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Impact Assessment of an Extension Program – The Case of Teenpreneur: Iligan City Youth Entrepreneurship Congress and Patigayon Awards

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Abstract

Aim: The study assessed the impact of Teenpreneur: Iligan City Youth Entrepreneurship and Patigayon Awards on the entrepreneurial competencies, entrepreneurial intention, attitude towards becoming an entrepreneur, and socioeconomic status of its participants who are senior high school students, college students, and business educators.

Methodology: This mixed-method research used descriptive, correlational, and key informant interview techniques. A survey was utilized to gather the quantitative data while an interview was employed to gather qualitative data. Descriptive statistics was used to determine the effect of Teenpreneur on its participants' entrepreneurial competency, entrepreneurial intention, and attitude toward becoming an entrepreneur. Correlational analysis was used to determine the relationship between the entrepreneurial competency and the attitude towards becoming an entrepreneur of the participants. Conversely, the interview was used to validate the results of the quantitative analysis and determine the social and economic impact of Teenpreneur on its participants.

Results: Results indicate that there are high positive perceptions among participants of Teenpreneur on their entrepreneurial competencies, entrepreneurial intention, and level of attitude towards becoming an entrepreneur. Moreover, there is a positive correlation between entrepreneurial competencies and attitude towards becoming an entrepreneur in the student participants. Lastly, Teenpreneur proved to create a positive impact on the social and economic status of its participants.

Conclusion: Participating in the Teenpreneur: Iligan City Youth Entrepreneurship Congress had a positive impact on participants, especially in their entrepreneurial competencies, their intention to pursue entrepreneurship, and their attitude toward becoming entrepreneurs. Additionally, not only did Teenpreneur improve the attitude of the students towards entrepreneurship, it also aided in the development of better teaching pedagogies in the Senior High Schools in Iligan City. Ultimately, Teenpreneur has helped develop the social and economic state of its participants.

Keywords: Entrepreneurship, Extension, Youth

INTRODUCTION

Teenpreneur: Iligan City Youth Entrepreneurship Congress and Patigayon Awards is an extension program of the College of Economics, Business, and Accountancy (CEBA) of Mindanao State University- Iligan Institute of Technology (MSU-IIT), in partnership with the Department of Trade and Industry (DTI), Department of Education Iligan City, Negosyo Center at MSU-IIT, Office of the Vice Chancellor for Research and Extension and iDEYA: Center of Innovation and Technopreneurship with the support of the Local Government of Iligan, MSU-IIT Multi-purpose Cooperative, Chamber of Commerce and Industry Foundation of Iligan Inc. and JCI Iligan Maria Cristina.

Teenpreneur is a response to the UN's Sustainable Development Goals (SDGs) specifically SDGs 4 and 8 namely Quality Education, Decent Work, and Economic Growth. The project aids in ensuring inclusive and equitable quality education and promotes lifelong learning opportunities for all, as well as promoting sustained, inclusive, and



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sustainable economic growth, full and productive employment, and decent work for all. Furthermore, the program is the College's move to address MSU-IIT's WE CARE Extension Agenda through education, capability building, alternative livelihood, and entrepreneurial development.

The program is an annual event that started in the year 2017 up to the present that aims to mainstream entrepreneurship among the youth whilst enriching their holistic experience through relevant programs in innovation and entrepreneurship. The program is subdivided into several activities such as Ideyabrew, Mentoring Sessions, Start-Up Basic Workshop, Entrepreneurship Congress, Iligan Entrepreneurs' Testimonial, and Patigayon Awards (Novino, 2017).

