

Editor's Note

Through the years, the School of Graduate Studies has lived up to its goal of developing a culture of research among the graduate students of Baliuag University. The university professors in the various graduate programs have tried their best to inculcate the values of research not just in themselves but most especially in their learners.

The current issue of *The Pinnacle* includes graduate students' research outputs especially in the field of business. Management skills, technology skills, and academic writing skills are evident in the papers they presented. They were careful enough in showing accurate presentations and analyses of their data as well as in giving their honest conclusions and recommendations.

The first among the articles is "Controlgear Electric Corporation." It is a Filipino-owned electrical equipment manufacturing company and a market leader in the manufacturing industry of switchgear and controlgear in the Philippines. Its vision and mission is to be able to survive the crisis in the electrical equipment arena. The researcher recommends that the company should continually improve its products and utilize additional strategies in order to overcome difficulties that they may encounter in the future.

The second article is "Forest Lake Memorial Park." The industry is competitive and can stand firm in spite of the different factors that affect it. Threats of expansion of a direct competitor may be present, but the researcher believes that the company is still manageable and the business would flourish for as long as there is a continuous supervision and management of the industry.

Another interesting article is "NIA Region 3 Multi-Purpose Cooperative." It is a cooperative engaged in savings and credit, general merchandise, including canteen operation for its members. It is attractive to the market; however, there are still issues that the cooperative has to resolve such as strategies in recruiting new members, advertising, and promoting its products and services.

Last among the articles is “Load Master Trucking Corporation.” Trucking service is a booming industry because of the several products that are being distributed across the country. The researcher recommends that the company expand its operations by acquiring additional units of trucks, putting up its exclusive diesel refilling stations, and using Global Positioning System (GPS).

The researches conducted are of great help to the stakeholders, particularly the owners and managers of the company, who help boost the economy of the country. They come to know their strengths and weaknesses. Benefitted as well are the Filipino employees who work for these companies. Thus, more research should be done in the School of Graduate Studies.

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