

# Bachelor of Science in Development Communication

**AREA - RESEARCH**

# Five-Year Research Program (2025–2029)

- ▶ Within the Bachelor of Science in Development Communication (BSDC) Program, research plays a vital role in advancing communication theories and practices that empower communities, strengthen institutions, and contribute to sustainable development.

# Five-Year Research Program (2025–2029)

- ▶ The Five-Year Research Program (2025–2029) serves as the Department of Development Communication's strategic roadmap for research development. It provides a coherent direction for faculty and student research initiatives that respond to local, regional, national, and global development challenges while supporting the research mandate of the University of Southern Mindanao (USM).

# Five-Year Research Program (2025–2029)

- ▶ The program aligns with the University's research agenda:
  - Quality Learning, Skills Development, and Literacy;
  - Social Development and Strong Institutions;
  - Preservation of Culture;
  - Environmental Protection, Conservation, and Risk Reduction; Food Security and Poverty Reduction;
  - Good Health and Well-being;
  - Innovations in Science, Engineering, and Technology; and
  - Sustainable Entrepreneurship and Management

# Five-Year Research Program (2025–2029)

## Research Goal

- The Five-Year Research Program aims to establish a vibrant and sustainable research culture that promotes quality, innovative, and socially responsive Development Communication research. Specifically, it seeks to strengthen faculty and student research productivity, foster interdisciplinary collaboration, generate externally funded projects, increase scholarly publications, and produce communication-based interventions that address community and institutional development needs.

# Five-Year Research Program (2025–2029)

## Cross-Cutting Research Themes

- ▶ Across all research priorities, the Department encourages interdisciplinary investigations focusing on communication for sustainable development, digital transformation, gender and development, indigenous peoples' communication, media and information literacy, social innovation, participatory communication, artificial intelligence, knowledge management, strategic communication, behavior change communication, communication policy, media ethics, and the Sustainable Development Goals (SDGs).
- ▶ These themes ensure that research remains responsive to evolving societal needs while contributing to the advancement of the Development Communication discipline.

# Five-Year Research Program (2025–2029)

| 2025                                                                                                                                                                                                                                                                                                                                           | 2026                                                                                                                                                                                                                                                                                                                            | 2027                                                                                                                                                                                                                                                              | 2028                                                                                                                                                                                                                                                                                                                                                                             | 2029                                                                                                                                                                                                                                                                                                                                                                                |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>capability-building activities, refinement of research priorities, establishment of research clusters, and identification of strategic community partners</p> <p>Faculty and students are encouraged to align research with identified priority areas while developing competitive research proposals for internal and external funding</p> | <p>implementation of faculty and student collaborative research projects. other colleges, government agencies, local government units, and community organizations will be strengthened.</p> <p>Faculty members are encouraged to publish their research in refereed journals and present findings in national conferences.</p> | <p>expanding interdisciplinary and externally funded research; intensify collaborations with national and international institutions while increasing the production of policy briefs, communication toolkits, and community-based communication innovations.</p> | <p>prioritize research utilization and innovation. Completed studies will be translated into extension programs, communication campaigns, training modules, multimedia products, and policy recommendations.</p> <p>The Department will actively disseminate research findings through conferences, community forums, institutional repositories, and scholarly publications</p> | <p>concentrate on evaluating the overall impact of the research program. A comprehensive assessment of research productivity, publication performance, research utilization, partnerships, funding opportunities, and community impact will be conducted.</p> <p>The results of the evaluation will serve as the basis for developing the succeeding five-year research agenda.</p> |

# Five-Year Research Program (2025–2029)

## Implementation Strategy (2025)

- ▶ Year 2025 will focus on strengthening the Department's research foundation through capability-building activities, refinement of research priorities, establishment of research clusters, and identification of strategic community partners.
- ▶ Faculty and students will be encouraged to align their research with the identified priority areas while developing competitive research proposals for internal and external funding.

# Five-Year Research Program (2025–2029)

## Implementation Strategy (2026)

- ▶ Year 2026 will emphasize the implementation of faculty and student research projects. Collaborative research with other colleges, government agencies, local government units, and community organizations will be strengthened.
- ▶ Faculty members will be encouraged to publish their research in refereed journals and present findings in national conferences.

