application in the context of a GK village by way of resources, logistics and financing (labor and materials), not the market itself. The program, started

continued on page 11
In the past decade, a sector of the Loyola Schools community has been growing. Silently, yet with steadfast dedication and solid commitment, the Loyola Schools professionals have been providing specialized services that contribute to the holistic development that the Ateneo aims to consistently provide to its students.

To date, there are a total of 92 professionals based in nine offices at the Loyola Schools. Six of these offices are primarily formation based: the Office of the Associate Dean for Student Affairs (ossa), the Office of Campus Ministry, the Office of Guidance and Counseling, the Office of Placement, the Office for Social Concern and Involvement (osci), and the Rizal Library (rl). The other three offices are service based: the Office of Health Services, the Office of Management Information Systems (omis), and the Office of Student Activities (osa). The other three offices are service based: the Office of Health Services, the Office of Management Information Systems (omis), and the Rizal Library (rl).

Workshop on Ignatian leadership

As part of the Loyola Schools’ efforts to produce and develop leaders, a three-day workshop was put together for the 15 professionals. A brainchild of ls Coordinator for Special Projects Lillian Vergara, the “The 15 Professional as Ignatian Leader” workshop was spread across three days in August and September, 2010 and was held at the PLDT-CCTC.

The goals of the workshop were for the 15 professionals to gain a clearer and deeper understanding of their roles in the community, to provide opportunities for them to interact with each other, and to discuss development plans for their group. Facilitators included Rene San R. Andres, Associate Dean for Student Affairs, Christopher F. Castillo, Director of the Office of Student Activities, St. Reylie D. de Guzman of the Office of Campus Ministry, and Lourdes C. Sumpalco, Vergara’s predecessor at the Special Projects office.

History of the professionals category

Former vpls Dr. Ma. Assunta C. Cuyegkeng gave an overview of the history and evolution of the professionals as a sector, and explained the rationale behind the classification. In the past, guidance counselors and librarians were classified as faculty, while campus ministers and nurses were classified as non-teaching staff. It was in early 2000 that guidance counselors, librarians, and campus ministers were classified as professionals. Soon after, particular personnel from ossa, osa, osci, and Health Services were also classified as professionals with ms personnel following in 2009.

Cuyegkeng pointed out that a professional, by definition, is someone with specialized and certifiable set of skills. Furthermore, they perform tasks that are distinct from those of faculty and administrative staff. The specialized work they do complement the efforts of the other sectors in the community in developing the students holistically.

Spirituality of leadership

Fr. Karel S. San Juan, sj, gave input on Ignatian leadership and spirituality during the second day of the workshop. San Juan was himself once an osca formator, a job he took after graduating from the Ateneo in 1986. He guided the plenary in revisiting the life of St. Ignatius through the animated film “St. Ignatius and the Two Wolves,” then proceeded to discuss general leadership and management concepts.

He deepened the discussion by sharing with the group the qualities of Ignatian Leadership: mission, transcendence, discernment, companionship, interiority, humility, and magnanimity. With his guidance, the group reflected on these qualities and looked at how these were present in their respective contexts. The session was concluded with Fr. Karel emphasizing the importance of spiritual intelligence and how Ignatian spirituality is a spirituality of leadership.

Time for reflection and sharing

During all three days of the workshop, time was given for individual reflection followed by small group discussions. These served as opportunities for the professionals to exchange questions and insights with each other. There were also testimonials from several professionals: Marivic S. Flores from the Office of Health Services shared how the 15 community and the spirituality she learned from Ateneo helped her cope with heavy trials; Joey R. Mercado from the Office of Campus Ministry narrated his journey from his explorations of religious life to finding his ministry as a family man; Ophalle R. Aloma from the Office of Social Concern and Involvement shared how leadership is essential in work settings as well as in one’s personal life; and Fernan R. Dizon from the Rizal Library shared how he believes that God’s guiding hand lead him to the Ateneo where he truly feels accomplishment and growth.

On the third and last day of the workshop, Dr. John Paul C. Vergara, Vice President for the Loyola Schools, expressed his appreciation for the efforts and contributions of the professionals. In a very candid open forum, the professionals were able to dialogue with Vergara regarding various concerns. He acknowledged and responded to the points raised and expressed his desire and plans to further develop the professional sector. As a fitting close to the workshop series, University President Fr. Bienvenido F. Nebres, sj, celebrated the Holy Eucharist.

To date, the outputs from the workshops, as well as other plans, are being designed, processed, and transformed into tangible systems aimed to fortify and sustain the development of a valuable sector in our community, the Loyola Schools professionals.
Si PILANDOK at ang Bayan ng Bulawan

by Gary C. Devilles
Photographs by manila-photos.blogspot.com

Go beyond vital signs
by Joanna Ruiz

The physician’s work begins and ends with examining and treating a patient’s body when it is suffering from a disease. This is a good enough notion of health care delivery to some doctors and patients. However, for a new generation of physicians and physicians-to-be, the practice of medicine not only means getting to know a patient’s body, but getting to know the patient’s context as well.

