Colegio de San Juan de Letran Intramuros, Manila

THESES SECTION AUGUST 2016

Course: BUSINESS MANAGEMENT

- Beliuo, M. (2000) The benefits and incentives program of China Banking Corporation as percieved by the legal and collection department employees: an assessment. Manila: Colegio de San Juan de Letran. (Thesis HD 4928 .N6 .B431 2000)-T2117
- Garcia, L. (2000) *Motivational factors affecting the marketing strategies of supermarkets: an analysis*. Manila: Colegio de San Juan de Letran. (Thesis HF 5461 .G216 2000)-T2131
- Samaniego, R. (2000) *The management of Cable Link Holdings, Inc., 1994-1998: an evaluation.* Manila: Colegio de San Juan de Letran. (Thesis HD 31 .S187 2000)-T2100

Course: MANAGEMENT

- Abayan, R. (2000) The marketing strategies and practices of Academia de San Bartolome de Taguig School Year 1998-99. Manila: Colegio de San Juan de Letran. (Thesis LB 2847 .A121 2000)-T2129
- Abundo, M. (2000) An assessment of the processing system of multi-purpose loan program of Pag-IBIG fund, Intramuros Branch. Manila: Colegio de San Juan de Letran. (Thesis HG 2067 .A166 2000)-T2121
- Alonzo, C. (2000) The effects of the managerial strategies on productivity as perceived by the employees of Kamayan Restaurant (Edsa, Ortigas branch). Manila: Colegio de San Juan de Letran. (Thesis HF 5351 .A454 2000)-T2106
- Arias III, R. (2000) *An assessment of the franchising policies and practices of Burger Machine Inc.* Manila: Colegio de San Juan de Letran. (Thesis HF 5429.235 .A696 2002)-T263
- Asidera, R. (2000) The effects of the fringe benefits program of American Microsystem Incorporated Philippines to the job satisfaction oif its employees. Manila: Colegio de San Juan de Letran. (Thesis HD 4928 .N6 .A832 2000)-T2072

- Bautista, M. (2000) The effects of the Productivity Improvement Program (PIP) of Nestle Alabang as perceived by rank and file employees of the milk department. Manila: Colegio de San Juan de Letran. (Thesis HD 57 .B352 2000)-T2115
- Borja, S. (2000) The effectiveness of the training program of Globe Telecom as perceived by its distributors sales force in the City of Manila. Manila: Colegio de San Juan de Letran. (Thesis HF 5549.5 .T7 .B734 2000)-T2084
- Bosi, J. (2000) The promotion policy of L.C. Diaz and Company CPA's and its effects on employees motivation towards work. Manila: Colegio de San Juan de Letran. (Thesis HF 5549 .B743 2000)-T2116
- De Jesus, R. (2000) Effects of 1998 incentive program of Selecta Dairy Products Incorporated to its district sales managers in Metro Manila: an assessment. Manila: Colegio de San Juan de Letran. (Thesis HF 5549.5 .D326 2000)-T2122
- De Paz, A. (2000) Motivational strategies of Malayan Insurance Co. Inc., its effect on the job performance of its employees. Manila: Colegio de San Juan de Letran. (Thesis HF 5549.5 .M63 .D419 2000)-T2108
- Del Rosario, G. (2000) The impact of fringe benefits to productivity as perceived by the employees of Rizal Commercial banking Corporation (Epza Rosario, Cavite branch). Manila: Colegio de San Juan de Letran. (Thesis HD 4928 .N6 .D364 2000)-T2107
- Del Rosario, R. (2000) Leadership styles of women executives in relation to job performance by employees of the Asian Institute of Management Conference Center, Makati City: an assessment. Manila: Colegio de San Juan de Letran (Thesis HF 5549.5 .D364 2000)-T2120
- Dela Cuesta, R. (2000) Selected factors affecting People's Tonight employees' job satisfaction: an evaluation. Manila: Colegio de San Juan de Letran. (Thesis HF 5549.5 .J63 .D332 2000)-T2060
- Esmeria, L. (2000) The fringe benefits granted to regular employees of Auto Bus Transport System, Inc. in relation to job satisfaction. Manila: Colegio de San Juan de Letran. (Thesis HD 4928 .N6 .E76 2000)-T2073
- Espinola, W. (2000) The disciplinary sanction of the Library Bar and Restaurant in relation to job performance as perceived by its rank and file employees. Manila: Colegio de San Juan de Letran. (Thesis HV 8675 .E77 2000)-T2101

