

Awareness on ASEAN Integration in Quezon Province: Its Perceived Implications

Jay-Ar C. Recto

Southern Luzon State University, Quezon, Philippines

jay.r_recto@yahoo.com

Asia Pacific Journal of
Multidisciplinary Research

Vol. 8 No.2, 43-56

May 2020

P-ISSN 2350-7756

E-ISSN 2350-8442

www.apjmr.com

ASEAN Citation Index

Date Received: October 15, 2019; Date Revised: April 10, 2020

Abstract –ASEAN integration has significant contributions to the economy today. Through the help of free regional trade which is expected to boost the economy. It will improve the lives of ASEAN citizens as they will be provided with a rather equal opportunity through enhanced economic and social development. In this paper, ASEAN charter purposes, principles, vision, goals, objectives, community pillars, and the qualification reference framework were evaluated. This study used the quantitative research design. The 104 respondents from the academe, government and business sectors in the Province of Quezon were chosen using convenient sampling. All of them answered a validated research-made questionnaire. The findings revealed that many of the respondents in the three sectors are aware of and understand the ASEAN aspects. Besides, the agreement on the ASEAN aspects by the three sectors indicates disparity due to different existing views while the three sectors in the Province perceived serious in the implication of ASEAN integration. Lastly, there was a clear dissimilarity among the seriousness of the sectoral agency on the perceived implications of ASEAN integration. Moreover, creating linkages with all sectors through hosting public seminars, meeting, and digital communication as an effective mechanism shall effectively unite the academe, business, and government in obtaining an in-depth information on ASEAN understanding, seriousness, benefits, and implications in facing opportunities in the delivery of action for the productivity of the Quezon Province in ASEAN matter. Indeed, the sectoral policy recommendations are implemented in addressing the challenges of ASEAN integration on its perceived effects.

Keywords –academe, business, government, ASEAN Integration, linkages

INTRODUCTION

The Philippine economy is powering today, its sustained growth and progress which creates high opportunities for businesses and adding jobs in the labor force which alleviates poverty index. The economy has been creditworthy efficient in 2018. Over the past three years, the Gross Domestic Product has risen by an average of 6.2 % amid a prolonged global economic recession and natural disasters consequently outperforming most ASEAN Countries [1].

In 2013, out of 4 individuals or 76 % showed a lack of understanding in ASEAN integration and resulted in low awareness. Further, four out of five (81 percent) "know about" or have known about ASEAN. As indicated by the individuals who arranged the report, this "fundamentally outperformed the normal open mindfulness." The 11-page study shows the consequences of a review that secured 2,200 respondents from the overall population just as top to bottom meetings with 261 business pioneers in 11 areas—all spread out over the capital urban

communities of the 10 ASEAN individuals [2]. In 2017, the study of low media coverage affects Filipino's aware of ASEAN found out that the Filipinos, in general, respond moderate familiarity from the academe as more aware than the government sector, and the government show strongly followed from the business sectors [3]. Furthermore, The Poll on ASEAN Awareness 2018 shows that the Philippines survey result had 24% knowledgeable about ASEAN Community and its 3 pillars and 67% were optimistic about ASEAN's future across the businesses, civil societies, and general public [4]. Many ASEAN citizens of the 10 countries were still lacking proper knowledge of the ASEAN integration initiatives for over 50 years since the beginning [5].

The literature highlighted some problems of the low level of understanding of ASEAN from business and the general public such as the lack of interest among the general public and ineffective use of communication channels in the country [2]. The instructional materials used in the Philippine Education Basic Curriculum exhibiting a lack of

ASEAN-related content compared to its member-states [6]. A hindrance in maximizing citizen support and participation [7]. Inadequate information available that demonstrates the policy on impacts relative to the gap between ASEAN's policies and categories of stakeholders. On the contrary, a high percentage general public is contented with how ASEAN on communication effectiveness [4].

According to the report working, studying, traveling, and having greater opportunities in employment and business abroad are the key impact of ASEAN integration. These key impacts drew the benefit of ASEAN cooperation from the Academe, Business, and Government. First, Lower Cost of Living in minimizing taxes incurred between countries that allow the price of goods to be economically affordable. Second, better jobs opportunity and quality of life that allowing every citizen across the regions to easy access travel, medical care, and academic exchange, which would boost the standard of living among ASEAN. Removing restrictions and adopting international finance best practices in increasing foreign investment that can create more job opportunities for ASEAN community for a better quality of life. Third, working and studying abroad that facilitate the free flow of highly competent skilled workers, which allow the nationals to work in 10 countries in ASEAN. Establishing free visas and employment passes for the skilled and professional laborer to increase productivity which will benefit all individuals in greater job opportunities. Enhancing student mobility in cooperation with University among ASEAN countries through intertwining curriculum across the region. Forth, Easier travels for the ASEAN community as a key advantage of the tourism industry as one spirit, and one sense of common interest. Lastly, a better Philippines with the free flow of goods, job opportunities, services, capital and investment, productive labor workforce as the representation of a better region in ASEAN [8].

With the interest of tackling the needs of ASEAN awareness and preparedness among the Academe, Business, and Government, which plays a major role in the country. The ASEAN Strategic Plan for information and Media 2016-2015 includes: provide cooperation and ASEAN-level agreement for regional mainstreaming of free access to information. Encourage the 3 sectors on the development of programs and information dissemination on the opportunities in regional integration that promote

diversified appreciation through mutual respect and sense of oneness in ASEAN. Utilize information communication technologies across the different levels as to connect with the marginal, regional, and worldwide community. Close contact by engaging media, research, business and other industry in collaborating development of ASEAN-relevant content [9]. Moreover, many respondents with different backgrounds should be focused to gain the level of awareness and understanding of the general public, relative to the research conducted in Indonesia, Malaysia, and Singapore [10].