In a talk given on September 6, 2010 at the Leong Hall auditorium as part of the Department of Sociology and Anthropology’s 82nd anniversary “Sociology and Anthropology Beyond the Academic” lecture series, Dr. Michael Tan discussed how the social sciences and humanities can inform and enrich the practice of medicine. Tan is the dean of the College of Social Sciences and Philosophy, coordinator of the Medical Anthropology Unit of the College of Medicine, and a lecturer at the Ateneo School of Medicine and Public Health.

The field of social medicine has been around since the 19th century. Dr. Rudolf Virchow, a German physician and anthropologist, is credited as one of its founders. Virchow, with whom national hero Dr. Jose Rizal corresponded, often focused on the fact that disease is never purely biological, but often socially derived.

In his talk, Tan enumerated how the different social sciences and fields in the humanities could affect the delivery of health care in the Philippines today. Anthropology can shine a light on our concepts about self, body, and nature, and show how the cognitive becomes embodied. The area of health psychology has evolved from the simplistic “change knowledge and behaviour follows” to a deeper understanding of the role of peers, social cues, and personal experiences in knowledge and behaviour.

Going beyond vital signs

How the social sciences & humanities can inform the practice of medicine

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Ocampo receives Order of Lakandula

For his contributions in the fields of: history, education, and cultural administration Dr. Ambebi R. Ocampo, Chairman of the National Historical Commission and Chairman of the Department of History, Ateneo de Manila University was conferred the Order of Lakandula, Rank of Bayani (Grand Cross), in Malacanang on June 23, 2010.

The Order of Lakandula is awarded for political and civic merit in memory of Lakandula’s dedication to the responsibilities of leadership, prudence, fortitude, courage and resolve in the service of one’s people. It is one of the highest honors given by the Philippine Government.

While his research and popularization of Philippine history are well-known it came as a surprise to many when the citation referred to Dr. Ocampo’s dedicated and sacrificial service in various government institutions. Laughter broke out when it was mentioned that he served as Chairman of the National Historical Commission (2002-present), and concurrently as Chairman of the National Commission for Culture and the Arts (2005-2006) without compensation. As then President Gloria Macapagal Arroyo hung the royal-blue sash and imposed the breast star of the Order of Lakandula she remarked, “This is your compensation!”

Previously honored with decorations from the Kingdom of Spain (2007) and the Republic of France (2008) Dr. Ocampo said, “I share these honors with the NPC and NCCA staff who, collectively, deserve it more than I do.” He added, “While the Order of Lakandula is of higher rank than the controversial and much-coveted Order of National Artist, it unfortunately does not come with a monthly pension and a State Funeral.”

HECHANOVA receives TOWNS, Catholic Mass Media awards

Dr. Gina Hechanova of the Psychology Department and the Ateneo Center for Organizational Development and Research (cords) recently received double honors for her work.

On October 13, 2010, Hechanova received a Cardinal Sin Book Award (Ministry category) for the book “For the People, With the People: Developing Social Enterprises in the Philippines” of which she is the editor, during the Catholic Mass Media Awards. Published in 2009, the book celebrates hope in its stories about empowering urban women, providing families a home, turning garbage into gold, improving employees’ quality of life, and building capabilities of people and organizations.

On November 5, 2010 Hechanova was honored as one of The Outstanding Women in the Nation’s Service (tows) for 2010 during ceremonies held at Malacatang Palace. The towels Award is presented by the towels Foundation to outstanding Filipino women who have contributed positively to strengthening national capability and in shaping the nation’s future. towels awardees also serve as catalysts for economic, social and cultural development by providing their time, talent and resources to government, business, media, the arts, the academy, sports and non-governmental organizations.
Dr. Cristina J. Montiel, a professor of peace/political psychology who has been teaching at Ateneo de Manila University for more than 30 years, brought honor not only to the Ateneo but also to the Philippines when she became the first non-American to receive the Ralph K. White Lifetime Achievement Award this year.

The award was given by the American Psychological Association, Division of Peace Psychology (Society for the Study of Peace, Conflict and Violence). She will address the American Psychological Association at its convention in Washington, DC in August 2011.

The award, launched in 1992, recognizes individuals “whose theoretical and applied research in peace studies, including topics such as cooperation, social justice, war and aggression and/or conflict resolution, has inspired yet another generation of psychologists around the world.”


Montiel, who holds a PhD in Social Psychology from the Technical University of Chemnitz (Germany), and The Australian National University. She was also in the first group of senior research fellows of Nippon Foundation’s Asia-Pacific Intellectuals program.

She is also a recipient of the Distinguished Contribution Award from the Psychologists for Social Responsibility of the American Psychological Association “for her unwavering commitment to social justice in her personal and professional life.” The APA Division of Peace Psychology also bestowed on her the Outstanding Service Award in 1998.