- Ferrer, M. (2000) The management developemnt program for the managerial employees of United Coconut Planters Life Assurance Corporation (1996-1997): an assessment. Manila: Colegio de San Juan de Letran. (Thesis HG 8051 .F385 2000)-T2285
- Fojas, R. (2000) Factors affecting the profitability of ERI Corporation from the year 1993-98. Manila: Colegio de San Juan de Letran (Thesis HG 4011 .F661 2000)-T2052
- Fonda, M. (2000) Factors affecting the sales of the five terminals in Central Draw Area of on-line bingo Pilipino for the month of August 1999 up to December 1999. Manila: Colegio de San Juan de Letran.(Thesis GV 1311 .B5 .F933 2000)-T2088
- Garcia, N. (2000) The marketing management strategies of Indiana Cafe and Restaurant: an assessment. Manila: Colegio de San Juan de Letran. (Thesis TX 911.3 .M3 .G216 2000)-T2130
- Iñigo, B. (2000) Factors affecting the health and safety of human resources in the manufacturing department of Intel Company, Bangkal, Makati City. Manila: Colegio de San Juan de Letran. (Thesis H 11 .I56 2000)-T3627
- Mendoza, R. (2000) Effect of managerial strategies on productivity as perceived by the employees family-owned Aca Video (five Manila branches). Manila: Colegio de San Juan de Letran. (Thesis HD 31 .M539 2000)-T2104
- Merin, R. (2000) Job satisfaction of rank and file employees of selected departments of Land Bank of the Philippines, head office: an assessment. Manila: Colegio de San Juan de Letran. (Thesis HF 5549.5 .J63 .M562 2000)-T2110
- Odon, I. (2000) Effects of training seminars to the job performance of the CBAA class faculty: an assessment. Manila: Colegio de San Juan de Letran. (Thesis LB 1731 .026 2000)-T2119
- Paule, J. (2000) *The line-staff relationship of Grepalife (Makati) 1999-2000: its effects.* Manila: Colegio de San Juan de Letran. (Thesis HF 5549.2 .P326 2000)-T2118
- Pelayo, J. (2000) Salesforce compensation packages of Nissan Motors North Edsa: an assessment. Manila: Colegio de San Juan de Letran. (Thesis HF 5549.5 .C67 .P381 2000)-T2114

- Quindara, E. (2000) Fringe benefits extended to the production employees of Salinas (IM) Corporation and its effect on their productivity. Manila: Colegio de San Juan de Letran. (Thesis HD 4928 .N6 .Q7 2000)-T2113
- Santidad, N. (2000) Development and implementation of supervisory technical training programs of CATC (Civil Aviation Training Center) 1998: an assessment. Manila: Colegio de San Juan de Letran. (Thesis TL 710 .S235 2000)-T2109
- Serrano, B. (2000) The motivational effects of fringe benefits of employees of beneficial PNB Life Insurance Company. Manila: Colegio de San Juan de Letran. (Thesis HD 4928 .N6 .S487 2000)-T2133
- Ting, J. (2000) *The work attitudes of the employees of Intel Philippines*. Manila: Colegio de San Juan de Letran. (Thesis HD 4905 .T588 2000)-T2112

Course: MARKETING MANAGEMENT

Carbungco, C. (2003) The financial incentives that affect the sales performance of medical representatives of United Laboratories Inc.. Manila: Colegio de San Juan de Letran. (Thesis HF 5549.5 .C264 2003)-T249

Course: MARKETING

- Alimurong, J. (2003) The effectiveness of the advertising strategies of Pepsi twist in achieving increase in brand awareness. Manila: Colegio de San Juan de Letran. (Thesis HF 5813 .A411 2003)-T245
- Bicierro, M. (2003) A study on the importance and appeal of Nokia's product packaging to the fourth year College of Business Administration and Accountancy students of Letran College. Manila: Colegio de San Juan de Letran. (Thesis HF 5415.15 .B583 2003)-T247
- Chico, A. (2003) Comparative study on the preferences of selected Globe subscribers between P100 prepaid and higher value card. Manila: Colegio de San Juan de Letran. (Thesis HF 5415.33 .C533 2003)-T235
- Claridad, E. (2003) The buying preference of passenger car consumer: an assessment. Manila: Colegio de San Juan de Letran. (Thesis HD 9710 .C591 2003)-T237

- De Leon, J. (2003). Effectiveness of Fast Trax Corporation and Distributor.