In the study, ASEAN integration gives the big picture of a huge significant contribution in the economy today, with the help of free regional trade which expected to boost economies of Southeast Asia Nation. ASEAN integration is driven to work in improving the living standard of the ASEAN citizen in equal and greater maximization of opportunities through progressive enhanced social and economic development [11]. In the frame of social development, the 2020 ASEAN Vision is conscious of its ties of history, greater awareness of heritage and bound a common regional identity [12]. To succeed and achieve, there is in need to build strong support of government, businesses, and educational institutions on the importance of ASEAN integration and its processes among its policies. As to emphasize its facet, ASEAN mandated region of peace, reinforce law and justice in enhancing equalities, reduction of poverty index and uplift socioeconomic status [13]. Indeed, ASEAN integration is in the corners of the region and the educational system is a key player to takes its role to prepared and aware in mainstreaming to ensure the totality of outcomes of ASEAN region be made. This regional integration has relied on the big impact not only Asia but also the rest of the world. Within the frame, the 10 countries in ASEAN mainstream the development of transportation and correspondence foundation, instructive frameworks, security, and enhance involvement in the natural issues and catastrophe management among the region and the world. The aspiration draws out as a prime hub of the region for economic prosperity and dependency similar to the European Union by taking advantage of the regional market over 700 million individuals [14].

Within the framework, Quezon province was named by former President Manuel L. Quezon comprising 892,601 hectares or 8,926.01 km² and 8th largest province in the country. It is classified as an

Agro-industrial manufacturer and a top leading producer of coconut products including coconut oil, copra, etc.. Covering a large part of the province is planted with coconut, rice, corn, banana, and coffee are other main crops. Fishing is also a large part of the economy in the province, with its proximity to the Pacific Ocean. The municipalities of Atimonan and Gumaca have seaports with shorelines along Maharlika Highway and tourists traversing the Quezon Province by a car going to Bicol. Quezon province plays an important role in the new axis of growth in Southern Tagalog Region for a fast-growing economy in the country. Quezon is rapidly evolving into an agri-industrial economy and experience the planning and constructing of economic zones. Facilities for telecommunications, engineering products, shipbuilding, and repair, power generation, and transportation will be the major players in this economic zone. The building of alternative international seaports in the municipalities of Infanta-Real and Pagbilao will drive investors to open their business in Quezon. The growth of Lucena City into Metro Lucena has also contributed to economic growth. The Local Government Unit of the Province hopes that the investor will invest in the income-generating industries for agriculture, aquaculture, food, security and tourism such as hotels, resorts, theme parks, and etc.. The Provincial Government of Quezon focuses on agricultural modernization and mechanization. This is an effective and efficient strategy for reducing poverty. Since its economy is still predominantly agricultural, policies and programs that improve the sector are expected to facilitate inclusive and sustainable economic development. This focus on modernizing the province's agricultural sector becomes particularly relevant as part of the ASEAN Economic Integration that started in January 2015. Although the integration may be beneficial for the industrial and service sectors of the country, this economic amalgamation entails more competitive terms of trade that could be very well detrimental to the agricultural industry. Only through agricultural mechanization will both Quezon's and Philippines' agricultural sector be able to compete in the global economic arena [15].

In order to reach the general public and enhance ASEAN awareness, the different sectors of Quezon implemented different strategies to improve the awareness of ASEAN integration. The different benefits of ASEAN integration were emphasized such as the linkages through the different Higher Education

Institutions (HEI's) along Southeast Asia, an international partnership in creating benchmarking on business management and education strategies, cross border education for Philippine educators and strengthen the global connection.

The Civil Service Commission (CSC) through its Memorandum Circular No. 6 2016 enjoins all the heads of government agencies to help spread awareness on ASEAN by participating in the information campaign and the conduct of programs and activities [16]. The provincial government of Quezon abided in this CSC memorandum and disseminated information about ASEAN integration.

The Business sector of Quezon participated in the different programs and projects of the Department of Trade in Industry (DTI) like the project on Empowering Business and Empowering consumer advocacy. The DTI-EBM carry out an information dissemination gathering based on the request from regional offices, private sectors, schools, and companies, that cater its objective in making potential growers of export and be aware of the regulations of trade and mandates from the government programs and services that the local producer will be benefited. Currently, the public awareness of EMB's campaign advocate its program entitled "Doing Business in Free Trade Areas (DBFTA)", Trade with the European Union under the Generalized Scheme of Preferences Plus (EU GSP+), twined with the Integration of the Association of Southeast Asian Nations (ASEAN) 10-member countries into a single economy called the ASEAN Economic Community (AEC) [17].

The active participation from Scouters of Quezon Province in representing the country in the 5th ASEAN scout youth forum promotes the awareness of cultural diversity among member states of the Association of Southeast Asian Nations (ASEAN) [18].

To address the problem, the researcher emphasized the streamline of the study that measures significant awareness and preparedness among its different sectors in Quezon Province. Giving greater information and knowledge about the ASEAN is a venture that played a vital role in providing a master plan to the provincial government, businesses, and academe. This can led to improving services in physical connectivity, institutionally connectivity, and people-to-people connectivity that confront the needs of the regional connectivity. This study is also to address the political leaders, business, and academe sector in the province to promote ASEAN as the

counterpart of ASEAN agreement to achieve equal opportunities and boosting prosperity through enhanced economic and social development. This problem lies in the researcher reinventing the research wheel.

Along with the ideas, the researcher would like to determine the awareness and preparedness to the ASEAN integration among the different sectors in the Province of Quezon. Respectively, it aims to educate Quezonian in preparing for the implication and its effect.

OBJECTIVES OF THE STUDY

This study determined the level of awareness and preparedness in ASEAN integration of the different sectors in the province of Quezon as well as the perceived implications in 2016. These were the basis in formulating the plan to improve the preparedness of the different sectors.

Specifically, this study aimed to determine the level of awareness to the ASEAN integration of the academe, business, and government sectors along: ASEAN Charter Purposes, ASEAN Principles, ASEAN Vision, Goals and Objectives, ASEAN Community Pillars; and ASEAN Qualification Reference Framework (AQRF); find out the understanding level of the different sectors in the implementation of ASEAN Integration in the aforementioned aspects; test the significant agreement on the rank orders of the level of awareness and the preparedness to the ASEAN Integration among the different sectors; identify the seriousness of the perceived implications of the regional integration to the development of the different sectors; calculate the significant agreement of the rank orders of the seriousness of the perceived implications of the ASEAN Integration among the different sectors; and formulate policy recommendations can be formulated for the perceived implications of the different sectors to face the challenges of the ASEAN integration.

Theoretical Paradigm

The theoretical framework of the study was characterized by the following theories: Structural-Functional Theory, Industrial Marketing, and Purchasing Theory, Model of Internationalization Reach, Uppsala Model and Network Internationalization Model that described how ASEAN integration works and attained by the respective pillars in Quezon Province.

