

# **Factors Affecting Graduates' Intent to Use TikTok as an Alternative to Corporate Employment**

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## **Abstract**

TikTok's creator economy is redefining early career choices among Filipino graduates who increasingly view content creation as a legitimate livelihood. Yet, the interest in online fame and flexible income contrasts sharply with fears of instability, algorithmic dependency, and short career lifespan. Therefore, this study employed the Push–Pull–Mooring (PPM) framework to examine factors influencing graduates' intentions to shift from corporate work to TikTok-based careers. Using a quantitative design with 202 respondents from the National Capital Region, findings reveal that job dissatisfaction ( $\beta = 0.25$ ) pushes graduates away from corporate jobs, while peer and social-media influence ( $\beta = 0.36$ ) pulls them toward TikTok. Perceived stability ( $\beta = -0.43$ ) significantly deters switching, which shows that social validation outweighs financial motives. Future works of this study should explore cross-platform comparisons and how educational and organizational systems can respond to the growing appeal of TikTok-based work.

## **Keywords**

Career switching, Cognitive ergonomics, Platform economy, Push-Pull Mooring, TikTok.

## **1. Introduction**

The rapid expansion of TikTok as a monetization platform has prompted a growing number of individuals, particularly Filipino graduates, to pursue content creation as a primary source of income. The platform economy has altered traditional labor market dynamics by introducing digitally mediated work with low barriers to entry, streamlined task allocation, and flexible arrangements. Despite these advantages, this shift presents challenges such as limited social protections, algorithmic management, increased competition, and downward wage pressure (Alauddin et al., 2025). TikTok, a major player in global monetization, generates approximately £10 billion annually in core advertising revenues through recommended videos, app opening screens, and search advertisements (Xie et al., 2024). Its revenue streams also include virtual gifts and e-commerce, with cross-border trading growing by over 80%. Traditionally, conventional professions have provided stable, long-term career paths based on predictable income. However, the rise of social media-driven income opportunities has reduced the perceived security and appeal of these traditional paths, making creative yet volatile alternatives increasingly attractive. This trend reflects a shift toward flexible, fulfilling, and financially rewarding livelihoods, as well as a growing willingness to explore professional development outside corporate structures.

In the Philippines, often referred to as the 'social media capital of the world,' 86.3% of the population follows at least

one influencer and spends approximately 11 hours per week on social media (Angeles et al., 2024). This trend is especially pronounced in urban centers such as Metro Manila, where high living costs and workplace stress increase the appeal of alternative income sources. The widespread adoption of social media marketing in the country significantly influences consumer purchasing behavior, particularly among younger populations (Escolano, 2023; Marie, 2024). Within this context, the present study examines the factors and behavioral intent of Filipino graduates considering TikTok as an alternative to corporate employment. The research situates this analysis within the broader transformation of labor markets and the uncertainties inherent in platform-dependent careers, aiming to determine whether such shifts are driven by necessity, opportunity, or perception.

## **1.1 Objectives**

The main objective of this study is to identify the factors influencing Filipino graduates' intention to pursue TikTok-related careers over conventional corporate employment. Specific objectives include evaluating questionnaire and SEM reliability and validity, ranking influential drivers of switching intention, translating findings into practical guidance for organizations, and ensuring the sample represents major regions. The study aims to determine the reliability of the constructs for Push, Pull, Mooring, and Switching Intention, wherein the acceptable reliability is ( $\alpha \geq 0.80$ ), and construct validity; identify and rank the top drivers that strongly associate with switching intention; convert findings into practical recommendations for organizations and employers; and ensure the sample reflects Filipino graduates or early-career workers across major regions.

## **2. Literature Review**

According to Marx (2025), the push-pull-mooring (PPM) model posits that negative factors at the origin push individuals away, and positive factors at the destination pull them towards it, explaining why some early-career professionals consider switching corporate jobs for TikTok (Marx, 2025; Krishnan & Raghuram, 2023). The standards of living are increasing, and the Internet era has boosted demand for entertainment, particularly short videos, which have gained a large market (Peng, 2024). Businesses, employees, and job seekers have adapted to a changing employment landscape, relying on social media for entertainment, education, or income (Blithe, 2022).

