



*“MAP Insights” Column in INQUIRER*  
***“BUSINESS AND SOCIETY:  
Reconciling Profit-Seeking Behavior  
and Social Responsibility”***

**May 2, 2022**

*Dr. NICETO “Nick” S. POBLADOR.*

**R**ecent major shifts in the global economic and geo-political landscapes, exacerbated by the coronavirus pandemic and now, the Ukraine war, have brought into sharp focus the social responsibility of business. Many thought leaders, including elements of the business community itself, are advocating that businesses should focus less on the creation of wealth for their owners and play a more active role in serving the material needs of the community.

The title of this essay implies that there is an inherent conflict between profit-seeking behavior and social responsibility. Many management scholars and business practitioners believe that firms cannot be both profitable and benevolent at the same time.

I hold a somewhat different view.

*continued on page 2*



*“MAP Insights” Column in BUSINESSWORLD*  
***“How to take your high-performing SME  
into the Success Stage”***

**May 3, 2022**

*Mr. BENEDICT S. CARANDANG*

**I**n the book *Five Stages of Small Business Growth*, researchers Neil C. Churchill and Virginia L. Lewis go in-depth about the growth framework that all small-to-medium enterprises (SMEs) normally go through. It describes the common scenarios and challenges companies face at each stage, and what steps they can take to move on to the next phase.

The Survival Stage is the second phase of this framework. In this stage, an SME has grown past the phase of merely existing in their industry. It has customers and the ability to consistently deliver goods and services. The company structure is still basic, with the owner still making most decisions despite having a business manager. System development, or the use of technology and automation in the company, is minimal.

*continued on page 3*

## **MAPping from page 1**

### **"BUSINESS AND SOCIETY: Reconciling Profit-Seeking Behavior and Social Responsibility"**

The profit-maximization doctrine is at the core of classical and neoclassical economics. Moreover, the lure of profit has been the main driving force behind the entrepreneurial spirit that made capitalism the world's dominant economic system.

By long-standing tradition, business firms seek to maximize short-run profits for their owners, or in the case of public corporations, to maximize shareholder wealth.

Profits are normally realized by extracting economic value from the firms' other stakeholders – their customers, their workers, their suppliers, and the rest of the community. In the language of economics, this is known as a zero-sum game – what one gains, the other loses.

Firms create value for their owners at the expense of their other major stakeholders in a number of ways:

- By short-changing customers with poor quality and higher-priced goods and services;
- By underpaying workers;
- By taking advantage of business partners;
- By contributing to social and economic inequality; and
- By degrading the environment.

However, from a long-run, strategic perspective, these commonplace practices are self-defeating. For two reasons:

1. They prevent business firms from maximizing the production of economic value, which, after all, is their mandated role for society.
2. They prevent firms from maximizing their profits over the long haul, which is the generally accepted goal of business strategy.

An alternative view, one developed in my forthcoming book, **STRATEGY IN THE NEW AGE OF CAPITALISM: Collaborative and Inclusive Approaches to Value Creation** (University of the Philippines Press, 2022), holds that firms can maximize shareholder wealth by creating value for all their stakeholders, particularly those that comprise the poorest members of the community.

This other approach to shareholder wealth maximization, commonly known as Stakeholder Strategy, has a number of implications for corporate strategy:

- Create value for consumers by enhancing product quality, by selling products and services at reasonably low prices, and by providing adequate customer care;
- Create value for workers by offering comfortable wages and other financial benefits and by providing a healthy work environment;
- Create value for suppliers and distributors by engaging them in a mutually beneficial, trusting and collaborative relationship;
- Create value for the rest of the community primarily by developing the untapped productive potential of those at the bottom of the social pyramid – the poorest and the least productive members of society; and
- Devote resources to maintain a healthy and sustainable eco-system.

The economic resources allocated for these purposes are to be regarded not as short-run costs to be minimized, but as long-run investments to make the business more productive and profitable.

