

## FERNANDO MARTIN Y. ROXAS, DBA

### ACADEMIC ACCOMPLISHMENTS

#### Positions Held:

Full Professor (2016-present), Associate Professor (2001 to 2016), Graduate School of Business, **Asian Institute of Management (AIM)**. Teaching load in Service Management, Systems Thinking, Sources and Uses of Power, Operations Management

#### Recognition:

2017 Most Outstanding Case (2<sup>nd</sup> Runner Up) “*Smokey Tours: The Other Side of Manila*” with Fernando Roxas by **CEEMAN and Emerald Publishing**

2013 Outstanding Paper Award “*Identifying, Developing, and Moving Sustainable Communities through Renewable Energy*” by **Emerald Literati Network**

#### Editorial Board:

Editorial Review Board. **World Journal of Entrepreneurship, Management, and Sustainable Development** (2014-present), a publication by the World Association of Sustainable Development, U.K. published by Emerald Group Publishing

Contributing Editor, **Journal of the Geological Society of the Philippines** (1993-1994). Official Journal of the Geological Society of the Philippines.

### PUBLICATIONS

Roxas, F. & Santiago, A. (2017). Smokey Tours: The other side of Manila. *Emerald Emerging Markets Case Studies*, 7(5). [ISSN 2045-0621]

Santiago, A. & Roxas, F. (2016). Building a culture of disaster preparedness for the Philippines. *The NRCF Research Journal*, 16(1), 47-63. [ISBN: 0117-3294]

Santiago, A. & Roxas, F. (2016). Killer bags on the loose: The painful descent of an innovative company. *Case Centre*, Reference no. 716-0042-1.

Santiago, A. & Roxas, F. (2016). Green Cross and the Gonzalo Co story. *The Case Journal*, 22(3), 1-22. [ISSN: 1544-1906]. doi:10.1108/TCJ-06-2015-0025

Santiago, A. & Roxas, F. (2016). Sustainable Philippine Cities and Habitat for the New Millennium. *Journal of Developing Societies*, 32(3), 1-23. [ISSN: 0169796X]. doi: 10.1177/0169796X16651949

- Roxas, F. & Santiago, A. (2016). Alternative framework for renewable energy planning in the Philippines. *Renewable & Sustainable Energy Reviews*, 59, 1396-1404. [ISSN: 1364-0321]. doi:10.1016/j.rser.2016.01.084
- Santiago, A. & Roxas, F. (2015). Innovative inclusive development strategies: Lessons from the Philippines. In Gudic, M., Rosenbloom, A. & Parkes, C. (Eds). *Responsible Management Education and the Challenge of Poverty: A Teaching Perspective*, (pp. 26-41). Greenleaf Publishing: Sheffield, UK.
- Dampf, M. & Roxas F., (2015) Feed-in tariffs as an incentive to power investments in the Philippines, *Asia Pacific Business & Economics Perspectives*, 3(2).
- Santiago, A. & Roxas, F. (2015). The case of the unhappy teachers. *The Case Journal*, 11(3), 1-16. [ISSN: 1544-9106]. doi:10.1108/TCJ-05-2015-0012
- Santiago, A. & Roxas, F. (2015, August). Reviving farming interest in the Philippines Through agricultural entrepreneurship education. *Journal of Agriculture, Food Systems, and Community Development*, 5(4), 15-27. [ISSN 2152-0801]. <http://dx.doi.org/10.5304/jafscd.2015.054.016>
- Santiago, A. & Roxas, F. (2015). Catastrophic disasters as opportunities for sustainable reconstruction: The case of Typhoon Haiyan. *DLSU Business and Economics Review*, 25(1), 143-154.
- Santiago, A. & Roxas, F. (2014). Reaching out to survivors: Typhoon Haiyan, Philippines. *Journal of Business Ethics Education*, 11, 317-324.
- Santiago, A. & Roxas, F. (2012). Identifying, developing, and moving sustainable communities through renewable energy. *World Journal of Science, Technology and Sustainable Development*, 9(4), 273-281. doi: 10.1108/20425941211271487. [2013 Outstanding Paper Award by Emerald Literati Network].
- Santiago, A. & Roxas, F. (2012). An entrepreneur's contribution to poverty alleviation in the Philippines. In D. Halkias (Ed.), *Entrepreneurship and sustainability: Business solutions for poverty alleviation from around the world*, (pp. 71-76). London, United Kingdom: Gower Publishing. 978-1-4094-2873-2
- Roxas, F. & Santiago, A. (2010). Broken dreams: Unmet expectations of investors in the Philippine electricity restructuring and privatization. *Energy Policy*, 38(11), 7269-7277. doi: 10.1016/j.enpol.2010.08.003
- Santiago, A. & Roxas, F. (2010). Understanding electricity market reforms and the case of Philippine deregulation, *Electricity Journal*, 23(2), 48-57. doi:10.1016/j.tej.2010.02.003