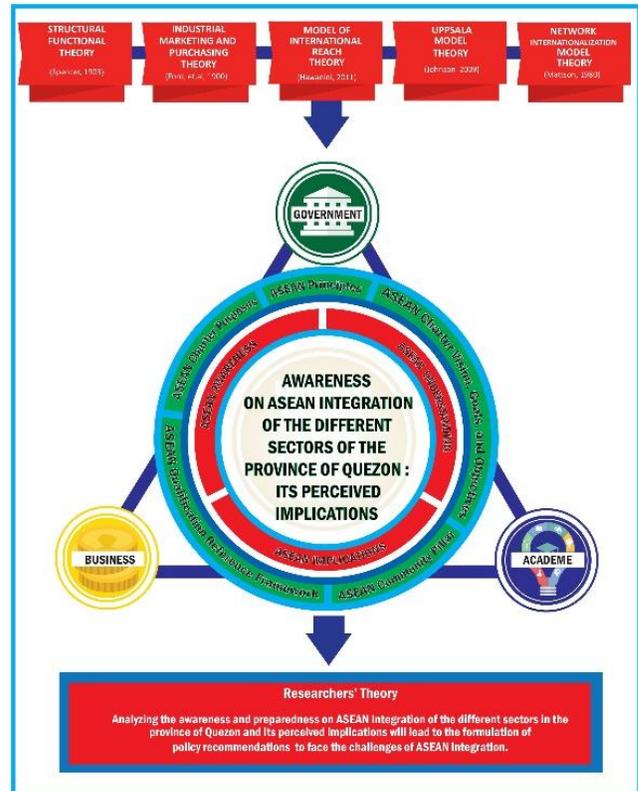


Figure 1. Theoretical Paradigm of the Study

The framework was anchored on the respective theories: the Structural functional Theory considers the society to be a structure with interrelated parts intended to meet the natural and social needs of individuals of Quezon who make up the general public.

The Industrial marketing and purchasing theory indicates the need to determine the awareness and preparedness of the community for advancement and integration in the economy. The Model of International Reach brings the world to campuses and sends students abroad, internationalization partnerships, and establishing full pledge campuses which are ASEAN’s ultimate goals. The Network internationalization model played the vital networking that can, directly and indirectly, connect the relationship among ASEAN neighboring countries. Figure 2 depicts the functions of awareness, preparedness and perceived implications along the government, business and academe.

Inside the research process is the diagram theory that characterize its lifelong advancement in the study. The triangular part described the dynamic group such government, business and academe. The awareness and preparedness of these three sectors will lead to

formulation of a plan to prepare for the perceived effect of ASEAN integration for the best interests of the constituents of Quezon Province.

The researcher's theory states that analyzing the awareness and understanding on ASEAN Integration of the different sectors in the province of Quezon and its perceived implications will lead to the formulation of policy recommendations to face the challenges of ASEAN integration.

Conceptual Paradigm

The input comprises all the variables which actually entered the entire system. The process referred to as the transferor working in progress, advances the input to output. The output is the result that addresses the need for the study.

Figure 2 reflects the input: legal bases, theories, related literature, statistical tools, and respondents.

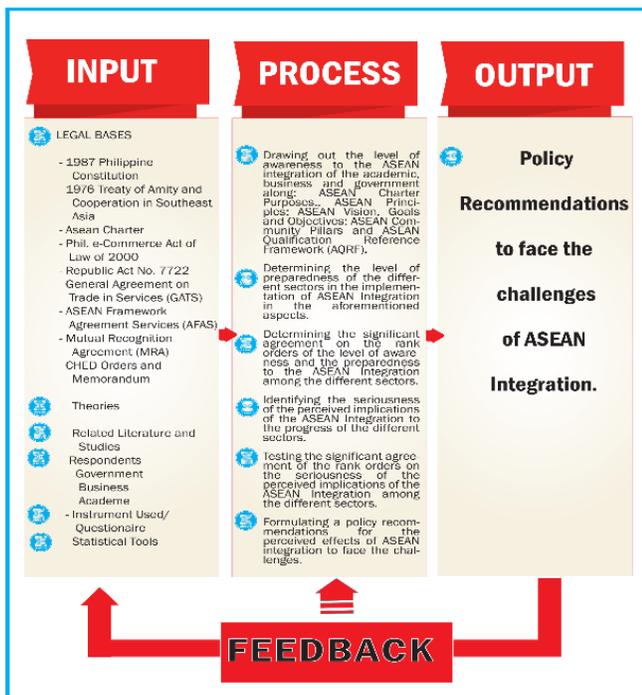


Figure 2. The Conceptual Paradigm of the study

These inclusions of materials necessarily needed to materialize the process outcome. Generally, the elements of the process are Drawing out the level of awareness to the ASEAN integration of the government, business, and academe sectors along ASEAN Charter Purposes and Principles; ASEAN Vision, Goals and Objectives; ASEAN Community Pillars and ASEAN Qualification Reference Framework (AQR). Next is determining the

understanding level of the different sectors in the implementation of ASEAN Integration in the aforementioned aspects. This was followed by determining the significant agreement on the rank orders of the awareness and the preparedness level to the ASEAN Integration among the different sectors. Identifying the perceived implications of the regional Integration to the development of the different sectors follows. Next is testing the significant agreement of the rank orders on the seriousness of the perceived implications of the ASEAN Integration among the different sectors. Formulating a policy recommendation to be prepared on the perceived impact succeeded to this ASEAN integration.

The output of the study was a policy recommendation to face the challenges of ASEAN integration.

METHODS

Research Design

The quantitative research design was employed in this study through a survey questionnaire. A validated researcher-made based on ASEAN Charter purposes and principles, vision, goals and objectives, community pillars, and ASEAN Qualification framework, and its perceived implications.

Research Respondents

Convenience Sampling was used in determining the number of respondents per sector. This was based on the availability of the respondents, especially in business sectors. The participants of the study were 104 respondents from the academe, government and business sectors in the Province of Quezon.