The monetization of TikTok content depends heavily on algorithmic visibility, brand partnerships, and audience engagement, creating unpredictable income streams. The platform also connects to social belonging and esteem needs through community interaction, follower engagement, and public recognition (Abidin, 2021; Mariana & None Nusa Panca Menggala, 2024). Studies highlight both opportunities and risks: affiliate content correlates with purchase intent but offers no revenue security (Wijayanto et al., 2023), while platform psychology makes TikTok engaging for marketing but raises privacy, data security, and mental health concerns (Čábyová & Krajčovič, 2024). Relying solely on TikTok income is risky, as nearly 95% of affiliate marketers fail, though it can benefit marketing through word-of-mouth, influencer marketing, and content-sharing (Sibulan & Limos-Galay, 2024). Community and identity in content creation provide belonging and social status, but de-platforming or algorithmic down-ranking can isolate creators, affecting wellbeing and income stability (Are & Briggs, 2023; Wang et al., 2024).

Workers informed about platform safety risks are more likely to recognize hazards, and full-time platform workers rate job safety higher than sideline users (Pawłowska et al., 2025). Using Maslow's Theory, job security, steady pay, benefits, and company support improve psychological health and performance (Nahyan et al., 2024). TikTok allows experimentation and entrepreneurial development, but only a small percentage of content creators achieve career stability or high earnings (Xie et al., 2024). Uncertainties in earnings affect graduates' ability to meet physiological and safety needs (McCleskey & Ruddell, 2020; Ştefan et al., 2020; Mensah et al., 2023), while self-actualization through creativity and personal growth must be balanced with financial and job security (Afreen Faiza, 2024).

### **2.1 Research Gap**

There is a continuing need to address the gap between existing work cultures and the evolving needs of the workforce. Filipino graduates increasingly prefer flexible, technology-driven jobs over fixed corporate roles (Patinio, 2025). Among digital platforms, TikTok stands out for its rapid monetization and accessible affiliate program (Xie, Yang, & Zhao, 2024; Sibulan & Limos-Galay, 2024), yet few studies have compared its unique influence on career choice against traditional employment, leaving a significant research gap that this study seeks to address.

### 3. Methods

The study employed a quantitative method research approach to the data collection and analysis. This approach allowed the study to bridge the gap between the weaknesses of a purely qualitative or quantitative research design, even more so when assessing circumstances and situations. It allows for a better understanding of human behavior towards its social environment and provides a clearer understanding of the research problem (Mulili et al. 2025). The data were gathered through a survey and acquired both quantitative and qualitative aspects of the participants' behaviors by employing a structured questionnaire. Structural equation modeling was conducted to supplement the methodology by being able to test the knowledge, behaviors, and attitudes of the created model for assessing the behavior-based pathways of the participants, providing insights regarding its structural relations (Fong & Tao, 2025).

#### 3.1 Data Collection

The sampling technique used in the study was convenience sampling, as it is appropriate for studies where participant selection is announced and individuals self-select if they wish to participate (Stratton, 2021). The survey questionnaires were distributed online through Google Forms. Informed consent was obtained from all participants at the beginning of the study, clearly stating the study's goal and the voluntary nature of participation. The first part of the survey instrument consisted of questions collecting the demographic profile of the participants, while the second, third, fourth, and fifth parts assessed the participants' level of agreement or disagreement with the given statements. The research instrument used a five-point Likert scale. Participants were provided with specific instructions to rate their level of agreement or disagreement across the second, third, fourth, and fifth parts of the questionnaire, which included a total of 34 questions. All information collected was assured to be kept highly confidential. The data-gathering procedure took place within the given duration of weeks. The schedule was designed to give participants adequate time to respond to the survey at their convenience, while also allowing the researchers to track and follow up on response rates to ensure a sufficient sample size.

#### 3.2 Theoretical Research Model

The study adopts the Push–Pull–Mooring (PPM) framework (Bansal et al., 2005). In the context of Filipino graduates considering TikTok affiliate marketing as an alternative to corporate employment (Figure 1), the PPM framework illustrates how push, pull, and mooring factors influence an individual's switching intentions. Push factors highlight negative experiences in the current job (e.g., Job Dissatisfaction, Social Expectations, Work-Life Imbalance), pull factors emphasize attractive opportunities (e.g., Earning Potential, Social Media and Peer Influence, Ease of Linking), and mooring factors (e.g., Skill Adaptability, Career Identity, Perceived Stability) represent personal or situational conditions that shape switching behavior (Monoarfa et al., 2023). By integrating these variables into a structural equation model, the study will quantify their relative influence on the behavioral intention to replace corporate income with TikTok affiliate earnings and identify the most actionable drivers for corporate job redesign.