- a. Ideyabrew is the first activity of the program where the project team visits different High Schools in Iligan City and neighboring municipalities to conduct an Ideyabrew workshop that teaches students about Design Thinking, Business Model Canvas, and Pitching. The activity is in partnership with iDEYA to promote Teenpreneur and encourages students to participate in the Iligan City Youth Entrepreneurship Congress and Patigayon Awards.
- b. After a series of Ideyabrew workshops, the project team proceeds to conduct a Start-up Basics workshop for teachers who will then be coaches to the student teams competing in the Patigayon Awards - Business Idea of the Year. The workshop is a one-day training on Business Model Canvas and Pitching. At the end of the workshop, coaches will be briefed on the Mechanics of the Patigayon Awards.
- c. The student finalists will undergo a mentoring/coaching session to be given by select CBAA Faculty members in the areas of Business Management. Coaching/Mentoring Templates are provided to document and keep track of the progress of the students and prepare them for the final presentation. A schedule of the Mentorships will be provided to ensure a smooth flow of the consultation. At the end of the mentoring, evaluation tools will be utilized to assess the effectiveness of the coaching.
- d. The Iligan City Youth Entrepreneurship Congress is an inspirational conference that seeks to inspire the young Iliganons.
- e. The Iligan Young Entrepreneurs' Testimonials bring inspiration to the participants that age is not a hindrance to pursuing careers in business. Young entrepreneurs from Iligan City are invited to speak about their Entrepreneurial journey from the conceptualization of their idea to the struggles they encountered to achieving the success they have always dreamed of.
- f. Lastly, the Patigayon Awards – Iligan Business Idea of the Year Awards is a venue where future business leaders gather as a team and compete for the creation of new business ideas and solve actual business cases relating to product creation. The Patigayon Awards – Iligan Business Enterprise of the Year Awards recognizes local business establishments for their excellent products and services. The award aims to boost competitiveness among local players thereby uplifting the way they do business.

Teenpreneur: Iligan City Youth Entrepreneurship Congress and Patigayon Awards have been held annually since 2017. It has garnered a lot of attention since then and has been a much-awaited event each year by different schools from Iligan City and Lanao Del Norte (Cabatingan, 2019). An estimated 3000 students city-wide and province-wide have been reached by the program so far and this is expected to increase in the coming years (Edera, 2021).

Since the program's inception, Teenpreneur has been able to reach thousands of Senior High School and College students with entrepreneurial inclinations. It has also been able to revolutionize entrepreneurial education through the introduction of new entrepreneurial courses in the name of Business Model Canvas and Pitching (Edera, 2021).



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With its success over the years, CEBA conducted an impact assessment of the Teenpreneur: Iligan City Youth Entrepreneurship Congress and Patigayon Awards to improve the program and transfer more knowledge to the youth through entrepreneurial development programs.

Objectives

This study assessed the impact of Teenpreneur: Iligan City Youth Entrepreneurship and Patigayon Awards its participants who are senior high school students, college students, and business educators.

Specifically, this study addressed the following questions:

1. What is the level of perception of the participants towards their entrepreneurial competencies after participating in Teenpreneur: Iligan City Youth Entrepreneurship Congress and Patigayon Awards?
2. What is the level of perception of the participants towards their entrepreneurial intention after participating in Teenpreneur: Iligan City Youth Entrepreneurship Congress and Patigayon Awards?
3. What is the level of attitude of the participants towards becoming an entrepreneur after participating in Teenpreneur: Iligan City Youth Entrepreneurship Congress and Patigayon Awards?
4. Is there a significant relationship between entrepreneurial competency and attitude towards becoming an entrepreneur of student participants of Teenpreneur?
5. What is the social impact of Teenpreneur: Iligan City Youth Entrepreneurship Congress and Patigayon Awards on the following factors:
 - 3.1 Schools, students, and faculty reached
 - 3.2 Linkages with national and international speakers
 - 3.3 Enhancement of teaching pedagogy of faculty participants
 - 3.4 Invitations from schools to conduct Ideyabrew
 - 3.5 Revision for enhancement of senior high curriculum guide of the participating schools
 - 3.6 Replication of Teenpreneur in Other Schools
 - 3.7 Possible Commercialization
6. What is the economic impact of Teenpreneur: Iligan City Youth Entrepreneurship Congress and Patigayon Awards?

Hypothesis

Given the stated research problem, the following hypotheses were tested on a 0.05 level of significance:

Hypothesis 1: There is a strong level of perception towards entrepreneurial competencies among the participants after participating in the Teenpreneur: Iligan City Youth Entrepreneurship Congress and Patigayon Awards.

Hypothesis 2: There is a strong level of perception towards entrepreneurial intention among the participants after participating in the Teenpreneur: Iligan City Youth Entrepreneurship Congress and Patigayon Awards.

Hypothesis 3: There is a strong attitude towards entrepreneurial intention among the participants after participating in Teenpreneur: Iligan City Youth Entrepreneurship Congress and Patigayon Awards.

Hypothesis 4: There is a significant relationship between entrepreneurial competency and attitude toward becoming an entrepreneur after participating in Teenpreneur: Iligan City Youth Entrepreneurship Congress and Patigayon Awards.

