



PROFESSOR MARIA VICTORIA U. ROSAS,

BA,MA,MM,LPT,PhD, DBE,CMC,RBE FRIEcon

**METROBANK OUTSTANDING TEACHER
TOP 8 FINALIST 2015**

AGORA Awardee

**FULL PROFESSOR 5
(Highest Rank)**

PERSONAL BACKGROUND

- 1.E-mail add: vhierosas28@gmail.com
- 2.July 28,1963
- 3.Female,Filipino,Married
- 4.35 Years in Teaching

EDUCATIONAL BACKGROUND

	School	Years Attended	Degree	Honors
Elementary	Tagapo Elem. School	1970 – 1976	Elementary	3 rd Honorable Mention
High School	Sta. Rosa Educational Institution	1976 - 1980	High School	6 th Honorable Mention
College	Adamson University	1980 – 1984	B.A. Economics	Cum Laude

Graduate	University of Sto. Tomas	1999 – 2001	M.A. in Economics	Cum laude
Post Graduate	Adamson University	2002 - 2003	Ph.D. in Management	Magna Cum Laude
Graduate (additional degree)	Philippine Christian University	2013 - 2014	Master in Management	
CERTIFICATION (National and Global)	INSTITUTE OF CERTIFIED MANAGEMENT CONSULTANTS	2015	CERTIFIED MANAGEMENT CONSULTANT	

AWARDS / CITATIONS /PROFESSIONAL /NATIONAL RECOGNITIONS

Award / Citation	Awarding Institution / Organization	Date Given
Women of the Year	New Life Inc.,	2001
Outstanding Educator	Adamson University	2006
Competent Professor	Adamson University	2003
DIPLOMATE in Business Education	Philippine Council of Deans and Business Educators	2011
Scholar	AME -IMMAP	2013
Research Presenter	PCDEB	2014 to date
AGORA Awardee	Philippine Marketing Association	2014
Ambassador of Peace	Professors World Peace Academy	2014
Outstanding Alumna in Economics	Adamson University	2014
MetroBank Finalist Outstanding Teacher of the Philippines 2015 (Top 8 Tertiary Level)	Metrobank Foundation Inc	2015

Fellow Economics and Business Education	Royal Institution of Singapore	2015
Registered Business Educator	Junior Achievement Worldwide	2016
Leadership Award	Philippine Council of Deans and Educators in Business	2016
First Faculty Exchange Program (Asia) OF Colegio de San Juan de Letran Manila	Universiti Teknologi Mara Kelantan, Malaysia	2017
Finalist in the Zonta /Security Bank Search for 8 Bravo Empowered Women 2017	Zonta Makati and Security Bank Inc	2017
Presidential Award PCDEB	Philippine Council of Deans and Educators in Business	2018
Outstanding Professor 2017-2018	Colegio de San Juan de Letran	2018

RESEARCH PAPER PRESENTATION AND PUBLICATION

Title of Paper	Published Unpublished	Name of Publication	Date of Publication
Correlation of Selected Variables and Economic Growth of Asean Region	IJMRC	On process	
Relationship of Different Macroeconomic Variables in Southeast Asian Region	Letran Research Center	El Brillar	2018
Correlation of Macroeconomic Variables in ASEAN Region	Ascendans of Asia	Research Journal of Ascendans Asia	2018
Relationship of Economic Variables with Securities Co Researcher	PCDEB	PCDEB Journal	2018
Relationship of Economic Variables with Securites Co Researcher	IJC 2017	IJC Journal	2017
Effects of Social Marketing on Selected Variables	Published	Burapha University Journal Thailand	2014
Effectiveness of Social Marketing	Published	MEA USA Conference San Diego California	2014

		ISUU 2016	
The Culture of Research in Universities and colleges in Mega Manila	Published	PCDEB Journal and MEA USA Conference San Jose California	2011
Selected Factors Influencing Faculty Members' Turn over in Collegiate Department of Colegio de San Juan de Letran	Published	Kaizen /CBA Journal	2010
Research Culture	Published	Kaizen / CBA Journal	2010
Research Adviser's Performance	Unpublished		2009
Library Utilization	Unpublished		2009
Relationship Between Leadership Factors and Productivity	Published	Letran Research Journal	2006

BOOKS

Title of Book	Schools Where Book Is Being Used	Publisher / Date Published	Single / Partnership / Team Authorship
Principles of Economics	University of Manila, Letran College, PMI, MCU, Adamson University	NABELEDA Press 2012 to date	Partnership Cristobal Pagoso
Basic Microeconomics	Colegio de San Juan de Letran - Mla University of Makati Central Colleges of Manila	RMG Printing Press 2008 to date	Team Authorship Remegio Gancia
Principles of Economics	Colegio de San Juan de Letran- Manila Central Colleges of Manila, Fatima University	RMG Printing Press 2009 to date	Team Authorship Remegio Gancia
Principles of Economics	Adamson University	J IJM Printing Press 2006 to 2007	Team Authorship Atty. Babista and Dr. Mendoza