# Five-Year Research Program (2025–2029)

## Implementation Strategy (2027)

- ▶ Year 2027 will focus on expanding interdisciplinary and externally funded research. The Department will intensify collaborations with national and international institutions while increasing the production of policy briefs, communication toolkits, and community-based communication innovations.
- ▶ Student research will be closely integrated into faculty-led projects to strengthen mentorship and research engagement.

# Five-Year Research Program (2025–2029)

## Implementation Strategy (2028)

- ▶ Year 2028 will prioritize research utilization and innovation. Completed studies will be translated into extension programs, communication campaigns, training modules, multimedia products, and policy recommendations.
- ▶ The Department will actively disseminate research findings through conferences, community forums, institutional repositories, and scholarly publications.

# Five-Year Research Program (2025–2029)

## Implementation Strategy (2029)

- ▶ Year 2029 will concentrate on evaluating the overall impact of the research program. A comprehensive assessment of research productivity, publication performance, research utilization, partnerships, funding opportunities, and community impact will be conducted.
- ▶ The results of the evaluation will serve as the basis for developing the succeeding five-year research agenda.

# Five-Year Research Program (2025–2029)

## Interdisciplinary Collaboration

- ▶ Recognizing that development issues are multifaceted, the Department shall actively pursue interdisciplinary research collaborations with various colleges within the University, including Agriculture, Education, Arts and Sciences, Business, Health Sciences, Engineering, and Information Technology.
- ▶ Partnerships with government agencies, local government units, civil society organizations, media institutions, indigenous communities, and international academic institutions will likewise be strengthened to promote collaborative knowledge generation and maximize research impact.

# Five-Year Research Program (2025–2029)

## Expected Research Outputs

- ▶ The Five-Year Research Program is expected to generate quality research outputs that contribute to both academic scholarship and community development.
- ▶ These include faculty and undergraduate research studies, refereed journal publications, conference papers, policy briefs, communication models, multimedia communication products, information, education, and communication (IEC) materials, documentary films, communication campaign toolkits, digital communication platforms, training manuals, extension-based research outputs, and, where applicable, intellectual property registrations.
- ▶ These outputs are envisioned to support evidence-based policymaking, improve communication practice, and enhance

# Five-Year Research Program (2025–2029)

## Expected Research Outputs

- ▶ These outputs are envisioned to support evidence-based policymaking, improve communication practice, and enhance the quality of life of communities served by the University.

# Five-Year Research Program (2025–2029)

## Monitoring and Evaluation

- The implementation of the research program shall be monitored annually using key performance indicators such as the number of completed research projects, publications in refereed journals, conference presentations, externally funded research, collaborative research initiatives, research utilization activities, student participation in research, citations, and policy influence.

# Five-Year Research Program (2025–2029)

## Monitoring and Evaluation

- ▶ Annual monitoring and periodic evaluation will ensure that research activities remain aligned with institutional goals and responsive to emerging development concerns.

# DevCom Research Studies in International Publication

- ▶ Recently, 73% percent or eight of the DevCom faculty members published three research articles in international publication. Three of the research articles were published in Scopus Journal Indexing.
- ▶
- ▶ DevCom faculty researchers: Vilma Santos, Pamela Villanueva, Jovelyn Gesulga, Roviline Pal-iwen, Sarrah Jane Guerrero, Esperanza Jr. Lucena, Brex Brayan Nicolas and Myrna Tan.

# DevCom Research Studies in International Publication

- ▶ Burdened by Expectations: The (Impact of Parental Pressure on College Students' Academic Stress
- ▶ Vilma Santos, Pamela Villanueva, Jovelyn Gesulga, Roviline Pal-iwen, Sarrah Jane Guerrero, Myrna Tan, Esperanza Jr. Lucena, and Brex Brayan Nicolas
- ▶ Scopus Journal Indexing
- ▶ December 21, 2025

  
Republic of the Philippines  
**UNIVERSITY OF SOUTHERN MINDANAO**  
Kabacan, Cotabato  
**PUBLICATION AND PRINTING UNIT**

July 23, 2026

**CERTIFICATION**

The Publication and Printing Unit certifies that the journal article detailed below was published in an actively indexed journal at the time of publication and is therefore compliant with the provisions of DBM-CHED Joint Circular No. 1, series of 2026.