In sum, by creating value for their stakeholders, firms at the same time are able to maximize their output of goods and services over time, and enable them to generate more profits for themselves.

The lasting impact of the COVID-19 pandemic

We conclude by showing how business and society have benefited from how many businesses have responded to the ongoing coronavirus pandemic.

For all the pain and suffering caused by the Coronavirus infection, it has also given us reasons for optimism about the future.

It has accelerated the development of life-saving vaccines that used to take years to develop. We refer, in particular, to the development of mRNA technology in the field of immunology, notably in the development of anti-COVID-19 vaccines, a feat made possible by the close collaboration between Pfizer and BioNTech.

It has hastened the pace of technological innovation by ushering in of an era of open data. With prodding from governments, Big Tech has made their data and software more accessible to smaller tech firms and to consumers.

It has prompted governments to invest heavily in record-breaking economic stimulus packages. These

initiatives include the Biden Administration's Infrastructure Investment and Jobs Act of 2021, and President Duterte's Build, Build, Build program. Not only do these measures improve society's ability to produce economic value, but they also tend to reduce poverty and lessen economic inequality.

Finally, the COVID-19 pandemic has sent the powerful message to corporate managers the world over that their economic fortunes and those of their other stakeholders are intimately and inextricably intertwined, and that what benefits or adversely affects one will also be felt by all others.

The realization that "*we're all in this together*" has tended to foster **closer ties and greater collaboration between business firms and their stakeholders.**

*(The article reflects the personal opinion of the author and does not reflect the official stand of the Management Association of the Philippines or MAP. The author is a Retired Professor of Economics and Management, and currently Professorial Lecturer at the University of the Philippines - Diliman. Feedback at <map@map.net.ph> and <nspoblador@gmail.com>.*

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### **MAP Insights from page 1**

#### **"How to take your high-performing SME into the Success Stage"**

Once an SME generates enough revenue to break even and grow in size, it's on its way to the third stage: Success Stage.

In the Success Stage, the SME has generated above-average revenue to upgrade their current assets, such as tools and equipment. Its workforce is also growing significantly, with more managers taking over minor business decisions. At this point, SME owners have the luxury of deciding whether to expand, maintain the company's stable profits, or disengage from the company while keeping the business more or less in the status quo.

How to advance from Survival to Success

Advancing towards the Success Stage seems either like a tremendous task or a lucky break, especially when you are an SME owner on survival stage for a while. The key is to look at aspects of the business to focus and improve on, eventually setting you apart from competitors.

Here's two business aspects that is crucial for SMEs to focus on:

#### **Delivering great customer service**

While a company's goal is to earn profit, its purpose is to get and keep customers, according to Harvard Business School Professor Theodore Levitt in his book, *The Marketing Imagination*. You essentially depend on your customers for a living, and building success means understanding customers and appreciating what they want.

Great service can satisfy your customers. But without consistency, they won't become loyal customers – which is what SMEs should aspire for. When customers consistently get what they expect, they repeat transactions and give good feedback. With online reviews being such an important deciding factor for consumers nowadays, a bad review can be detrimental to your sales and reputation.

Consistently-excellent service is key to keeping current customers attracting new ones. When customers become voluntary ambassadors to your brand, you know you're doing things right.

#### **Finding good investors**

The right investor won't just be a reliable source of funds for your business, but will also provide guidance and business expertise whenever you need it.

Consider your business goal and how an investor would make them easier to achieve. Would you need sole financing, business expertise, or a mix of both? Decide where and how much your investor will be involved in your business, since that will affect your decisions and direction in the long run.

So what should you look for in a potential business investor? First, their funding capacity: their ability to fund and the diversity of their portfolio. Diverse, recent investments show you how strong an investor's financial game is. When they have numerous, diverse investments, it means they're not solely dependent on you to make bank. A quick Google search can let you know the deals your potential investor has done, how many investments they make yearly, and what they specialize in when it comes to investing.