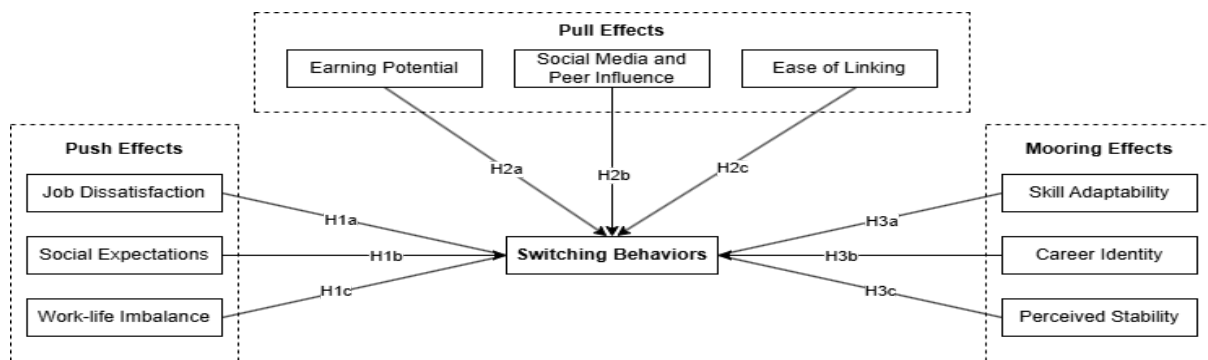


Figure 1. Theoretical Research Model: The Push-Pull-Mooring (PPM) Framework

### 3.3 Hypotheses

#### 3.3.1 Job Dissatisfaction

Job Dissatisfaction represents a critical push factor influencing employees' intention to leave current jobs. Studies show it directly predicts turnover and switching behaviors (Bansal et al., 2005).

**Hypothesis 1a: (H1a)** *Job Dissatisfaction has a significant positive direct effect on Switching Intention.*

### **3.3.2 Social Expectations**

Social expectations from family, peers, and society significantly influence career choices, limiting autonomy and affecting independent decisions (Mau & Li, 2018).

**Hypothesis 1b: (H1b)** *Social expectations have a significant negative direct effect on Switching Intention.*

### **3.3.3 Work-Life Imbalance**

Work-life imbalance occurs when job demands disrupt personal responsibilities, causing stress and burnout, linked to turnover and absenteeism (Bozionelos & Hughes, 2007; Sari et al., 2024).

**Hypothesis 1c: (H1c)** *Work-Life Imbalance has a significant positive direct effect on Switching Intention.*

### **3.3.4 Earning Potential (Alternative Attractiveness)**

Earning potential refers to perceived financial rewards attracting individuals to alternative careers, a major pull factor in career switching (Sarkar & Anjali Kedari, 2025).

**Hypothesis 2a: (H2a)** *Earning Potential has a significant positive direct effect on Switching Intention.*

### **3.3.5 Social Media and Peer Influence**

Social media and peer influence shape career perceptions and motivations; frequent social media use increases trust in online ads and aspirations to become influencers (Stewart & Cunningham, 2017; Fetter et al., 2023).

**Hypothesis 2b: (H2b)** *Peer Influence has a significant positive direct effect on Switching Intention.*

### **3.3.6 Ease of Linking**

Ease of linking refers to the ease of transitioning to alternative careers through accessible platforms. Convenience and user-friendly entry points increase switching intentions (Lodi et al., 2020).

**Hypothesis 2c: (H2c)** *Ease of Linking has a significant positive direct effect on Switching Intention.*

### **3.3.7 Skill Adaptability**

Higher skill adaptability enhances success in career transitions, reduces turnover intentions, and prepares individuals for evolving job market demands (OECD, 2021; Sun et al., 2023).

**Hypothesis 3a: (H3a)** *Skill adaptability has a significant positive effect on Switching Intention.*

### **3.3.8 Career Identity**

Professional identity, the stable set of attributes defining one's role, influences career change intentions; strong identity links to higher satisfaction and stability (Khapova et al., 2007; Hu et al., 2022).

**Hypothesis 3b: (H3b)** *Career identity has a significant negative direct effect on Switching Intention.*

### **3.3.9 Perceived Stability**

Perceived stability concerns beliefs about career security. Risk perception and stability significantly influence switching decisions (Lodi et al., 2021).