- Roxas, F., (2005, March). Why are Philippine Electricity Tariffs so high? *Working Paper Series*, 9-11, Washington Sycip Policy Center, Asian Institute of Management.
- Roxas, F., (2005, March). Why is NAPOCOR losing so much money? *Working Paper Series*, 9-10, Washington Sycip Policy Center, Asian Institute of Management.
- Roxas, F. and Santiago, A. (2004). Southeast Asia energy sector: Opportunities for Canadian SMEs. In L. Wright (Ed.), *Success and Investment: Southeast Asia* (pp. 33-44). Toronto: Schulich School of Business, York University.
- Roxas, F. & Buhain, E. (1998). Restructuring & Privatizing the National Power Corporation: How will consumers benefit? *Geothermal Resources Council Transactions* 22,215-218.
- Roxas, F. (1990). The Economics of an Energy Crisis, *DLSU Business & Economics Review*, 3(1-2) 70-76.
- Roxas, F. (1990). Geothermal Development and Policy in the Philippines. *Geothermal Resources Council Transactions*, 14(1).

#### RESEARCH PAPER HIGHLIGHTS

- Santiago, A. & Roxas, F. (2014). *Sustainable Philippine Cities and Habitat for the New Millennium*. Paper presented at the International Conference on Global STS, School of Humanities and Social Sciences, Nanyang Technological University, Singapore, March 14-15, 2014
- Bandyopadhyay, T. & Roxas, F. (2014) "Electricity distribution efficiency with energy loss as undesirable output: the case of the Philippines" Production and Operations Management Society Annual Meeting, Atlanta, Georgia, USA, May 9-12.
- Bandyopadhyay, T. & Roxas, F. (2013). Improving Efficiency of Electricity Distribution Units through Benchmarking and Mergers. Paper presented at the 11th Int'l Conference on Data Envelope Analysis, Samsun, Turkey, June.
- Roxas, F. & Santiago, A. (2012, June). *Sustainable Communities: A New Energization Paradigm for Poverty Alleviation and Food Security*. Presented at the 5th International Conference on Sustainable Energy and Environmental Protection, Dublin, Ireland, June 5-8.
- Roxas, F. & Santiago, A. (2010, September). *A New Systems Paradigm for the Rural Electrification Program, Philippines*. Paper presented at the XXI World Energy Congress, Montreal, Canada. Published by the International Energy Technology Data Exchange by the International Energy Agency (Paris, France) and Curran Associates (NY, USA) ISBN:9781617387364.

Roxas, F. & Santiago, A. (2010, February). *Creating Innovative Enterprises in Marginally Depressed Rural Communities: A Paradigm Shift for Rural Electrification Programs*. Paper presented at the 2<sup>nd</sup> International Research Conference on Entrepreneurship at De La Salle University, Manila, Philippines.

Roxas, F. (2001). *The Importance and the Changing Role of the Independent Power Producers in the Proposed Competitive Power Market in the Philippines*, Paper presented at the APEC 8th Technical Seminar and 7th Coal flow Seminar, APEC Bangkok, Accessible at <http://rru.worldbank.org/PapersLinks/Independent-Power-Generation-Project-Finance/>

Roxas, F. (1993). *Hydrogeology of the Sto. Tomas Rain Basin, Northern Philippines*”, GEOCON '92 Proceedings, Geological Society of the Philippines Publication.