Second is the investor's assets and resources. The right investor can help you manage your capital, infrastructure, and more." As industry experts, they can offer connections, expertise, and guidance on crucial business decisions. According to *Crack the Funding Code* by Judy Robinett, the survival rate for most tech companies is at 20 percent; but those

who undergo mentoring programs can survive up to 80 percent.

Lastly, you want investors who recognize your business value and its potential in the future, and who are genuinely invested in your vision for the long haul. Pick recognized, stable investors who are ready to invest in your business for the next five years or more.

First Circle, for instance, is a multi-awarded finance company that offers select high-performing SMEs free funding to grow their business to ten times its current potential. Under First Circle's Growth Partners Program, SMEs can have a zero-interest, always-available funding line for the next five years that is equivalent to 10% of their annual sales. In addition, SMEs can have exclusive access to current and future First Circle products, such as B2B payments, Corporate Cards, FX and cross-border remittances, and a B2B marketplace. Qualified SMEs will also have a dedicated business consultant to help them along their journey to the Success Stage – all in exchange for a 25% passive stake in their business.

Choosing the right investor is finding a good balance in their ability to fund, their assets and resources, and a genuine belief in your business potential. Ultimately, the right investor will drive you to the right direction and offer you the tools you need to succeed.

The idea of taking your business to the Success Stage can be a long road, fraught with factors that are sometimes out of your control as a business owner. However, by taking small steps to build a strong network of repeat customers and an even stronger source of funding to keep improving your business, you can slowly but surely make your way up from survival mode to the success you've always wanted.

*(This article reflects the personal opinion of the author and does not reflect the official stand of the Management Association of the Philippines or MAP. The author is Member of the MAP, Vice President for External Relations in First Circle Benedict Carandang, a fintech provider that helps SMEs grow through long-term partnership, flexible financing, and free tools in helping them find government opportunities. It is consistently recognized as one of the best businesses in the Philippines. This article is co-written with Ian Benetua, a regular contributor to First Circle's Resource Center. Feedback at <map@map.org.ph> and <benedict@firstcircle.ph>.)*

## FORTHCOMING EVENTS



WITH **SHEILA LIRIO MARCELO**  
CO-FOUNDER & CEO,  
PROOF OF LEARN

**GABBY DIZON**  
CO-FOUNDER & CEO,  
YGG

Join us for a live recording of "W3B'D" an equal parts inspiring and informative podcast series for the crypto curious and crypto confident that demystifies the world of blockchain and Web3.

The discussion will be led by Sheila Lirio Marcelo, Co-founder and CEO of Proof of Learn, a web3 ed-tech company, and founder of Care.com; and Gabby Dizon, Co-Founder and CEO of YGG.

Wednesday, May 18, 2022

6PM Cocktails; 7PM Light Dinner Fare; 8PM Live Recording begins

Venue: Green Sun Hotel, Makati

Participation Fee: Php 1,500.00 + VAT

**REGISTER: [bit.ly/3Mk2N2D](https://bit.ly/3Mk2N2D)**



MAP Arts & Culture Lecture

# MODERN PHILIPPINE ARCHITECTURE AND DESIGN

May 18, 2022, Wednesday, 5:00 PM to 6:30 PM via ZOOM

Speaker:



## Ar. ROYAL PINEDA

Chair  
BUDJI+ROYAL  
Architecture+Design



Moderator:



## Ms. MARIFE B. ZAMORA

Member & Project Manager  
MAP Arts & Culture Committee  
Board Director, PLDT



A Project of MAP Arts & Culture Committee

Meeting ID : 834 0943 6067  
Passcode : MAPA&C0518

This Lecture is FREE for MAP Members and Guests.