SPEAKING ENGAGEMENTS

Topic / Title	Date and Occasion	Sponsoring Organization	Venue
Research Writing	October , 2018	Philippine Christian University	PCU Auditorium
Research Publication and Presentation	January 2017	St Vincents College	Auditorium Dipolog City
Research Methodology and Ched Updates	November 2016	Region 11 CODEB Chapter	Top Plaza Hotel Dipolog City
Entrepreneur Mantra	October 2016	Letran Entrepreneur Society	Mabini Hall
Business Education Updates	March ,2015	La Sallete Isabela	LA Sallete Auditorium
Philippine Economic Trends and Updates	October , 2014	PAMA	Hotel Intercontinental
Relevance of Research	September , 2014	LJMA	St Thomas Hall Letran College
Social Marketing and its effects on Selected Variables	June 2014 Annual Assembly of Academic Affairs Colegio de San Juan De Letran Manila	VPAA Colegio de San Juan de Letran Manila	Colegio's Chapel
Social Marketing	April 2014 MEA Annual Conference	MEA USA	Marriot Hotel San Diego CA
Effectiveness of Social Marketing	January 2014 First Research Breakthrough	JAPI and PCDEB	RCBC Plaza Hall
Relevance Of Personal Finance	September 2013 Faculty Student Seminar	ECOD NCR	UST St Thomas Aquinas Auditorium
Financial Literacy and power of Savings	June 2013 Annual Assembly of College of liberal arts	Social Sciences Department Adamson University	Adamson University Auditorium
Research Methods	2009 to 2010 NCR Seminar of ECOD	PCDEB - ECOD	Lyceum of the Philippines
Selected Factors Influencing Faculty Members' Turn over in Collegiate Department of Colegio	2008-2009 Research Colloquium	RPDC Letran	Colegio de San Juan de Letran - Mla

de San Juan de Letran			
Retention Policies	Orientation 2009 to date	OSA - Letran	Colegio de San Juan de Letran - Mla

PROFESSIONAL ORGANIZATIONS AND OTHER AFFILIATIONS

Name / Type of Organization	Position / Duties	Membership
Council of Management Educators	Member	2006 to date 2005 to 2010
Council of Management Educators	Board of Director	
Association of Marketing Educators	Member	2006 to 2015
Council of Economics Educators	Founder / Vice President	2001- 2003
ECOD –NCR	Treasurer Vice President	2009 to 2010 2010 to date
PIFO	Member	2008 to 2010
UNCTAD	Member	2008 to 2011
CSR Lecturers of the Philippines	Board of Director	2011 to 2012
PCDEB National	Vice President	2010 to 2013
RQAT MEMBER NCR	Member	2014 to date
PCDEB National	President Elect	2013 to 2014
PCDEB National	President	2014-2016
PWPA Philippines	Board of Director	2014 to date
National Research Council of the Philippines	Associate Member	2016 to date

TRAININGS / SEMINARS /CONFERENCES

PCDEB Midyear Conference	October 2018	Dipolog City
Quantitative Research	May 2018	Letran College
Business Analytics	March 2018	Letran College
OBE Seminar and Training	February 2018	Letran College
National Research Council of the Philippines Annual Convention and Assembly	March,2017	Philippine International Convention Center
Research Methodology	October 2016	Letran College
PCDEB Convention	February , 2015	Hotel Jen
PACU Annual Assembly	June 2014	Annual Assembly
NACSRA	February 2014	Planning

PACU	June 29,2013	Annual Assembly and Conference
CHED	August 14,2013	CHED Orientation on CHEKS
PCDEB	February 2013	Tenth Annual Convention of PCDEB
NACSRA	November 23, 2012	Emerging Challenges of School Registrars
CEAP NCR REGISTRARS	June 29,2012	Operations Management in Registrarship
GUTHRIE JENSEN	September 28,2012	Managing people for Competitive Advantage
LEAGUE OF CORPORATE FOUNDATIONS	September 24, 2012	Social Responsibility and governance
CHED NCR	August ,2012	Summit on Gender and Development
CEAP	July 2011	Building Culture of Peace
SPD CONSULTNACY SEVICES	November 2011	MORPHE and MRBE Analysis
PCDEB	March 17 -18, 2011	!0th annual Conference
PCDEB	March 11 - 12, 2010	3 rd Business Education-Industry Summit “Beyond the Bottom Line: Our Social Responsibility & Commitment”.
ECOD NCR	August, 2010	Roundtable Discussion
CITI FOUNDATION	August 27-28, 2010	Teacher’s Training
ECOD NCR	October 2010	Effective Teaching Strategies
Executive Council of Deans of the Philippine Council of Deans & Educators in Business in Partnership with St. Scholastica’s College	May 15, 2010	Round table Discussion
Colegio de San Juan de Letran - Manila	March 19, 2010	Seminar-workshop on marketing, credit and record keeping.
Colegio de San Juan de Letran - Manila	September 11, 2009	Presenter during the 2009 Letran Research Colloquium “Intensifying the culture of Research in Letran”
Lyceum of the Philippines - Manila	March 24, 2009	Reactor/ Evaluator during the Research Forum by the College of Business Administration.