Table 1. The Respondents of the Study

Sector	f	%
Academe	20	19.23
Business	27	25.96
Government	57	54.81
Total	104	100

Procedure

Consultation and validation with the research consultant and six authorities who were holders of doctorate degrees and have the expertise in the study were made. The five-point rating scale was used in determining the level of awareness, preparedness level, and perceived implications, the researcher conducted a dry-run among the different sectors in

Camarines Sur. The gathered data was tested for reliability arrived at 0.90 yielded to t of 10.86 ($p < 0.001$). This enabled to consider that the instrument was highly reliable and commendable for the administration of conduct of the study.

Data Collection Technique

With the permission and endorsement from the Office of the Governor and the School Division Superintendent, the questionnaire attached with the letter of request and explanation of the purpose of each set of questions was administered to the respondents. The researcher was present throughout gathering the data and assist in the clarification of terminology in the instrument as arises needed.

Data Analyses

The data were analyzed using weighted means to evaluate the obtained ratings of the respondents in the level of awareness, preparedness, and its perceived implications. Kendall's Coefficient of Concordance was employed to determine the agreement of the three sectors.

Ethical Considerations

Prior request letter for permission was sought from the Office of the Governor and School Division Superintendent for conduct and endorsement. The said questionnaire enclosed a letter for the active involvement of the respondent that ensuring nonymity, confidentiality, and neutrality as observance in the conduct of the study. Proper citation and referencing were strictly observed and done for the information and previously conducted researches used in this study.

RESULTAND DISCUSSION

This section is divided into six parts: (1) Level of awareness to the ASEAN integration of the academic, business, and government sectors along: ASEAN Charter Purposes; ASEAN Charter Principle; ASEAN Vision, Goals, and Objectives; ASEAN Community Pillars; and ASEAN Qualification Reference Framework (AQRF), (2) The Extent of understanding of the different sectors in the implementation of ASEAN integration in the aforementioned aspects, (3) The test of significance of agreement among the different sectors on the rank orders of the awareness and the preparedness level to the ASEAN Integration,

(4) The seriousness of perceived implication of the ASEAN integration to the developments of the different sectors, (5) The test of significance of agreement among the different sectors on the rank orders of the seriousness of the perceived implications of the ASEAN integration, and (6) Policy recommendations for the perceived effects to the different sectors to face the challenges of the ASEAN integration.

1. Awareness Level to the ASEAN Integration

Table 2 shows the awareness level to the ASEAN integration. The rank of the level of awareness in descending order is as follows: ASEAN Charter Purposes with 3.40 over-all mean, ASEAN Principles 3.39, ASEAN Vision, Goals, and Objectives 3.25, ASEAN Qualification Reference Framework (AQRF) 3.08, and ASEAN Community Pillars 3.05.

The result shows that the total mean of all indicators was 3.23 or "aware". Figure 3 reveals that the academic sector is much mindful regarding the ASEAN integration aspects. Government and business sectors, on the other hand, were just aware of the above aspects. The majority from the government sector shows an "aware" level because some were still unfamiliar with some aspects of ASEAN integration. It implies that the level of awareness of the different sectors in Quezon province is quite low. As affirmed in the Fourth Quarter in 2017, SWSS Survey indicated that 8 % of Filipino was aware, a quite bit of 24%, not much aware of 45%, and the remaining 20% answered not at all aware in ASEAN [19]. ASEAN Poll 2018 cited that inadequate information that has been available for information and demonstration have an impact of the gap among ASEAN and its stakeholders [4]. With these findings, there is a need to improve their level of awareness using communication channels for greater exposure to ASEAN information.

Moreover, the theory of knowledge of Hunt (2000) viewed that knowledge is a prime factor in promoting awareness and the role of ASEAN organization is to provide a clear understanding of application towards ASEAN aspects [20]. Meanwhile, the Structural-Functional Theory of Spencer (1903) claimed that a structured society is designed in working together to promote solidarity, stability and a greater extent of the knowledge-based on the ASEAN concept among academe, business, and government sectors [21].

Table 2. The Level of the Awareness of the Respondents on ASEAN Integration

Indicators	Academe		Business		Government		Item	
	Mean	Description	Mean	Description	Mean	Description	Average	Description
ASEAN Charter Purposes	3.82	MA	3.43	MA	3.22	A	3.15	MA
ASEAN Charter Principles	3.70	MA	3.68	MA	3.14	A	3.39	A
ASEAN Vision, Goals, and Objectives	3.69	MA	3.43	MA	3.01	A	3.25	A
ASEAN Community Pillars	3.63	MA	2.95	A	2.88	A	3.05	A
ASEAN Qualification Reference Framework (AQRF)	3.75	MA	2.95	A	2.90	A	3.08	A
Overall Mean	3.71	MA	3.28	A	3.03	A	3.18	A

Legend: 5.00-4.20 - Very Much Aware (VMA); 4.19 -3.40 Much Aware (MA) ; 3.39-2.60 Aware (A) ; 2.59 - 1.80 Fairly Aware (FA) ; 1.79- 1.00 Not Aware (NA)

Table 3. The Extent of Understanding of the different sectors in the implementation of ASEAN Integration in the aforementioned aspects.

Indicators	Academe		Business		Government		Item	
	Mean	Description	Mean	Description	Mean	Description	Average	Description
ASEAN Charter Purposes	3.47	M	2.94	S	2.74	S	2.94	S
ASEAN Charter Principles	3.61	M	3.15	S	2.73	S	3.01	S
ASEAN Vision, Goals, and Objectives	3.36	M	3.20	S	2.81	S	3.02	S
ASEAN Community Pillars	3.50	M	3	S	2.67	S	2.88	S
ASEAN Qualification Reference Framework (AQRF)	3.45	M	3.21	S	2.69	S	2.95	S
Overall Mean	3.47	M	3.10	S	2.72	S	2.96	S

Legend: 5.00-4.20 – A Great Deal (AGD); 4.19 -3.40 Much (M); 3.39-2.60 Somewhat (S) ; 2.59 - 1.80 Little (L); 1.79- 1.00 Not Much (NM)

The data on the extent of the level of understanding in the different sectors in the implementation of ASEAN integration was 2.96 or “Somewhat” which means that the level of understanding ranges from 41%-60% in Table 3. The survey shows that the academe perceives much understanding of ASEAN integration than business and government. As confirmed in the 2015 survey, 55% of business respondents in the Philippines obtained a basic understanding and 30% was lack of

knowledge in the group [2]. Meanwhile, the business and the government must understand what ASEAN integration all is about. The business sector must focus on their competence level to address weaknesses. The business sector and the authorities need to fully understand what the ASEAN Integration is all about. Whether it could be a boon or bane will depend upon how well they understood and how much preparation was made [22].