CHAKRABORTY receives Pacifichem 2010 Young Scholar Grant

Dr. Soma Chakraborty of the Chemistry Department has been given a Pacifichem 2010 Young Scholar Grant for the 2010 International Chemical Congress of Pacific Basin Societies set for December 15 to 20, 2010 in Honolulu, Hawaii.

Her grant includes an award of USD 2,500, complimentary registration, and complimentary accommodations throughout the conference. The Young Scholar Awards will be given during a special luncheon for Young Scholars and Student Poster winners on December 19 at the Sheraton Waikiki in Honolulu.

Dr. Chakraborty has been an assistant professor since 2005 and has been working on synthesis of functional polymers utilizing indigenous materials such as coconut coir and chitosan.

LEE-CHUA receives TWAS science prize

Dr. Queena Lee-Chua of the Mathematics and Psychology Departments was honored by the Third World Academy of Sciences (TWAS) with the Regional Prize for Public Understanding of Science in the East and Southeast Asia and the Pacific in October 2010. Lee-Chua was cited for her work of encouraging the public’s interest in science and math through her Philippine Daily Inquirer (PDI) column “Eureka.” She shares the award with Mahalechumy Arujanan of Malaysia. Arujanan is the executive director of the Malaysian Biotechnology Information Centre and is a trained microbiologist, biochemist, and biotechnologist.

Lee-Chua, who also teaches Psychology courses at the Ateneo, has been writing the “Eureka” column since 1991. The column comes out in the PDI Learning section every Monday.

TWAS is an organization founded by scientists in 1983 in Trieste, Italy. Its vision is to promote scientific excellence and the capacity for “science-based sustainable development” in developing countries. Today, the group is administered by UNESCO and has 942 members.
18 Ateneans are now licensed Chemists

On September 7 and 8, 2010, 603 Filipinos who have at least a Bachelor of Science in Chemistry (or Biochemistry, or similar) took the Chemist Licensure Examination at the Manuel L. Quezon University in Quiapo, Manila. The exam is given by the Board of Chemistry of the Professional Regulation Commission (PRC). Out of the 603 examinees, 19 were Ateneans. The examination consisted of four major parts: Inorganic Chemistry, Organic Chemistry, Analytical Chemistry, and Physical Chemistry.

The following day, September 9, PBC announced that 138 out of the 603 (16.05%) passed the examinations. Ateneo was able to gather a passing rate of 94.74% (18 out of 19), with two takers, Haydee Agustin Dalafu and Elvis Chua, making it to the top ten. Below is the list of Ateneans who obtained their licence:

- Agarrado, Gabrielle Ann Chuatico (BS CH 2009)
- Aghayani, Patricia Teresa Flor Cruz (BS CH 2009/BS MSE 2010)
- Alivio, Theodore Emmanuel Garmatian (BS CH 2009/BS MSE 2010)
- Brion, Miguel Antonio Martir (BS CH 2009)
- Chua, Elvis Teng. Rank 10 (BS CH 2009/BS ACS 2010)
- Chuaocokong, Steven Joo (BS CH 2009/BS MSE 2010)
- Dalafu, Haydee Agustin- Rank 7 (BS CH 2009/BS MSE 2010)
- Elnar, Katrina Jean Sarabia (BS CH 2009/BS ACS 2010)
- Ibahao, Marlon Jose Pua (BS CH 2009/BS MSE 2010)
- Lee, Angela Lisandra So (BS CH 2009/BS MSE 2010)
- Mejia, Anthony Victorio Yunul (BS CH 2009/BS MSE 2010)
- Melgar, Zaray Keyzel Alejandro (BS CH 2009/BS MSE 2010)
- Nepomuceno, Ma Cristina Martinez (BS CH 2009/BS ACS 2010)
- Remollo, Joel Margarete Wan (BS CH 2010)
- Rosales, Hermund Mercado (BS CH 2010/BS MSE 2010)
- Saliba, Carmegie Caparida (BS CH 2010)
- Wong, Maurice Yu (BS CH 2009/BS MSE 2010)
- Yap, Evan Bernhard Jacinto (BS CH 2009/BS MSE 2010)

Dayrit receives Philippine Development Foundation award

School of Science and Engineering dean Dr. Fabian M. Dayrit was honored by the Philippine Development Foundation-usa with an award for “Excellence in Science and Technology.” The award was given at the Philippine Development Forum gala dinner on September 25, 2010 at the Fairmont Hotel, California. The forum had as its guest of honor President Benigno C. Aquino III, and was attended by Philippine government officials as well as business, civic, and thought leaders from both sides of the Pacific.

Dayrit also joined a distinguished panel of speakers in the open discussion on strategic policies and programs in education, science and technology, and business competitiveness aimed at addressing the Philippines’ most pressing development problems.