**Hypothesis 3c: (H3c)** *Perceived stability has a significant negative direct effect on Switching Intention.*

## **4. Results and Discussion**

This section presents the empirical findings from the quantitative and qualitative analyses conducted in this study, followed by a comprehensive discussion of their implications. The results are derived from a survey of 202 participants in Metro Manila, Philippines, who are either corporate employees, TikTok creators, or both. The analysis integrates factor analysis, reliability testing, descriptive statistics, correlation analysis, and structural equation modeling (SEM). These findings are interpreted in the context of the Push-Pull-Mooring (PPM) framework, examining factors influencing the intention to switch from corporate employment to TikTok content creation.

### **4.1 Data Analysis**

Table 1 presents the 202 respondents, predominantly consisting of participants aged 22 to 25 (48%), with a balanced gender distribution: 42.1% male, 55.9% female, 2% prefer not to say. The Table 2 illustrates the correlation analysis, aiming to determine the strength, direction, and significance of the linear relationships among the variables

within the Push–Pull–Mooring (PPM) framework. Pearson’s  $r$  coefficients were computed for all pairs of variables, with significance tested at  $p < 0.001$  level (2-tailed). The results provided preliminary evidence of how the different push, pull, and mooring factors relate to the participants’ switching intention from corporate employment to TikTok affiliate marketing. While correlation coefficients indicate the degree of association between variables, they do not imply direct causation. Instead, these relationships illustrate patterns of co-occurrence, showing how shifts in one factor tend to align with changes in another within the behavioral context of switching intentions.

Table 1. Demographic Profile of Participants, N=202

<b>Characteristic</b>	<b>Category</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Age	19-21	52	25.7
	22-25	97	48
	26-29	28	13.9
	30-32	11	5.4
	33-35	6	3
	36 and above	8	4
Gender	Male	85	42.1
	Female	113	55.9
	Prefer not to say	4	2

Table 2. Correlations Between Constructs Related to Career Decisions, N=202.

	SI	SMPI	CI	SA	PS	EL	EP	WL	SE	JD
SI	—									
SMPI	.567 [.431]	—								
CI	.051 (.475) [.055]	.200 (.004) [1.049]	—							
SA	.459 [.530]	.577 [.570]	.251 [.221]	—						
PS	-.071 (.317) [-.369]	.233 [.195]	.622 [.464]	.312 [.245]	—					
EL	.388 [.393]	.602 [.522]	.598 [.489]	.388 [.268]	.388 [.665]	—				
EP	.472 [.534]	.685 [.664]	.331 [.487]	.536 [.488]	.316 [.244]	.618 [.496]	—			
WL	.260 [.312]	.498 [.430]	.324 [.335]	.347 [.231]	.282 [.321]	.378 [.330]	.348 [.330]	—		
SE	.278 [.349]	.379 [.406]	.218 (.002) [.221]	.206 (.003) [.176]	.305 [.271]	.367 [.364]	.391 [.412]	.412 [1.005]	—	
JD	.339 [.381]	.303 [.291]	.270 [.244]	.226 [.173]	.258 [.205]	.276 [.245]	.427 [.402]	.321 [.482]	.402 [.317]	—

Note. SI = Switching Intentions; SMPI = Social Media and Peer Influence; CI = Career Identity; SA = Skill Adaptability; PS = Perceived Stability; EL = Ease of Linking; EP = Earning Potential; WL = Work-Life Imbalance; SE = Social Expectation; JD = Job Dissatisfaction.

#### 4.2 Reliability Testing

Reliability testing allows the research instrument to be evaluated for producing consistent and trustworthy results. The research utilized Cronbach's alpha to reflect the degree of association among a group of items. As explained by Zakariya (2022), values range from 0 to 1, with interpretations as follows: above .90 excellent, above .80 good, above .70 acceptable, above .60 dubious, above .50 poor, and below .50 intolerable. All variables obtained alpha coefficients exceeding .70, implying that the constructs applied in the research show acceptable reliability and consistency (see Table 3).

