

Employability of Graduates of Bachelor of Science in Business Administration

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ABSTRACT

The graduates are known as the strongest evidence of the success of a program in terms of employment and positions held. Moreover, they are strong sources of input about the importance of the program in the current labor market. This research was performed to assess the employability of the BSBA programs graduate. The study also aimed at gathering feedback about the BSBA program to enhance its quality education. The study used a descriptive research design. The respondents were BSBA graduates from 2011-2016. Data collected were subjected to basic descriptive statistical tools such as frequency, percentage, and mean. The overall objectives of the study aim to obtain a better understanding of the graduates' employability, how they searched for a job and how the coursework they had done at the Surigao del Sur State University-Lianga Campus, Lianga, Surigao del Sur. The researchers gathered relevant information from 274 respondents employing an online tool of the study. Results reveal the educational background shows that professional skills acquired in SDSSU-Lianga Campus were entrepreneurial skills, and a common reason for getting the degree of BSBA

program is for immediate employment. Additionally, salaries and benefits are the common factors for staying their job.

KEYWORDS

Graduate Tracer, Employability of Graduates, Employment Status, BSBA Graduates, Business Economics, and Financial Management, descriptive research design, Philippines

INTRODUCTION

The economy of a country is based on the knowledge and skills of its people. Skills need change as a result of outside funding, technical advancements, and globalization. People must learn skills to be effective and earn a living to keep up with changes, and all of this can be accomplished through education. Education is the most significant tool for people's empowerment in terms of socioeconomic, political, and technical advancement (Ramirez, Cruz, & Alcantara, 2014). Graduate tracer studies are inspired by a desire to understand how graduates view their experiences during their degree program and their adjustment to the job market, and they include the identification and follow-up of graduates from higher education institutions (HEIs) around the world (Omar & Wahome, 2016).

Recognizing the realities of today's academic world, higher education institutions should play a role in not only imparting expertise but also in contributing to the maintenance of a competitive economy and, most significantly, in ensuring graduates' hopes of having employment and being socially accepted and successful in their fields of endeavor (Meñez, 2014). It is further argued that the employability of an academic institution's graduates is one factor that can assess its effectiveness, but the quality of graduates can also be determined by the quality of instruction and facilities that a higher education institution offers to its students (Maglaque & Calma, 2015). For that reason, a higher education's worth is determined by its ability to open doors for graduates pursuing potential jobs and creating a secure career path. A college student's experience in a higher education institution serves to not only hone and improve his or her abilities but also to train him or her to become a productive citizen and dignified member of society (Rojas & Rojas, 2016). As cited by Aquino, Punongbayan, Macalaguim, Bauyon, Rodriguez,

and Quizon (2015), people attend universities and complete college degrees with the aim of finding a job and earning a living. Furthermore, in terms of jobs and positions held, graduates are thought to be the greatest proof of a program's efficacy. They are also an excellent source of input on the program's importance in today's labor market (Orejana & Resurreccion, 2010).

According to Misra and Khurana (2017), the employability of graduates has been a problem in the global economy that cannot be ignored since that time. Getting the right set of employability skills is a must. Hence, this present graduate tracer survey (GTS) is conducted to gathers information about a graduate's college experience, including skills gained, instructional efficiency, and how it contributes to employability. GTS enables us to better understand the connection between college experience and labor market results, as well as to develop strategies for the higher education field (Tutor, Orbeta & Miraflor, 2019). It aims to evaluate progress up to the time he or she gets a job. This study assesses the availability and quality of graduates. It is developed to answer the change in the industry and corporate world by integrating the higher education institutions with the labor market.

The marketability of the educational program is important in the context of work seeking, which is to say that highly marketable job seekers necessarily have more employment options to consider rather than being restricted to a single career path.

The graduate tracer was done by a previous researcher; however, the employability of the graduates was distinct from their previous employment. This graduate's tracer was conducted to updates the employability of the Bachelor of Science in Business Administration of Surigao del Sur State University-Lianga Campus, Lianga, Surigao del Sur from 2011-2016.