METHODS

Research Design

This study is a mixed-method research that uses descriptive, correlational, and key informant interview techniques. Descriptive research seeks to describe and explain the impact of Teenpreneur on its beneficiaries – students and business educators through their level of perception of entrepreneurial competencies and entrepreneurial intention as well as their level of attitude towards becoming an entrepreneur. Correlational research



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on the other hand seeks to determine the relationship between variables which in this study is the relationship between entrepreneurial competency and attitude toward becoming an entrepreneur. Lastly, case study design is a research strategy focusing on understanding the dynamics within single settings (Eisendhart, 1989). The use of case study design in this paper allowed an in-depth examination of the real-world phenomenon based on the context of Teenpreneur: Iligan City Youth Entrepreneurship Congress and Patigayon awards.

Population and Sampling

Using purposive sampling, this study investigated senior high school students, college students, and faculty members who participated in the Teenpreneur: Iligan City Youth Entrepreneurship Congress and Patigayon Awards in the years 2017 to 2022. For the quantitative research, the study was able to reach 174 student participants and 22 faculty participants. For the qualitative portion, there were 4 students and 3 faculty who were interviewed.

Instrument

A structured questionnaire was utilized to gather the quantitative data while an interview was used to gather qualitative data. The questionnaire consisted of both closed-ended with fixed alternative responses and open-ended questions. It is designed in such a manner to facilitate quick and easy answering by the respondents.

To ensure the reliability and consistency of the questionnaire, Cronbach's alpha was administered. In general, a score of more than 0.7 is acceptable.

Semi-structured Interviews on the other hand were conducted with the participants after the results of the survey were gathered to validate the results of the quantitative analysis and also to gather qualitative data on the social and economic impact of Teenpreneur. A semi-structured interview is a type of interview that is a mixture of closed and open-ended questions. The interviewer asks only a few predefined questions while others arise spontaneously in a free-flowing conversation. They are identified by the open-ended questions of the interviewer, and it allows the interviewer to add his/her opinion on some interesting questions and issues (Algassim et al., 2023).

Lastly, terminal reports of Teenpreneur: Iligan City Youth Entrepreneurship Congress and Patigayon awards from years 2017 up to 2021 were also collected for cross-analysis between the quantitative data and qualitative data.

Data Collection

Both primary data and secondary data were collected for this study. Primary data were collected through a questionnaire distributed to each participant chosen through purposive sampling. Secondary data were gathered from terminal reports submitted from previous Teenpreneur activities.

For the first objective, respondents were asked about their level of perception of their entrepreneurial competencies on a scale of 1 (novice) to 5 (expert) (Mcleod, 2008).

For the second to fourth objectives, respondents were asked about their level of perception of their entrepreneurial intention and attitude towards becoming an entrepreneur on a scale of 1 (strongly disagree) to 5 (strongly agree). (Mcleod, 2008; Awan, 2017; Barral, 2018).

For the fifth and last objectives, respondents were interviewed regarding the social and economic impact of Teenpreneur.

Treatment of Data

Descriptive statistics was used to determine the effect of Teenpreneur on its participants' level of perception of their entrepreneurial competency, entrepreneurial intention, and attitude toward becoming an entrepreneur. Correlational analysis was used to determine the relationship between the entrepreneurial competency and the attitude towards becoming an entrepreneur of the participants. Conversely, the interview was used to validate the results of the quantitative analysis and determine the social and economic impact of Teenpreneur on its participants.



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Ethical Considerations

This study prioritized participant rights and well-being throughout the research process. Central to this effort is informed consent, where participants receive comprehensive information about the study’s purpose, procedures, and potential risks, enabling them to make a fully informed decision about their participation. Additionally, voluntary participation ensures that participants are free to join the study without coercion and can withdraw at any time without fear of reprisal, preserving their autonomy. Confidentiality and anonymity are crucial ethical considerations, ensuring participant data is handled discreetly and protected from unauthorized access or disclosure (Abenojar, 2024). Moreover, the principle of non-maleficence requires that the study must not cause any physical or psychological harm to participants, necessitating the careful design of the interview to avoid distressing or intrusive questions.

RESULTS and DISCUSSION

In this study, there were 174 student participants, 123 are female and 51 are male. The participants came from different schools, and the majority were from public schools. Most of the participants were college students at the time they attended Teenpreneur. Currently, most of them fall within the age bracket of 21 and below.