Association of Training Institutions for Foreign Trade in Asia and the Pacific (ATIFTAP) / De La Salle University	February 7, 2009	Global Business Conference 2009 “Strengthening the Invisible Enhancing Services for Global Competitiveness.
Philippine Council of Deans and Educators in Business Executive Council of Deans-NCR	May 9, 2009	Round table discussion on “How to be Accredited by the Federation of Accrediting Agencies of the Philippines (FAAP)”.
Dominican Province of the Philippines Board of Education	May 25-26, 2009	Participation during the Area Planning for the Lay Empowerment Program of the Board of Education
Colegio de San Juan de Letran	February 24, 2008	Chairman of the Panel in the Final Thesis Defense
Colegio de San Juan de Letran & MD Language Experts	September 13 to 14, 2007	Seminar-workshop on Communication Success Through Professionalism
The Philippine International Friendship Organization Foundation, Inc. (PIFO)	September 28, 2007	National Conference-Workshop on “Perspective on Internationalizing Higher Education in the Philippines”.
Colegio de San Juan de Letran	September 23, 2007	Chairman of the Panel in the Pre-Oral Thesis Defense
Adamson University	August 4 & 11, 2007	Seminar-workshop “Appreciative Inquiry: A Positive Change Intervention and A Qualitative Method of Research”
Philippine Franchise Association	July 4-5, 2007	Attended the 15 th Philippine International Franchise Conference & Expo. –Franchise 2007
Colegio de San Juan de Letran	October 10, 2007	Seminar on Internal Control Concepts
The Philippine Association of Collegiate Schools of Business (PACSB)	November 14-15, 2007	Mid-Year Conference “Effective Management in Business Education”
Colegio de San Juan de Letran	November 23, 2007	Seminar on Protocols
University of the Philippines	February 23-24, 2007	3 rd National Conference on Open & Distance Learning with the theme “ Culture of Excellence & Equity in Open & Distance Learning”.

Commission on Higher Education National Capital Region	January 30, 2007	Orientation on the Institutional Monitoring and Evaluation for Quality Assurance in Higher Education
Colegio de San Juan de Letran	October 17, 2006	Participating in the Livelihood, Feeding and Catechism
Catholic Educational Association of the Philippines	September 13-15, 2006	2006 National Convention
Colegio de San Juan de Letran	August 3, 2006	Seminar on Total Quality Management & 5'S of Good Housekeeping
Colegio de San Juan de Letran	July 28, 2006	Reactor during the 5 th Letran Research Conference
The Coordinating Council of Private Educational Associations	July 21, 2006	Seminar entitled Linking Business with Education
Commission on Higher Education	March 23, 2006	CHED Orientation Faculty Development Program
Commission on Higher Education	October 11, 2006	Orientation on CHED Memorandum Order No. 39 S. 2006 Policies and Standards for Bachelor of Science in Business Administration

TEACHING EXPERIENCE

Schools	Last Rank	Part-time / Full-time	Subjects Taught
Colegio de San Juan de Letran Manila	Full Professor 5 Graduate School	Part time	Economics, Finance, Research Global Trade Marketing Management
Philippine Christian University	Special Lecturer Graduate School	Part Time	Management Global Trade Social Marketing
Philippine Women University	Special Lecturer Graduate School	Part Time	Advanced Business Research Managerial Economics
Lyceum of the Philippines	Special Lecturer Graduate School	Part Time	Organ.Dev Man/Eco HRM
Letran Graduate School – Intramuros, Manila	Special Lecturer Graduate School	Part-time	Managerial Economics Global Trade
University of	Special Lecturer	Part-time	Public Administration

Perpetual Help Laguna			
Adamson University	Full Professor 2	Part-time	Economics, Finance, Research, Feasibility
Letran Calamba Graduate School	Special Lecturer Graduate School	Part-time	Management, Marketing
Olivarez College	Special Lecturer	Part Time	Feasibility Study
Far Eastern University Manila	Special Lecturer	Part Time	Economics
University of Makati	Lecturer	Part Time	Economics

ADMINISTRATIVE POSITION

Company	Position	Date of Employment	Name and Position of Immediate Head
Colegio de San Juan de Letran Calamba	Acting Dean	2018	Rev.Father Arthur Dingel,O.P.
Colegio De San Juan De Letran Intramuros	Registrar	2011 to 2015	Rev.Father Lana ,O.P..
Colegio de San Juan de Letran Intramuros Manila	Dean	2005 to 2011	Rev.Father Edwin A. Lao.O.P.
Colegio De San Juan De Letran Intramuros Manila	Dean Graduate School of Business	2005 to 2008	Rev, Father Edwin A.Lao,O.P
Colegio De San Juan DE Letran Abucay Bataan	Dean	2005 to 2009	Rev.Father Edwin A. Lao,O.P
Colegio De San Juan De Letran Manila	Assistant Dean	June 2005 to October 2005	Rev.Father Edwin A.Lao,O.P.
Colegio De San Juan de Letran Manila	Administrative Assistant Collegiate Department	2000- 2001	Rev.Father Ramon Cercado,O.P
Colegio de san Juan de Letran Intramuros	Chairman, PCDO	1995-1998	Rev,Father Arthur Dingel,O.P.