Table 3. Cronbach's Alpha

Latent Variables	Item	Cronbach's Alpha	Cut-off	Remarks
Switch Intention	S11-S15	.964	≥0.7	Acceptable
Social Media and Peer Influence	SMPI10-SMPI17	.933	≥0.7	Acceptable
Career Identity	CI2-CI8	.900	≥0.7	Acceptable
Skill Adaptability	SA6-SA10	.884	≥0.7	Acceptable
Perceived Stability	PS1-PS5	.882	≥0.7	Acceptable
Ease of Linking	EL3-EL9	.885	≥0.7	Acceptable
Earning Potential	EP5-EP10	.884	≥0.7	Acceptable
Work-Life Imbalance	WL11-WL14	.856	≥0.7	Acceptable

Social Expectation	SE3-SE6	.820	$\geq 0.7$	Acceptable
Job Dissatisfaction	JD1-JD4	.773	$\geq 0.7$	Acceptable

### 4.3 Structural Equation Model

Figure 2 illustrates the pathways for the initial model. Only Social Expectation was insignificant ( $p > .05$ ), denoting only partial support for the suggested relationship. The correlation as well as SEM results conclude that Social Media and Peer Influence proof and perceived Earning Potential are the most classified pull drivers of Switching Intention towards TikTok affiliate marketing. In contrast, Perceived Job Stability is the key mooring factor preventing switching. At the bivariate level, Switching Intention was most strongly correlated with Social Media and Peer Influence ( $r = .567, r^2 = .322$ ), then came Earning Potential ( $r = .472, r^2 = .223$ ), Skill Adaptability ( $r = .459, r^2 = .211$ ), Ease of Linking ( $r = .388, r^2 = .151$ ), Job Dissatisfaction ( $r = .339, r^2 = .115$ ), Social Expectation ( $r = .278, r^2 = .077$ ), and Work-Life Imbalance ( $r = .260, r^2 = .068$ ). Career Identity ( $r = .051, p = .475$ ) and Perceived Stability ( $r = -.071, p = .317$ ) were very small correlations. SEM results showed the more specific associations: Social Media and Peer Influence was still a strong positive predictor ( $\beta = 0.36, p < .05$ ), followed by Earning Potential ( $\beta = 0.13, p < .05$ ) and Job Dissatisfaction ( $\beta = 0.25, p < .05$ ). Career identity was retained among hypothesized predictors but showed only a small direct effect on switching intention ( $\beta = 0.09$ ). Interestingly, Perceived Stability was seen as a negligible correlator but became a strong negative predictor when it came to SEM ( $\beta = -0.43, p < .05$ ), which exposed suppression while controlling other variables. Hypotheses H1b ( $\beta = 0.01$ ), H1c ( $\beta = 0.07$ ), and H2c ( $\beta = 0.04$ ) were rejected due to statistically insignificant path coefficients (Table 4).