MAP Circular No. 028 - 2022

# MAP General Membership Meeting

A Project of MAP ESG Committee



## Integrating ESG in the Way We Do Business

**MAY 19, 2022, THURSDAY**  
12:30 PM to 2:30 PM  
via ZOOM

**PUSH FOR CHANGE**  
TOWARDS A BETTER FUTURE FOR ALL



SPEAKERS

**Mr. ANDREW CHAN**  
Asia-Pacific Leader in ESG  
PwC Malaysia



**Mr. VINCENT KNEEFEL**  
Circular Economy Director  
Plastic Credit Exchange



**Ms. MA. ANTONIA YULO LOYZAGA**  
President  
National Resilience Council

MODERATOR:



**Atty. ALEXANDER B. CABRERA**  
Governor-in-Charge  
MAP ESG Committee  
Chair Emeritus and ESG Leader  
Isla Lipana & Co./ PwC Philippines

This GMM is free for MAP Members and Guests.

Meeting ID: 884 9951 9195  
Passcode: MAPGMM0519

MAP Circular No.: 018-2022



June 23, 2022, Thursday  
12:30 PM to 2:30 PM via ZOOM

## MAP GENERAL MEMBERSHIP MEETING

# ICT LEADERSHIP IN OUR NEW WORLD

The speakers will share their insights on digitalization in the new world, particularly the best practices and their experiences on the subject in relation to their current roles in their respective organizations.

### Speakers:



**Mr. DAVID HARDOON**

*External Advisor  
Corrupt Investigation Practices  
Bureau (CIPB) Singapore*



**Ms. AILEEN JUDAN JIAO**

*President and Country General Manager  
IBM Philippines, Inc.*



**Mr. PAUL WHITEN**

*DevOps Business  
Development Manager  
Red Hat Singapore*

### A Project of the MAP ICT Committee

### Moderator:

This GMM is free for MAP Members and Guests.

Meeting ID: 843 7662 8342  
Passcode: MAPGMM0623

MAP Circular No.: 022-2022



**Mr. EDUARDO "Teddy" G. SUMULONG**

*Co-Vice Chair, MAP ICT Committee  
Managing Director and CEO  
Land Registration Systems, Inc. (LARES)*



**SAVE  
THE  
DATE!**



Management Association of the Philippines

# THE **WINS** OF CHANGE

## Thriving in a World of In-Betweens

September 13, 2022

2022 Hybrid CEO Conference

### RESERVE YOUR SEAT NOW!



Screenshot from the April 29, 2022 GEM - MAP Webinar on  
 "PROTECTING THE EARTH. PRESERVING OURSELVES:  
 Doing what we need to do in celebration of Earth Month "

April 29, 2022, Friday, via ZOOM

**GREEN EDSA MOVEMENT** **MAP**  
 Management Association of the Philippines

**PROTECTING THE EARTH. PRESERVING OURSELVES.**  
*Doing what we need to do in celebration of Earth Month*

**Speakers:**

- Sec. JIM O. SAMPULNA**  
 Secretary  
 Department of Environment and Natural Resources (DENR)
- Atty. ANGELA CONSUELO S. IBAY**  
 Head of Climate Change and Energy Program,  
 World Wide Fund for Nature (WWF)
- Ms. ANA MARGARITA MONTIVEROS**  
 First Vice President and Chief Reputation & Sustainability Officer  
 Abchitz Equity Ventures, Inc.
- Atty. TONY LA VIÑA**  
 Dean, Ateneo School of Government;  
 Associate Director, Manila Observatory

**Moderators:**

- Mr. SANTIAGO F. DURLAO, JR.**  
 Convener, GEM;  
 Secretary-General, Association of Credit Rating  
 Agencies in Asia (ACRAA)
- Ms. RACQUEL B. CAGURANGAN**  
 Co-Chair for E-MAP ESG Committee;  
 VP for Operations, Aventus Medical Care, Inc.