There were also 22 faculty, 13 are female and 9 are male, where most of them fall within the age bracket of 22 to 30 years old. Given that the majority of the students are from public schools, the majority of the faculty also came from different Public schools.

Level of perception of the participants towards their entrepreneurial competencies after participating in Teenpreneur: Iligan City Youth Entrepreneurship Congress and Patigayon Awards

In this part of the study, participants were asked to rate their entrepreneurial competencies after participating in the Teenpreneur.

Table 1
 The level of entrepreneurial competencies of the students and faculty after participating in Teenpreneur

Entrepreneurial Competencies	Students (n=174)			Faculty (n=22)		
	Mean	Verbal Description	Std. Dev.	Mean	Verbal Description	Std. Dev.
Opportunity Seeking	3.385	Proficient	1.084	3.591	Proficient	1.008
Persistence	3.655	Proficient	1.001	3.773	Proficient	0.922
Commitment to Work Contract	3.868	Proficient	1.059	3.909	Proficient	0.811
Demand for Efficiency and Quality	3.839	Proficient	1.001	3.818	Proficient	0.853
Risk Taking	3.586	Proficient	1.128	3.545	Proficient	1.011
Goal Setting	4.080	Proficient	0.988	3.864	Proficient	0.889
Information Seeking	4.029	Proficient	0.915	3.818	Proficient	0.958
Systematic Planning and Monitoring	3.638	Proficient	1.043	3.682	Proficient	0.995
Persuasion and Networking	3.339	Competent	1.175	3.545	Proficient	1.143
Self-confidence	3.644	Proficient	1.112	3.818	Proficient	0.853
Mean Response	3.706	Proficient	1.051	3.736	Proficient	0.944

5 =Expert; 4 =Proficient; 3 =Competent; 2 =Beginner; 1 =Novice

Table 1 shows that Teenpreneur has been a positively great avenue for developing its student participants’ knowledge and ability in entrepreneurship. Among the skills that the student participants have learned, goal setting and information seeking are top on the list. Following all others is “Persuasion and Networking” with 3.339 as the mean. This is evident due to the reason that obtaining links from different agencies or groups is essential to the program activities.



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Moreover, the development of entrepreneurial competencies among the faculty participants after attending Teenpreneur has been very favorable. It means that with the activities offered by the Teenpreneur, faculty participants have learned to see and act upon new business opportunities during trying times, like nowadays. They also have understood and developed the core abilities to grow a business opportunity such as goal setting, systematic planning, and the need to build a network with other groups of individuals and/or agencies.

Level of perception of the participants towards their entrepreneurial intention after participating in Teenpreneur: Iligan City Youth Entrepreneurship Congress and Patigayon Awards

In this part of the study, participants were asked to rate their entrepreneurial intentions after participating in the Teenpreneur.

Table 2

The level of entrepreneurial intention of the students and faculty after participating in Teenpreneur

Entrepreneurial Intentions	Students (n=174)			Faculty (n=22)		
	Mean	Verbal Description	Std. Dev.	Mean	Verbal Description	Std. Dev.
I am ready to do anything to be an entrepreneur.	3.799	Agree	0.840	4.091	Agree	0.684
I am determined to create a business venture in the future.	4.213	Strongly agree	0.844	4.455	Strongly agree	0.671
My professional goal is to be an entrepreneur.	3.546	Agree	1.115	4.136	Agree	0.640
I will make every effort to start and run my own business.	4.109	Agree	0.877	4.227	Strongly agree	0.612
Mean Response	3.917	Agree	0.919	4.227	Strongly agree	0.652

5 =Strongly Agree; 4 =Agree; 3 =Neither agree nor disagree; 2 =Disagree; 1=Strongly disagree

Table 2 shows that Teenpreneur has been an avenue for the student participants to open their minds to having a business venture in the future. It also shows that the student participants have gained the courage to run and grow their businesses and be successful entrepreneurs.

On the other hand, even with their current endeavor, the faculty participants have been also encouraged to create their business ventures in the future. It can also be seen that even with the uncertainties of growing a business, the faculty participants are willing to do anything and put an effort into starting their own business.