Table 4. The Significance of Agreement in the Rank Order of the Awareness and Understanding Level on the Aspects of ASEAN Integration among the Respondents.

Indicators	Awareness	Understanding
N	3	3
Kendall's W ^a	.713	.111
Chi-Square	8.552	1.333
Df	4	4
Asymp. Sig.	.073	.856

Notes: * - significant at $\alpha= 0.05$; ** - highly significant at $\alpha= 0.001$

To attain the 100% understanding, the government shall ensure that the aspects be known as the centrality core of ASEAN across the country. Generally, the theory of understanding explains and argued that to seize the ASEAN integration the Academe, Business, and the Government must have one unified concept of information that can provide a greater extent of ASEAN comprehension [23]. Also, the Theory of Industrial Approach and Purchasing was found to have relevance on the study of a relationship, interaction and inter-organization of the 3 different sectors and ASEAN. Therefore, this relationship gears up an understanding of ASEAN in mutualism as partners that strengthen weaknesses in the bolder horizon of competitiveness [24]. These undertakings are in accordance with endeavors to quicken exchange and interest in the locale, at the same time making an empowering domain for organizations to succeed and guaranteeing that each Filipino takes an interest and advantage in the worldwide market for a greater opportunity [2].

Table 4 is the Significance of Agreement in the Rank Order of the Level of Awareness and understanding on the Aspects of ASEAN Integration Among the Respondents. The differences in the ranking of the ASEAN Charter Purposes, Vision, Goals and Objectives, and Qualification Reference Framework by the three sectors indicate the disparity in the awareness and understanding level. In this situation, the three sectors generally not concordant with one another ($P \geq 0.05$). As indicated in the discussions, the academic sector has the highest level of awareness among the three sectors while the government sector has the lowest awareness. The result delves also, that the perceived awareness and understanding rated aware and somewhat which connotes the level of the 3 sectors differed in ASEAN aspects as viewed the existing perception differently

(See Table 2 and 3). This indicates the need to tackle more the issue of ASEAN Integration by the media to create more awareness. The Public Information Agency should initiate this move to prepare the different sectors in the impact of the said regional integration. Indeed, the theory of situation awareness in dynamic systems of Endsleys implicates that the relation of perceived awareness and understanding among 3 sectors varies among critical factors. These factors may consider addressing as a key for 100% awareness and understanding of ASEAN that serves as a mechanism for exceeding limits and expectations among Academe, Business, and Government [25]. Thus, the theory of two agreements emphasized that all sides of the perceived perception among the 3 sectors have uncertain knowledge for inadequate agreement. So, it may consider advocacy programs to be offered among the 3 sectors for better understanding to accept the totality of ASEAN aspects [26].

The seriousness of the perceived implication of the ASEAN integration to the progress of the different sectors and reflected in Table 5. The ratings of these indicators were interpreted as "Serious". The first in rank revealed from the assessment of the different sectors was the advancement of specialized and professional instruction and preparing, capability acknowledgment courses of action and framework wide arrangement and arranging, for example, interest in training, priority, and need for subsector improvement with consolidated mean of 3.51 and deciphered as "Much Serious". Tied on the second in rank were: require training frameworks of the locale to put all the more true in citizenship instruction, remembering educating and learning for a multi-social society; language and socio-social issues and regular way to deal with manage local training activities around there and the solid association between instructors' quality and able workforce with combined mean of 3.46 or "Much Serious". Changes in the Teachers' education programs and curricula of Southeast Asia and to explore the processes for the development of the common framework for as Perceived by the Respondent harmonization was ranked 3rd with a combined mean of 3.45 or "Much Serious".

The three-inferior rank of the indicators was: rationalization on the policies in auditing and accounting suited to the needs of Higher Education Institutions (HEIs) in procuring technological equipment, supplies, and services which is vital in the strict implementation and compliance of HEIs on policies and program to make sure its quality, competitiveness, and adequacy may be provided to

Table 5. The seriousness of perceived implication of the ASEAN Integration to the progress of the Different Sectors

Indicators	Mean	Description
1. Development of technical and vocational education and training, qualification recognition arrangements and system-wide policy and planning such as investment in education, balance, and priority for subsector development.	3.51	MS
2. Require education systems of the region to invest more seriously in citizenship education, including teaching and learning in a multi-cultural society, language and socio-cultural issues and a common approach to guide regional education initiatives in this area.	3.46	MS
3. A strong connection between a teacher's quality and a productive and competent workforce.	3.46	MS
4. Changes in the Teachers' education programs and curricula of Southeast Asia and to explore the processes for the development of the common framework for harmonization.	3.45	MS
5. Revise immigration policies and procedures governing international students to reduce red tape and significantly shorten the period of processing visas and related documents.	3.39	S
6. Substantially increase government investments in strategically selected centers of excellence for modernization of teaching and laboratory facilities as well as accommodation, connectivity, and other vital support facilities, upgrade salaries and other incentives for faculty and support staff.	3.38	S
7. Online operation of business procedures in national government agencies that streamlined the procedure across different offices and institutions in making more fast accessibility, transparent and consistent delivery of service.	3.37	S
8. Create a policy to facilitate the accreditation of HEIs and programs by international bodies.	3.34	S
9. Unifying various investment promotion bodies and adopting PEZA operation practices, harmonizing their incentives.	3.32	S
10. Rationalize accounting and auditing policies to suit the needs of HEIs for swift and prompt procurement of vital equipment, supplies and services Strengthen and strictly implement policies on accreditation and monitoring of HEIs and programs to ensure quality and competitiveness.	3.30	S
11. Enough support must be provided to HEIs to accelerate their compliance with all requirements for accreditation.	3.30	S
12. Inclusive, sustained, and equitable economic growth (the role of MSMEs, SMEs)	3.29	S
13. Review credit transfer policy to increase the flexibility of accepting international students as transferees and for credit of units earned by local students in foreign HEIs through the exchange, joint, dual and sandwich degree programs.	3.26	S
14. Promotion of ASEAN as a rule-based community by shared principles, values, and norms.	3.24	S
15. People-oriented, people-centered Community –for the ASEAN people to feel the inspiration of ASEAN's vision (engage many sectors as possible)	3.22	S
16. Reviewing the Constitutional 60-40 rule on foreign equity participation and other limitations.	3.21	S
17. Remove policy impediments for hiring foreign nationals as regular members of the faculty to enable HEIs to recruit high profile international professors and researchers.	3.16	S
18. Instituting a national single window and linking its databases with the Bureau of Customs to improve risk management, instituting e-government with sufficient physical and human infrastructure.	3.07	S
19. Overall Mean	3.32	S