Recording... **LIVE** on Facebook

Talking: Arnold Salvador

Eddie Yap

Atty. Gla Ibay | WWF PH

Fred Pascual

Rac Cagurangan

Santi Dumlao

60 YEARS OF ACTION FOR NATURE

Screenshot from the April 29, 2022 MAP CEO Academy Webinar on  
 "PUSHING FOR LIVESTOCK INDUSTRY DEVELOPMENT"

**MAP**  
 Management Association of the Philippines

**PUSH FOR CHANGE**  
 TOWARDS A BETTER FUTURE FOR ALL

April 29, 2022, Friday, 1:00 PM to 3:00 PM via ZOOM  
 A Joint Project of MAP Agribusiness Committee and MAP Trade, Investments & Tourism Committee

MAP CEO Academy Webinar

**PUSHING FOR LIVESTOCK INDUSTRY DEVELOPMENT**

Speakers:



**Dir. RAQUEL B. ECHAGUE**  
 Director for Resource-Based Industries Service  
 Board of Investments (BOI)



**Mr. DANILO V. FAUSTO**  
 President  
 DVF Dairy Farm, Inc.

Moderators:






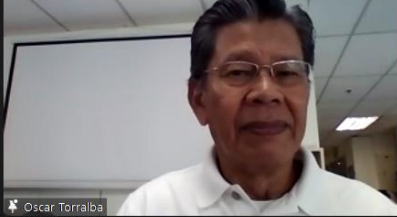


**Mr. OSCAR A. TORRALBA**  
 Chair, MAP Agribusiness Committee  
 Chair and CEO, Town Holdings Corporation




**Mr. CHARLIE P. VILLASEÑOR**  
 Chair, MAP Trade, Investments & Tourism Committee  
 Chair and CEO, PASIA, TransProcure and PASIA Shared Services

Recording... **LIVE** on Custom Live Streaming Service

Talking: Arnold Salvador

 <p>Dir. Raquel Echague</p>	 <p>Danny Fausto</p>	 <p>Ciel Habito</p>
 <p>Oscar Torralba</p>	 <p>Charlie Villaseñor</p>	 <p>Dir. Reildrin Morales</p>

Screenshot from the May 2, 2022 MAP CEO Academy Webinar on "SENTIMENT ANALYSIS: AI and Big Data for Reading Collective Minds"


 **PUSH FOR CHANGE**  
TOWARDS A BETTER FUTURE FOR ALL

May 2, 2022, Monday, via ZOOM A Project of MAP Human and Management Development Committee (HMDC)


## SENTIMENT ANALYSIS

### AI and Big Data for Reading Collective Minds

**Speakers:**




**Mr. WILSON I. CHUA**  
Managing Director and Founder  
Future Gen International Pte Ltd. (Singapore)




**Mr. ROGER DO**  
CEO  
AutoPolitic (Singapore)

**Moderator:**




**Dr. BENITO L. TEEHANKEE**  
Co-Vice Chair for MAP CEO Academy, MAP HMDC  
Professor and Head of the Business for Human Development Network, DLSU

Recording... LIVE on Custom Live Streaming Service Talking: Arnold Salvador View




Ben Teehankee



Roger Do




Wilson Chua



Fred Pascual



Vic Magdaraog



Emerico O. De Guzman

MAP **PUSH FOR CHANGE**  
TOWARDS A BETTER FUTURE FOR ALL

AutoPolitic  
Winning with Social Intelligence

Unmute Start Video Participants 67 Q&A 3 Polls Chat Share Screen Raise Hand Pause/Stop Recording Apps Leave

# MAP Talks on Youtube

Video Recording of May 2, 2022  
MAP Webinar

**MAP** **PUSH FOR CHANGE**  
TOWARDS A BETTER FUTURE FOR ALL.

May 2, 2022, Monday, via ZOOM  
A Project of MAP Human and Management Development Committee (HMDC)

**SENTIMENT ANALYSIS**  
AI and Big Data for Reading Collective Minds

Speakers:

- Mr. WILSON I. CHUA**  
Managing Director and Founder  
Future Gen International Pte Ltd. (Singapore)
- Mr. ROGER DO**  
CEO  
AutoPublic (Singapore)

Moderator:

- Dr. BENITO L. TEEHANKKE**  
Co-Vice Chair for MAP CEO Academy, MAP HMDC  
Professor and Head of the Business for Human Development Network, DLSU