|                                                                                  |                                                                                                                                                                                                                                                                                                                        |
|----------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Title of the Article:                                                            | Burdened by Expectations: The Impact of Parental Pressure on College Students' Academic Stress                                                                                                                                                                                                                         |
| Authors:                                                                         | Jomar B. Esto *   Vilma Santos *   Pamela Villanueva *   Jovelyn Gesulga *   Roviline Paliwen *   Sarrah Jane C. Guerrero *   Myrna R. Tan *   Esperanza Jr. Lucena *   Brex Brayan C. Nicolas *   Riza Mae O. Riel *   Emilou N. Gallardo *   Vanessa Jane C. Lim *   Ma. Lezel P. Pataray *   Ruben L. Tagare, Jr. * |
| Journal:                                                                         | Multidisciplinary Reviews                                                                                                                                                                                                                                                                                              |
| Journal Indexing:<br>E.g.: Scopus, WOS or ACI (If multiple apply, choose only 1) | Scopus                                                                                                                                                                                                                                                                                                                 |
| Date of Publication:                                                             | December 21, 2025                                                                                                                                                                                                                                                                                                      |
| DOI/URL of the paper:                                                            | <a href="https://malque.pub/ojs/index.php/mr/article/view/14527">https://malque.pub/ojs/index.php/mr/article/view/14527</a>                                                                                                                                                                                            |
| Is this paper from a student thesis or dissertation?                             | <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No                                                                                                                                                                                                                                                    |

Further, the Publication and Printing Unit certifies that co-authorship with students by faculty members is allowed under [USM Board of Regents Resolution No. 77, series of 2025](#), which provides the guidelines for student publications, their authorship rules and corresponding incentives.

Reviewed by:   
JAN CLAYTON B. TENORIO, DVM, PhD  
Head, Publication and Printing Unit

Certified by:   
JURHAMID C. IMLAN, PhD  
Director, Research and Publication Office

**"UNITY IN DIVERSITY AND SUSTAINABLE DEVELOPMENT IN MINDANAO THROUGH QUALITY AND RELEVANT EDUCATION."**

USM-SYS-P70-Rev.3.2023.11.29



# DevCom Research Studies in International Publication

- ▶ Pursuit and Burnout: How Goal Orientation Influence Academic Pressure in Students
- ▶ Pamela Villanueva, Jovelyn Gesulga, Vilma Santos, Roviline Pal-iwen, Sarrah Jane Guerrero, Myrna Tan, Esperanza Jr. Lucena, and Brex Brayan Nicolas
- ▶ Scopus Journal Indexing
- ▶ January 2, 2026

  
Republic of the Philippines  
**UNIVERSITY OF SOUTHERN MINDANAO**  
Kabacan, Cotabato  
**PUBLICATION AND PRINTING UNIT**

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July 23, 2026

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|                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Title of the Article:                                                            | Pursuit And Burnout: How Goal Orientation Influences Academic Pressure in Students                                                                                                                                                                                                                                                                                                                                                                                               |
| Authors:                                                                         | Pamela Villanueva <sup>a</sup>   Jovelyn Gesulga <sup>a</sup>   Vilma Santos <sup>a</sup>   Roviline Paliwen <sup>a</sup>   Sarrah Jane C. Guerrero <sup>a</sup>   Myrna R. Tan <sup>a</sup>   Esperanza Jr. Lucena <sup>a</sup>   Brex Brayan C. Nicolas <sup>a</sup>   Riza Mae O. Riel <sup>b</sup>   Emilou N. Gallardo <sup>c</sup>   Vanessa Jane C. Lim <sup>c</sup>   Ma. Lezel P. Pataray <sup>d</sup>   Jomar B. Esto <sup>e</sup>   Ruben L. Tagare, Jr. <sup>f</sup> |
| Journal:                                                                         | <a href="#">Multidisciplinary Science Journal</a>                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Journal Indexing:<br>E.g.: Scopus, WOS or ACI (if multiple apply, choose only 1) | Scopus                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Date of Publication:                                                             | January 02, 2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| DOI/URL of the paper:                                                            | <a href="https://malque.pub/ojs/index.php/msj/article/view/11012">https://malque.pub/ojs/index.php/msj/article/view/11012</a>                                                                                                                                                                                                                                                                                                                                                    |
| Is this paper from a student thesis or dissertation?                             | <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No                                                                                                                                                                                                                                                                                                                                                                                                              |

Further, the Publication and Printing Unit certifies that co-authorship with students by faculty members is allowed under [USM Board of Regents Resolution No. 77, series of 2025](#), which provides the guidelines for student publications, their authorship rules and corresponding incentives.