FRAMEWORK

The dependent, which is the employability, was assumed to be the effect of the independent variables. The independent variables include the profile and educational background of the respondents, while the dependent variables are the employment factors such as type of employment, status of employment, manner of getting a job, job search time, present annual income, related of the job to the course finished and the reason for taking the job.

OBJECTIVES

This study will provide the respondents' general details, such as civil status, sex, and age; determine the graduates' educational backgrounds, such as educational attainment, professional skills acquired, professional examinations passed, and the reason for pursuing the degree; and evaluate the respondents' professional career and job factors.

METHODOLOGY

Research Design

The research population consisted of a statistical sample of graduates between the years 2011 and 2016. The data were collected using online questioners https://docs.google.com/forms/d/e/1FAIpQLSfs_xfupngOxTGoaVi_lZoaUd7coMP-3OODxve8kOlv6MS5VA/formResponse and data collected were subjected to basic descriptive statistical tools such as frequency, percentage, and mean.

Respondents of the Study

The respondents of the study were graduates of the Bachelor of Sciences in Business Administration academic year of 2011-2016 of Surigao del Sur State University- Lianga Campus, Lianga, Surigao del Sur, Philippines.

Table 1. Respondents of the Study

Year	No. of Graduates	No. of Respondents
2011	49	40
2012	58	48
2013	55	45
2014	50	40
2015	63	42
2016	65	59
TOTAL	338	274

Research Environment



Figure 1. Location map of the study

The study was conducted at Surigao del Sur State University-Lianga Campus, the School of Fisheries and Marine Science. This University is one of the six (6) campuses situated in Surigao del Sur. The rest of the campuses are SDSSU-Tagbina, SDSSU- Cagwait, SDSSU-San Miguel, SDSSU-Cantilan, and SDSSU-Tandag Campus. The institution became a University by the Republic Act (RA) 9998 authored by Hon. Congressman Philip A. Pitchay and approved by the Republic of the Philippines President Gloria Macapagal-Arroyo dated February 22, 2010. The Surigao Del Sur State University-Lianga Campus is the university's center of specialization in Fisheries and Marine Sciences. The campus is recognized by the Commission on Higher Education as the National University of Fisheries in the Caraga Region.

RESULTS AND DISCUSSION

The educational background shows that professional skills acquired in SDSSU-Lianga Campus were entrepreneurial skills and a common reason for getting the degree of BSBA for immediate employment.

Likewise, professional careers employed their current job with 90.20% in their respective private agency and obtained in a local setting. While others are self-employed, they deal with their income in self-enterprising activity.

Furthermore, salaries and benefits are the common factors for staying their job, accepting the job, and changing it for their needs and wants satisfaction. The graduates of BSBA, 80.39% of the total respondents were able to get job opportunities as a response to an advertisement. Professional or technical is the job level position of the respondents, and 42.16% of the

respondents landing job opportunities for 1 to 6 months, while other 33.33% respondents employed almost one year to less than two years, and other respondents employed less than one month.

Lastly, the current job levels of the respondents were employed with profession or technical while other respondents are rank or clerical with 15.69% and 9.80% for self-employed respondents and indicate with good salary for employees' satisfaction.

CONCLUSIONS

The majority of the graduate of Bachelor of Science in Business Administration could found jobs due to job opportunities and demand from every business establishment.

RECOMMENDATIONS

Based on the findings and conclusions of this study, the following are recommended into be incorporated to the Bachelor of Science in Business Administration program of Surigao del Sur State University-Lianga Campus should have online access to monitor and trace with other graduates who could not participate in this study; provide an annual monitoring program of the graduates to have better access to linkages and job information with other social media and employment updates would always encourage the program to determine and help graduates who are not employed.

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Establishment of Dragon Fruit “Pitaya” Plantation

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ABSTRACT

Dragon fruit is among the most nutritious and wonderful exotic fruits in the world. Dragon fruit production is a profitable enterprise and a promising means of raising the income of farmers in the Philippines. Successful planning of a business today is an essential part of dragon fruit plantation. The framework of this study pertains to its contribution to the economic growth of the city and the populace. These benefits are realized in some ways, from a strengthened immune system and faster healing of bruises and wounds to fewer respiratory problems. The study determined the demand involving respondents from the different groups, namely: Municipality Agriculture Officers, Agriculturist Technician, and Farmers. It is, however, difficult to measure the sustainability of a new entrant to the market. Thus, the researcher considered interview guides and carrying out these interviews with those experts. To this effect, the researcher uses the descriptive quantitative design method of analysis. The researcher considered feasibility aspects to make this study better and to justify the data gathered. In all areas, the proposed business turned out to be feasible.