Video Recording of April 29, 2022  
MAP Webinar

**GREEN EDSA MOVEMENT** **MAP**

April 29, 2022, Friday, via ZOOM

**PROTECTING THE EARTH. PRESERVING OURSELVES.**  
*Doing what we need to do in celebration of Earth Month.*

Speakers:

- Sec. JIM O. SAMPULNA**  
Secretary  
Department of Environment and Natural Resources (DENR)
- Atty. ANGELA CONSUELO S. WIDO**  
Head of Climate Change and Energy Program,  
World Wide Fund for Nature (WWF)
- Ms. ANA MARGARITA MONTIVEROS**  
Vice-President and Chief Reputation & Sustainability Officer  
Santos Energy Ventures, Inc.
- Atty. TONY LA VIÑA**  
Dean, Ateneo School of Government,  
Associate Director, Narda Cooperative

Moderators:

- Mr. SANTIAGO F. DUMLAO, JR.**  
Co-Chair, Board of Directors of Credit Equity  
Partnership for the Philippines
- Ms. RACQUEL B. CAGURANGAN**  
Co-Chair for MAP CEO Committee,  
VP for Environmental, Adventure Medical Care, Inc.

Video Recording of April 29, 2022  
MAP Webinar

**MAP** **PUSH FOR CHANGE**  
TOWARDS A BETTER FUTURE FOR ALL.

April 29, 2022, Friday, 1:00 PM to 3:00 PM via ZOOM  
A Joint Project of MAP Agriculture Committee and MAP Trade, Investments & Tourism Committee  
MAP CEO Academy Webinar

**PUSHING FOR LIVESTOCK INDUSTRY DEVELOPMENT**

Speakers:

- Dir. RAQUEL B. ECHAGUE**  
Director for Resource-Based Industries Service  
Board of Investments (BOI)
- Mr. DANILO V. FAUSTO**  
President  
DVF Dairy Farms, Inc.

Moderators:

- Dr. OSCAR A. TORRESIBA**  
Chair, MAP Agribusiness Committee  
Chair and CEO, Twin Holdings Corporation
- Dr. CHARLES P. VILLARINCE**  
Chair, MAP Trade, Investments & Tourism Committee  
Chair and CEO, PAMA, TransProduce and PAMA Shared Services

Video Recording of April 27, 2022  
MAP Lecture

**MAP** **MAP Arts & Culture FIRESIDE CHAT**

APRIL 27, 2022, WEDNESDAY, 5:00 PM to 6:30 PM via ZOOM

**Art + Cryptocurrency**  
**THE RISE OF DIGITAL ART**

Speakers:

- Mr. HENRY RHODEL R. AGUDA**  
Chair  
Eko Philippines
- Mr. LUIS BUENAVENTURA**  
Country Manager  
Ford Ford Games
- Mr. MIGUEL CUNETA**  
Co-Founder and  
Chief Community Officer  
Growth, Creative Industries

Moderator:

- Ms. MA. AURORA "BOS" D. GEOTINA-GARCIA**  
Member and Project Manager, MAP Arts & Culture Committee  
President, MAGEO Group, Inc.

Video Recording of April 22, 2022  
MAP Webinar

**MAP** **PUSH FOR CHANGE**  
TOWARDS A BETTER FUTURE FOR ALL.

April 22, 2022, Friday, 9:00 AM to 11:00 AM via ZOOM  
A Project of MAP Human and Management Development Committee  
MAP CEO Academy

**STRATEGIC HUMAN RESOURCES:**  
**HOW TO THRIVE AND PROSPER IN THE TALENT ECONOMY**

APRIL 22, 2022, FRIDAY  
9:00 AM to 11:00 AM  
via ZOOM

Speakers:

- Mr. SANDEEP CHAUDHARY**  
President/CEO  
Able Connective Consultants
- Ms. CAROL DOMINGUEZ**  
Able Connective Consultants
- Ms. GINA SALA**  
Chair and Officer  
AG GROUP
- Mr. JP ORSITA**  
Chair and Officer  
AG GROUP
- Mr. ROY SEGISMUNDO**  
CEO  
AG GROUP

