

VICTOR M. CAJALA

Research Dean & Full Professor (Former)/Doctoral Researcher (Present)

Asian Institute of Maritime Studies/Innovative Information Technology Solutions, Inc.

1. Academic Leadership

- Served as Research Dean at the Asian Institute of Maritime Studies (2020–2024), leading strategic planning, research capacity-building, and interdisciplinary collaboration.
- Chaired undergraduate research programs, supervising faculty and students while ensuring compliance with institutional standards.
- Directed campus-wide research initiatives, fostering a culture of scholarly inquiry and mentoring faculty across disciplines.

2. Specialized Expertise

- Earned a Doctor of Communication and Master of Development Communication from the University of the Philippines Open University, specializing in research productivity, communication competence, and instructional delivery.
- Developed expertise in maritime, customs, hospitality, and business research methodologies, teaching and advising thousands of undergraduate and graduate theses.
- Applied advanced skills in scholarly editing, technical writing, and media production through leadership roles in academia and industry.

3. International Representation

- Represented institutional research outputs in international competitions, earning recognition such as Best Paper at WCMRI 2022 in Singapore and 2nd Runner-Up at IRC-2022.
- Presented research papers at global conferences, including Singapore (2022) and Cambodia (2018), showcasing Filipino-led scholarship on communication and pedagogy.
- Collaborated with the University of the Philippines on the Manila Bay Integrated Mapping and Management project (2020–2022), contributing to international environmental research.

4. Research Productivity

- Authored and published multiple institutional research studies on communication barriers, tracer studies, customs education, and teaching methodologies.
- Completed a doctoral dissertation on communication competence and axiological motivation as predictors of institutional research productivity.
- Produced impactful applied research, including studies on digital television migration, customs computerization, and hospitality graduate outcomes.

5. Editorial & Peer Review Experience

- Doctoral Researcher of Innovative Information Technology Solutions, Inc. (2025-present), with main task to edit manuscripts and write research articles for acceptance and publication in internationally-indexed journals (e.g., Elsevier, Frontiers, MDPI, Science Direct, etc.).
- Executive Editor of VMC Analytik Journal News Publishing Services (2024–present), overseeing compliance, quality assurance, and international publication standards.
- Led editorial teams for undergraduate research journals such as Helm & Rudder and Benchmark, ensuring scholarly rigor and timely publication.
- Authored institutional modules and guidelines, including the Thesis Writing Module and Guidelines (2014), standardizing research instruction.

6. Engagement in Policy & Practice

- Drafted and implemented research course syllabi, policies, and standards for undergraduate programs at AIMS.
- Spearheaded institutional research forums, colloquiums, and seminars to strengthen research culture and practice.
- Actively engaged in professional associations such as NRCP and the Philippine Association of Communication Educators, contributing to national research and communication policy development.