



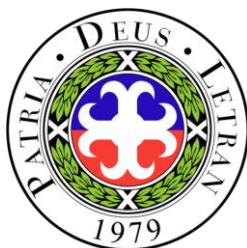
LETRAN CALAMBA

STUDENT RESEARCH JOURNAL

Volume XXII - A.Y. 2023-2024



RESEARCH DEPARTMENT



Letran Calamba Student Research Journal

Compilation of Best Student Research Papers

Volume XXII - A.Y. 2023-2024

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Research Department

FOREWORD

BINHI

This compilation of research represents a vibrant tapestry of intellectual curiosity and academic rigor across diverse disciplines at Letran Calamba. From the meticulous analysis of financial practices to the innovative design of resilient infrastructure, these studies showcase the dedication of our students to addressing real-world challenges and contributing to their respective fields.

Within the School of Business, Management, and Accountancy, we witnessed a profound exploration of practical applications. They delve into the critical realm of the effects of cash management practices on the profitability of R.B Amarante Accounting Services, providing valuable insights for local businesses. In the realm of Marketing Management, presented a compelling feasibility study for a novel culinary venture, demonstrating entrepreneurial spirit and market analysis acumen.

The School of Education, Arts, and Sciences showcased its commitment to communication and cultural understanding. It examined the marketing communication styles and strategies of Letran Calamba's official Facebook page, highlighting the evolving landscape of digital communication.

The School of Engineering and Architecture presented a remarkable array of technical and creative projects. A paper Morphogenesis proposed an intergenerational mixed-use development, reflecting a forward-thinking approach to urban planning. A study addressed critical infrastructure needs with their structural analysis of lattice shell dome structures for disaster resilience. Some tackled sustainability and ergonomics with their feasibility study for recycled laptop stands and focused on safety and efficiency with their design of fire sprinkler system.

Finally, the School of Nursing addressed the critical aspects of student well-being and academic performance in the new normal. The study on mental workload and learning motivation provides valuable insights into the challenges and adaptations faced by nursing students.

Each of these research titles represents a culmination of dedicated effort, critical thinking, and a commitment to advancing knowledge. They are a testament to the intellectual vitality of Letran Calamba and the potential of our students to shape a brighter future. We are proud to present this collection, and we celebrate the contributions of each researcher.

Dr. Ma. Xenia Z. Bitera

Senior Director

Research Department and Center for Professional Development

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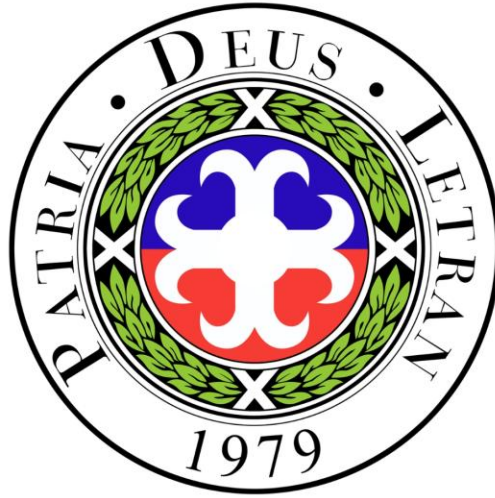
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