Level of the attitude of the participants towards becoming an entrepreneur after participating in Teenpreneur: Iligan City Youth Entrepreneurship Congress and Patigayon Awards

In this part of the study, participants were asked to rate their attitude towards becoming an entrepreneur after participating in the Teenpreneur. Where:



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Table 3

The level of attitude of student and faculty participants towards becoming an entrepreneur after participating in Teenpreneur

Attitude Towards Becoming an Entrepreneur After Teenpreneur	Students (n=174)			Faculty (n=22)		
	Mean	Verbal Description	Std. Dev.	Mean	Verbal Description	Std. Dev.
If I become an entrepreneur in the future, I am confident that I will be successful.	3.983	Agree	0.829	4.455	Strongly agree	0.596
Being an entrepreneur implies more advantages than disadvantages to me.	4.121	Agree	0.799	4.409	Strongly agree	0.590
A career as an entrepreneur is totally attractive to me.	4.046	Agree	0.892	4.364	Strongly agree	0.581
If I had the opportunity and resources, I would like to start a business.	4.420	Strongly agree	0.715	4.636	Strongly agree	0.581
Amongst various options, I would rather be an entrepreneur.	3.753	Agree	0.957	4.273	Strongly agree	0.550
Being an entrepreneur would give me great satisfaction.	3.925	Agree	0.968	4.318	Strongly agree	0.568
Mean Response	4.041	Agree	0.860	4.409	Strongly agree	0.578

5 =Strongly Agree; 4 =Agree; 3 =Neither agree nor disagree; 2 =Disagree; 1=Strongly disagree

Table 3 shows that the student participant’s viewpoint on starting a business given the presence of resources is relatively high. This is evident in their intention to create their own business as shown in the previous table. Their perception of becoming an entrepreneur is particularly positive after they participated in Teenpreneur.

Meanwhile, the faculty participants’ attitude towards becoming an entrepreneur after participating in the Teenpreneur is very high with an overall mean of 4.409, which means that the event has successfully encouraged and developed their skills to be an entrepreneur. The faculty participants are determined to be entrepreneurs given the resources, and confident that they will be successful. Teenpreneur had them believe in the satisfaction and advantage that being an entrepreneur can give them.

The relationship between entrepreneurial competency and attitude toward becoming an entrepreneur of student participants of Teenpreneur

Table 4

Correlation table on the entrepreneurial competency and attitude towards becoming an entrepreneur of student participants of Teenpreneur

Attitude towards becoming an entrepreneur after teenpreneur	Correlation coefficients
If I become an entrepreneur in the future, I am confident that I will be successful	0.5418***
Being an entrepreneur implies more advantages than disadvantages for me	0.5288***
A career as an entrepreneur is totally attractive to me	0.7441***
If I had the opportunity and resources, I would like to start a business	0.6393***



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Amongst various options, I would rather be an entrepreneur	0.8004***
Being an entrepreneur would give me great satisfaction	0.7441***

*** significant at 1%, ** significant at 5%, *significant at 10%

Table 4 depicts that in a sample of 174 students who participated in the study, the results show that there is a significant positive relationship between entrepreneurial competency and the attitude towards becoming an entrepreneur after joining Teenpreneur activities based on the six (6) statements provided in Table 4. One of the statements which is "Amongst various options, I would rather be an entrepreneur" yields a rho coefficient of 0.8004 which is statistically significant at a 1% level. This indicates that its association with entrepreneurial competency is positive and strong. All other statements are also significant at a 1% level indicating an association with entrepreneurial intentions as positive and moderate since the value of the rho coefficients are within the range of 0.4 to 0.7. These results are similar to the findings of Botha et al. (2019) that entrepreneurial competencies and entrepreneur behavior are positively associated

It can be inferred that participating in the Teenpreneur: Iligan City Youth Entrepreneurship has a positive effect on the Entrepreneurial Competency of participants. Moreover, Teenpreneur have positively affected the entrepreneurial intention of participants. Therefore, Teenpreneur has overall improved the entrepreneurial competency of its participants and Teenpreneur has heightened the entrepreneurial intention of its participants.

Social Impact of Teenpreneur

Schools, students, and faculty reached

To date, Teenpreneur has been able to reach numerous schools throughout Iligan City and neighboring municipalities. Per our attendance records, Teenpreneur has been able to extend to not less than 30 schools city-wide and provincial-wide. For the number of students, there are an estimated 4,146 students and faculty who participated in the various activities.

Below is a summary of the schools extended. We have listed those who participated in the Ideyabrew, Mentoring sessions, Business Idea of the Year, Entrepreneurship Congress, and other activities.