Social entrepreneurship continued from page 6

in 2009, is a three-party joint project, with the Philippine office of world-class McKinsey Consulting as the third collaborator.

Rico Antonio Gonzalez, director of the new Ateneo Center for Social Entrepreneurship (acsent), sees much promise in the jgsom-acsent tie-up. Clearly, he says, there is an overlap in the objectives and thus opportunities for collaboration. In addition, with jgsom’s academic character and acsent’s make-up as a social movement, there should be opportunities for synergy and complementation.

To be sure, there are differences in service scope for now: acsent’s definition of social enterprise is focused on the poor in the jgsom village and it welcomes any enterprise that provides stable employment to the residents. In this way, acsent would be open to profit-seeking businesses (not just socially-oriented ones) so long as they employ the poor.

On the other hand, acsent’s perspective of social enterprise considers a wider scope of capability-building for society, involving what Gonzales call “specific verticals.” These verticals include initiatives that develop sustainable skill sets (with Hipinoy and RapatRiches by Ateneo alumni as examples) and projects that deliver essential service to the community, like water and electricity. acsent’s more inclusive posture allows it to engage social enterprises that target more sectors than just the poor, like firms that deal with weather and the environment.

But the mission overlap is large enough to address full-time. “We help cx whenever we can and part of the challenge is finding where we can help meaningfully,” says Gonzalez. The Angat project, he says, provides conditions where the school’s business strategy advice can help make cx’s undertaking a viable and practical reality, though there may be humps in the journey (and quite literally too). In time, he sees, collaboration will lead to convergence.

But first, it begins with Tuesday night conversations.

We Remember

Dr. Jose Manuel M. Tijado, retired faculty member of the Theology Department and former Associate Dean for Student Affairs, passed away on September 12, 2010 at the age of 64. Dr. Pablo Manalastas of images remembers his friend: “Dr. Tijado was Associate Professor of Theology at the Ateneo at the time of his retirement four years ago. He wrote several books and articles, and did a translation of St. Thomas Aquinas’ Summa Theologica in Filipino. He was in theology, and I am in mathematics and computer science, so we were worlds apart in our teaching and research. However, we were very close in our interests. We were both married and our children were about the same ages. We were both interested in life and religion. We spent many hours talking about God and our relationship with Him. I did most of the asking, and he did most of the answering. What exactly is original sin, and why are we born with it? Why do we need a savior (like Siddharta, Kong Zi, Jesus, and Mohammed) to go to heaven? After reading Ama Boc’s novel about Jesus, Christ the Lord: Out of Egypt, I asked him when Jesus came to the realization that he was special, that he was God! I know that Lito is up there in heaven, where good people go. God bless Lito, and may he rest in the peace of our Creator, and may perpetual light shine upon him!” (Dr. Manalastas’ full post may be read at pmana.multiply.com.)

Dr. Marissa P. Justan, former faculty member of the Mathematics Department and the Ateneo Computer Technology Center, passed away on September 25, 2010 at the age of 46. She died of injuries sustained in a vehicular accident in Texas, where she had been working for the past two years. Maris, as she was fondly called by friends and colleagues, obtained her ms (1989) and phd(1999) in Mathematics from the Ateneo.

Andre Manangay Marana (5 ab ec) passed away on October 3, 2010 following a vehicular accident which occurred as he was on his way home to Laguna.
Virgin coconut oil (VCO) has become the newest iconic product from the coconut. However, for VCO to remain successful in the market, it must address a number of challenges. In order to prevent oil from turning rancid, the moisture level must be kept low. This is the latest findings of a team of researchers at the National Chemistry Instrumentation Center (NCIC) headed by Dr. Fabian M. Dayrit. VCO is a vegetable oil that is extracted from fresh coconut meat, and can be processed only using physical and other natural means (APCC 2005). These methods can include washing with water, settling, filtering, centrifuging, and natural fermentation. The VCO industry is seen as the country’s new niche and sunshine industry which will potentially increase the coconut industry value to P100 billion (Aguiba 2004) and most importantly, VCO has a great potential to provide livelihood for the rural population. However, most of the small and medium enterprises (SMEs) that produce VCO are rural people and businessmen who do not have the expertise and capability to conduct the needed research to develop their products and compete with players from other ASEAN countries.

Since 2001, chemists at NCIC have been involved in studying VCO: its production, quality parameters and degradation. In the latest study, the research group examined the different physical-chemical and microbiological parameters in VCO product quality. The group was particularly interested in the relationship between the volatile organic components of the oil to its sensory characteristics and in the processes that lead to oil deterioration.

The aroma quality plays an important role in consumer acceptability. The volatile organic compounds (VOCs) present in VCO determine its aroma to a significant extent. In the study, commercial VCO samples were analyzed for their VOCs and subjected to sensory evaluation by a trained panel. Specific compounds were found to be strong contributors to the rancid aroma. The volatile composition and sensory data of VCO can be used to differentiate between VCO produced by different processes. To stay competitive, it is important to extend the shelf life of the VCO product by controlling the processes that lead to its deterioration. The team investigated the most important conditions that influence the physico-chemical and microbial degradation of VCO. They found that coconut oil is more stable compared to other vegetable oils, but is susceptible to microbial degradation.