Moderator:

- Sec. SONNY COLOMA**  
2022-2024, Deputy Secretary,  
Human and Management Development  
Committee

Presented by: **MS. ROSA CRISTINA MARCHESINI**  
MAP Circular No. 018-2022

Video Recording of April 20, 2022  
MAP Webinar

**MAP** **PUSH FOR CHANGE**  
TOWARDS A BETTER FUTURE FOR ALL.

April 20, 2022, Wednesday, 9:00 AM to 11:00 AM via ZOOM  
A Joint Project of MAP Human and Management Development Committee and MAP IT Committee

**THE HUMACHINE APPROACH**  
A Human-Centered Upskilling Strategy for Philippine Businesses in the 4th Industrial Revolution

Speaker:

- Dr. NADA R. SANDERS**  
Co-Author of the BOOK entitled  
"THE HUMACHINE"  
Distinguished Professor of Supply Chain Mgt.  
D'Amore-McKim School of Business  
Northeastern University (Boston)

Moderator:

- Mr. VICTOR "Vic" L. MAGDARAOG**  
Co-Chair for MAP CEO Academy  
MAP Human and Management Development Committee  
Senior Business Advisor, Advisory & Insights (A&I)

Video Recording of April 7, 2022  
MAP-PBEEd Joint General Membership Meeting

**PBEEd** PHILIPPINE BUSINESS ASSOCIATION OF EDUCATORS **MAP**

**The Education Imperative**  
**Joint Membership Meeting**

Keynote Speaker:

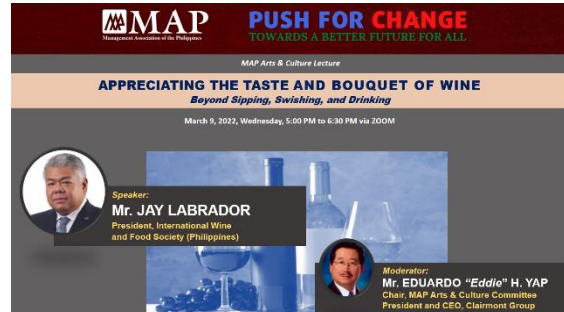
- Professor Kwame Akyeampong**  
GEEPAP co-chair and Professor of International Education  
and Development, The Open University

April 7, 2022, 4:00 PM | Zoom Video Conferencing  
This event is by invitation only. Please register at: [bit.ly/PBEEdMAPJMM2022](http://bit.ly/PBEEdMAPJMM2022)

Video Recording of March 24, 2022  
MAP General Membership Meeting

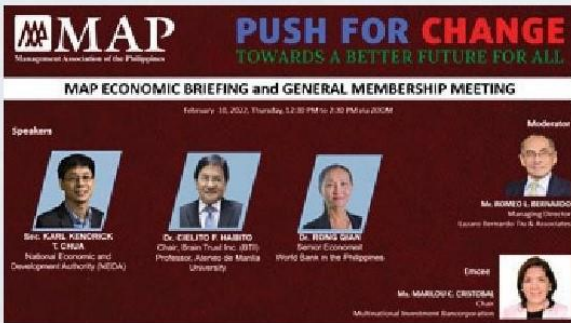


Video Recording of March 9, 2022  
MAP Lecture

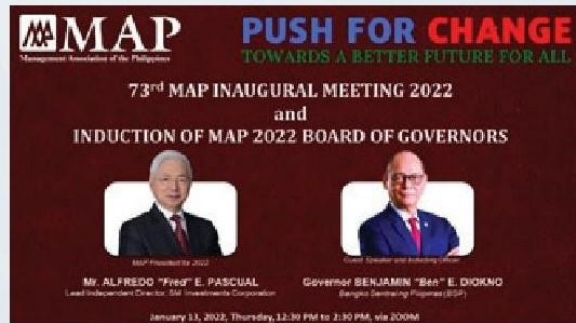


<https://www.youtube.com/user/TheMAPph>  
<https://web.facebook.com/map.org.ph>

Video Recording of February 10, 2022  
MAP Economic Briefing and General Membership Meeting