Table 5
 List of schools reached by Teenpreneur

No.	School	Abbreviation	Awards
1	Christian Horizon School Iligan City	CHSI	Champion 2018 Product Category (Traveller's Pillow) Best DIY Craft 2020 by Ms. Aljelyn T. Liwagon
2	Iligan Capital College	ICC	
3	Masters in Technology Institute of Iligan	MTIM	Champion 2017 Technology Category (Sari-sari Go) Champion 2019 Product Category (E-baggo) Best DIY Crafts 2021 Macapodi, Shalimar S.
4	St. Paul's Institute of Technology	SPIT	
5	Tomas Cabili National High School	TCNHS	Champion 2021 Business Idea (Negotreps - E-coal)
6	Dalipuga National High	DNHS	
7	La Salle Academy	LSA	Champion 2018 Technology Category (GoFer You)
8	Corpus Christi Parochial School of Iligan	CCPSI	



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9	Kiwalan National High School	KNHS	
10	Lyceum of Iligan Foundation		
11	STI College	STI	
12	Our Lady of Perpetual Help Academy	OLPHA	
13	Initao College		
14	MSU-IIT Integrated Developmental School	IDS	Champion 2019 Technology Category (iKnow)
15	Iligan City National High School	ICNHS	
16	Iligan City National School of Fisheries	ICNSF	
17	Abuno High School Annex		
18	Iligan City East High School	ICEHS	
19	Iligan Medical Center College	IMCC	
20	Initao National Comprehensive High School	INCHS	
21	Iligan City East National High School	ICENHS	
22	St. Michael's College	SMC	
23	Maria Cristina National High School	MCNHS	
24	MSU-Naawan		
25	MSU-Marawi Senior High School		Best Digital Art 2021 Mundig, Sarhan G.
26	MSU-IIT National Coop Academy		Champion 2017 Product Category (Travenizer)
27	I-access Institute of Technology		
28	Lala National High School		
29	Cavite State University-Main Campus		
30	Holy Angel University		Best Digital Art 2020 by Mr. Randolph Rae Manucum
31	St. Peters College	SPC	Champion 2019 Case Analysis
32	Aklan State University Banga Campus		
33	Central Mindanao University	CMU	
34	North Central Mindanao College		
35	University of San Agustin		
36	University of Santo Tomas Senior High School		

Linkages with national and international speakers

Speakers who are experienced in their field of business include the following: Alren Gem Gay Neri, Rey Bufi, Prim Paypon, Mr. Raven Duran, Aisa Gimeno,

The table below shows the list of speakers, country of origin, topics, and their background/achievements.



Table 6

List of Speakers, country of origin, topic, and background

Name of Speaker	Country of Origin	Title/Topic	Background
Alren Gem Gay Neri	Philippines	Youth Entrepreneurship and Go Negosyo Act	Trade Industry and Development Analyst of the Department of Trade and Industry Region 10.
Rey Bufi	Philippines	Social entrepreneurship	Trainer, speaker, and founder of The Storytelling Project (TSP), a non-profit organization.
Prim Paypon	Philippines	Grassroots Innovation	Filipino dreamagineer who founded The Dream Project PH – a non-profit, volunteer-based organization
Raven Duran	Philippines	Youth Technopreneurship	Co-Founder of XDevsTechnologies
Jomarchy J. Lerasan	Philippines	Youth Empowerment on Financial Literacy and Savings Program	Youth Focal Person, MSU-IIT Multi-purpose Cooperative
Aisa Alvarez Mijeno	Philippines	Grassroots Innovation	Co-founder and CEO of SALT (Sustainable Alternative Lighting) Read: Article
Mr. Angelito Cagulada	Philippines	Venturing into startups: Butuan's Transeek story	Founder, Transeek
Engr. Kevin Facun	Philippines	Milktrack: solving the problem of breast milk scarcity	Founder, MilkTrack
Mr. Adrian Lee	Philippines	A purpose-driven business	Founder & President Cebu's 12 Basket Movement Project Ngohiong Express Group New Era Budget Hotels
Fisha Rashid	Brunei	Youth Entrepreneurship in the New Normal	Founder, Big BWN Project YSEALI PFP Economic Empowerment Fall 2018
Rossi Rusmiati	Indonesia	Community Development in the New Normal	Founder, Grow to Give Indonesia
Victor Lam	Malaysia	Education in the New Normal	South East Asia Lead, Google for Education
Ms. Trish Lim-Francia	Philippines	Woven: Social Enterprise Read: Article	Co-founder and CEO of Woven, a social enterprise in the Philippines
Mr. Nick Eng	Singapore	What do investors look for?	Director of Globalcorp Capital

Enhancement of teaching pedagogy of faculty participants

The Teenpreneur: Iligan City Youth Entrepreneurship Congress and Patigayon Awards not only helped students but the program was also able to aid Senior High School teachers in their teaching pedagogy.

