

JERIELYN V. REYES

Program Chair

Polytechnic University of the Philippines

1. Academic Leadership

- Program Chair for the Doctor in Business Administration (2023–present) and Master in Business Administration (2023–present) at the Polytechnic University of the Philippines Open University System.
- Former Program Chair for BSBA Marketing Management (2021–2023).
- Provides oversight in curriculum design, faculty coordination, and program delivery.

2. Specialized Expertise

- Doctor in Business Administration with research focus on ethical practices in advertising and sustainability in business.
- Holds a Master's in Business Administration and a Bachelor's in Advertising and Public Relations. Expertise in marketing, advertising ethics, communication strategies, and business sustainability.
- Focus areas: Educational Management, Faculty Evaluation, Curriculum Alignment, Outcome-Based Education, Research Methods, Advertising Ethics, Business Sustainability, Communication Strategies, Disaster Communication, Marketing and Promotions

3. International Representation

- Active participant and presenter in international conferences such as ICBEIST 2025, APCORE International Conference, and IRCHE.
- Published in international journals including Disaster Advances, Asia Pacific Journal of Multidisciplinary Research, and JBIPA.
- Recognized with awards for excellence in research and presentation.

4. Research Productivity

- Published multiple peer-reviewed articles on advertising ethics, disaster communication, sustainability of small businesses, and student satisfaction in distance learning.
- Served as resource speaker in national and international research colloquia.
- Adviser and panelist for graduate and undergraduate research.

5. Editorial & Peer Review Experience

- Former Psychology & Liberal Arts Representative, Research Ethics Committee (2022–2023).
- Served as full-time secretary and reviewer for ethics evaluation of research studies.

- Panel member for thesis defenses at undergraduate and graduate levels.

6. Engagement in Policy & Practice

- Resource speaker in training programs on public relations, digital promotions, gender and development, and disaster communication.
- Actively involved in extension projects empowering persons with disabilities and promoting livelihood opportunities.
- Applied expertise in outcome-based education, ethical advertising, and communication for sustainable development.