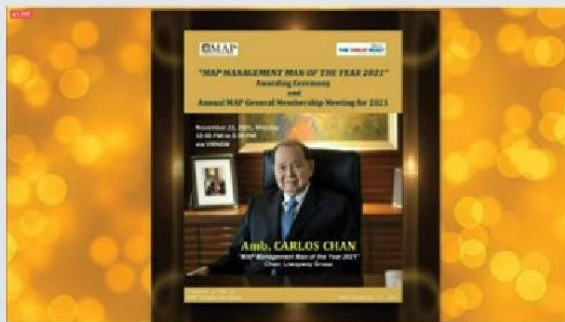
Video Recording of January 13, 2022  
MAP Inaugural Meeting and Induction of MAP 2022 Board of Governors



<https://www.youtube.com/watch?v=gzfimOPOZ0k>

<https://www.facebook.com/map.org.ph/videos/326360865554281>  
<https://www.youtube.com/watch?v=wIwo8hGMTpo>

Video Recording of November 22, 2021  
"MAP Management Man of the Year 2021" Awarding Ceremony and MAP Annual General Membership Meeting



Video Recording of 2nd MAP NextGen Conference



<https://www.youtube.com/watch?v=zM6j1EqXgA>

## Happy Birthday to the following MAP Members who are celebrating their birthdays within May 1 to 31, 2022

### MAY 1

1. **Ms. REZA "Reza" DADUFALZA-GOYENECHÉ**  
Senior Commercial Officer, Royal Danish Embassy

### MAY 2

2. **Ms. MARIA VICTORIA "Vicky" P. AGORRILLA**  
Chair and President, NCR Corporation (Philippines)
3. **Dr. PERICLES "Ricky" P. DAKAY**  
President and General Manager, Dakay Construction and Development Corporation

### MAY 3

4. **Mr. BENJAMIN "Benjie" R. BUSTOS JR.**  
President and CEO, Wireless Services Asia, Inc.
5. **Mr. SUNG CHON "Sung Chon" HONG**  
Chair, Korean International School Philippines, Inc.

### MAY 4

6. **Mr. PETER D. "Peter" GARRUCHO JR.**  
Vice Chair, Franklin Baker Company of the Philippines

### MAY 5

7. **Mr. SERGIO "Jun" R. ORTIZ-LUIS JR.**  
President, Philippine Exporters Confederation (PhilExport)

### MAY 6

8. **Mr. JOSE MIGUEL ALVARO "Miguel" F. CAMUS**  
Managing Director, Aviso Valuation and Advisory Corporation
9. **Mr. JUAN ANTONIO "Jay" H. INOCENTES**  
VP - Property and Casualty, Gotuaco, del Rosario Insurance Brokers, Inc.
10. **Atty. MONICO "Nick" V. JACOB**  
President and CEO, STI Education Services Group
11. **Mr. JOHN PHILIP "JP" S. ORBETA**  
Chief Human Resources Officer, Chief Administrative Officer and Chief Risk Officer, ACEN

### MAY 8

12. **Ms. MIGUELITA "Milit" S. BARON**  
President, Manila Catering Corporation
13. **Ms. DONNA MAY "Donna" LINA**  
President, UBE Media, Inc.
14. **Ms. PATRICIA MAY "May" T. SIY**  
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### MAY 11

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Chair, Property Company of Friends, Inc.
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Senior Consultant, First Philippine Holdings Corporation
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Chair, Trinity Insurance Brokers, Inc.
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EVP and Head of Commercial Lending Group, Sterling Bank of Asia
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Chair and CEO, PASIA, TransProcure and PASIA Shared Services

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**MAY 23**

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**MAY 25**

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EVP, Ng Khai Development Corporation

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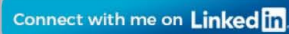
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