

NOTES

ALBA AMA THESIS COMPETITION AWARDEE

Dr. Manuel S. Alba, Associate Professor of Business Administration and Marketing at the University of the Philippines, is one of four (4) winning authors in the 1967-1968 Dissertation Competition sponsored by the American Marketing Association (AMA). Entitled "Microanalysis of the Socio-Dynamics of Diffusion of Innovation: A Simulation Study," Alba's winning dissertation deals with computerized simulation of the process of consumer acceptance of new products.

As one of the winners, Dr. Alba was invited by the Dissertation Competition Committee of the AMA to discuss the highlights of his study before the AMA at its annual meeting on 28-30 August 1968 in Denver, Colorado. Certificates of recognition were awarded the winners during the meeting.

Already on its second (2d) year, the nationwide U.S. competition was open to all persons whose doctoral dissertations in Marketing and related fields were approved within the period 15 August 1967 to 15 June 1968. A panel of nine (9) judges—all members of the AMA—selected the four (4) winning papers and three (3) honorable mentions. The main criteria of the competition were potential contribution to marketing science, and to the level of technical competence.

Dr. Alba completed his Ph.D. in Marketing at Northwestern University in September 1967. He is concurrently Chairman of the Marketing Department and Chief of Business Research and Publications, College of Business Administration.

ENCARNACIÓN RECEIVES DISTINGUISHED SCHOLAR AWARD

José Encarnación Jr., Professor of Economics and Acting Dean of the School of Economics, is one of 1968's three (3) Distinguished Scholar Awardees. Dr. Encarnación is outstanding in the field of Economics in which subject he has presented papers at several conferences: the First (1st) World Congress of the Econometric Society, Rome (1965); Fourteenth (14th) International Meetings of the Institute of Management Sciences, Mexico City (1967); Seminar on the Uses of Statistics in Economic Planning for Industrial Development, National Science Development Board (NSDB) and U.P. Statistical Center (1968), Seminar on Economics and Population, University of the Philippines (1966); Seminar on Savings and Capital Accumulation in Philippine Agriculture, International Rice Research Institute (IRRI), Los Baños (1964). He has also published articles in local as well as foreign journals: *Mind*, *Economic Journal*,

Philippine Social Sciences and Humanities Review, Philippine Economic Journal, Philippine Statistician, The Philippine Review of Business and Economics, and many others.

Dr. Encarnación was President of the Philippine Economic Society in 1967 and is a member of the Royal Economic Society, Econometric Society, American Economic Association and the Philippine Statistical Association. In 1959, he went to Stanford University as a visiting scholar at the Institute for Mathematical Studies in the Social Sciences. He was also a Ten Outstanding Young Men (TOYM) Awardee for Economics in 1963.

The Distinguished Scholar Award was established on 6 May 1968. This P10,000 Award acknowledges exemplary men and women who—in spite of handicaps such as lack of time for research work due to a full teaching schedule or part- or full-time community or government service; inadequate laboratory facilities, and insufficient library materials—strive and succeed in dedicating their endeavors “to the highest scholarly ideal.” A Distinguished Scholar is to be recognized every two (2) years in the program launched by U.P. President Carlos P. Romulo, with the support of Don Eugenio Lopez—a benefactor and friend of the University. This year, three (3) awardees were chosen instead of just one to give the program a promising and significant start.

U.P. COMPUTER CENTER IN FULL OPERATION

The U.P. Computer Center, situated in the U.P. Alumni Engineers Building, has been serving University students, faculty members, and administrative officials since July 1968. Through a Ford Foundation grant, the University of the Philippines received the IBM Computer equipment in 1967. This year, the Center was inaugurated as an interdisciplinary unit of the University: independent of any of its colleges, or schools. It aims to provide centralized computing and programming services, and to develop and conduct programs in computer research and services in the University.

In line with its objectives, the Computer Center conducted three (3) workshops last summer with participants ranging from fifty-five (55) to 120 in number. Last semester, smaller special classes were held under Richard Karp—a Peace Corps Volunteer from the University of Wisconsin. This school year, the College of Engineering and the Department of Mathematics have started to offer formal courses on computer programming applications in their fields. The Computer Center staff is composed of U.P. personnel under the Directorship of Prof. Jose Ma. de Castro.

AMA PRESIDENT VISITS U.P.

Professor Robert J. Holloway, 1967-68 President of the American Marketing Association (AMA), made a return visit to Manila last 22-24 September

1968. He was a visiting Professor of Marketing at the College of Business Administration, University of the Philippines in 1956 under the Stanford-U.P. Exchange Professor Program.

On his recent visit, Professor Holloway spoke before the U.P. graduate business students on his impressions of marketing practices in Socialist countries, particularly the Soviet Union. He was also the honored guest at the monthly meeting of the Philippine Marketing Association held at the Manila Hotel on September 23rd, where he talked on ethics, and on social policy issues affecting the marketing profession.

Professor Holloway is currently Chairman of the Department of Marketing at the University of Minnesota, where he established the Center for Experimental Studies in Marketing. He held various high positions in the AMA before his election to the presidency for the 1967-1968 term.

1968 ARRIVALS AND DEPARTURES:

June: Delano Villanueva returned from the University of Wisconsin, where he obtained his M.S. in Economics. He stayed there for two (2) years on Fulbright-Hayes and Ford Foundation scholarships. He is at present doing theoretico-empirical research on the demand for money for his Ph.D. thesis to be submitted to the Department of Economics, University of Wisconsin.

July: Mahar Mangahas arrived from the University of Chicago where—as a Rockefeller Foundation scholar—he studied for his Ph.D. in Economics (Agricultural Economics, Econometrics) which he is currently completing.

September: Edward S. Tayengco arrived from Harvard University, where he was a Ford Foundation scholar. He received a Certificate for successful completion of a course under the International Teachers Program of the Harvard Business School. In this Program, he wrote a case on "United Fruit—Philippine Project" which was copyrighted by the Business School of Harvard University.

George Olivar left for Stanford University to work for his M.B.A. in Marketing as a scholar of the Ford Foundation. He will be studying under the Inter-University Program for Graduate Business Education for two (2) years.

1-4 October: B.A. Assistant Dean Jaime Laya represented Dean Cesar E. A. Virata in the Indo-Pacific Council for Scientific Management meeting in Hong Kong, where he presented a paper.

2-28: B.A. Dean Cesar E. A. Virata attended the second (2d) conference on the Laurel-Langley Agreement held in Washington.