 Manila: Colegio de San Juan de Letran. (Thesis HF 5761 .D346 2003)T233
- De Vera, V. (2003) Distribution process of Philippine Postal Corporation and its impact on customer satisfaction. Manila: Colegio de San Juan de Letran. (Thesis HE 6078 .D491 2003)-T231
- Dela Pena, B. (2003) The effectiveness of the marketing strategies of Manila Teachers Savings and Loan Association. Manila: Colegio de San Juan de Letran. (Thesis HD 1491 .D338 2003)-T232
- Delos Reyes, A. (2003) *Customer satisfaction with the services provided by* 717 computer shop. Manila: Colegio de San Juan de Letran. (Thesis HF 5415.335 .D362 2003)-T238
- Estoce, S. (2003) *The marketability of vintage toys generation of 1980's.*Manila: Colegio de San Juan de Letran. (Thesis NK 9509.95 .E81 2003)-T230
- Fainza, M. (2003) *The effects of directory advertising on customer buying behavior*. Manila: Colegio de San Juan de Letran. (Thesis HF 5256 .F162 2003)-T240
- Fernandez, A. (2003) *Customer's perception of J.Walter Thompson as an advertising agency*. Manila: Colegio de San Juan de Letran. (Thesis HF 6178 .F363 2003)-T242
- Francisco, M. (2003) *The effectiveness of the promotional strategies of Blue Cross Health Care Inc*.Manila: Colegio de San Juan de Letran. (Thesis HT 409 .F819 2003)-T239
- Geronimo, A. (2003) *An assessment of the online advertising of Telic.net.*Manila: Colegio de San Juan de Letran. (Thesis HF 6146 .G377 2003)T244
- Gonzales, E. (2003) The effectiveness of product innovation strategy of Bryon Garments towards increasing the sales performance of its undergarment products. Manila: Colegio de San Juan de Letran. (Thesis HF 5415.153 .G643 2003)-T241
- Howard, C. (2003) *Product image level of Asia Brewery's Beer na beer as perceived by its customers*. Manila: Colegio de San Juan de Letran. (Thesis TS 171.4 .H848 2003)-T248

- Manalo, J. (2003) The sale performance of the sales executive in generating more sales for Yuchengco Group of Companies Honda Cars Manila.

 Manila: Colegio de San Juan de Letran. (Thesis TL 24 .M266 2003)-T229
- Maximo, C. (2003) The persuasive role of branding in consumer preference and buying practices on consumer goods of Unilever Philippines.

 Manila: Colegio de San Juan de Letran. (Thesis HD 69 .B7 .M464 2003)-T246
- Mendoza, J. (2003) Clients perception on the services of BPI's automated teller machine (atm) at the main branch in Paseo De Roxas, Makati City: an assessment. Manila: Colegio de San Juan de Letran. (Thesis HG 1710.5 .M539 2003)-T236
- Nepomuceno, R.(2003) Customer satisfaction of cellular phone subscriber on the services provided by Globe Telecommunication. Manila: Colegio de San Juan de Letran. (Thesis HF 5415.335 .N441 2003)-T234
- Sanchez, M. (2003) An assessment of the Colegio de San Juan de Letran students' awareness on e-marketing as a promotional tool. Manila: Colegio de San Juan de Letran. (Thesis HF 5415.1265 .S194 2003)-T243

Total: 53 Titles / Volumes

8/22/16

Prepared by: NIÑA JESUSA C. MENDOZA

Librarian

95 comendas

Received by: ASST. PROF. CARLOYN R. DE JESUS

Chief Librarian