The NCIC, in cooperation with the VCO Producers and Traders Association of the Philippines and with funding from the Department of Science and Technology, has been at the forefront of VCO research. In 2007, the NCIC developed the essential parameters in VCO product quality which led to the revision of the Philippine National Standards for VCO. These recent developments will encourage more farmers, even the poorer ones, to practice the technology at less cost but with improved profits.

Intergroup positioning in the political sphere: Contesting the social meaning of a peace agreement

Cristina J. Montiel & Judith de Guzman

Using positioning theory and conversation analysis, we analyze the political debate over the failed 2000 peace agreement between the Government of the Republic of the Philippines (GMR) and the Moro Islamic Liberation Front (MILF). Data sources consisted of 220 news articles published in national and local newspapers, and the website of the MILF (Luwaran) at the website of the MILF (Luwaran) at the Department of National Defense and the government

1. After a nail-biting year, Ateno de Manila University’s maverick online journal, Kritika Kultura (KK), is now included in the Thomson Reuters (formerly ISI) index. This makes KK the most widely indexed humanities journal in the university.

2. This recent inclusion in the Thomson Reuters index follows last year’s feat when it was included in the Scopus database, an equally celebrated achievement given that the journal only began in 2002. This research is a two-year project funded by a Loyola Schools Scholarly Work Grant.
Silicon-based solar cells have been around for more than 50 years and yet they are still not widely used today, even when petroleumbased energy cost and demand are rapidly increasing. This scenario is very much unlike the computer chip, which was discovered at around the same time as silicon solar cells, but whose development had been quite rapid. Today, computer chips are ubiquitous in today’s common devices such as computers, cell phones, displays, sensors, and many others. Well, the simplest explanation is that the cost of silicon used for solar cells remains too expensive for common folk, and this is largely attributed to the cost of manufacturing the material. Thus, one of the grand engineering challenges of this century1 is to make solar cells affordable. While there are still advances in improving the efficiency of silicon-based solar cells to improve the cost-to-efficiency ratio, there is also widespread research in alternative types—the newest of these is the third-generation solar cells which absorb sunlight thus raising its energy (it gets “excited”). Analogous to water that flows from higher level to lower level, an electron from the excited dye readily “flows” down to the lower level of the titania nanoparticles of titania, which in turn allows the electron to flow to the external circuit through the transparent, conducting electrode. In effect, the device generates a voltage much like a battery does, that can generate electrical current. But in the case of a DSSC device, there is no consumption of any of the chemical components, and there is continuous electrical generation on exposure with light.

The research that Dr. Enriquez’s group is doing consists of making the inks that could be used in inkjet printing of the device. Why inkjet printing? Because, inkjet printing saves ink, and it can pattern the deposition as well,” Lance Go, a researcher of the project, explains. “But we are also considering other techniques such as roll-to-roll printing, but in our case, there is no consumption of any of the chemical components, and there is continuous electrical generation on exposure with light.

The Affective Computing hopes to contribute to the design and development of cognitive or emotional interventions to help students maintain productive affective states, improve engagement, and provide students with a satisfying learning experience. Most of the group’s findings support teacher intuition: Students who are bored tend to stay bored. Students who are bored, confused, or frustrated are more likely to engage in off-task behavior or system misuse or abuse. Students who are engaged are more likely to score well, to try more challenging problems, and solve these problems in a minimum number of steps.

The work’s contribution is in quantifying these phenomena and expressing them in models that a computer can respond to. Emotions have to be expressed in numbers—number of correct items solved, number of cursor keys pressed, time between program compilations, number of errors. As additional input, the group invested in two brain computer interfaces—Brainstingers and the Emotiv Epoch. Brainstingers detects and records the wearer’s electroencephalogram (eeg), electromyogram (emg) and electrooculogram (tocg) signals. The Emotiv Epoch on the other hand semi-processes these signals, informing the software of the wearer’s cognitive and emotional state, as well as his facial expressions.

These microalgae are useful as sources of vitamins and nutricuticals, and for removal of heavy metals in waterways. Speurulina tablets are rich sources of vitamins and the “Chlorella growth factors,” which are advertised as vitamins for children, are obtained from lumut. Microalgae also have the ability to absorb excess nutrients in bodies of water, including heavy metals such as cadmium, so they can be utilized for “bioremediation.” These organisms are being grown in the Algal Culture Collection of the Department of Environmental Science.

Microalgae in the algal culture collection of the Department of Environmental Science.

Printable and paintable Solar Cells
Dr. Erwin P. Enriquez

Lately, the microalgae is being studied for its potential for biodiesel production. We have been conducting experiments with Chlorella vulgaris, Chlorella humicola and Spurulina platensis in the laboratory, where they are stressed to produce more lipids. These lipids are potential sources of biofuel.