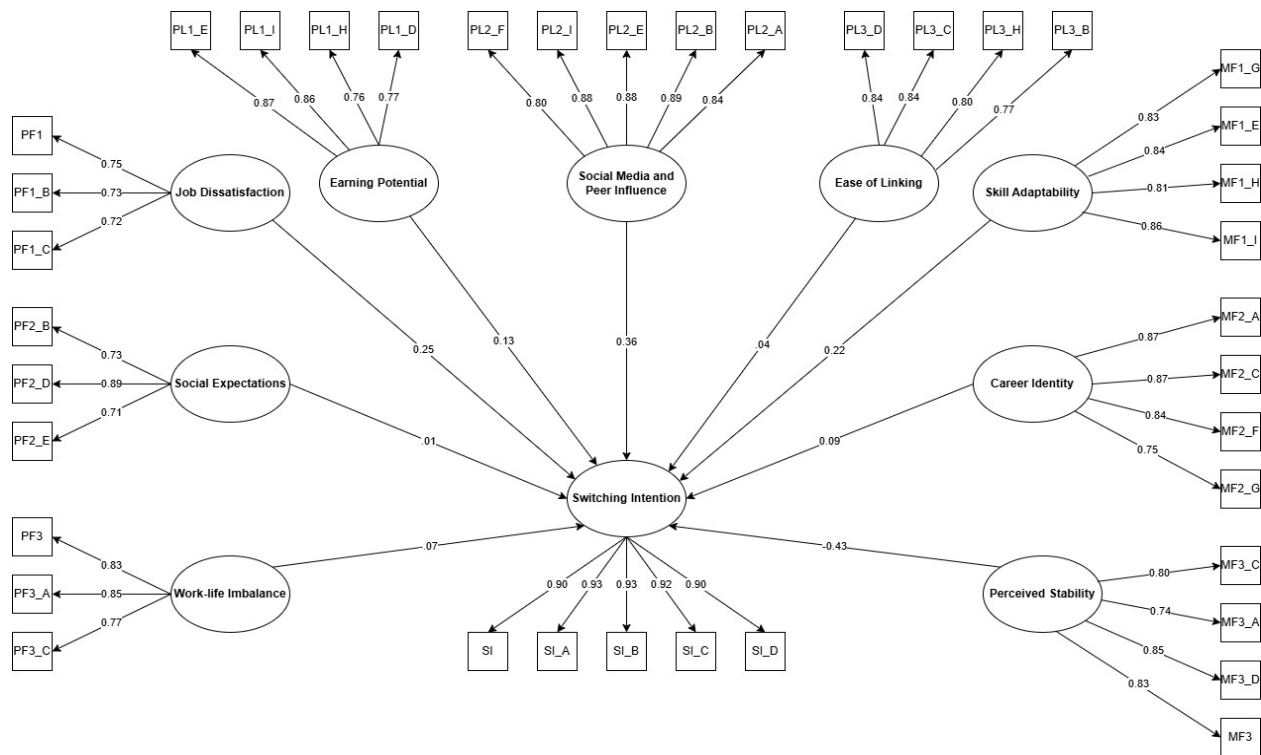


Figure 2. Initial SEM Model

$= .077$ ), and Work-Life Imbalance ( $r = .260, r^2 = .068$ ). Career Identity ( $r = .051, p = .475$ ) and Perceived Stability ( $r = -.071, p = .317$ ) were very small correlations. SEM results showed the more specific associations: Social Media and Peer Influence was still a strong positive predictor ( $\beta = 0.36, p < .05$ ), followed by Earning Potential ( $\beta = 0.13, p < .05$ ) and Job Dissatisfaction ( $\beta = 0.25, p < .05$ ). Career identity was retained among hypothesized predictors but showed only a small direct effect on switching intention ( $\beta = 0.09$ ). Interestingly, Perceived Stability was seen as a negligible correlator but became a strong negative predictor when it came to SEM ( $\beta = -0.43, p < .05$ ), which exposed suppression while controlling other variables. Hypotheses H1b ( $\beta = 0.01$ ), H1c ( $\beta = 0.07$ ), and H2c ( $\beta = 0.04$ ) were rejected due to statistically insignificant path coefficients (Table 4).

Table 4. Model Fit Measures of the Initial Structural Equation Model

Measure	Estimate	Threshold	Interpretation
CMIN	858.996	--	--
DF	499	--	--
CMIN/DF	1.721	Between 1 and 3	Acceptable
CFI	0.932	<0.95	Acceptable
SRMR	0.055	<0.08	Excellent
RMSEA	0.062	>0.06	Acceptable

Note. Gaskin, J. & Lim, J. (2016), "Model Fit Measures", AMOS Plugin. Gaskination's StatWiki.

Structural Equation Modeling (SEM) was employed to examine the hypothesized relationships under the Push-Pull-Mooring (PPM) framework. The initial model demonstrated an overall acceptable fit. The chi-square to degrees of freedom ratio ( $\chi^2/df = 1.721$ ) fell within the recommended range of 1 to 3, indicating that the model closely represents the observed data (Gaskin & Lim, 2016). The Comparative Fit Index (CFI = 0.932) met the acceptable threshold, while the SRMR (0.055) indicated excellent fit and minimal differences between predicted and observed relationships. The RMSEA (0.062) further supported model adequacy.

