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UNIVERSITY OF THE EAST**

**FOREWORD**

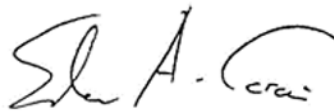
The 2022 volume of UERB includes the results of undergraduate student research, dissertation of a graduate student and two articles from the College of Arts and Sciences of UE Manila.

Accounting students supervised by Associate Dean Angelito Descalzo delved on information systems such as Computerized Accounting Systems which are critical in the efficient operation of businesses especially during the duration of the pandemic when automated operations took over most of the work. They developed an End-User Computing Satisfaction model intended to assess the effectiveness of the Computerized Accounting System. Selected IT developers and accountants interviewed in the study considered the proposed new model valid and useful in evaluating the effectiveness and efficiency of the Computerized Accounting System.

Dr. Allan C. Orate in his article “The Humanist Philosophy of General Education in the Philippines: Postmodern Framework and Interdisciplinary Approach of the New GE Core Courses” presents the harmonious interaction among eight GE core courses and the integrated truths that approximate reality that are created through sharing of this respective knowledge.

The article of Dr. Julius Cesar R. Pascual entitled “A Critical Discourse Analysis of the Kidapawan Massacre News Coverage” scrutinized how media portrayed massacres involving farmers and indigenous peoples using the perspective of social development. Through van Dijk’s (1998) Critical Discourse Analysis (CDA), the author thinks that the lack of action from the government coupled with the neoliberal-capitalistic ideology has led to the silencing and overlooking of the plight of the farmers. He proposed the use of Communication and Social Development (CSD) as another model in understanding modern times.

Maribel C. Tubera and Virgilio V. Salentes of the Graduate School in their article entitled “Corporate Social Responsibility: A Framework of Strategies for the Sustainability of Higher Education Institutions (HEIs)” assessed the degree of implementation of CSR programs and practices of HEIs in Metro Manila based on different CSR responsibilities such as economic responsibility, legal responsibility, ethical responsibility, and philanthropic responsibility. Factors affecting CSR implementations were also identified and concluded with the development of a shared framework of strategies for the sustainability of HEIs.

A handwritten signature in black ink, appearing to read 'Ester A. Garcia', with a stylized flourish at the end.

**ESTER ALBANO GARCIA, PhD**  
President and Chief Academic Officer

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