

1st ALN SBC  
Social Enterprise for  
Economic Development

# INTERNATIONAL CONFERENCE

in the Philippines

“Translational Initiatives for  
Sustainable Economic Development  
in the Asean”

1SEEDIC



Organized by San Beda, Philippines  
Linkages and International Affairs Office



December  
6 to 7,  
2017



# OVERVIEW OF THE CONFERENCE

The 1<sup>st</sup> Social Enterprise for Economic Development International Conference in the Philippines is a collaboration between ASEAN Learning Network and San Beda. It is the first international conference that focuses on SEED program outputs from previous years' implementation of the Program in Indonesia, Malaysia, Philippines, Thailand, and Vietnam. Hence, the conference serves as main convening platform to engage and share knowledge across ASEAN Learning Network (ALN) partners and members. It runs in line with a series of programmes and initiatives under the SEED Program. It seeks to create opportunity for convergence of SEED organizers and participants through research paper presentations in view of sharing of data as basis for cross-border and cross-cultural appraisal of the program.

Further, it is also a venue for presentation and dissemination of other researches related to the conference's theme.

# TENTATIVE PROGRAM

## DEC. 5: ARRIVAL OF INTERNATIONAL DELEGATES

## DEC.6: CONFERENCE DAY 1

Oral presentations shall be 15 minutes in duration, with an additional 5 minutes allotted for questions and answers directly after each set of presentation. Presenters are asked to load their presentations to the Secretariat's laptops prior to their session.

- 7:45 – 8:30 Registration
- 8:30 – 9:15 Interfaith Prayers and Philippine National Anthem  
Welcome Remarks  
Acknowledgment of Participants  
Cultural Presentation (IBED Folk Dancers)
- 9:15 – 10:00 Introduction of Keynote Speaker 1  
Keynote # 1  
Presentation of Certificate of Appreciation to the Keynote Speaker
- 10:00 – 10:30 Snacks
- 10:30 – 11:15 Introduction of Keynote Speaker 2  
Keynote # 2  
Presentation of Certificate of Appreciation to the Keynote Speaker
- 11:15 – 12:00 Introduction of Keynote Speaker 3  
Keynote # 3  
Presentation of Certificate of Appreciation to the Keynote Speaker
- 12:00 – 1:00 Lunch
- 1:00 Paper Presentations  
Sub-theme: Social Enterprise and Innovation
1. An Assessment of the Farming Condition and Potential Livelihood Opportunities of a Fourth-class Upland Farming Community in Mountain Province  
**Ma. Emperatriz C. Gabatbat, Philippines**
  2. Increasing Productivity Using Fodder Business Education: The Case of Hute Tuo, Thailand  
**Theodorus Emmanuel Noenz, Indonesia**  
*Annisaa Novieningtiyas, Indonesia*  
*Fernando Mulia, Indonesia*  
*Joel Gonzaga Filamor, Philippines*
  3. Product Diversification and Livelihood Sustainability In Barangay Sinto, Mountain Province  
**Larry Javier Ambion, Philippines**
- Sub-theme: Fostering Micro Small and Medium Enterprise
4. Social Marketing: Bridging the Survival of Transient Poor to Small Scale Business  
**Djonet Santoso, Indonesia**  
*Adityo Ramadhan, Indonesia*
  5. Chayote Product Development by the Women Entrepreneurs of Barangay Leseb  
**Maria Angela R.J. Balance, Philippines**
  6. Product Development in Rawabogo's Wasted Tomatoes  
**Albertus Susanto, Indonesia**  
*Rizka Nugraha Pratikna, Indonesia*  
*Fernando Mulia, Indonesia*

# TENTATIVE PROGRAM

Sub-theme: Social Business Models

7. Technology Intervention: The Case of Rawabogo

**Fernando Mulia, Indonesia**

*Vincentius Andrew Nugroho, Indonesia*

Sub-theme: Entrepreneurial Marketing

8. Improving Rawabogo Village's Welfare by Utilizing Pasang Mountain Tourism

**Fernando Mulia, Indonesia**

*Patrick Naomi Maysias Simanjuntak, Indonesia*

9. Globalization of Sundanese Food through Cultural Translation

**Tubagus Chaeru Nugraha, Indonesia**

Sub-theme: Research-based Community Development: Transformational Leadership

10. Analysis of the Experience of Binaka Women's Association in Bauko,  
Mountain Province Contextualized in the ASEAN Learning Network

**Norielyn Cullar Tabag, Philippines**

11. Community Mindset: The Key to Upgrade Community Life

**Yohan Kurniawan, Malaysia**

*Wee Yu Ghee, Malaysia*

*Nur Hafezah Binti Hussein, Malaysia*

Sub-theme: Research-based Community Development: Community and Environmental Development

12. Water in the Eyes of Sumba Women: An Eternal Knowledge in the  
Conservation of Natural Resources

**Titiek Kartika, Thailand**

Sub-theme: Research-based Community Development:

Sustainability of Community-based Entrepreneurship

13. Business Opportunities and Challenges in Slope Vegetable Farming: The Case of Sinto

**Joel Gonzaga Filamor, Philippines**

*Fernando Mulia, Indonesia*

14. Building Community Based Entrepreneurship: A Comparative Study  
in Indonesia and Thailand

**Helmi Mia, Indonesia**

*Fernando Mulia, Indonesia*

5:00

End of Day 1 – Snacks will be distributed

## DEC. 7: CONFERENCE DAY 2

7:45 – 8:30	Registration
8:30 – 8:45	Recap
8:45 – 9:30	Paper Presentations
	Sub-theme: Research-based Community Development: Building Sustainable and Resilient Communities
	15. "Mini to Big": The Case of Thai Mini SEED
	<i><b>Farok Zakaria, Malaysia</b></i>
	<i>Yusof Talek, Thailand</i>
	<i>Suthisak Duereh, Thailand</i>
	<i>Zainudin Nima, Thailand</i>
	<i>Ruslee Nuh, Thailand</i>
	Sub-theme: Research-based Community Development: National and Regional Food Security
	16. Preserving Traditional Food from West Java: An Effort to Maintain National and Regional Food Security
	<i><b>Rosaria Mita Amalia, Indonesia</b></i>
9:30 – 10:00	Snacks
10:00	Paper Presentations
	Sub-theme: Research-based Community Development: Human Capital Development
	17. From Farmer to Entrepreneur: A Human Capital Transformation in Rawabogo
	<i><b>Gregorius Satrio Wicaksono, Indonesia</b></i>
	<i>Fernando Mulia, Indonesia</i>
	Sub-theme: Research-based Community Development: Sustainable Cities and Communities
	18. The Study of Building Sustainable and Resilient Community in Sitio Am-am, Bauko, Mt. Province, Philippines
	<i><b>Thitipong Prommuang, Thailand</b></i>
	Sub-theme: Research-based Community Development: Partnerships for the Goals
	19. Building Capacity for SEED: An Institutional Self-Assessment
	<i><b>Wee Yu Ghee, Malaysia</b></i>
	<i>Yohan Kurniawan, Malaysia</i>
	<i>Nur Hafezah Hussein, Malaysia</i>
11:00	Recognition of SEED Facilitators in the Philippines
	Launching of ASEAN Learning Network Student Organization
	Closing Remarks
	Distribution of Certificates
12:00	Lunch and Egress

