Biographical Sketch
Jeanette Angeline Banzon Madamba, MM
Associate Professor of Agribusiness, Business Management and Entrepreneurship
College of Economics and Management, University of the Philippines Los Baños

Jeanette Angeline Banzon Madamba (or simply known as Jeanette Madamba) is an Associate Professor at the College of Economics and Management of the University of the Philippines Los Baños. She holds a Bachelor of Science degree in Agricultural Business (cum laude) and a Master of Management (major in Business Management) degree from the University of the Philippines Los Baños.

A former banker for 8.5 years, she worked as a bank officer at one of the top banks in the Philippines, the Bank of the Philippine Islands (BPI), and eventually got seconded to one of its subsidiaries, BPI Agribank (now BPI Direct Bank). While at BPI, she handled a substantial agribusiness loan portfolio, training managers on specialized lending programs and acting as BPI Agribank’s liaison officer in BPI Unibank publications and government-initiated specialized lending programs.

Though her academic career spans over a decade of teaching, research and extension work, she has accomplished quite a lot, juggling a heavy teaching load involving five different course preparations, over 350 students and 20 student advisees both at the undergraduate and graduate levels each semester; stints in department, college and university committees relative to course and curricular program development, academic personnel matters, alumni affairs and internationalization; writing and publishing numerous journal articles, book chapters, syllabi, manuals or a compendium, business cases, presenting papers at national and international conferences; conducting research; and co-designing and implementing management and business communication training programs for international students from Soon Chun Hyang University (South Korea) and Meiji University (Japan).

Moreover, she has been active in the national and international conference circuit not only in terms of presenting papers, acting as session chair, moderator and/or discussant and reviewer of scientific paper abstracts but also via co-coordinating with Korean colleagues international conferences such as the Annual
Conference and Research Symposium of the International Academy for Global Business and Trade (IAGBT) since 2008 held in Japan, China, Philippines, India, Malaysia and South Korea as well as the 1st Global Agribusiness Management and Entrepreneurship which was organized by her department and held in Manila, Philippines in 2014.

In addition, she has been a dynamic member of the editorial board of international journals such as the Journal of Global Business and Trade of the IAGBT and the Journal of International Trade and Commerce of the Korea International Trade Research Institute (KITRI) since 2008 and 2013, respectively, co-editing a combined total of 32 journal issues (over 160 papers) so far. She also served as guest co-editor of the 2011 special issue of Banwa, a multi-disciplinary journal of UP Mindanao, one of the constituent universities of the UP system. She has likewise been tapped to act as peer reviewer on a number of occasions by editors based in the Philippines, South Korea, Nigeria and the U.S.A.

Her other international engagements include being invited to present papers in international seminars/conferences in Japan (University of Tsukuba), South Korea (Sungkyunkwan University) and China (Shandong Normal University). Acting as research collaborator with professors (principal investigators) from the University of Southern California and the University of British Columbia, she, together with two other colleagues assisted in conducting a research on the ASEAN 2015 preparedness of multinational companies operating in the Philippines.

Though she has been constantly wooed to assume UPLB administrative positions such as the department chairmanship or Director of Business Affairs, and, with two chancellors asking her to become their Assistant Vice Chancellor for Administration, she has politely declined, preferring to remain low key and to concentrate on providing excellent service quality to her “clients,” her students. Such a decision paid off considering that the first time she fielded and coached a team of three Master of Management (MM) students to participate in the 4th PPM Regional Business Case Competition at PPM Manajemen in Jakarta, Indonesia, they emerged as champions over 52 participating teams from Indonesia, Malaysia, Philippines, South Korea and Thailand in 2013. The following year, she accompanied another MM team which competed in Indonesia and this team became a finalist (among the top 12 teams). Furthermore, her constant drive to experiment with and incorporate novel methods in pedagogy have resulted in her bagging the Outstanding Teacher Awards in 2009 (college level) and 2010 (university level) as well as leading her advisees on many occasions to be among the top three contenders for the college’s Best Special Problem (SP) Award, with two of her advisees winning the Best SP Award.

Currently, she is working on two national research projects with multidisciplinary research teams headed by eminent scientists from the UPLB College of Agriculture and UPLB College of Forestry and Natural Resources. One project is anchored on determining the viability of virus-free tissue-cultured garlic for economic production of planting materials for Philippine farmers while the other project tests the viability of wood waste materials as a cheap source of fuel for industrial use. She is also lead editor of a case book entitled Cases in Agribusiness and Business Management which is currently in its initial stages of publication and is expected to be released in late 2016.
(Curriculum Vitae) Jeanette Angeline Banzon Madamba

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EDUCATION

MM (2005). University of the Philippines at Los Baños (UPLB)
Major: Business Management
Adviser: Dinah Pura T. Depositario, DBA
Business Research Title: Personal and Risk Profile of Filipino Individual Investor Participants in the Philippine Stock Exchange

B.S. (1983). University of the Philippines at Los Baños
Major: Agricultural Business
Cum Laude, Recipient of Chancellor’s Pin and CDEM Plaque of Merit for Scholastic Achievement

HONORS

*Loyalty Award, College of Economics and Management, UPLB, 2015
*UPLB Centennial Faculty Grant, UPLB, July 1, 2012-June 30, 2013
*UPLB Centennial Faculty Grant, UPLB, July 1, 2011-June 30, 2012
*International Publication Award, UP System, May 2011
*UPLB Outstanding Teacher Award for Social Sciences and Humanities, UPLB, 2010
*Outstanding Teacher Award, College of Economics and Management, UPLB, 2009
*Chancellor’s Honor List or University Scholar (one semester) at UPLB, 2nd semester, SY 1981-82
*Dean’s Honor List or College Scholar (7 semesters) at UPLB, SY 1979-80, 1980-81, 1st semester of SY 1981-82, SY 1982-83
*Member, Pi Gamma Mu International Honor Society of Social Science (1984)

