Chapter 2

THE UNIVERSITY RESEARCH AGENDA

The University Research Agenda (URA) is laid out in cognizance of the 4 goals of the Commission on Higher Education, namely: quality and excellence, relevance and responsiveness, access and equity and efficiency and effectiveness. The current research concerns of the National Higher Education Research Agenda, Millennium Development Goals of the United Nations and the National Economic Development Authority-Medium Term Philippine Development Plan are likewise considered in the conception of the URA. The emergent vision of a Total University along with the research capability of the faculty and their current research interests are also taken into account in the formulation of this URA. The University Research Agenda are classified into four research program areas.

Research Program Areas

1. **Education/Institutional Research**
   - Evaluation/Assessment Studies/Tracer Studies (graduate performance studies, curriculum program development and evaluation)
   - Education Policy Studies (TESDA, CHED, DepEd rationalization)
   - Teachers/ Students Studies (socio-economic conditions, sectoral organizations)
   - PUP Population Studies (socio-economic, political, organizational)
   - Sports and Recreation Studies (ethnic sports)
   - Teaching and Learning Methodologies and Technologies
   - Studies in support of the PUP Vision, "Towards a Total University"
   - Action/Classroom-based Researches

2. **Social Sciences and the Humanities**
   - Peace and Poverty Studies (population studies, human rights, food security, social welfare, insurgency, terrorism, social movements, debt problems)
   - Human Development (migration, human resource management, gender and development, women and children, quality of life)
   - Historical Studies
   - Religion (social movements, comparative studies)
   - Environment (protection and stewardship, urban ecology, global environment issues and concerns)
   - Governance (LGU studies, policy studies, structural reforms)
   - Cultural Studies (philosophy, literature, performing arts, media, languages, ethnographic studies, cyber culture)
   - Communication Studies (organizational communication, development communication, cross-cultural communication, multimedia communication)
   - Globalization (international organizations, labor unions and labor movements)

3. **Science and Engineering**
   - Basic and Applied Researches in Mathematics
   - Biological Research (biotechnology, bioinformatics)
   - Health-Related Studies (etiology, pathology, disease prevention, wellness, herbal and alternative medicine, Malaria/ HIV/AIDS research, biochemistry, dietary patterns)
   - ICT Studies (software development and implementation, information systems, information resource management, security database management, multi-media, data communication and networking, algorithm, hardware development, mobile/wireless technology)
   - Environment (alternative and renewable energy, energy use and conservation, environmental hazards, toxic and solid waste management)
   - Engineering and Architecture (transport, road and railway engineering, urban planning, infrastructure development, design engineering)

- Physical Sciences (earthquake engineering, earth sciences, global warming)
- Food Science Studies (nutrient analysis and composition, product development and fortification, sensory evaluation, phytochemicals)

4. **Business, Economics and Cooperatives**

- Banking and Financial Institution Studies (micro-finance)
- Economics of Globalization (labor migration, global policies/ impact on trade liberalization, international trade and finance)
- National and Local Economic Policy Research (NEDA, LGU projects, DTI)
- Management Studies (cooperative management, resource management, quality management)
- Entrepreneurship (SME's studies, development projects, livelihood, business development/ innovations, product creation, incubation and commercialization)
- E-commerce (Supply Chain Management)

The above research program areas are not meant to be distinct from each other, such that a particular research project may be classified into more than one program area. In addition, each program area may be approached from various disciplines, e.g., a research on sustainable development may be approached from a sociological perspective, or from a natural science perspective, or from a political perspective or a combination of some other perspectives.

The Nature/Character of Research Undertakings

In the context of the current blurring of boundaries among disciplines, most research undertakings take the character of being interdisciplinary and collaborative. Such a character augurs well for the strategic goals of making research accessible, applicable and commercially viable, as the pursuit of these goals requires disciplinal convergence and collaboration. Research undertakings shall be generative of new research projects as well.

Research Directions

To set and maintain the standards of research undertakings and to facilitate internal and external funding approval, research proposals shall be realistic, heuristic and topical, and have the potential to influence other researches in the future.

The University Research Priorities (2007 -2011)

For the period 2007-2011, five research priority areas were identified as foci of PUP research endeavors. Researches to be done in the University for the said period should be along the following themes:

1. ***Energy, Transportation and Environment.*** The increasing demand for energy from both the household and industry sectors and its declining supply from traditional sources of energy have led to energy price hikes that consequently exact heavy toll on industry output and the quality of life of the people. There is a need to conduct studies that can discover new energy sources as well as optimum utilization of already identified alternative sources of energy like natural gas.

   Related to energy is the issue of transportation. The pace of transporting people somehow affects the rate of a nation's development. Urbanization has led to the worsening of traffic condition in cities and municipalities thereby, impeding industry productivity and efficiency. Being in the midst of a busy metropolis, PUP should engage in researches and related activities that will help ease heavy congestion in the streets by finding better and more efficient means of transportation.

   Linked to energy and transportation is environment. The burning issues of climate change and "green house effect" make it imperative for us to look for solutions to energy and transportation problems that will not cause additional and greater damage to the environment.

2. ***Poverty and Population***. This twin-issue of poverty and a fast-rising population continues to plague the country.

Multi-disciplinary researches should be conducted to simultaneously address these strongly linked social problems. To address the issues of poverty and population would also entail research undertakings that may generate jobs for Filipinos.

3. ***Information and Communication Technology***. PUP researches should focus on ICT innovations and on how these technologies can be best applied in the University and in the communities that it serves for greater productive efficiency in the work place and enjoyment of work, rest and recreation.

4. ***Food and Health***. There is an increasing number of health-conscious people in the country and abroad. PUP can significantly contribute to food development and fortification that will enhance the health of the common *tao*.

5. ***Total University***. The vision of a Total University should be favorably shared by the members of the community. To achieve this end, measures that will clarify its concepts must be adopted. Stakeholders' feedback in the form of insights and suggestions will put more flesh into this vision. Researches and related activities should be conducted in order to deepen their understanding and commitment in significantly contributing to the realization of the vision of a Total University.

Chapter 3

THE UNIVERSITY RESEARCH AND DEVELOPMENT ORGANIZATION

Organizational Structure

1. ***The Office of the Vice President for Research and Development (OVPRD)***

The Office of the Vice President for Research and Development (OVPRD) is the lead implementer of the policies and programs of the University's research and development functions. It coordinates the research activities of the various colleges, campuses, branches and extensions of the University.

The Vice President for Research and Development (VPRD) shall discharge the following duties and responsibilities:

1. Exercises general supervision and coordination of all programs, projects and activities of the various units under his or her office;
2. Recommends and implement policies and guidelines governing the R&D program of the University;
3. Spearheads the planning of programs for R&D activities which are geared towards the growth and development of the University, in particular, and of the region, in general;
4. Supervises the overall implementation of the R&D program of the University;
5. Coordinates, monitors and appraises the performance of the various R&D centers/offices in the University;
6. Plans, promotes and carries out working relations and linkages with appropriate government agencies and non-government organizations