AREA V
RESEARCH

I.1. The institution provides opportunities for the dissemination of research results in fora, conferences, seminars, and other related means.

Parameter D – Publication and Dissemination

The institution provides opportunities for the dissemination of research results in fora, conferences, seminars, and other related means.

The University of Southern Mindanao (USM) continues to promote the dissemination of research outputs through participation in international and national conferences, symposia, and other scholarly forums. These platforms provide faculty researchers with opportunities to present their research findings, exchange knowledge with fellow researchers and experts, receive feedback, and establish professional networks that contribute to the advancement of research and innovation.

Among the notable research dissemination activities are the participation of Jalaloden B. Marohom in the International Halal Science and Technology Conference 2025 (IHSATEC): 18th Halal Science Industry and Business (HASIB), held at the Halal Science Center, Chulalongkorn University, on December 18–19, 2025. During the conference, Marohom presented the research titled “Positioning Strategies and Consumer Behavior toward Processed Halal Chevon Products: A Structural Equation Modeling Approach,” which explores positioning strategies and consumer behavior in the market for processed halal goat meat products.

Similarly, Analyn A. Gonzales and Mitzi Aileen M. Alba participated in the 5th International Conference on Cooperative (ICOOP 2025), organized by the University of the Philippines Los Baños through Zoom on November 20–21, 2025. Their participation provided opportunities to engage in scholarly discussions and share knowledge on cooperative development and related research areas.

Other faculty members also contributed to research dissemination through participation in various academic forums. Allen Shane C. Garcia participated in the UIC International Forum at the University of Immaculate Concepcion in Davao City on May 30, 2024. Meanwhile, Jay-R G. Vildac participated in the Society

of Interdisciplinary Business Research (SIBR) Conference in Seoul, South Korea, on January 4–6, 2024, and the Annual Conference on Transformative Education organized by the Philippine Normal University through Zoom on October 20–22, 2021.

These activities demonstrate the University's continuing commitment to fostering a research-oriented academic environment and encouraging faculty members to disseminate their scholarly work beyond the institution. Through participation in national and international conferences, USM researchers contribute to knowledge generation, strengthen academic collaboration, and enhance the visibility and relevance of the University's research initiatives. Such engagements also support the University's mandate to advance research excellence and generate knowledge that responds to the needs of communities, industries, and society.

Faculty	**Conference Title**	**Place**	**Date**
Jalaloden B. Marohom	The International Halal Science and Technology Conference 2025 (IHSATEC): 18th Halal Science Industry and Business (HASIB)	Halal Science Center, Chulalongkom University (HSCCU)	December 18-19, 2025
Jalaloden B. Marohom	Positioning Strategies and Consumer Behavior toward Processed Halal Chevon Products: A Structural Equation Modeling Approach	Halal Science Center, Chulalongkom University (HSCCU)	December 18-19, 2025
Analyn A. Gonzales	5th International Conference on Cooperative (ICOOP 2025)	UP Los Banos via Zoom events	Nov 20 - 21, 2025
Mitzi Aileen M. Alba	5th International Conference on Cooperative (ICOOP 2025)	UP Los Banos via Zoom events	Nov 20 - 21, 2025

Allen Shane C. Garcia	UIC International Forum	University of Immaculate Concepcion, Davao City	May 30, 2024
Jay-R G. Vildac	Society of Interdisciplinary Business Research (SIBR) conference	Seoul, South Korea.	January 4-6, 2024
Jay-R G. Vildac	Annual Conference on Transformative Education	Philippine Normal university via Zoom	October 20–22, 2021