#### 4.4 Modified Model

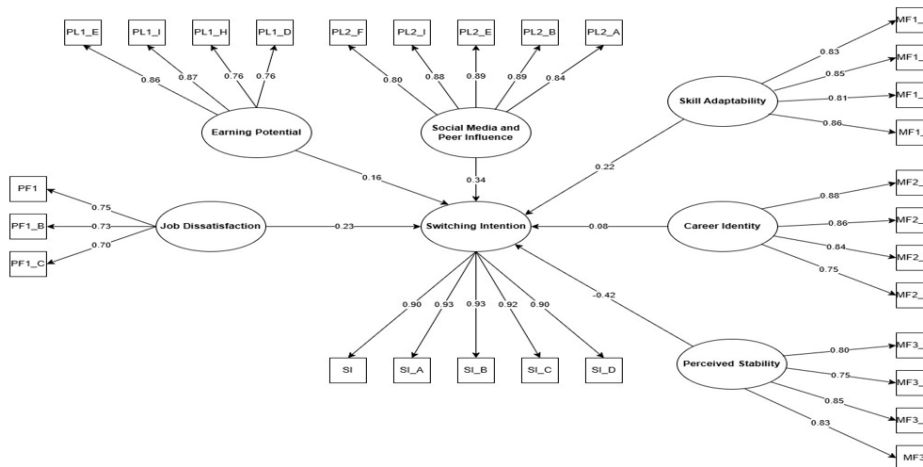


Figure 3. Final SEM Model

Figure 3 presents a refined version of the initial SEM. The modified model is treated as a post-hoc analysis because the adjustments were made after examining the first set of results rather than being part of the original plan. These revisions are exploratory and reflect insights that emerged from the data. The updated model, created by removing weak and redundant paths, achieved an improved and acceptable fit (see Table 5). Hypotheses H1b, H1c, and H2c were rejected due to nonsignificant paths. The final structure showed clearer relationships within the PPM framework, where Push and Pull Factors had positive effects on switching intention, and Perceived Stability continued to act as a negative influence that limits switching.

Table 5. Model Fit Measures of the Final Structural Equation Model

Measure	Estimate	Threshold	Interpretation
CMIN	668.498	--	--
DF	356	--	--
CMIN/DF	1.878	Between 1 and 3	Acceptable
CFI	0.935	<0.95	Acceptable
SRMR	0.056	<0.08	Excellent
RMSEA	0.066	>0.06	Acceptable

*Note. Gaskin, J. & Lim, J. (2016), "Model Fit Measures", AMOS Plugin. Gaskination's StatWiki.*

The final SEM model demonstrated an overall strong and improved fit compared to the initial model, confirming the adequacy of the specified relationships within the Push–Pull–Mooring (PPM) framework. The chi-square to degrees of freedom ratio ( $\chi^2/df = 1.878$ ) remained within the ideal range of 1 to 3, signifying a well-fitting model (Gaskin & Lim, 2016) (Table 5). The Comparative Fit Index (CFI = 0.935) exceeded the minimum acceptable value of 0.90. The SRMR (SRMR = 0.056) indicated excellent fit quality, and the RMSEA (RMSEA = 0.066) fell within the acceptable limit ( $\leq 0.08$ ), signifying that the model adequately captures the underlying population structure with only minor approximation error.

## 5. Conclusion

The study found that push, pull, and mooring factors significantly influence Filipino graduates' intentions to switch from corporate jobs to TikTok-related careers using the initial model as the primary test of hypotheses. In the nine hypotheses, six were supported (H1a, H2a, H2b, H3a, H3b, H3c) and three were rejected (H1b, H1c, H2c). Job dissatisfaction ( $\beta = 0.25$ ) was the strongest push factor, while peer and social media influence ( $\beta = 0.36$ ) was the most powerful pull factor, showing that social validation motivates switching more than financial gain. Perceived stability ( $\beta = -0.43$ ) acted as a major deterrent, indicating that job security concerns discourage transitions to digital careers. The results align with (Fan et al., 2021; Krishnan & Raghuram, 2024), which showed that dissatisfaction, opportunity attractiveness, and perceived risk affect switching behaviors, while social media encourages flexible career choices (Li et al., 2025), and digital jobs are often seen as unstable (Hanel et al., 2023). The results show that the Push-Pull-Mooring (PPM) framework aligns strongly with the outcomes of the SEM analysis. The significant paths observed in the SEM model reflect the theoretical expectations of the PPM framework, where dissatisfaction (push), external attractiveness (pull), and perceived constraints (mooring) jointly shape switching intentions. The supported hypotheses confirm that push and pull dynamics motivate graduates toward TikTok-related careers, while mooring factors act as stabilizing or restraining forces. This convergence between theory and empirical evidence demonstrates that the SEM findings not only support but also reinforce the explanatory power of the PPM framework in understanding career-switching behavior. Future research should examine the long-term sustainability of digital careers through longitudinal and cross-platform studies, comparing TikTok with other creator platforms. Expanding demographic coverage will improve generalizability, while exploring age and gender as moderating factors can reveal differences in flexibility and job security preferences. Lastly, future studies may evaluate how corporate settings can integrate platform-inspired strategies, such as flexibility and recognition, to mitigate employee dissatisfaction and switching intentions. Moreover, this research admits the constraints of the convenience sampling method. Since most of the participants were drawn from easily accessible networks and personal recommendations, the final sample may not completely represent the entire community of Filipino graduates. This shortcoming limits the extent to which the results can be applied to a larger group, since the sample might consist mainly of people who have a higher social media presence or who are more open to digital career options. Future studies may carry out probability-based sampling techniques or more diverse recruitment strategies in order to increase representativeness and minimize sampling bias.