One faculty shared how Teenpreneur, especially the Start-up Basics, was able to help her become more confident in teaching entrepreneurship. In an interview excerpt with her last 2022, she shared her sentiments and stated:

"Actually, I am not a business teacher or economics teacher. I am supposedly a social science teacher but the school gave me a teaching load in entrepreneurship and applied economics. I am happy that I learned something



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new and Teenpreneur improved my style and strategy in teaching entrepreneurship, and the activities introduced to us helped me impart lessons to the students"

The said faculty have been participating in Teenpreneur since 2017. At present, she continues to develop students with entrepreneurial inclinations in their schools through various teaching methods. She together with her colleague has come up with an action research project on the use of start-up canvas in translating business ideas for entrepreneurship.

Invitations from schools to conduct Ideyabrew

At present, Ideyabrew is occasionally held as a standalone activity if requested by a school. Tomas Cabili National High School - one of the Teenpreneur beneficiaries requested an Ideyabrew for their ABM senior high school students.

This continued partnership with schools within and outside Iligan City is a confirmation of the effectiveness of Teenpreneur: Iligan City Youth Entrepreneurship.

Revision for enhancement of senior high curriculum guide of the participating schools

Two faculty members of Tomas Cabili National High School, an active yearly participant of Teenpreneur crafted a revised curriculum guide for their Entrepreneurship class wherein they adopted the implementation of the Business Model Canvas, Value Proposition Canvas, and Customer Empathy Map in their curriculum.

In an interview with one teacher, he expressed and we quote *"After joining Teenpreneur, we incorporated the Business model canvas (BMC) and Value Proposition Canvas (VPC) in our class presentations. Although we have to follow the curriculum guide, we have the freedom to incorporate other strategies and ways as introduced by MSU-IIT. Before that, we had business plans but we found out that students find it difficult. Students nowadays are not fond of doing paperwork like research because, to be honest, they have difficulty in using English. With the use of the Business Model Canvas, they look at business plans from a different perspective. It unleashed their creativity, it will not hinder them just because they cannot write in English well."*

In the DepEd curriculum guide published in 2013, there is no inclusion of the business model canvas, value proposition canvas, and customer empathy map in the learning competencies.

By 2018, after attending the first start-up basics in 2017, the two teachers revised the curriculum guide for the perusal of Tomas Cabili National High School including the business model canvas, value proposition canvas, and customer empathy map in the learning competencies.

Replication of Teenpreneur in other schools

The Tomas Cabili National High School organized their version of Teenpreneur entitled Startup Lite: Product/Service Validation and Pitching and the faculty members and students of CEBA were very keen enough to participate and lend expertise to the students and teachers of TCNHS. Last December 2022, Assoc. Prof. Joana Marie C. Edera, Asst. Prof. Shiny Rose S. Narit, Asst. Prof. Charlyn M. Capulong and Asst. Prof. Tressa Maye S. Pendang served as a validator during the Start-up Lite of Tomas Cabili National High School. Faculty members and students shared insights with senior high school students to improve their product ideas.

Possible Commercialization

An initial study of Teenpreneur for the past few years shows that several of the business ideas proposed by students are viable for commercialization. However, one of the major drawbacks of the program is the lack of



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financial assistance to support the product development of students. However, this flaw did not discourage Teenpreneur alumnus who pursued entrepreneurship in hopes of realizing their innovative ideas.

One faculty from Christian Horizon School Inc. - a Teenpreneur coach, talked about ways to improve future products that can help not only the students but the community as well.