Potential of “LUMUT”
Teresita R. Perez

Rosalind Picard of the Massachusetts Institute of Technology defines affective computing as “computing that relates to, arises from, or deliberately influences emotions.” With this vision in mind, we at the Affective Computing group of the Department of Information Systems and Computer Science (discs) aim to build systems that are sensitive to student moods, feelings, and motivations. We are interested in emotions that are related to learning—confusion, boredom, frustration, and engagement. We are interested in how these emotions express themselves through student interactions with intelligent tutoring systems, educational games and simulations, and integrated programming environments.

Through the Ateneo de Manila, the Department of Science and Technology’s Philippine Council for Advanced Science and Technology Research and Development (pcastrd) and the Engineering Research and Technology for Development (erdt) program, the Affective Computing group has received in excess of 76 million in funding since 2007. In that time, the group has developed a track record for publication in international conferences and journals and has established linkages with researchers from Carnegie Mellon University, Worcester Polytechnic Institute, the University of Sussex, the London Knowledge Lab, and the Laboratoire d’Informatique de Grenoble.

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Rosalind Picard of the Massachusetts Institute of Technology defines affective computing as “computing that relates to, arises from, or deliberately influences emotions.” With this vision in mind, we at the Affective Computing group of the Department of Information Systems and Computer Science (discs) aim to build systems that are sensitive to student moods, feelings, and motivations. We are interested in emotions that are related to learning—confusion, boredom, frustration, and engagement. We are interested in how these emotions express themselves through student interactions with intelligent tutoring systems, educational games and simulations, and integrated programming environments.

Through the Ateneo de Manila, the Department of Science and Technology’s Philippine Council for Advanced Science and Technology Research and Development (pcastrd) and the Engineering Research and Technology for Development (erdt) program, the Affective Computing group has received in excess of 76 million in funding since 2007. In that time, the group has developed a track record for publication in international conferences and journals and has established linkages with researchers from Carnegie Mellon University, Worcester Polytechnic Institute, the University of Sussex, the London Knowledge Lab, and the Laboratoire d’Informatique de Grenoble.

These microalgae are useful as sources of vitamins and nutricuticals, and for removal of heavy metals in waterways. Spurulina tablets are rich sources of vitamins and the “Chlorella growth factors,” which are advertised as vitamins for children, are obtained from lumut. Microalgae also have the ability to absorb excess nutrients in bodies of water, including heavy metals such as cadmium, so they can be utilized for “bioremediation.” These organisms are being grown in the Algal Culture Collection of the Department of Environmental Science.
New Books

UBOD: New Authors Series II

The ubod: New Authors Series II launched by the National Commission for Culture and the Arts (NCCA) and the Ateneo Institute for Literary Arts and Practices (AILAP) is a creative endeavor which had its beginnings in 2005, when the chapbooks of 40 new authors from different parts of the Philippines were launched at the Cultural Center of the Philippines. For this year, 14 authors from different regions were chosen to have their literary works published as chapbooks.

1. 1-800-Philippines: Understanding and Managing the Filipino Call Center Worker
   By Ma. Regina Hechanova

   This book documents the yearlong research that involved doing interviews, desktop research, observations and surveys with call center workers in the Philippines. It describes the nature of call center work—both its benefits as well as the issues raised against it. It looks at the emotional labor requirements of call center work and night work and their impact on the wellbeing of workers. It tackles the practice of culture masquerading and its impact on worker's identity and organization commitment. The book examines the factors that influence burnout and turnover among agents.
   It also suggests strategies to buffer the negative effects of call center work and means to retain and engage call center workers. Intending neither to paint a rosy nor a bleak picture of the call center world, it reveals that nothing is ever black or white—most often, we live in shades of gray. The book allows prospective call center workers to enter this world with their eyes wide open and provides leaders of call center organizations insights on how to better understand and manage Filipino call center workers.

2. Ateneo Tankers
   continued from page 13

   Meanwhile, Ong contributed 55 points as she reaped five gold medals, one bronze, and set three new UAAP records. The most recent one she established was in the 100-meter freestyle where she timed 27.24 seconds, breaking former lady tanker Heidi Gem Ong's time of 27.63 established in 2008.

   Swimmer Roanne Flores-Yu also came close to breaking the record and finished second, timing in at 27.71 seconds. The MVP titles were awarded to Atenean tankers. Swimmers Brian T. Uy and Denjylie Cordero were hailed Most Valuable Player for the men's and women's categories, respectively.

   Uy's superb performance in all of his events summed up to a total of 54 points. Uy won three gold medals, three silver medals and one bronze medal, and established two new UAAP records.