KEYWORDS

Dragon Fruit, Healthy Options, descriptive quantitative research design, Philippines

INTRODUCTION

Dragon fruit (*Hylocereus* spp.) belongs to a subfamily cactoidea of the tribe cactea and genus *Hylocereus* as the Cactaceae family. The plant is native from Mexico in Central and Southern America; but is now grown in many tropical and subtropical countries, including the Philippines. It is a viny perennial epiphytic cactus with triangular fleshy stems reaching from a few inches up to 25 ft long when matured and live up to 45 and 50 years. Covering all varieties in open areas with good drainage as well as in hilly uplands, dragon fruit is popularly referred to as Saniata or Pitaya, which is one of the promising crops in the Philippines as a good investment today. Nationwide consumption of this crop has been increasing both as fresh fruit or various processed products.

The dragon fruits with red or pink, leathery skin is eaten by spooning out the flesh; or in slices, which are also can be processed into juice, ice cream, or wine. The flower, which blooms only at night, is used for tea or aromatherapy. Fruits are nutritious and healthy with vitamin c, fibers, antioxidants which strengthen the immune system and are used in the treatment of diabetes. The flower and stem are medicine that promotes blood circulation. Therefore, it can be said that the fruit is a prestigious “health food” which commands a very high price in the local market (Estellena & Dela Cruz, 2015).

Moreover, the current development of processed products of dragon fruit is contributing to the household industry for both plantation owners and backyard growers. The people’s enthusiasm to grow this crop is supporting the country along with the high demand for this exotic plant. Consumers indicated that the fruit quality, specifically its sweetness is varied from one farm to another. Environmental factors contribute to variability that needs to be studied with the ultimate goal of identifying suitable expansion areas and production technology for production. Management of dragon fruit plantation is determine based on land attributes, the geographical patterns of biophysical constraints, and land degradation potential of the planted

area on a spatial and temporal basis. The type of soil management and conservation practices is important (Callej, et al. 2015). Despite conceptual distinctions, globally traveled fruits become conceptually local to an area (Humiston, 2013).

Dragon fruit is an exotic fruit popularized in Asian Countries because of its health and medicinal benefits. Since the fruit was introduced here in the Philippines, this study investigates the feasibility of dragon fruit plantations in Tandag City, Surigao del Sur.

This paper helps the entrepreneurs to decide whether to put up a dragon fruit plantation or venture into the business by producing different products made from dragon fruit. It will also identify its marketability, profitable income, and employment in the said locality that may contribute economic benefit to the localization. Lastly, the researcher may come up with a good and competitive business plan.

FRAMEWORK

This study was anchored on Maslow's Hierarchy of Needs (1943). It is a motivational theory in psychology comprising a five-tier model of human needs, often depicted as hierarchical levels within a pyramid. The first level of theory is Biological and physiological needs, which are composed of air, food, drink, shelter, warmth, sex, sleep; the second level is Safety needs which comprised protection from elements, security, order, law, stability, freedom from fear; the third level of needs is love and belongingness needs which includes friendship, intimacy, trust, and acceptance, receiving and giving affection and love; the fourth level of needs is esteem needs that focuses on esteem for oneself and the desire for reputation or respect from others. Lastly, the fifth level of needs is the self-actualization needs which realizing personal potential, self-fulfillment, seeking personal growth, and peak experiences (Snyder Valier, et al., 2017).

Maslow's Theory is an appropriate theory for this study, where food is the most basic need of people. Dragon fruit is an important crop and nutritious fruit that has a variety of uses and provides viable sources of food, income, and employment locally and internationally.

Decision Theory (1947) is a body of knowledge and related analytical techniques of different degrees of formality designed to help the decision-maker to choose among a set of alternatives in light of their possible

consequences. Keynesian Theory (1936) is a theory postulating that a government should stimulate demand for goods and services to encourage economic growth.