Legend: 5.00-4.20 – Very Much Serious (VMS); 4.19 -3.40 Much Serious (MS); 3.39-2.60 Serious (S) ; 2.59 - 1.80 Fairly Serious (FL); 1.79- 1.00 Not Serious (NS)

HEIs in the conformity of requirement for international standardization for accreditation with the combined mean of 3.30; inclusive, sustained, and equitable economic growth (the role of MSMEs, SMEs) 3.29; and examine credit transfer policies for accepting the international students as transferees

(E.g. Exchange, Join, Dual. And Sandwich Program) by crediting earned units and its equivalency 3.26. The ratings of these indicators were interpreted as “Serious”.

It is noted that the academe sector is much serious, goes along by the business sector. The

smallest extent of seriousness was the Government sector. It indicates there is a need for the government sector to assert more effort to the seriousness of the perceived implication of the ASEAN integration as a major task counterpart besides, the academe is the best partner of business and government in educating the perceived seriousness of implication on ASEAN integration in improving lives. The huge task of the government leaders is steering the country amid major challenges within the country and the wider ASEAN region[27]. Moreover, the knowledge economy has proponent implications for the kind of educating the nation has to offer its future generation[28]. In conclusion, the Uppsala model theory analyzed that the academe had the ongoing process of organizational learning internationally through linkages, innovation, partnership and they adopt the newest approaches in educational development. Thus, the academe sector had a huge exposure to the perceived seriousness among other sectors [29].

between teacher’s quality, productive and competent workforce agree by the academe and government sectors ranked two and five-tenths equally. The similarity in the ranking of the implication on ASEAN integration shown two sectors agree on the level of seriousness. Also, this indicates a moderate level of seriousness was shown in all sectors of the Quezon province. This implies the need for the government sector to build more effort to associate the serious effect of ASEAN. As a result, still, the business sector was doubtful about ASEAN implication due to lack of communication on its policy and its effect. The respondents perceive quite a seriousness due to an unclear understanding of ASEAN that resulted in skepticism on the success of the regional organization. Such a result the view is still neutral towards ASEAN implication. Secondly, the holistic approach is still lacking in building community empowerment. Inadequate social policies perceived by the respondents.

Table 6. Significance of Agreement in the Rank Order of the Extent of Seriousness of the Implication of ASEAN Integration Among the Respondents

Indicators	The extent of Seriousness of the Implication of ASEAN Integration Among the Respondents
N	3
Kendall’s W ^a	.396
Chi-Square	20.173
Df	17
Asymp. Sig.	.265

Notes: * - significant at $\alpha = 0.05$; ** - highly significant at $\alpha = 0.001$

Table 6 shows the computed Concordance W was .396 and the corresponding chi-square of 20.173 ($P \geq 0.05$) level of significance with 18 degrees of freedoms, the null hypothesis is accepted in favor of the research hypothesis, which means disagreement manifested on the rankings of the 3 sectors. The findings of the discussion have the result of the seriousness of the perceived implications of the ASEAN integration, the ratings implied similarity at least two of the sectors.

For example, the enhancement of vocational and technical education development, qualification framework, systematic policies and planning such as education as an investment, equal prioritization for subsector progress was ranked first both from academe and government sectors respectively. Furthermore, the strong connection

Thirdly, there is a notion among business and Civil Societies that the Government sectors are still limited in reinforcing the ASEAN mechanism. It contributes disagreement between ASEAN and the Philippine government policies, which have an impact on pace ASEAN development and its perceived implications [4]. On the other hand, the social network theory defines the results, the seriousness of how the academe, business, and government interact with each other in ASEAN's seriousness. It is understood that the ties among the 3 sectors transmit information through the network for a high extent of seriousness in the implication of ASEAN. These ties create the ability of structures among the 3 sectors in the ASEAN that can influence the greater impact in the ASEAN society [30].

Moreover, building best effort from the Public Information Agency and Higher Education Institution should be implemented to face the challenges of ASEAN. Handling ASEAN integration through media programs, flyers, books, billboards, and technological campaign to create more awareness, high understanding, and preparedness for possible opportunities, issues, and threats.

Policy recommendations for the perceived effects on the different sectors to face the challenges of ASEAN integration

From the results of the study, the following policy recommendations are formulated:

Academe Sector

1. For CHED to plan how the Higher Education Institutions can align their curriculum, course offerings and academic year to those in the ASEAN countries. Workshops may be conducted by CHED to revise the CMOs of the different degree programs to align with the academic programs of other ASEAN countries. A research study on the possibility of changing the school or academic year to synchronize with other ASEAN countries may be conducted for more mobility of students.
2. For the CHED/DepED to create a memorandum order that institutionalizes the awareness and preparedness of students by conducting different activities.
3. For Professional Regulation Commission (PRC) to deliver quality continuing professional development activities aligned with the Philippine Qualification Framework (PQF) and Mutual Recognition Framework (MRF) for national relevance and global comparability and competitiveness.

Business Sector

1. For the local businessmen to innovate and aggressive in taking advantage of opportunities provided by the ASEAN Integration and finding ways to be more competitive.
2. Establish agreement in accordance with the law and guided privileges of ASEAN agreement between the government and investors. This can be facilitated by different government agencies in cooperation with the private sector. The different government agencies should work closely with potential private sectors to take advantage of the opportunities, which can be explored in accordance with existing laws and policies.