   Cordero, last year's Rookie of the Year, brought home the MVP trophy after winning five gold medals and one silver medal and setting two new UAAP records, one of which was in the 200-meter breaststroke set in the final day of competition. Cordero beat the time of UAAP's Jenny Guererro by almost five seconds, finishing at 2:38.70. Cordero contributed a total of 57 points to the Ateneo women's Swim Team.

   Another new record was also set by top butterfly swimmer Anna Celina M. Gonzalez in the women's 200-meter butterfly. Gonzalez once again broke the record of UAAP's Luica Dacanay and timed 2:33.27, setting a new pool record.

   By Fr. Jaime C. Bulatao, SJ and Gilda Dans-Lopez

   Consciousness maps, according to Fr. Jaime Bulatao are “maps of human relationships, especially of relationships that come from the distant past and are deeply etched in our heart and mind. It begins to take form at birth as a baby reaches for his mother’s breast” and becomes more varied and intense as the child grows. If one is to understand a person fully, one must tap into this person’s consciousness. Every page of this book guides us on how this can be done.

   —From the foreword by Dr. Edna P. Franco

4. Prowess and Grace: A Festschrift for Edna Zapanta Manlapaz
   Edited by Maria Luz C. Vilches, Rica Bolipata-Santos and Ana Marie O. Fernandez

   Prowess and Grace honors Edna Zapanta Manlapaz—perceptive scholar, great teacher, wise mentor, creative thinker, gentle feminist—through essays, poems, and short stories written by students, colleagues, and friends that depict woman in her various aspects and experiences as well as portray thr stimulating world of scholarship, teaching, learning, growth and becoming.

5. Therapeutic Tales: Healing, Hypnotherapy, and Father Bu's Prowess and Grace
   Edited by Ma. Margarita A. Ramos

   The book is a compilation of articles written by therapists, counselors, teachers and students of Psychology. All the contributors have, at one time or another, been students in Father Bulatao's classes... We, the authors have all, in our own ways, taken the lessons we learned from Father Bulatao and incorporated them into who we are and who we are becoming—therapists, counselors, teachers, psychologists. We have taken up his challenge to discover and to produce our own ways of bringing about healing in this world. These are our stories.—From the preface by the editor

   in a strong 2:34.47 seconds. Gonzalez established new meet records in all the butterfly events of this year's UAAP season. Teammate Angelica Enrile-Iont won third place at 2:32.60 seconds.

   The Blue Tankers gave their last big fight as swimmers Luis Laurenzo Dapat, Sean Paul Tan, Michael Contreras and Benjamin Ramos won the gold medal in the men's 4x100 meter Medley Relay. The Lady Tankers placed third in the same event, after exerting a persistent effort to make it to the medal place.

   Overall, the Ateneo Men's Swim Team finished 2nd runner up, behind the UST Tiger Sharks and this year's champions, the UP Men's Varsity Team.

   The Ateneo Women's Swim Team came in 1st runner up after putting up a great fight with the UP Women's Varsity Team who also took home the championship trophy.

   In the high school division, the Ateneo junior swim team won their sixth straight UAAP title. Gabriel Lorenzo Castillo was named MVP, while Alberto Batungbac was named Rookie of the Year.

   This UAAP Swimming season, the Ateneo Blue Tankers may not have landed on the top spot, but by and large, their performance this year are definitely one of the best.
Judokas bag 3-peat

By Franch Baja,
www.goateneo.com
Photographs by Mikee Rodriguez, www.goateneo.com

Three is the lucky number for Ateneo champions in UAAP Season 73, as the men’s jado team won their third straight championship on October 10, 2010 at The Arena in San Juan.

The competition was out to get the Blue Judokas, forcing them to lag behind in day one of the tournament. “Things don’t usually go the way you want them to. It was looking really dismal for us for quite a while,” said coach Ali Sulit. Ateneo, however, didn’t go down without a fight. Matthew Jao and JR Reyes slugged it out in the +100kg finals. Jao’s win gave Ateneo its first gold; Reyes finished with the silver. Andro Umali won the -100kg battle for third and added a bronze to Ateneo’s medal tally.

In day two of the competition, Ateneo decided to turn things around in the eliminations as strong performances from Buenafe and Reyes threatened to dethrone the defending champions. Coach Sulit reminded his team what was at stake, and what they needed to do to bag the three-peat. “I told them, ‘we can still do it but you’ve gotta fight like you’ve never fought before. It was really tough but these guys pulled through.’ Iba talaga pag Atenista–malaki heart,” added Sulit.

Ateneo emerged as the best team with the best judokas. In the -81kg division, rookie Anjo Gumila threw his opponent from FEU in under three minutes. Knowing that he had won another gold for his team, Gumila ran around the mat with arms stretched out like an Eagle spreading his wings. Gumila was crowned Rookie of the Year. Veteran Daniel Velasco took down his UAAP opponent in the -66kg finals to win the gold. Velasco scored big points and was named Most Valuable Player. Meanwhile, Jamie Reyes, Char Custodio and Jackie Francisco each took home a bronze medal for the women’s team. The three-peat champions have a total of four golds, three silvers, and one bronze.