## **6. Declaration of Competing Interests, Ethical Compliance, and Use of Artificial Intelligence in Academic Writing Research**

The researchers declare no conflicts of interest and confirm full adherence to ethical standards. No AI was used in generating research ideas. AI tools were utilized to enhance readability. The authors carefully reviewed and edited the final manuscript to ensure accuracy and clarity, minimizing any AI-related biases or errors.

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## **Biographies**

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**Geewel P. Dariagan** is a fourth-year Industrial Engineering student at the Technological Institute of the Philippines – Quezon City and a certified Yellow Belt in Lean Six Sigma. Through her academic experiences, she has learned to balance productivity, quality, and sustainability in various processes. With a commitment to innovation and problem-solving, she strives to improve organizational performance and operational efficiency.

**Wimbledon L. Domingo** A fourth-year Industrial Engineering student at the Technological Institute of the Philippines – Quezon City, with interests in operations research, quality management, ergonomics, and feasibility studies. Skilled in research writing, data analysis, and problem-solving, he is an active member of the Impulse STEM Organization and the Organization of Industrial Engineering Students. Driven and collaborative, he aims to pursue a career applying technical expertise to real-world challenges.

**Kristine Bernadette T. Empaynado** is a fourth-year industrial engineering student at the Technological Institute of the Philippines, Quezon City. The experiences that she has encountered throughout her academic journey have shaped her to grow and continuously move toward success. Her commitment and determination will provide a strong basis for crafting an effective and meaningful career in industrial engineering as she moves on to new experiences, challenges, and opportunities in the future.

**Sarah Mae L. Galit** is a fourth-year Industrial Engineering student at the Technological Institute of the Philippines

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**Agnes E. Gatlabayan** is a fourth-year Industrial Engineering student at the Technological Institute of the Philippines, Quezon City. Her goal is to contribute to the industry in all ways possible related to optimization techniques, improving the existing system, and enhancing the effectiveness and efficiency of the organization to achieve its goal within the resources available, applying all the learnings and experiences into real-world industry settings. Gatlabayan has undertaken a few major research projects, which helped her develop and improve her knowledge and skills in the field of industrial engineering.

**Sean Patrick M. Nalayog** is a fourth-year Industrial Engineering student at the Technological Institute of the Philippines, Quezon City. Throughout his studies, he completed several research and engineering projects focused on process optimization, data analysis, and system improvement. These experiences gave him a strong foundation in applying engineering principles to real-world problems and research.

**Kaye Angelie M. Manalang** is a fourth-year Industrial Engineering student at the Technological Institute of the Philippines – Quezon City. Having the experience of working in the Business Process Outsourcing (BPO) industry and learning the principles of Industrial Engineering, she is committed to implementing the skills and wisdom from both fields to drive efficiency, productivity, and innovation in any organization she will be part of.

**John Rod Jarrel DM. Palencia** is presently taking a Bachelor of Science in Industrial Engineering (BSIE) major in Organization and Decision Systems at the Technological Institute of the Philippines - Quezon City (T.I.P. QC). He completed his senior high school education under the strand of Science, Technology, Engineering, and Mathematics (STEM) at the STI Global City. He is currently a member of the Organization of Industrial Engineering Students (ORIENTS) at the T.I.P. QC campus. In 2025, he participated in and had his research paper published at the SCME 2025 Conference held in Palestine.

**Maricar M. Navarro** holds the esteemed titles of ASEAN Engineer (AE) and Professional Industrial Engineer (PIE), accredited by the ASEAN Federation of Engineering Organizations (AFEO) and the Philippine Institute of Industrial Engineers (PIIE). She currently serves as a Professor in both the Undergraduate and Graduate School Programs of the Technological Institute of the Philippines, bringing over 18 years of combined experience in industry, academia, and research. Her expertise spans optimizing production processes, facility layout design, warehouse operations, and service delivery. Dr. Navarro's current research interests focus on financial optimization and decision-making in operations research. She earned both her master's and Ph.D. in Industrial Engineering from MAPUA University. As an active associate member of the National Research Council of the Philippines (NRCP) and member of PIIE, Dr. Navarro contributes significantly to advancing research initiatives and professional standards in Industrial engineering and related fields. Her dedication and expertise make her a pivotal figure in both academic circles and national research endeavors.