

DETERRENENTS TO RESEARCH PURSUITS OF UNIVERSITY FACULTY IN NORTHERN PHILIPPINES: RESEARCH MANAGEMENT STRATEGY

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ABSTRACT

This research study examines the elements that prevent faculty members from participating in research at a university in the Northern Philippines. Employing a cross-sectional quantitative research design, data was collected from 90 full-time and part-time faculty members through the 30-items Revised-Attitude Towards Research (R-ATR) scale. The findings indicate that both personal and professional spheres are likely to limit involvement in research with means from personal at (M=4.99) and professional (M=4.92) being on the higher sides. While research is appreciated, there are still issues such as lack of time, overload with many subjects, few or no benefits and inadequate research skills. Demographic variables associated with faculty members did not indicate any considerable differences in deterrent factors meaning that these barriers cut across a majority of people. The following study points out the need for research productivity enhancing processes such as research competitions and low lecturing loads as well as training and development for the establishment of a robust research culture in the faculty.

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