Government Sector

1. For the media to tackle the issue of ASEAN Integration to create awareness, understanding, and preparedness for possible opportunities and threats through digital programs, flyers, books, billboards, and technological campaign. A radio or TV program and articles in print media may be designed to tackle the issues and concerns of ASIAN integration.
2. For the Department of Agriculture (DA) to come up with programs and projects that will improve the productivity and competitiveness of the

- farmers. DA may design a program that will assist farmers to produce products needed for export. Further assistance may be provided to facilitate the exporting of the products.
3. For the Department of Trade and Industry to improve their programs and projects to improve the quality of the Philippine products and make it more competitive and to train the entrepreneurs to take advantage of the opportunities provided by the ASEAN Integration and are prepared for the competition they will be facing. More trade fairs in other ASEAN countries may be conducted with the participation of potential entrepreneurs. Negotiations may be facilitated by DTI to assist the entrepreneurs.
4. Realigning the development plan of the LGUs to the ASEAN Integration and to implement the Road Map for the ASEAN community. The DILG may conduct trainings, seminars, and workshops for the crafting of the realign development plan.
5. Set policies for free trade and open investment to enhance the LGUs competitiveness to attract foreign direct investment. The Bureau of Investment with the participation of DILG and LGUs may draw the plan for the investment plan and identification of investment corridors.
6. Regional partnership is proving tourism investment to boost the economic living of people in the province. The DOT may assist the LGUs to develop potential tourism areas. A roadmap for tourism destinations may be drawn for each province and region.
7. Rationalizing high-speed connections of all information technology that support the fastest delivery of business, automation, and effectiveness for regional infrastructure. The DOTC may facilitate the establishment of an efficient communication highway, which is required to make the Philippines a hub for investment and make different industry competitive.
8. For the Department of Science and Technology to encourage the development of technologies to reduce the cost of manufacturing products but improving its quality. Financial support to research and development will be made available to come up with technologies that will make the industries more competitive.
9. For the government to assist local businessmen to invest in the ASEAN countries. A cross-

border business establishment may be facilitated by government agencies' concern to ensure the expansion of the private sector.

10. For the Department of Labor and Employment (DOLE) and the Technical Education and Skills Development Authority (TESDA) to properly prepared the labor force to be more employable and competitive. The DOLE and TESDA need to be more aggressive in addressing the employment opportunities in other ASEAN countries. Negotiations may be done for easier hiring transactions.
11. Improve agri-industrial facilities for the farmers in sustaining the high productivity of goods. Efficient and effective facilities needed to make available by DA.
12. Give more training in utilizing modern technological Eco farming to supplement the newest methodology in ASEAN.

CONCLUSION AND RECOMMENDATIONS

The study revealed that the academe, business, and government sector was aware, and the level of understanding was somewhat along with ASEAN charter purposes, ASEAN Charter Principle, ASEAN vision, goals, and objectives, ASEAN Community Pillars, and ASEAN qualification framework in Quezon Province. The results were confirmed in the 2015 survey, 55% of business respondents in the Philippines obtained a basic understanding and 30% was lack of knowledge in the group [2]. Also, the theory of knowledge of Shelby D. Hunt (2000) and Structural-Functional Theory of Spencer (1903) viewed that knowledge is a prime factor in promoting understanding in the structured society [20]-[21]. A digital advertisement should be matter as a great move to be more understand the effect of ASEAN integration. The government sector should give priority to the preparation and require improvement to cope with better possible effects. A partnership between the public information and education agency should be emitted in moving forward to the preparedness of the implied effect of ASEAN.

On the significance of agreement in the rank order of the level of awareness and understanding of the Aspects of ASEAN Integration Among the Respondents. The differences in the ranking of the ASEAN key concept by the three sectors indicate the disparity in the awareness and understanding level. In this situation, the three sectors generally not concordant with one another. The result delves also,

that the perceived awareness and understanding rated aware and somewhat which connotes the level of the 3 sectors differed in ASEAN aspects as viewed the existing perception differently. The theory of situation awareness in dynamic systems of Endsleys and the theory of two agreements implicates that perceived awareness and understanding vary among critical factors and uncertain knowledge is inadequate agreement among 3 sectors [25]-[26]. To address the sectoral disparity, the Quezon Provincial Government should utilize televisions, internet, and social media as their medium in communication channels to be prioritized to increase the ASEAN promotion.

In the seriousness of the perceived implication of the ASEAN integration to the progress of the different sectors was serious. Relatively, the Uppsala model theory analyzed that the academe had the ongoing process of organizational learning internationally through linkages, innovation, partnership and they adopt the newest approaches in educational development. Thus, the academe sector had a huge exposure to the perceived seriousness among other sectors [29].

Lastly, the significance of agreement among the different sectors of the seriousness of the perceived implications indicates a clear dissimilarity among result of ranking from the academe, business, and government. As a result, still, the business sector was doubtful about ASEAN implication due to lack of communication on its policy and its effect [4]. Therefore, the Social Network Theory defines that clear understanding among the ties of the 3 sectors transmit high information for the seriousness of the implication of ASEAN [30]. Moreover, building bridges along all sectors through hosting public seminars and meeting as an effective mechanism to engage the academe, business, and government to obtained in-depth information on ASEAN seriousness, benefits, and implications in facing opportunities in the delivery of action for the productivity of the Quezon Province in ASEAN matter. Indeed, the sectoral policy recommendations are implemented in addressing the challenges of ASEAN integration on its perceived effects.

REFERENCES

- [1] Bangko Central ng Pilipinas. (2018). Report on Regional Economic Developments in the Philippines 2018. Retrieved from http://www.bsp.gov.ph/downloads/Publications/2018/R/EDP_2018.pdf