Roxas, F. (1991). *Private Sector Participation in Power Generation using Build-Operate-Transfer - Will it Work for the Philippines?* Proceedings - World Energy Council Committee on Energy Issues in Developing Countries, United States Energy Association/World Energy Council, Washington, D.C.

## EDUCATIONAL BACKGROUND

### **DE LA SALLE UNIVERSITY**

Taft Avenue, Manila, Philippines

Doctor in Business Administration. Graduated with High Distinction

### **ASIAN INSTITUTE OF MANAGEMENT**

Paseo de Roxas, Makati, Philippines

Masters Degree in Business Management. Company scholar.

### **ASIAN INSTITUTE OF TECHNOLOGY**

Bangkok, Thailand

MSc Engineering Geology, US ASEAN Scholar

### **UNIVERSITY OF THE PHILIPPINES**

Diliman, Quezon City, Philippines

Bachelor of Science in Geology. J.M. Feliciano Scholar.

## BOARD EXAMS TAKEN

Philippine Board Licensure Examinations for Geologists, 5th Rank, 1979.

Career Executive Service Board Eligible. 1995. CES Rank IV

## GOVERNMENT ACCOMPLISHMENTS

### Positions Held:

Group Manager, Privatization and Restructuring External Office (1997-2001), Manager, Strategic Planning Department (1994-1996), Corporate Planning Group (1990-1994), Geologist (1978-1990), **National Power Corporation**. Responsible for the crafting of the “Electric Power Industry Reform Act of 2001”.

## CONSULTING ACCOMPLISHMENTS

Managing Director (2012-2014), **Green Square Properties Inc.**

Senior Advisor (2013, January-March), Integrated Energy Database and Marginal Abatement Cost Curve for the Philippines, **USAID**

Advisor (2013, February), Updating – Philippine Sector Assessment, Strategy & Roadmap, **Asian Development Bank**

Adviser (2013, February), Financial & Economic Analysis, Philippine Energy Efficiency Project Evaluation, **Asian Development Bank**

Adviser (2013, January-February), Financial & Economic Analysis, Project Completion Report Electricity Market and Transmission Development Project, **Asian Development Bank**

Independent Evaluator (2010, October), JICA Ex-Post Evaluation FY2009, Package 16, Northern Negros Geothermal Project, **OPMAC-Japan International Cooperation Agency**

Independent Evaluator (2010, October), JICA Ex-Post Evaluation FY2007, Luzon Grid Transmission Project, **OPMAC- Japan International Cooperation Agency**

Consultant (2010, May). Assessment of the Philippine Power Sector Issues & Challenges: Recommended ADB Assistance Strategy, **Asian Development Bank**

Consultant (2009, September) Clean Technology Fund & Country Investment Plan, **World Bank/ Asian Development Bank**

Advisor (2007-2008). **Philippine Economic Zone Authority, PEZA/USAID**

Advisor (2002-2007). **Office of the Energy Secretary** funded by **USAID/PA Consulting**

Consultant (2005-2006). Energy Sector Profile & Roadmap Project, **Asian Development Bank**

Consultant (2004-2005). Operations Review, Power Sector Lending Portfolio, **Asian Development Bank**

Consultant (2003-2004). Power Supply Strategy Options for Malls. **Private Client.**

Consultant (2003, June-October). Assessment of Power Supply Alternatives for Siquijor Island, **Deutsche Gesellschaft für Technische Zusammenarbeit GmbH** (German: German Agency for Technical Cooperation)

Consultant (2003). Missionary Electrification Development Plan. **World Bank/Department of Energy.**

Technical Advisor (2002, January-June). **Energy Regulatory Commission** funded by **PA Consulting.**

Privatization & Restructuring Advisor (2001). Advisor for the Implementing Rules and Regulations (IRR) for the Power Reform Act (RA 9136), **Department of Energy**, funded by **PA Consulting**