



**RESEARCH AND PUBLICATION CENTER**  
Institute of Economy and Enterprise Studies  
In collaboration with



# 2nd

**Regional Student Research Congress & Regional Conference on recent issues and trends in Business, Accounting, Management, and Economics**

# IEES 2023

## CONFERENCE PROGRAM

**July 21, 2023**

via zoom powered Quipper

### CONFERENCE OBJECTIVES:

This conference tries to:

- a) To stimulate the exchange of ideas and foster collaboration among faculty, students, and graduate researchers by highlighting the importance of data-driven research and its impact on economic recovery;
- b) To empower students and young researchers to elevate their research efforts in addressing industry - specific challenges, bridging the gap between theoretical knowledge and practical application; and
- c) To provide a platform for showcasing innovative, data-driven situations to economic disruptions, thereby fostering a culture of research and development that can drive sustainable economic recovery.

### CONFERENCE SPEAKERS



**Keynote Speaker**

**DR. MICHAEL B. BATU**  
University of the Fraser Valley  
Canada



**Plenary Speaker 1**

**DR. SAKET JESWANI**  
OP Jindal University  
India



**Plenary Speaker 2**

**DR. DEWI FAENI**  
Universitas Bhayangkara Jakarta Raya  
Indonesia

**The impact of COVID-19 on Davao del Sur food industry: A phenomenology of business recovery strategies**

Aileen T. Rivera\*, Jemima D. Bermudez, Norelyn S. Antoque, & Jolina A. Melo  
Department of Business Administration, UM Bansalan College

\*Corresponding author: [aileenrivera@umindanao.edu.ph](mailto:aileenrivera@umindanao.edu.ph)

**ABSTRACT**

Restaurants and associated services were adversely affected by the COVID-19 pandemic; however, operation recovery strategies were adopted by these food business sectors. Using the phenomenology approach, this qualitative research study aimed to investigate the challenges Davao del Sur food businesses faced during the COVID-19 pandemic, business recovery strategies employed during the restrictions, and their insights regarding their experiences. In-depth interviews were conducted involving seven (7) randomly selected restaurants in Davao del Sur. The study revealed that the Davao del Sur food industry encountered many challenges like operation disruption or closure, threats to employment security, and a slump in sales. Despite challenges, the food industry tends to bounce back through employee retention, marketing (promotional strategy), and the extra mile in customer service. Also, the shared insights of the participants include the following themes: acknowledging loss and lessons, being optimistic and open-minded, understanding your cash flow, taking care of your people and your people will take care of your business, being resilient and adaptive to change, and product quality. The food business industry needs to execute a stronger online marketing campaign and enhance online trade practices to promote their products. Given the local market potential of our food business industry, restaurants may participate in training and seminars on effective business management.

Keywords: *business management, food industry, business recovery strategies, COVID-19, phenomenology, Davao del Sur*