As it was, the game was close. “We were going up against teammates but “at that point, it was a sweet moment knowing that win or lose, the points would go to Ateneo.” Having two Ateneos assured of a gold and a silver made coach Sulit proud. “You did your part for the team, now this is for your own personal glory. You should go for it,” he told them.

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Ateneo tankers best in the UAAP

Day 4 concluded the 73rd UAAP Swimming Championships, and although overall team standings did not favor the Ateneo Blue Tankers, Ateneo swimmers raked in all the individual awards the league had to give. Freshmen Lawin D. Dacera and Jasmine Veronica M. Ong were awarded men’s and women’s Rookie of the Year, respectively. Dacera won two gold medals, three silver medals and one bronze medal, contributing a total of 49 points to the Ateneo Blue Tankers. The rookie from General Santos won the gold medal in the 400-meter Individual Medley and the 1500-meter freestyle, leaving behind his opponents by at least five seconds.

In 1987, UE’s Vernie Villarias found himself in the same situation. He had buried many crucial free throws in the clutch in his career with the Warriors but he had never had to contend with hundreds of fans waving towels, umbrellas, placards, and their hands at him. He missed his free throws and Ateneo went on to win.

Cut to today, Ramos split his freebies. Twenty-six seconds later, another Salva foul sent Cervantes to the fifteen-foot line. With the blue wave distracting him, the Tamaraw veteran center also split his free throws. Once more Ateneo was unable to score on their possession and a Frank Golla foul on a Sanga three-point attempt sent him to the stripe for three free throws. He made only his last one. The Sixth Man had done their part. Now it was up to the blue and whites to seal the deal.

Twenty-one seconds later, Buenafe channeled JC Intal in 2006 when he found himself one-on-one with Tamaraw guards Jeff Chan outside the arc. Intal juked Chan with a crossover and laid the ball in over a phalanx of defenders for the heart stopping win that eliminated FEU from Final Four contention.

This time around, it was Buenafe against Cruz with the game on the line. Buenafe, the 7% three-point shooter, then showed Sanga, the 30.2% three-point shooter, how it is done.

Bedlam. It was all net and Ateneo was two-and-done. The three-peat, the long-awaited-who would-have-thought-it-would-happen-in-our-lifetime-three-peat, had been secured.

Animo Ateneo! Ateneo 65 – Buenafe 23, Monfort 10, Salva 9, Long 7, Chu 7, Salamat 3, Golla 3, Escueta 2, Austria 1, Erram 0, Gonzalez 0, de Chavez 0 FEU 62 – Cervantes 15, Sanga 13, Ramos 9, Cawaling 8, Noudoula 6, Garcia 6, Romeo 0, Exciminiano 2, Bringas 1, Cruz 0, Guerrer

Notes:
• Ateneo is the first team to accomplish a three-peat in both the NCAA and the UAAP.
• All three titles during the three-peat were accomplished on a Thursday.
• This was Ateneo’s sixth win in nine finals appearances in the UAAP.
• This was the first year since 1997 where no Blue Eagles won a Mythical Five selection.
• This was Ateneo’s first title win outside UE and DLSU in the UAAP Finals.
There were 12 seconds left in the game with Ateneo on top by a slim 61-59 lead over FEU in Game Two of the UAAP Finals when Ryan Buenafe got hold of the basketball after a hand off from Nico Salva. In the past two years, the third year forward has been suppressing different emotions inside of him. After a promising freshman year, he was relegated to the bench. And although he was every bit as integral to the success of the Ateneo Blue Eagles, he chafed at his role. “I’m greedy,” he said to a few close friends. “But it’s never about the statistics. It was about playing time and being on the court with the ball in my hands in the clutch.” He wanted the responsibility of taking the big shot. If the ball fell in then it was all good. If he missed then he wouldn’t mind taking the flak. It comes with the territory.

He immediately noticed that it was FEU Tamaraws rookie Carl Cruz in front of him. Cruz checked in for JR Cawaling who Buenafe burned badly on many a post up earlier in the game. Except the move backfired because Buenafe was out in the territory.

With the shot clock winding down to five seconds, Buenafe instead threw up a trey. “I was really going to take that three-point shot. When it left my hands, it felt good. I knew I was going to make it,” said the third year forward who was named Finals MVP.

“Ryan has been shooting seven percent from three-point land,” said victorious Ateneo head coach Norman Black with a raised eyebrow. “I didn’t stop him, but I didn’t encourage it either. He had a lot of confidence that he can take that shot.”

The shot—and what a big time shot it was—went in. It was three for three. And for the first modern threepeat for Ateneo.

The road to a three-peat is long and perilous but it was too late.

But after the game, the whole land, “I was really going to take that three-point shot. When it left my hands, it felt good. I knew I was going to make it,” said the third year forward who was named Finals MVP.

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