

# **FERNANDO MARTIN Y. ROXAS, DBA**

## **PROFESSIONAL EXPERIENCE**

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### **Asian Institute of Management (AIM), Makati**

Full Professor, 2000-present

*Professor, researcher, and center administrator at the only AACSB-accredited graduate school in the Philippines.*

#### Professor

Currently teaches in the degree and non-degree programs in the areas of Systems Thinking, Operations & Supply Chain Management. Served as thesis adviser and panelist.

#### **Key Achievements:**

- Published over 20 cases, journal articles, book, book chapters
- Recipient of Outstanding Case Writer by CEEMAN (European Quality Assurance Body) together with Emerald Publishing (2017) as well as WDI Publishing (2018)

### **Executive Director, Dr. Andrew L. Tan Center for Tourism, 2015-present**

Directly supervises 2 staff in training and research activities as well as in providing executive programs and forums in the area of sustainable tourism.

#### **Key Achievements:**

- Led the use of Systems Thinking discipline as a way to promote and enhance Sustainable Tourism
- Led the team that designed, ran and analyzed two (May & December 2021) national surveys regarding Domestic Tourism preferences, for the Dept. of Tourism

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### **National Power Corporation, Quezon City**

Group Manager, Privatization and Restructuring External Office (1997-2001), Manager, Strategic Planning Department (1994-1996), Corporate Planning Group (1990-1994), Geologist/Principal Geophysicist (1978-1990)

#### **Key Achievements:**

- Responsible for crafting the Electric Power Industry Reform Act of 2001
  - Produced the first Privatization & Restructuring Master Plan for the National Power Corporation
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## **OTHER PROFESSIONAL AND CONCURRENT EXPERIENCE**

Member (2022-present), Rules Change Committee, **Philippine Electricity Market Corporation.**

Member (2018-2022), Market Surveillance Committee, **Philippine Electricity Market Corporation.**

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 (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**

### **EDUCATION AND CREDENTIALS**

Doctor in Business Administration, De La Salle University (High Distinction), 1998

Master Degree in Business Management, Asian Institute of Management, 1987

Master Degree in Engineering Geology, Asian Institute of Technology, 1984

Bachelor of Science in Geology, University of the Philippines, 1978

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

Career Executive Service Board Eligible. 1995. CES Rank IV

### **SELECT PUBLICATIONS**

Santiago, A., Roxas, F.M., Rivera, J.P., & Gutierrez, E.L.M. (2021). Coping mechanisms of Philippine tourism and hospitality family businesses during the COVID-19 pandemic: a non-parametric approach. *Journal of Family Business Management*. In press.

Roxas, F., Rivera, J.P., & Gutierrez, E.L. (2021). Bootstrapping tourism post-COVID-19: A systems thinking approach. *Tourism and Hospitality Research*. In press. <https://doi.org/10.1177%2F14673584211038859>.

Roxas, F., Rivera, J.P., & Gutierrez, E.L. (2020). Mapping stakeholder's roles in governing sustainable tourism destinations. *Journal of Hospitality and Tourism Management*, 45,397-398. [ISSN: 1447-6770]

- Roxas, FM., Rivera, J.P., & Gutierrez, E.L. (2018). Framework for creating sustainable tourism using systems thinking. *Current Issues in Tourism*, (pre-published October 2018). [ISSN: 1368-3500]
- Roxas, FM. Rivera, J.P.R., & Gutierrez, E.L.M. (2018t). Boosting the Philippine Economy through Sustainable Tourism. *The World Financial Review, July-August*, 35-39.
- Roxas, F. & Santiago, A. (2018). Milking the Future: DVF Dairy Farm Partners with the Filipino Farmer. *WDI Publishing, 4*, 854-290.
- 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 FM., (2015) Feed-in tariffs as an incentive to power investments in the Philippines, *Asia Pacific Business & Economics Perspectives*, 3(2).
- 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.
- Datuin R. & 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. (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, DC.

### **PROFESSIONAL MEMBERSHIP**

Anti-Poverty Working Group, United Nations Principles of Responsible Management Education since 2014

National Research Center of the Philippines since 1988