Philippine Christian University (PCU)
University Research Framework 2025-2030

I. **Introduction**

The PCU Research Framework offers a strategic roadmap that aligns the university's vision and mission with national development objectives, global sustainability initiatives, and the principles of responsible research. Anchored in Christian values and guided by the Department of Science and Technology - National Research Council of the Philippines (DOST-NRCP), the framework guides all colleges and academic units in fostering a vibrant, ethical, and impactful research culture.

II. **Alignment and Foundations**
PCU Vision and Mission
DOST-National Integrated Basic Research Agenda (NIBRA) 2022-2028
CHED-National Higher Education Research Agenda 2 (NHERA-2)
17 UN Sustainable Development Goals (SDGs)
NEDA-AmBisyon Natin 2040
DOH-BARDA

III. **Philosophy**
The Institute for Research, Innovation, and Sustainability (IRIS) believes that research is a moral and transformative act—one that seeks truth, fosters human dignity, and serves the common good. Guided by the tri-focal thrust of Character, Faith, and Service, IRIS upholds that knowledge must not only advance academic excellence but also uplift lives, empower communities, and promote justice and sustainability. In this light, IRIS is committed to cultivating a research environment that is ethical, inclusive, innovative, and responsive to the evolving needs of society, the nation, and the global community.

IV. **Mission**
Rooted in the tri-focal thrust of Philippine Christian University — Character, Faith, and
Service — IRIS is committed to fostering a dynamic research culture that drives innovation, promotes interdisciplinary collaboration, and supports ethical, socially engaged, and sustainability-aligned research. Through strategic local and global partnerships, IRIS aims to produce scholarly work that addresses pressing societal challenges, advances the UN SDGs, and empowers communities through meaningful knowledge generation and application.

V. **Vision**
The Institute for Research, Innovation, and Sustainability (IRIS), as the research arm of the Philippine Christian University, envisions itself as a transformative center of ethical scholarship and innovation, advancing the values of character, faith, and service through research that contributes to the achievement of the United Nations Sustainable

Development Goals (UN SDGs) and shapes a more inclusive, just, and sustainable world.

VI. Core Research Themes

1. Faith, Ethics, and Nation-Building Christian values, theology, moral philosophy, civic leadership, peacebuilding, indigenous knowledge, and nationhood
2. Transformative and Inclusive Education Educational leadership, policy, instructional innovation, curriculum reform, digital and inclusive education, lifelong learning
3. Health, Wellness, and Human Development Nursing, public health, nutrition, mental health, hospital management, aging, gender and development, child and youth welfare
4. Sustainable Environment and Climate Resilience Biodiversity, disaster risk reduction, climate adaptation, water and food security, green practices in tourism and urban planning
5. Entrepreneurship, Innovation, and Economic Development MSMEs, startup ecosystems, sustainable enterprises, financial literacy, labor and employment, responsible business models
6. Digital Transformation, Data Science, and Emerging Technologies AI, big data, cybersecurity, health informatics, edtech, fintech, digital tools for governance and service delivery 7.
7. Peace, Justice, and Human Rights Social protection, justice reforms, criminology, human rights education, restorative and community-based justice
8. Arts, Culture, Media, and Communication Cultural heritage, Filipino identity, creative industries, traditional arts, digital storytelling, tourism, and intercultural communication
9. Public Service, Governance, and Community Development Policy development, public administration, local governance, civic participation, inclusive growth, social work engagement

VII. Research Quality Framework

1 Principles of Responsible and Ethical Research PCU adheres to the eight principles of responsible research conduct:

a. Honesty
b. Rigour
c. Transparency
d. Fairness
e. Respect
f. Accountability
g. Promotion of a responsible research culture
h. Recognition of indigenous rights and community engagement

2 Intellectual Property and Innovation Management

a. Research leading to innovations or creative outputs is protected through proper intellectual property (IP) protocols.
b. PCU supports registration, commercialization, and utilization of IP from faculty and student research.
c. Researchers must disclose potential IP to the IRIS Office for evaluation and protection.
d. Ownership is clearly defined through agreements, especially in collaborative work.

3   Collaborative Research PCU encourages collaborative and community-engaged research through:

a. Interdisciplinary research teams across colleges
b. Community-based participatory research with LGUs, NGOs, CSOs
c. International research partnerships
d. Ethical standards, authorship roles, and IP rights must be clearly defined in all collaborations

4   Research Dissemination and Presentation PCU promotes the sharing of knowledge through:

a. Annual PCU Research Congress (faculty and student categories)
b. Participation in local and international conferences
c. Community dissemination of outreach research
d. Support for poster, oral, and creative formats
e. Active involvement in DOST-NRCP symposia and other research activities

5   Research Publication and Authorship

6   Research Lifecycle at PCU

7   Implementation and Governance

COLLEGE RESEARCH AGENDA

College of Business and Administration and Accountancy (CBAA)

1. Institutional Studies
2. Policy Oriented Studies
3. National Development
4. Business and Entrepreneurship

College of Criminal Justice (CCJ)

1. Instructional Material Development
2. Crime Scenario Simulation
3. Law Enforcement of the Job Training
4. Use of Force Procedures
5. Regular and Deputized Law Enforcement Ladderized and Actual Practice Law Enforcement

College of Arts and Sciences (CAS)

1. Social Science
2. Natural Science and Mathematics
3. Language and Mass Communication

College of Education (CED)

1. Educational Innovation
2. Sustainable Development

College of Hotel and Tourism Management (CHTM)

1. Enhancing Guest Wellness and Health
2. Advancing Hospitality and Tourism Education
3. Promoting Gender Equality in Hospitality and Tourism

4. Fostering Decent Work and Economic Growth in Hospitality and Tourism

5. Driving Innovation and Infrastructure Development in Hospitality and Tourism

College of Nursing and Health Sciences (CNHS)

1. Governance

2. Service and Care Delivery Digital, Borderless, Multiversity

3. Health Information (Health Technology and Innovation)

College of Informatics (COI)

1. Engineering

2. Computer Studies

3. Multimedia

College of Social Work (CSW)

1. Policy Environment

2. Social Institutions

3. Juvenile Delinquency and other forms of social problems

4. Urbanization Issues and Concerns

5. Technology Impact on Society