MEMBERSHIP IN PROFESSIONAL ASSOCIATIONS/AFFILIATIONS

- Academy of International Business
- Women of the Academy of International Business (WAIB)
- International Society for Southeast Asian Agricultural Sciences (ISSAAS)
- Society of International Mentors

WORK EXPERIENCE

Associate Professor 3 (January 2014 to present). Department of Agribusiness Management and Entrepreneurship (DAME), College of Economics and Management, University of the Philippines Los Baños. Currently teaching five (5) undergraduate and/or graduate courses as follows: “Unleashing the Entrepreneurial Spirit,” production management, agribusiness operations management, production and
operations management and quantitative methods in administration. Other teaching-related activities include Special Problem (SP) advising and SP defense and business research report paneling at the graduate level and advising or membership in graduate students’ guidance committees (e.g. MM, MS Math, MS Statistics, MS Agriculture), currently with 20 graduate advisees and two undergraduate advisees. Currently serving as the chairperson of the department’s Graduate Instruction Committee and as a member of the college’s instruction, publication and alumni affairs committees.

**Assistant Professor 4** (June 14, 2010 to January 2014). Department of Agribusiness Management and Entrepreneurship (DAME), College of Economics and Management, University of the Philippines Los Baños. Served as International Relations Officer (2013-2014) for the UPLB Graduate School, Member of the UPLB Academic Board (2012-2014), Chairperson of the UPLB Ad Hoc Committee on Joint and Dual Degree Programs (2013-present), Business English/business communication trainor since January 2013.

**Assistant Professor 3** (7/01/09 to 6/14/10). Department of Agribusiness Management (DAM), College of Economics and Management, University of the Philippines Los Baños.

**Assistant Professor 2** (4/01/08 to 6/30/09). Department of Agribusiness Management (DAM), College of Economics and Management, University of the Philippines Los Baños.

**Assistant Professor 1** (6/20/05 to 3/31/08). Department of Agribusiness Management (DAM), College of Economics and Management, University of the Philippines Los Baños.

**Assistant Manager** (3/90 to 2/92). BPI Agricultural Development Bank or BPI Agribank (now known as BPI Direct Savings Bank, a subsidiary of Bank of the Philippine Islands or BPI), Bacoor, Cavite, Philippines.

**Administrative Assistant** (9/85 to 2/90). Bank of the Philippine Islands/BPI Agricultural Development Bank (BPI Agribank), Makati City, Philippines.

**Agribusiness Specialist** (1/84 to 8/85). Bank of the Philippine Islands, Makati City, Philippines.

**COURSES PROPOSED AND INSTITUTED AT UPLB**

1. ENTR 1 – Unleashing the Entrepreneurial Spirit (with co-proponents R.L. Tan, N.R. Zapata, Jr., D.P.T. Depositario and M.B. Cruz)

2. ABM 240 – Agribusiness Operations Management

**PUBLICATIONS**

**REFEREED JOURNAL ARTICLES – RESEARCH PAPERS – INTERNATIONAL**


**BOOK CHAPTER – INTERNATIONAL**


**CASE STUDY (MONOGRAPH) – INTERNATIONAL**

BOOK CHAPTERS – NATIONAL


SYLLABI/MANUALS/COMPENDIUM


Madamba, Jeanette Angeline B. Entrepreneurship Activity Toolkit for ENTR 1. A manual of activities with video clips on DVDs and flash drive prepared under the 2012 UP Centennial Faculty Grant, from July 1, 2012 to June 30, 2013.

CONFERENCE PROCEEDINGS

Madamba, Jeanette Angeline B. August 6-7, 2010. Internationalization of Business Education in the Philippines: Status, Challenges and Directions. The 7th Annual Conference and Research Symposium, Asia University, Tokyo, Japan. International Academy for Global Business and Trade (IAGBT), The Society of Asian and International Business Strategy (AIBS), Asia University and Korean International Trade Research Institute, pp. 61-74.


**ORAL PAPER PRESENTATIONS AT CONFERENCES – INTERNATIONAL**


**INVITED GLOBAL PAPER PRESENTATIONS**


Divine Krizza B. Padua, Jewel Joanna S. Cabardo, Jeanette Angeline B. Madamba and Jimmy B. Williams. “What Factors Affect the Longevity of Embroidery Enterprises in Taal, Batangas, Philippines?”, paper to be presented at the 55th Summer International Conference of the Korean Research Institute of International Commerce and Law – Corresponding Strategies against the Changed Global Business Environments, Shandong Normal University, Jinan City, Shandong, China, April 23, 2016. (Forthcoming)

**ORAL PAPER PRESENTATIONS AT CONFERENCES – NATIONAL**


Poster Paper Presentation at Conferences – National


Editorship/Co-Editorship in Journals

Member, Editorial Board of the Journal of Global Business and Trade, starting with the November 2008 issue, Vol. 4, No. 2 up to present (Seoul, Korea)

Guest Editor (with D.P.T Depositario), Banwa, Vol. 8, Nos. 1 & 2 (2011 issue which was released in February 2013, with UP Mindanao)

Member, Editorial Board of the Journal of International Trade and Commerce, starting with the May 2013 issue, Vol. 9, Number 2 up to present (Seoul, Korea)