In an interview excerpt, she expressed and we quote *"Perhaps, in future presentations, think about what we want to create? Machinery? Or something that can be used for the environment and there is continuity on how the people can use it. Today, in TESDA, agriculture is given the number one privilege. When I go to the field, I can see that there really is a lack of tools in agriculture. DAR and the Agriculture office encourage us to make organic fertilizers. There are a lot of talented students, and with the Patigayon Awards, we can be able to help farmers how they can yield a lot of harvest. That is why I encourage students to experiment on how to make fertilizers. Not only for Iligan use, not only for the sake of competing in the Patigayon Awards but can also be used by farmers in Iligan and the whole country"*

Economic Impact of Teenpreneur

During the interview, it was found out that Teenpreneur has generated an economic impact in terms of income and output. These are embodied by those Teenpreneur participants who have started their businesses after participating and winning an award in Teenpreneur Business Idea of the Year. Among those winners of the Iligan Business Idea of the Year each year, some started their businesses. To date, we have accounted that there have been four (4) who started their own business after Teenpreneur.

Student no. 1, a BS Entrepreneurship student of MSU-IIT was a Business Idea Awardee year 2019. Currently, she is running a small business while pursuing her degree. In an interview excerpt, she shared and we quote *"The Teenpreneur 2019 was one of the most remarkable moments of my senior high school days. Also, it is one of the driving forces that led me to my course today which is BS Entrepreneurship. Supposedly, I was going to take BS Accountancy in USC or XU but I had so many signs telling me to pursue the path I am currently in now. So far, I have no regrets and I do love what I am doing and learning today."*

When we asked about her entrepreneurial journey, she said and we quote *"I do have a business, I am currently managing Quaranthings Iligan which was established during the early pandemic in May 2020. I focus on selling safety essentials such as facemasks, other protective equipment, supplements, and disinfectants."*

Student no. 2 whose group won 4th runner-up during the Patigayon Awards 2021 is also a budding entrepreneur. In one of our visits to her alma mater, she shared her entrepreneurial journey with us. She is a working student who is juggling her time as a senior high school student and as an entrepreneur. She expressed her reason for pursuing entrepreneurship as a means to earn additional income so she can pay her tuition fees. At present, she is a co-owner of a small business called Make Scents Co. - a perfume reselling business. She believes her entrepreneurial spirit is the pathway to a successful future.

Business Idea 1st runner-up 2017 – Student no. 3 is a BS Entrepreneurship graduate of MSU-IIT. After competing and winning the first-ever Patigayon awards, she enrolled in the BS Entrepreneurship program of MSU-IIT in the hopes of enhancing her entrepreneurial competencies. When she was interviewed last 2022, she shared her entrepreneurial journey and we quote *"I am a co-owner of a clothing line called The Threads. The company is composed of 6 BS entrepreneurship students from MSU-IIT. We are selling minimalist shirts. We are very happy and thankful that our first collection sold out within a month."*

Teenpreneur alumni Student no. 4, whose group won Grand Champion during the Patigayon Awards 2018 was then a senior BS Entrepreneurship student at MSU-IIT. After competing and winning in the 2018 Patigayon Awards, he enrolled in the BS Entrepreneurship program at MSU-IIT and has now graduated. He firmly believes that Entrepreneurship is the right track for him and is compatible with his interests. At present, Student No. 4 together



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with his colleagues is running a company called the Geek Code - a company that brings style into computer equipment and accessories by producing stylish mouse pads and artisan keycaps.

Conclusions

The results show that Teenpreneur has been a successful avenue for encouraging its participants to someday venture into entrepreneurship. The participants have shown a strong indication of being entrepreneurs which resulted in a positively high perception of their entrepreneurial competencies and intentions. This development is influenced by the training they underwent during Teenpreneur.

It is also notable that their interest in starting a business venture will depend on the availability of resources. However, the participants developed a passion for entrepreneurship that built their confidence to succeed, gained a better outlook, and saw opportunities in every problem.

As for the senior high school teachers, Teenpreneur has helped them enhance their teaching pedagogies to better their school and their career growth.

With all the information presented, it can be inferred that participating in the Teenpreneur: Iligan City Youth Entrepreneurship Congress had a positive impact on participants, especially in their entrepreneurial competencies, their intention to pursue entrepreneurship, and their attitude toward becoming entrepreneurs. Additionally, not only did Teenpreneur improve the attitude of the students towards entrepreneurship, it also aided in the development of better teaching pedagogies in the Senior High Schools in Iligan City. Ultimately, Teenpreneur has helped develop the social and economic state of its participants.

Recommendations

Building upon the results of this study, it is highly recommended that the event Teenpreneur: Iligan City Youth Entrepreneurship Congress and Patigayon Awards be pursued by the College of Economics, Business, and Accountancy. Moreover, to craft a more robust extension activity, an impact assessment must be conducted periodically.

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