The two theories were related in the present study because the decision is needed to put up a feasible business to gain profitable income and provide employment and quality products that satisfy the needs of the consumers at the same time, help uplift the economic income of the local government units.

OBJECTIVES OF THE STUDY

To identify the demographic profile of the province of Surigao del Sur. To determine what are the feasibility aspects of the dragon fruit plantation and to know what proposal can be recommended based on the result of the study.

METHODOLOGY

Research Design

The researcher used a quantitative descriptive research design. Collections of quantitative information were tabulated in a numerical form. Descriptive research involves the gathering of data that describes events and then organizes, tabulates, depicts, and describes the data collection (Glass and Hopkins, 1984). The use of the questionnaire as an instrument aided the reader in understanding the data distribution. All the data from the questionnaire were consolidated based on the indicators given or prescribed as to the purpose of the study.

Research Instrument

The questionnaire is an adopted modified instrument validated by the three (3) experts and professionals of the 2nd District of Surigao del Sur. One set of questionnaires was given for each of the respondents, which included the Municipality Agriculture Officers, Agriculturist Technician, and Farmers. The first part determined the demographic profile of respondents Profile. Second, looked into the dragon fruit feasibility analysis, and the last one, the proposed business plan based on the result of the study.

Research Locale

The study focused in the 1st District of the Province of Surigao del Sur includes the Municipalities of Bayabas, Cagwait, Cantilan, Carmen, Carrascal, Cortes, Lanuza, Lianga, Madrid, Marihatag, San Agustin, San Miguel, Tago, City of Tandag (Capital).

They are the chosen Municipalities because in San Agustin, they have a plantation, and the others Municipalities have backyard gardening.

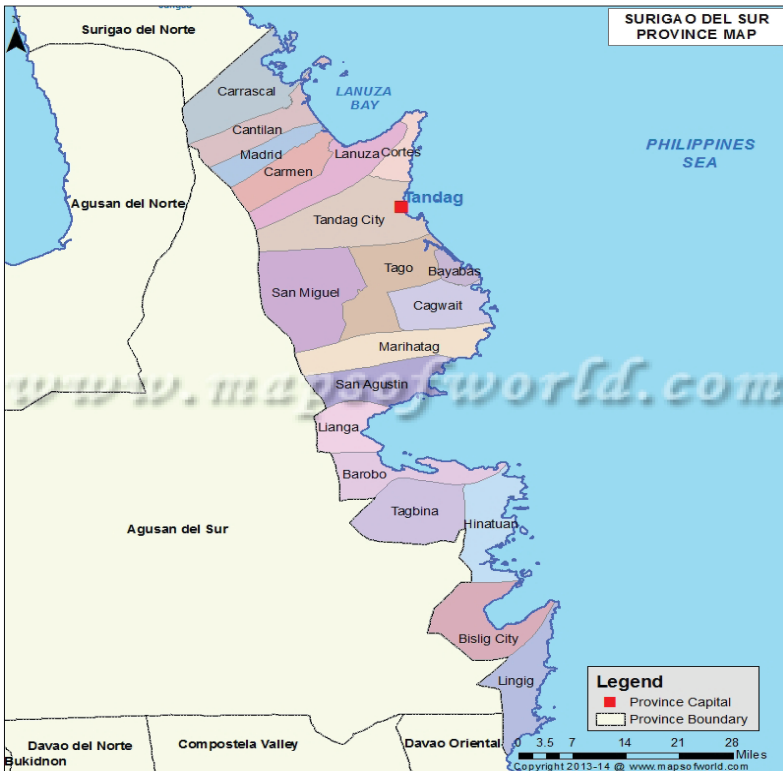


Figure 1. Map of Surigao del Sur

Data Gathering Procedure

After the questionnaire was validated and approved by the panel of examiners, the researcher hand-carried the letter to the authorities requesting the approval for the conduct of the survey to the respondents.

Upon approval, the researcher launched the questionnaires; the answered questionnaires were collected after being answered by the respondents.