- [2] Domingo R., (2013, April 01). Low awareness of 2015 ASEAN integration noted. Retrieved from <https://business.inquirer.net/114795/low-awareness-of-2015-asean-integration-noted>
- [3] Capistrano, Z. C. (2017, August 24). Study: Low media coverage affects Filipino's awareness of ASEAN. Retrieved from <http://davaotoday.com/main/politics/study-low-media-coverage-affects-filipinos-awareness-of-asean/>
- [4] ASEAN Secretariat, (2018). ASEAN Communication Master Plan Poll on ASEAN Awareness. Retrieved from <https://asean.org/storage/2019/12/Poll-on-ASEAN-Awareness-2018-Report.pdf>
- [5] Jayaraman, (2017, August 28). Awareness lacking within ASEAN. Retrieved from <https://theaseanpost.com/article/awareness-lacking-within-asean-0>
- [6] East West Center. (2009). ASEAN curriculum assessment: Project report. Retrieved from http://pdf.usaid.gov/pdf_docs/pnaeb006.pdf
- [7] Pitsuwan, S. (2007, January). Speech presented at the Opening Ceremony of the "ASEAN Awareness Survey" Discussion, Jakarta, Indonesia. Retrieved from http://asean.org/?static_post=oeing-remarks-by-secretary-general-of-asean-dr-surin-pitsuwan
- [8] Gutierrez, (2017, April 26). Why you should care about ASEAN integration. Retrieved from <https://www.rappler.com/world/regions/asia-pacific/167942-why-care-asean-relevance-citizens>
- [9] ASEAN Secretariat. (2016). ASEAN Strategic Plan for Information and Media 2016-2025. Retrieved from <https://asean.org/storage/2016/09/14.-May-2016-ASEAN-Strategic-Plan-for-Information-and-Media-2016-20251.pdf>
- [10] Andres B. Y. (2018). ASEAN Awareness of Filipino High School Students: Basis for Promotional Strategies. Retrieved from <https://journals.upd.edu.ph/index.php/ali/article/download/6319/5584>
- [11] ASEAN Org. (2014). Understanding ASEAN Connectivity. Retrieved from https://www.asean.org/wp-content/uploads/images/ASEAN_RTK_2014/5_ASEAN_CONNECTIVITY_Fact_Sheet.pdf
- [12] ASEAN, (2012). ASEAN Vision 2020. Retrieved from https://asean.org/?static_post=asean-vision-2020
- [13] ASEAN, (n.d.). ASEAN Overview. Retrieved from <https://asean.org/asean/about-asean/overview/#>
- [14] Ranada, P. (2015, June 19). AIM Team up to Raise Awareness on ASEAN Integration. Retrieved from <http://www.rappler.com/bulletin-board/96742-rappler-aim-asean-2015-project>
- [15] Cuervo Property Advisory (2013, February 18), Quezon-Aurora Pacific Corridor: Our Eastern Land of Promise. Retrieved from <https://cuervopropertyadvisory.wordpress.com/2013/02/18/quezon-aurora-pacific-corridor-our-eastern-land-of-promise/>
- [16] Corp.Comm (2016, July 20), PRESS RELEASE: PHLPPost Awareness Campaign in support of the ASEAN 2017. Retrieved from <https://www.phlpost.gov.ph/whats-happening.php?id=3840>
- [17] Business Mirror (2015, May 24), DTI-EMB on Pace to Meet 2015 Target Information Sessions by End-December. Retrieved from https://issuu.com/businessmirror/docs/a12-second_front-052515
- [18] Siliman University (2016, October 6). Sillimanians Attend Int'l Scout Jamboree. Retrieved from <https://su.edu.ph/2268-sillimanians-attend-intl-scout-jamboree/>
- [19] Social Weather Statistics of Advocacy (2018, March 14). 4th Quarter 2017 Social Weather Survey SWS Special Report. Retrieved from https://www.sws.org.ph/swsmain/artcldisppage/?artcsy_scode=ART-20180314080929
- [20] Alindo, M.Q. & Limjuco, Renan. (2016). Awareness on ASEAN 2015 integration, managerial flexibility and school preparedness [27] Anthony M. (2016, May 12). Philippines' next president: Implications for ASEAN. Retrieved from <https://www.straitstimes.com/asia/philippines-next-president-implications-for-asean>
- [21] IGI Global. (2009, March). Handbook of Research on Knowledge-Intensive Organizations. Retrieved from <https://www.igi-global.com/dictionary/knowledge-based-theory-of-the-firm/16510>
- [22] Pareño (2014, May 28). Phl preparedness for ASEAN integration doubted.. Retrieved from <https://www.philstar.com/headlines/2014/05/28/1328314/phl-preparedness-asean-integration-doubted>
- [23] Chart D. (2000). A Theory of Understanding. Retrieved from <https://www.taylorfrancis.com/books/9781315185576>
- [24] IMP Project Group (1982). International Marketing and Purchasing of Industrial Goods. Retrieved from https://www.impgroup.org/uploads/books/International_Marketing.pdf
- [25] Endsley, Mica. (1995). Endsley, M.R.: Toward a Theory of Situation Awareness in Dynamic Systems. Human Factors Journal 37(1), 32-64. Human Factors: The Journal of the Human Factors and Ergonomics Society. 37. 32-64. 10.1518/001872095779049543. Retrieved from https://www.researchgate.net/publication/210198492_Endsley_MR_Toward_a_Theory_of_Situation_Awareness_in_Dynamic_Systems_Human_Factors_Journal_371_32-64
- [26] Black, Oliver. (2007). Two theories of agreement. Legal Theory. 13. 10.1017/S1352325207070012. Retrieved from

https://www.researchgate.net/publication/248716749_Two_theories_of_agreement.

- [27] Anthony M. (2016, May 12). Philippines' next president: Implications for ASEAN. Retrieved from <https://www.straitstimes.com/asia/philippines-next-president-implications-for-asean>.
- [28] Idris, Dato Dr. Noraini., (2014). Preparing Quality Teachers for the Future: Development of Guiding Principles., ASEAN Teacher Education Conference 2014, Traders Hotel, Manila Philippines.
- [29] Ribau, Cláudia & Moreira, Antonio & Raposo, Mario. (2015). Internationalization of the firm theories: A schematic synthesis. *International Journal of Business and Globalisation*. 15. 528-554. 10.1504/IJBG.2015.072535. Retrieved from https://www.researchgate.net/publication/284897903_Internationalisation_of_the_firm_theories_A_schematic_synthesis/citation/download.
- [30] Liu, Wenlin & Sidhu, Anupreet & Beacom, Amanda & Valente, Thomas. (2017). *Social Network Theory*. 10.1002/9781118783764.wbieme0092. https://www.researchgate.net/publication/316250457_Social_Network_Theory. for transnational students: Basis for a cross-cultural adaptation program. 14. 1171-1196. Retrieved from https://www.researchgate.net/publication/304887946_Awareness_on_ASEAN_2015_integration_managerial_flexibility_and_school_preparedness_for_transnational_students_Basis_for_a_cross-cultural_adaptation_program

COPYRIGHTS

Copyright of this article is retained by the author/s, with first publication rights granted to APJMR. This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4>).