



**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:

- 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;
- 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
- 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

**Tripartite role of student-parent entrepreneurs amid blended learning: A phenomenology**

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**ABSTRACT**

Student-parent entrepreneurs' tripartite role entails a challenging and, often, stressing task. In the context of new normal education, the shift from face-to-face to online, blended learning adds more to these challenges. This study explored the lived experiences of student-parent entrepreneurs amid blended learning. Through purposive sampling, seven student-parent entrepreneurs in Davao del Sur were selected. In-depth interviews were conducted using open-ended questions. Thematic analysis showed that student-parent entrepreneurs had encountered the following challenges while performing their tripartite roles: online learning difficulties, multitasking and time constraints, handling businesses and finances, and dealing with stress and changes. However, these student-parent entrepreneurs managed to balance their tripartite roles by employing academic coping strategies, maintaining tenacity and optimism, and having an inspiration and support system. They also shared the lessons gained from their experiences: positive outlook, moral support from family, student-parent entrepreneurs' friendly school, support for local businesses, and provide opportunities for student-parent entrepreneurs. The findings of this study have implications for student-parent entrepreneurs' tripartite roles, well-being, and support systems. They must keep up with local business trends and use techniques to garner local company support and increase sales. For higher education institutions, this study gives insights into how teachers and administrators view programs for student-parent entrepreneurs amid blended learning.

Keywords: *business administration education, tripartite role, student-parent entrepreneurs, blended learning, phenomenology, Davao del Sur*