Reviewed by:   
JAN CLYDEN B. TENORIO, DVM, PhD  
Head, Publication and Printing Unit

Certified by:   
JURHAMID C. IMLAN, PhD  
Director, Research and Publication Office

"UNITY IN DIVERSITY AND  
SUSTAINABLE DEVELOPMENT IN  
MINDANAO THROUGH QUALITY AND RELEVANT EDUCATION."



# DevCom Research Studies in International Publication

- ▶ Meeting the Mind's Essentials: Basic Psychological Needs and Student Well-being in Higher Education
- ▶ Jovelyn Gesulga, Vilma Santos, Pamela Villanueva, Roviline Pal-iwen, Sarrah Jane Guerrero, Myrna Tan, Esperanza Jr. Lucena, and Brex Brayan Nicolas
- ▶ Scopus Journal Indexing
- ▶ June 15, 2026

  
Republic of the Philippines  
**UNIVERSITY OF SOUTHERN  
MINDANAO**  
Kabacan, Cotabato  
**PUBLICATION AND PRINTING UNIT**

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July 23, 2026

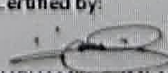
**CERTIFICATION**

The Publication and Printing Unit certifies that the journal article detailed below was published in an actively indexed journal at the time of publication and is therefore compliant with the provisions of DBM-CHED Joint Circular No. 1, series of 2026.

|                                                                                  |                                                                                                                                                                                                                                                                                                                      |
|----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Title of the Article:                                                            | Meeting the mind's essentials: Basic psychological needs and student well-being in higher education                                                                                                                                                                                                                  |
| Authors:                                                                         | Jovelyn F. Gesulga*   Vilma M. Santos*   Pamela B. Villanueva*   Roviline R. Pal-iwen*   Sarrah Jane C. Guerrero*   Myrna R. Tan*   Esperanza Jr. Lucena*   Brex Brayan C. Nicolas*   Riza Mae O. Riel*   Emilou N. Gallardo*   Vanessa Jane C. Lim*   Ma. Lezel P. Pataray*   Jomar B. Esto*   Jr. Ruben L. Tagare* |
| Journal:                                                                         | <a href="#">Multidisciplinary Reviews</a>                                                                                                                                                                                                                                                                            |
| Journal Indexing:<br>E.g.: Scopus, WOS or ACI (if multiple apply, choose only 1) | Scopus                                                                                                                                                                                                                                                                                                               |
| Date of Publication:                                                             | June 15, 2026                                                                                                                                                                                                                                                                                                        |
| DOI/URL of the paper:                                                            | <a href="https://doi.org/10.31893/multirev.2026576">https://doi.org/10.31893/multirev.2026576</a>                                                                                                                                                                                                                    |
| Is this paper from a student thesis or dissertation?                             | <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No                                                                                                                                                                                                                                                  |

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JAN CLYDEN B. TENORIO, DVM, PhD  
Head, Publication and Printing Unit

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JURHAMID C. TMLAN, PhD  
Director, Research and Publication Office

**"UNITY IN DIVERSITY AND  
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USM-SYS-F70-Rev.3.2023.03.29

# Presentation of Research Studies in International Forum

- ▶ Two (2) DevCom faculty members and five (5) students will present their research studies to the 1st Joint International Conference and Scientific Meeting on Development Communication in Indonesia this September 8-9, 2026.
- ▶ This event is sponsored by FORKAPI and ADCEP Philippines. It will be held in Bogor, Indonesia.

July 14, 2026

Ms. SARRAH JANE C. GUERRERO  
Head, Diversity and Integrative Services Department,  
University of Southern Mindanao  
Kabacan, Cotabato, Philippines

Dear Ms. Guerrero,

Greetings from FORKAPI and ADCEP Philippines!