Respondents of the Study

The respondents of the study are the Municipality Agriculture Officers (MAO), Agriculturist Technician, and Farmers of dragon fruit in the 1st District of Surigao del Sur.

Table 1. Distribution of Respondents

Respondents	Sample
Municipality Agriculture Officer	14
Agriculturist Technician	14
Farmers	10
Total	38

Sampling Techniques

Preparation of the letter addressed to the Respondents of the study was first done by the proponent before the actual survey. The collected data were consolidated and grouped according to the three group of respondents. It was represented in tabular form. Purposive Sampling was done because of the requirement needed in the identifying respondents the group of Municipality Agriculture Officers, Agriculturist Technician, and Farmers. Specific purpose and target were the basis for using this purposive sampling method.

Statistical Treatment Data

Frequency counting was applied in counting the responses of the respondents for every question in the questionnaire. All answers were consolidated and tallied using worksheets/spreadsheets as to the desired table in every question.

The data were consolidated for percentile frequency computation. The profile of all the respondents (Municipality Agriculture Officers, Agriculturist Technician, and Farmers) was fused into (1) table only. The reason was due to the same indicators required in the questionnaire. Data were presented in the frequency table after which; percentile rank was done.

RESULTS AND DISCUSSION

Respondents' Profile

The profile of the respondents was categorized into five (5). They were requested to provide data to supplement the questionnaire as to their age, civil status, educational attainment, number of years in planting dragon fruit, and income. Respondents were divided into three (3) groups; the (1) Municipality Agriculture Officers, (2) Farmers, and (3) Technician. Respondents were from 1st District of Surigao del Sur.

Table 2. Profile of Respondents

Indicator	Category	Respondents						Total	
		MAO		Technician		Farmers		F	%
		F	%	F	%	F	%	F	%
Age Bracket	21-25	0	0%	4	29%	0	0	4	11%
	26-30	0	0%	2	14%	0	0	2	5%
	31-40	1	7%	0	0%	0	0	1	3%
	41-60	13	93%	8	57%	10	100%	31	82%
Civil Status	Single	1	7%	2	14%	0	0%	3	8%
	Married	11	79%	12	86%	10	100%	33	87%
	Separated	0	0%	0	12%	0	0%	0	0%
	Widow	2	14%	0	0%	0	0%	2	5%
Educational Attainment	Elem. Graduate	0	0%	0	0%	0	0%	0	0%
	High School Grad.	0	0%	0	0%	10	100%	10	26%
	College Graduate	9	64%	14	100%	0	0%	23	61%
	Others	5	36%	0	0%	0	0%	5	13%
Income	5,000-10,000	0	0%	1	7%	10	100%	11	29%
	11,000-15,000	0	0%	0	0%	0	0%	0	0%
	16,000-20,000	0	0%	1	7%	0	0%	1	3%
	21,000-25,000	14	100%	12	86%	0	0%	26	68%
Yrs. of Planting	1-3yrs	-	-	-	-	10	100%	10	100%
	4-6yrs	-	-	-	-	0	0%	0	0%
	7-10yrs	-	-	-	-	0	0%	0	0%
	11-13yrs	-	-	-	-	0	0%	0	0%

Respondents were fourteen (14) Municipality of Agriculture Officers, fourteen (14) Agriculturist Technicians, and ten (10) Farmers.

The table shows that most numbers of respondents are age bracket of 41-60 years old with 82% while the others not more than 20%. This data presents that mostly old people were aligned in this kind of activity. Eight (8%) of respondents were single, eighty-seven (87%) of respondents were married, and five (5%) of respondents were a widow.

Twenty-six percent (26%) of the respondents were from high school level, Sixty-one percent (61%) were college level, and thirteen percent (13%) were from others level.

Twenty-nine percent (29%) of the respondents earned a monthly income ranging Php 5,000 to Php 10,000. Three percent (3%) of the respondents earned ranging Php 16,000.00 to Php 20,000.00 and Sixty-eight percent (68%) of the respondents earned a monthly income ranging Php 21,000.00 to Php 25,000.00.

One hundred percent (100%) of the respondents were farmers planting one (1) to three (3) years. This result was due to their job or business to help or raise their family.