On behalf of the Review Committee, I am pleased to inform you that your paper, **"OPERATIONALIZING COMPASSION: AN IMPLEMENTATION REVIEW AND FEEDBACK EVALUATION OF THE USM STUDENT FOOD COUPON PROGRAM"** has been accepted for presentation at the 1st Joint International Conference and Scientific Meeting on Development Communication.

We cordially invite you to participate in the conference and present your work during the concurrent paper presentation sessions. The conference will be held on September 8-9, 2026, in Bogor, Indonesia, through the partnership of FORKAPI and ADCEP Philippines.

This year's conference is hosted by IPB University and Pakuan University and carries the theme **"Development Communication: Bridging Knowledge and Practice for Sustainable and Inclusive Well-Being in a Disruptive Era."**

The event will bring together development communication educators, researchers, practitioners, and students from various disciplines to exchange ideas, share research findings, and strengthen regional and international collaboration.

Please take note of the following conference registration fee options:

- Package A: PHP 15,000
- Package B: PHP 9,000

Please see the conference briefer for package inclusions, benefits, and program details.

We thank you for your interest and participation in this inaugural conference. We look forward to welcoming you to Bogor, Indonesia, and hearing about your valuable contribution to the field of Development Communication.

Truly Yours,

  
ULDERICO B. ALVIOLA, PhDs  
National President, ADCEP Philippines, Inc.  
Conference Convenor

July 14, 2026

Asst. Prof JOVELYN F. GESULGA  
Department of Development Communication,  
University of Southern Mindanao  
Kabacan, Cotabato, Philippines

Dear Prof. Gesulga,

Greetings from FORKAPI and ADCEP Philippines!

On behalf of the Review Committee, I am pleased to inform you that your paper, **"Community Networking and Engagement Through Radio Broadcast,"** has been accepted for presentation at the 1st Joint International Conference and Scientific Meeting on Development Communication.

We cordially invite you to participate in the conference and present your work during the concurrent paper presentation sessions. The conference will be held on September 8-9, 2026, in Bogor, Indonesia, through the partnership of FORKAPI and ADCEP Philippines.

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We thank you for your interest and participation in this inaugural conference. We look forward to welcoming you to Bogor, Indonesia, and hearing about your valuable contribution to the field of Development Communication.

Truly Yours,

  
ULDERICO B. ALVIOLA, PhDs  
National President, ADCEP Philippines, Inc.  
Conference Convenor

# Copyright of Research Output

- One (1) student research output is already submitted to the application for Intellectual Property Protection for the Technology/work titled “TEKNOGIYA Episode 1: Background on Cacao.



Republic of the Philippines  
UNIVERSITY OF SOUTHERN MINDANAO  
Kabacan, Cotabato



INTELLECTUAL PROPERTY, TECHNOLOGY TRANSFER, AND BUSINESS  
DEVELOPMENT OFFICE  
TECHNOLOGY TRANSFER & PATENT UNIT  
INNOVATION AND TECHNOLOGY SUPPORT OFFICE

## ACKNOWLEDGEMENT

This is to acknowledge the receipt of the documents submitted by Mr. Junior M. Cayugan and Prof. Allan C. Facurib in relation to the Intent to Apply for Intellectual Property Protection for the technology /work entitled “TEKNOGIYA Episode 1: Background on Cacao”.

The submitted documents were received by the Technology Transfer and Patent Unit for initial evaluation and processing.

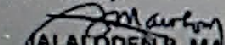
Please be informed that the official Application Number will be available only after the complete application documents have been formally filed and accepted by the Intellectual Property Office of the Philippines (IPOPHL).

Issued this 11<sup>th</sup> day of August 2026 at the University of Southern Mindanao, Kabacan, Cotabato.

Received by:

  
AIRAND SARIP  
Staff

Noted by:

  
ALALODEN B. MAROHOM, DBA  
Head, IPTTBDQ/ITPU

# Copyright of Research Output

- ▶ It is from the undergraduate thesis of Junior M. Cayugan (student researcher) and Prof. Allan C. Facurib (thesis adviser) titled “Production and Pretesting of USM TEKNOGIYA Video Series On Cacao Production Episode 1: Background on Cacao.”