Level of Demand for the Dragon Fruit Production

This section shows the level of Demand for the proposed project. The level of demand was determined from the results of the survey questionnaire tabulated below.

Table 3. Level of Demand for the Proposed Project

Level of Demand	F	%
Very High Demand	17	44.74
Highly Demand	14	36.84
Moderate Demand	7	18.42
No Demand	0	0
TOTAL	38	100%

Table 3 showed that a majority of (44.74%) of the respondents indicated a very high demand for the project. On the other hand, (0%) of the respondents indicated no demand for the project. This agreed with the claim of indicating that the reasons why there was a very high demand

for dragon fruit plantations are the food, experience, and service. Dragon Fruit entrepreneurs were given the freedom to innovate and be creative in making their products. For the experience, eating dragon fruit products was one main marketing that this business took pride in. Customers get to see how their foods were made and can provide suggestions to owners on a personal note.

Feasibility Analysis

The preparation of the proposed business plan includes the analysis and consideration of all aspects. The following major aspects discussed the important points before the proposed project.

Management Aspect

Management feasibility of the dragon fruit plantation plays important consideration for those people who like to plant dragon fruit. The employees will include three (3) farmers, one (1) chief cook, one (1) assistant cook, one (1) cashier, one (1) server two (2) managers who are also the owners of the business. Moreover, the business will operate 12 hours per day, starting at 7:00 AM to 7:00 PM on weekdays, including Saturdays. During Sundays, the business can only operate from 1:00 PM to 5:00 PM. The essence of this business, in addition to helping the economic activities of the city, is to derive profit.

Technical Aspect

The quality of the products and services is also of utmost concern. As to the technical feasibility of the existing business, most of the owners only rented the space where they put up their business venture. Furthermore, trash bins were also provided as per the ordinance of the local government to avoid littering. This is in consideration of proper waste disposal concerns.

Marketing Aspect

This aspect was concerned with the convenience of serving food to the customers and fruits in such a way that these customers can avail of the products anytime and anywhere at affordable prices and eco-friendly packaging.

Financial Aspect

This aspect includes the assessment of the project's commercial profitability and capability to service its obligations. The project is not only economically but financially feasible. A business firm's goal, among others, is to earn the highest amount of profit possible.

Socio-Economic Aspect

All people were willing to spend any amount just to have a delicious meal. However they do not have that much to spend. Likewise, variety of food finds always drag people to try it out, especially when it is something healthier than regular food. The proposed project will be useful in this aspect because through this it could provide the people especially in Tandag City where the population was getting bigger, are living, their health needs for food at lesser cost with good quality.

Environmental Aspect

Giving value to mother earth is a primordial obligation of everyone. For the dragon fruit plantation business, sanitary permits need to be included as part of the business permits every year. Unusable supplies were collected by the city garbage collectors. Dragon fruit business is found to be very eco-friendly.

CONCLUSIONS

Based on the findings, all generation has the enthusiasm to try out new things. They want to experience the different products of dragon fruit. For them, this is a new craze they could try on not because of its uniqueness but also of the nutritive value it gives to the consumer.

Furthermore, very high demand for the business can also be concluded. All of the respondents want to eat healthier food than eat rice meals due to health and diet concerns. Also, since people nowadays are budget restricted, respondents wanted to buy the foods at the most affordable price they can be offered. Regarding feasibility, based on the analysis of data, the proposed business is feasible in all aspects.

RECOMMENDATIONS

Given the findings and conclusions, the researcher would like to propose the following recommendations:

The proposed business plan for Dragon Fruit Plantation is highly recommended to any entrepreneur or investor who wants to venture into the said business. These entrepreneurs should take careful analysis of the factors that could affect the future business and keenly make strategic decisions.

To the future researchers, it is also recommended to conduct marketing strategies and customer satisfaction towards dragon fruit business to help solidify the feasibility of this study.

Additionally, SDSSU Extension Services may come up with a project proposal in promoting dragon fruit business establishment for adopted barangays.

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Gunning Fog Index:	13.53
Flesch Reading Ease:	43.26
Grammar Checking:	95/100
Plagiarism:	1%